



KA MAHI'AI



JULY 2010

AGRICULTURAL NEWS FOR KAMEHAMEHA SCHOOLS 'OHANA & FARMERS

ISSUE NO. 1

*Aloha Kākou.
The Land Assets
Division intends
to more actively
communicate and
work with its lessees
and the agricultural
community. This
inaugural issue of Ka
Mahi'ai (The Farmer)
is a step in that
direction. We hope
you enjoy this issue
and issues to come,
and look forward to
working with all of
you in support of
agriculture and the
perpetual stewardship
of these 'āina momona.
We welcome you to
contact us at
land@ksbe.edu with
feedback or comments.*

Planting the Seed

With Kamehameha Schools Strategic Agricultural Plan

The Land Assets Division (LAD) of Kamehameha Schools has developed a long-range Strategic Agricultural Plan (SAP) to provide a vision and goal-based strategy for optimal management and use of the Schools' agricultural lands on the islands of Hawai'i, Maui, Moloka'i, O'ahu and Kaua'i. The plan focuses on 88,000 acres of high-potential agricultural lands and covers a 20-30 year time frame, with updates scheduled every five years. LAD has identified 10 major goals (see inset on page 3) and 21 accompanying strategies.

The plan positions Kamehameha Schools (KS) to take a more active and strategic role in supporting Hawai'i's agricultural industry. This will take time, and we ask for your patience and welcome your ideas along the way.

Benefits of the SAP include increasing the market share of

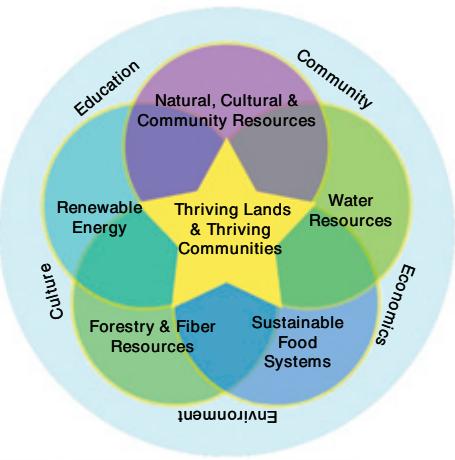
locally grown produce, a boost in the grass-fed beef sector, growth in the forest industry, support of local dairies, an increase in renewable energy projects, increased ag land stewardship, and the creation of new jobs in rural areas. The plan also calls for KS to upgrade water irrigation systems and to develop an active, collaborative relationship with farmers and ag industry leaders.

The Strategic Agricultural Plan is a business case for investment in KS land and human resources, not just to improve financial returns, but to fundamentally revitalize agriculture in Hawai'i.

We want to invest in our lands to make them productive for our mission, recognizing that we can impact upon the well-being of our beneficiaries in many ways.

The hope is that the SAP will be good for farmers, good for Kamehameha Schools, good for our Native Hawaiian beneficiaries, and good for the entire State of Hawai'i. This is all in alignment with the Land Divisions' central vision of "Thriving Lands and Thriving Communities".

Continued on page 3



For more information on the Strategic Agricultural Plan, visit www.ksbe.edu/land.

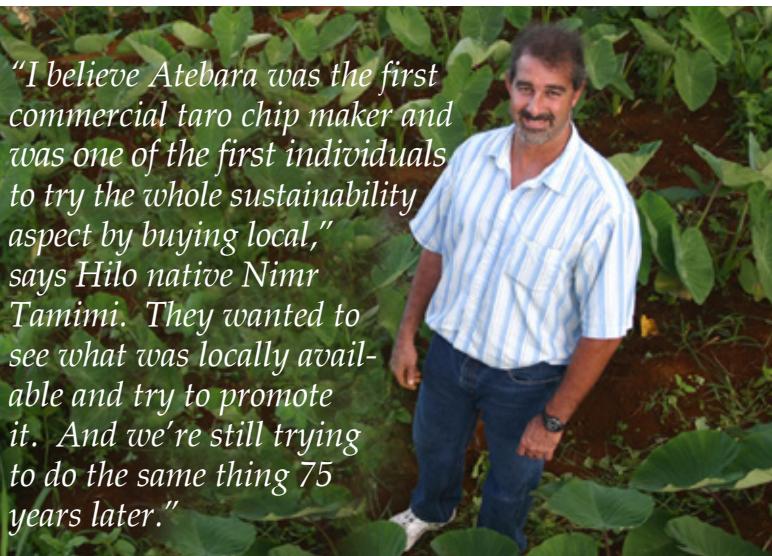




Featured Farmer: Nimr Tamimi

A trademark of Hilo since 1936, the Atebara Potato Chip Company has learned over the years to diversify in the midst of adversity. When the rationing of potatoes to Hawai'i threatened the family business during World War II, Raymond Atebara started purchasing taro from local farmers to make taro chips. When Raymond retired in 1979 and his son Walter took over, the product offerings expanded to include sweet potato chips and later shrimp flavored chips.

