



FREQUENTLY ASKED QUESTIONS

What is Mahi'ai a Ola?

Mahi'ai a Ola encompasses the deeper meaning of mahi'ai - the idea of cultivating an 'āina-based lifestyle, a way of thinking, and our connection to and relationship with 'āina. In the larger food system, farmers cultivate more than food, they cultivate minds, families, and communities.

Why is there a new name?

The name allows KS to continue the tradition of the Mahi'ai Match-Up and Scale-Up competitions while acknowledging and recognizing the core focus of this initiative – farming and the farmer.

What are the 3 components of Mahi'ai a Ola?

- **Mahi'ai Match-Up:** An agricultural business plan competition in which the winner is awarded a 5-year land agreement with KS and a \$10,000 cash prize donated by Ulupono Initiative. The winner will also have the support of KS land asset managers, along with wrap-around business services and financial guidance from The Kohala Center. Deadline to submit an application for the contest is September 20, 2019.
- **Mahi'ai a Ao:** Scholarship awards for various agriculture-related educational programs, in partnership with the Pauahi Foundation, and GoFarm Hawai'i.
- **MahiX:** An open innovation challenge seeking cooperative solutions to Hawai'i's most pressing agricultural issues.

What is MahiX

Modeled after the XPRIZE, a non-profit organization that designs and manages competitions intended to encourage technological developments that could benefit humanity, MahiX is an open innovation challenge, seeking cooperative solutions to the most pressing issues in the ag sector. Kamehameha Schools will be selecting a partner and investment for the 2019 competition and hopes to open this aspect of the program for external proposals in 2020.

How is this campaign connected to KS' educational mission?

Kamehameha Schools stewards approximately 364,000 acres of lands that continue to support its educational mission. About 50 percent of its landholdings falls within the agricultural district. As a Native Hawaiian organization, KS will protect, maintain, restore and enhance its Hawai'i Lands and the natural, cultural and water resources on them, balancing educational, community, cultural, economic, and

environmental returns (KS' Five Values), to educate and restore connections to the land and preserve their availability and usefulness for future generations.

How can I apply to Mahi'ai Match-Up?

Go to www.ksbe.edu/mahiai for more information. Click on this link <https://www.ksbe.edu/mahiai/application/> to sign up.

How can I get involved/sponsor Mahi'ai a Ola?

Go to www.ksbe.edu/mahiai for more information on Mahi'ai a Ola. To donate click on this link <https://forms.gle/tV4XBikYR2heqWcz7>

What scholarships are available?

Scholarship awards for various agriculture-related educational programs are available, in partnership with the Pauahi Foundation, and GoFarm Hawai'i. For a list of available agriculture scholarships visit https://www.ksbe.edu/mahiai/mahiai_a_ao/

Is this a statewide competition? Can I apply if I'm on another island?

While the parcel for the winning business plan is on Hawai'i Island, the contest is open to farmers statewide. The scholarships are also open to students statewide wanting to pursue an education toward a career in farming and agriculture.

Is the contest only open to native Hawaiians?

This contest is open to all interested applicants statewide.