



K A M A H I ' A I



AGRICULTURAL NEWS FOR KAMEHAMEHA SCHOOLS 'OHANA & FARMERS ISSUE NO. 4 2012

Produce high-quality products that you are proud to serve at home

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As a private trust founded and endowed by the legacy of Princess Bernice Pauahi Bishop, Kamehameha Schools (KS) is dedicated to improving the capability and well-being of Native Hawaiians. With 98% of the Schools' land kuleana in agriculture and conservation, KS recognizes the value of promoting agriculture as an industry and connecting with our farmers and tenants.

We hope you find this newsletter relevant and useful. If you have any questions or feedback, please contact us at land@ksbe.edu.

If you'd like to be added to our e-mail database, please contact us at land@ksbe.edu and include your first and last name in the subject line. This information will only be used by our Land Assets Division staff to communicate with you in times of urgency or emergency and will not be forwarded to anyone else.

Kamehameha School's food purchasing programs are similar to other large institutions, in that they rely heavily on distributors to provide the majority of their produce. Large distributors have

produce side, Bruce is working with the KS Land Asset Division to stress the importance of diversifying farming operations away from coffee to include fruits and vegetables such as oranges,

Kekuewa is able to pay for imported counterparts. Kekuewa sympathizes with farmers that are strapped for cash, but he stresses the need for farmers to understand the reimbursement structure at larger institutions like KS, which pay farmers 30 days after invoicing.

Because it is important for Kekuewa to see the steps the food has taken before it reaches his door, Kekuewa frequently visits the farms that produce food for his cafeteria. Farmers selling to KS must follow the food safety guidelines of the Hawai'i Department of Health and Hazard Analysis and Critical Control Points (HACCP).

Kekuewa sees a challenge in pleasing local palates, as fast food has gained popularity and is taking the place of some of Hawai'i's traditional foods such as taro and sweetpotato; however Kekuewa is up for the challenge. He enjoys working with dedicated producers, "because if they love what they're doing their products will be the best." He encourages farmers not to short change their product; determine the costs of production and make sure you set a price that provides a profit. The bottom line for Kekuewa is, "if it's something you want to serve your family, it's something I will serve mine."



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the resources needed to network with large farms and other wholesalers in order to provide the quantity and consistency that schools need to feed their faculty, staff, and students. Despite their reliance on large vendors, KS is beginning to incorporate locally grown food into their food service program, realizing the importance of supporting local farmers and the superior nutritional quality of produce grown locally. Bruce Kekuewa, Food Service Manager at the KS Hawai'i campus in Kea'au, is beginning to reach out to local farmers and ranchers to develop more sustainable buying programs, particularly with lessees who farm on KS lands.

Bruce Kekuewa, Food Services Manager, Kamehameha Schools, Hawai'i

squash, sweet potato, eggplant, lettuce, and popular salad bar items including tomatoes and cucumber.

Kekuewa acknowledges the challenges of working with local producers, but sees tremendous value in developing relationships with Hawai'i Island growers and ranchers. One challenge is the ability of local farms to consistently produce the large quantity of food that is needed weekly at the school. Smaller farms specializing in gourmet products oftentimes price themselves out of the KS market, charging double what

Bruce Kekuewa is also working with Living Aquaponics to source locally-grown lettuce and green onion to the school cafeteria as well as partnering with community events such as Taste of the Hawaiian Range and the Breadfruit Festival.





Upholding family tradition at the Keauhou Store

When long-time Keauhou residents Kurt and Thea Brown were looking for a real estate investment they never imagined that they would inherit a gold-mine of collectables and stories to go along with it.

The Keauhou Store was originally built in 1919 by Yoshisuke Sasaki, a 5'2" master carpenter who immigrated from Japan to Kona via Honolulu to build redwood coffins and water tanks for prominent immigrant families. For nearly forty years Mr. and Mrs. Sasaki ran the quaint general store before transferring ownership to their son, Rikio.

For over 30 years the Browns passed by the Keauhou Store to and from their home just miles down the road on Mamalahoa Highway. Never thinking much about the dark and dingy store, the couple noticed a "For Sale" sign in 2009 and decided to make an offer. Never believing their offer would be accepted nor absolutely positive they wanted to be store owners, the Browns took a leap of faith and signed a lease with Kamehameha Schools in April 2010.

Kurt and Thea spent the next ten months disassembling dilapidated shelving, repairing what could be salvaged, tossing what couldn't and reliving Sasaki family memories as they uncovered dusty photos from the cluttered store.



With each unpacked box and cleared room, the Browns discovered hundreds of collectables including Japanese records, rubber stamps, Schwinn and Columbia bicycles, appliances, hardware, jewelry and sewing supplies from the 1950s and earlier.

To honor the Sasaki's legacy, a large number of these antiques were saved and put on display in the store while others, such as the rubber stamps, were turned into t-shirt designs. The Browns also started their own traditions with Kurt's hand-crafted wooden guitars and Thea's fresh baked cookies.



"I make 12 different kinds of cookies from recipes passed down from my grandmother and mother."

"Kurt is the dough boy, I do the baking," said Thea. "I make 12 different kinds of cookies from recipes passed down from my grandmother and mother."

The most popular are Thea's chocolate chip, chocolate chip macadamia nut and macadamia nut butter cranberry cookies. In the 18 months since Keauhou Store opened, Thea has sold over 40,000 cookies!

"I started to mark my baking milestones by acknowledging the customers who bought the 10,000, 20,000, 25,000 and 30,000 cookie. Had I remembered to count the 15,000 cookie, I would have!"