In 2002 Nimr Tamimi and his father-in-law Clyde Oshiro acquired the company and rebranded it as Hawai'i Island Gourmet. Faced with the same challenges today as the Atebara's did back then, Tamimi continues to diversify in order to stay competitive. He also understands the value of growing and buying local in order to achieve the company's sustainability goals.



"I believe Atebara was the first commercial taro chip maker and was one of the first individuals to try the whole sustainability aspect by buying local," says Hilo native Nimr Tamimi. They wanted to see what was locally available and try to promote it. And we're still trying to do the same thing 75 years later."

Hawai'i Island Gourmet currently leases 25 acres of land from Kamehameha Schools in the Ahupua'a of Pāhoehoe, Hilo. This site is used to cultivate specialty crops that are presently being imported from the mainland. "There's a lot of produce being imported that can be curtailed," says Tamimi. "Wherever we can, we like to take locally grown products and take it to the next level so the farmers don't have to ship it out."

Hawai'i Island Gourmet "value added" goods is a process by which they take raw products from Big Island farmers, and "add value" to transform it in to something else. A perfect example of this is their Fire and Ice Chocolate that contains Hawaiian chili peppers mixed with mint chocolate. Hawai'i Island Gourmet's product lineup also includes other chocolate assortments, cookies, chips and macadamia nuts.

Hawai'i Island Gourmet products can be found all over Hawai'i. Their tasty chips are served in the finest hotels and sold in numerous stores like Don Quixote on O'ahu. **For more information on their products, visit www.hawaiichips.com.**

Mea'ono Atebara Sweet Potato Chocolate Chip Espresso Cookies



Compliments of Hawai'i Island Gourmet

Ingredients

- 1 ½ sticks unsalted butter, cut into cubes
- ½ cup dark brown sugar, packed
- ½ cup granulated sugar
- 1 ½ teaspoons instant espresso
- 2 large eggs
- 1 tablespoon vanilla extract
- 2 ½ cups all-purpose flour
- 1 teaspoon baking soda
- ¾ cup Atebara's Sweet Potato Chips, crushed
- 1 cup chocolate chips or chunks

Directions

Preheat oven to 350 degrees Fahrenheit. In a large mixing bowl, combine cold butter, dark brown sugar, light brown sugar, granulated sugar and espresso with a hand mixer. Mix at slow speed for 30 seconds and increase speed until the mixture is fluffy, about 6 minutes. Lower the speed adding one egg at a time. Add vanilla and mix until all ingredients are incorporated. In a separate bowl, whisk together the flour, baking soda and salt. Add the flour mixture to the butter and sugar mixture in batches. Add crushed Atebara's Sweet Potato Chips. Stir with a spatula until well blended. Fold in the chocolate chips or chunks and spoon the dough onto parchment lined cookie sheets at least an inch apart. Bake for 14 to 15 minutes. Rotate the cookie sheet half way through so that the cookies bake evenly. Remove the cookies from the oven and transfer to a wire rack to cool.



Nā Mea Kanu Crop Tip: Sweet Potato

Russell Nagata, Hawaii County Administrator for the College of Tropical Agriculture and Human Resources (CTAHR) offers the following tips:

1. Practice crop rotation. By growing the same crop over and over, nutrients are depleted and the buildup of soil insects such as the sweet potato weevil and nematodes are supported. By practicing standard crop rotation every two-and-a-half to three years, these setbacks can be avoided.
2. Fight back against fungal disease. Control the scurf! In order to minimize the culprit that causes the blackening of sweet potato skins, the following tips are recommended:
 - Utilize a 3 to 4 year rotation. Rotational crop will be dependent on what you can grow and sell. Compatibility of the rotational crop should be considered so that it does not increase the disease and pest problems for the next crop.
 - Use clean planting material. Chemically treat the basal portion of the planting material. Dipping the roots in a fungicide will help establish a healthier crop.
 - Submit a disease sample to confirm scurf or other diseases. This is a free service to assist individuals identify pest and diseases that affect crop plants. Visit www.ctahr.hawaii.edu/Site/ADSC.aspx for more information.

KS Ag Plan Goals

Goal 1: Increase the production of fruits, vegetables, meat and other food products on KS lands for the local market.

Goal 2: Supply locally grown products, ideally from KS lands, to KS campuses and facilities.

Goal 3: Restore and revitalize traditional systems: lo‘i, loko i‘a, and dryland field systems.

Goal 4: Support agricultural education, business planning, and farmer certification programs.

Goal 5: Actively engage in agricultural marketing and media.

Goal 6: Strategically invest in agricultural support facilities and infrastructure.

Goal 7: Explore agriculture research and development opportunities.

Goal 8: Develop a robust and consistent set of agricultural decision-making tools, procedures and guidelines.

Goal 9: Contribute to a sustainable clean energy future for Hawai‘i through education, energy efficiency gains and renewable initiatives.

Goal 10: Steward forestlands in consideration of the full range of ecosystem services and resource extraction activities- including native forest reforestation, traditional forest products, and energy production.

Ka Limahana: Meet the Staff



Marissa Harman

Marissa Harman is responsible for managing Kamehameha Schools' agricultural leases, commercial operators and residential tenants in Puna, Hilo and Hāmākua. Marissa is originally from Kilauea, Kaua‘i and is a graduate of Kamehameha Schools '96. She received a B.A. in Hawaiian Preservation and a M.A. in Urban and Regional Planning from the University of Hawai‘i at Mānoa, and is a recent graduate of the Agricultural Leadership Program in December 2009.



Perry Kealoha

Perry Kealoha returned to the Kamehameha Schools ‘ohana last September as Land Asset Manager of South Kona and North Kohala. Perry is a graduate of Honoka‘a High School and the University of Hawai‘i at Hilo where he received his Bachelor of Arts in Political Science.



Kama Dancil

Kamakani “Kama” Dancil is from Makawao, Maui and his kuleana includes overseeing KS’ lands in Ka‘ū and ma uka Kona. In his prior position with Forest Solutions Inc. he was responsible for managing the Prutimber tree farm on KS’ lands near Pāhala and implementing conservation stewardship in Keauhou, Ka‘ū. Kama is a ‘93 graduate of KS and holds a Bachelor of Science degree in Forest Management from Colorado State University.



Les Apoliona

Leslie “Les” Apoliona recently joined our Hawai‘i Island Land Assets Division in April. Les is responsible for managing KS leases in the North Kona district. Les is originally from Kaimukī, O‘ahu and has made Kona his home for the past 21 years. He is a graduate of KS ‘78 and attended the University of Hawai‘i at Mānoa for his B.A. in Business Administration.



KAMEHAMEHA SCHOOLS®

567 South King Street, Suite 200
Honolulu, Hawai‘i 96813

Non-Profit Org.
U.S. POSTAGE
PAID
Honolulu, HI
Permit NO. 1449

Nā Mea Hoihoi Calendar of Events

July 17-18	Hale‘iwa Arts Festival Hale‘iwa Beach Park, O‘ahu	September 23-24	Hawai‘i Agriculture Conference Ihilani Resort and Spa, O‘ahu
July 24-25	Hawai‘i State Farm Fair Bishop Museum, O‘ahu	September 24	Taste of Helumoa Royal Hawaiian Center, O‘ahu
September 10	Taste of the Hawaiian Range Hilton Waikaloa Village, Hawai‘i	October 23	Hāmākua Alive! Pa‘auilo Elementary School, Hawai‘i
September 16-19	Hawai‘i County Fair Hilo Civic Center, Hawai‘i	November 5-14	Kona Coffee Cultural Festival Kailua-Kona, Hawai‘i

For a list of farmers’ markets statewide, visit www.hawaii.gov/hdoa/add/farmers-market-in-hawaii

Kamehameha Schools is a private, educational, charitable trust founded and endowed by the legacy of Princess Bernice Pauahi Bishop. Kamehameha Schools operates a statewide educational system enrolling more than 6,900 students of Hawaiian ancestry at K-12 campuses on O‘ahu, Maui and Hawai‘i and 31 preschool sites statewide. Approximately 37,500 additional Hawaiian learners are served each year through a range of other Kamehameha Schools’ outreach programs, community collaborations and financial aid opportunities in Hawai‘i and across the continental United States.