"Not only does Thea make delicious cookies, but they offer have fresh, local produce—some of which is grown right outside the backdoor," said North Kona land manager Les Apoliona, who happened to purchase the 30,000th cookie on his visit to the store on June 15, 2012.

As customers of old continue to frequent the Keauhou Store and share their memories of the Sasaki 'ohana, new visitors enjoy the rustic charm that still lives on from the day the store was opened in 1919.





Two agricultural-related bills signed into law

During the 2012 Hawai'i State Legislative session, SB 2375 and HB 2150 were passed by the Legislature and signed by Governor Abercrombie.

Senate Bill 2375 was signed into law as Act 113 and provides more profit-making opportunities for agricultural producers in order to promote synergies among Hawai'i's agricultural producers and to preserve agriculture by making it profitable. Under the previous law—Land Use Law, Chapter 205, HRS—the only agribusiness activity that provides for direct sales to consumers on agricultural lands are “roadside stands for the sale of products grown on the premises.”

Act 113 has the following benefits for KS farmers:

- A single farmer can sell products, including food and logo wear, statewide as long as he/she is growing the products themselves.
- A single farmer with highway frontage can provide a retail space for other farmers to sell their products.
- A single farmer can conduct direct sales of fresh agricultural products, value-added products and food prepared using Hawai'i agricultural products.

“We can now expand our menu items using products from other farms, and also help support other local farmers to bring their crops to market,” said Kylie Matsuda-Lum of Kahuku Farms who testified in support of the bill.



A second agricultural-related bill, House Bill 2150, was signed into law as Act 167.

HB 2150 provides that photovoltaic systems producing energy solely for the agricultural activities of the owner will be allowed on class A land. According to the former Land Use Law, solar energy facilities were limited to lands with B, C, D, or E ratings and provide that the solar facilities shall occupy the lesser of ten percent of the acreage of the parcel or twenty acres. With the passing of HB 2150, the farmer is afforded a method of reducing energy costs without having to apply for a special use permit. This measure will also increase the opportunity for over 2,000 acres of land in Kawailoa Plantation.

The benefits of organic farming

Colehour Bondera is a resident of Hōnaunau, where he manages a 5.4-acre certified organic farm that produces pineapple, spinach, taro, Kona coffee, tamarillo, lulo, papaya, heliconia, roses, cacao, avocado, lilikoi, jaboticaba, and guava, just to name a few. As an organic farmer struggling to ensure the world is a better and healthier place, Bondera has some encouragement and advice for fellow organic farmers.

As an organic farmer, my goal is to diversify my crops to increase the health of my farm. However, being that we live in a society that is driven by financial well-being, it is important to realize that money can play an instrumental role in decision making.

One way to offset the added cost of inputs is to grow high-value crops and crops for value-added sale. By looking at the entire ecosystem and obtaining organic certification, organic farmers can benefit from additional income.

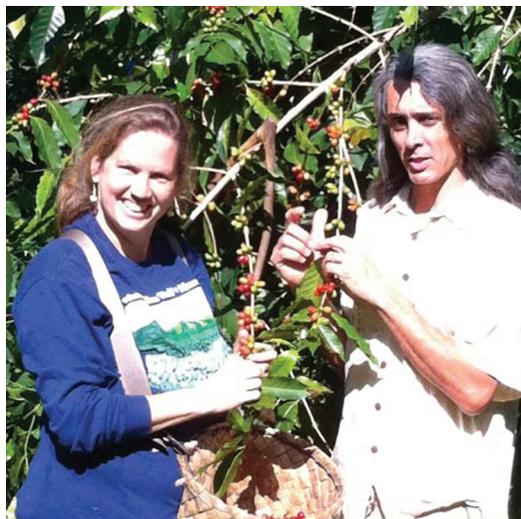
In fact, well-managed organic inputs can help diversify species to control pests so in the case where one species is lost, another species will balance the system out so all is not lost. This diversified approach means that less pest controls need to be introduced to the farm which saves not only time and money, but equates to a self-sufficient ecosystem.

The same applies to how crops are fertilized. Since farms have excessive amounts of growth and green waste, farmers

can properly compost or minimally mulch the surplus thereby returning basic nutrients back to the system.

Another benefit to organic farming is the health and safety of our children, family and employees. Being that Hawai'i is comprised of small farms that allow families to work on the land, it is important to create rules and regulations not only for the large-scale factory farms, but also for the vast majority of small farms throughout the world.

Together through farming, and potentially organic farming, we can feed not only ourselves, but sustain the entire state on a year-round basis so that there is no reliance on imported foods.



Colehour Bondera and his wife Melanie produce 100% certified organic Kona coffee on their Kanalani Ohana Farm



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Nā Mea Hoihoi: Calendar of Events

November 2-11	Kona Coffee Cultural Festival Sheraton Keauhou, Hawai'i	March 3	'Ulu Festival Puna, Hawai'i
December 10	KS-Grown Food Fair Kawaiha'o Plaza, O'ahu	March 21	Sam Choy's Poke Contest Keauhou, Hawai'i
February 1	Sustainability Fair Kapālama Campus, O'ahu	April 6	Taste of Waialua Old Waialua Sugar Mill, O'ahu

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. The year 2012 marks the 125th anniversary of the opening of Kamehameha Schools, which today operates a statewide educational system enrolling over 6,900 students of Hawaiian ancestry at K-12 campuses on O'ahu, Maui and Hawai'i and 31 preschool sites statewide. Over 40,000 additional Hawaiian learners and caregivers 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.