

FY 2014

\$67,863 to Kahua Paa Mua Inc., Hawi, HI, to train taro farmers and expand direct-to-consumer market opportunities for taro products.

**[Final Report](#)**

## Farmers Market Promotion Program (FMPP) Final Performance Report

The final performance report summarizes the outcome of your FMPP award objectives. You will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014- March 31, 2016
<b>Authorized Representative Name:</b>	Leslie Nugent
<b>Authorized Representative Phone:</b>	781-454-6573
<b>Authorized Representative Email:</b>	Lrae.nugent@gmail.com
<b>Recipient Organization Name:</b>	Kahua Paa Mua Inc
<b>Project Title as Stated on Grant Agreement:</b>	Growing social and economic opportunity for Hawaii Island residents through local taro markets
<b>Grant Agreement Number:</b> <i>(e.g. 15-FMPPX-XX-XXXX)</i>	14-FMPPX-HI-0050
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Kapaau, HI
<b>Total Awarded Budget:</b>	\$67,863

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable). **Yes**
- Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. Goal/Objective 1:

Goal #1 – Educate an initial group of 8 farm families on value-added product development for taro products, including the business of marketing taro and taro products.

Activity A: Instruction in Value Added Product Development (10 hours of hands-on training)

- a. Progress Made:

- 8 farmers/farm families were trained in value-added product development of taro products, poi and kulolo by Jim Cain of King Lualau Brand Poi. Training included post-harvest handling, cooking methods and time, taro preparation, taste comparison, use of equipment, addition of water, fermentation processes, and packaging and storage.
- A product trial was conducted by farm families to assess the product quality and marketability. Evaluation forms were sent out with the product trial and both written and verbal feedback was received.

- b. Impact on Community:

- Instruction in value added product development supported farm families in learning the necessary tools to develop taro products, increasing economic opportunity for farm families as well as increasing the community access to locally grown and produced foods.
- Through the product trial, 1 market was created- direct to consumer sales.

Activity B: Instruction in The Business and Marketing of Taro (10 hours of hands-on training)

- a. Progress Made:

- 8 farmers/farm families were trained in business and marketing of taro and taro products. Farmers/farm families learned how to identify and enter a variety of commercial markets for taro products, and marketing and logistics for efficient distribution.

- b. Impact on Community:

- The 8 farmers/farm families who received the training in the Business and Marketing of Taro gained valuable knowledge that supported them in finding success as they entered their products in the market. It also supported the community by increasing access to locally grown and produced foods.

Activity C: Instruction in Taro Cultivation (20 hours of field training)

a. Progress Made:

- 8 farmers/farm families were trained by Jim Cain on the production of taro. Instruction included irrigation and propagation, nutrient requirements, nutritive cycles, composting, Natural Farming inputs, pest management, crop maintenance, traditional land use, stewardship practices, and stories and history related to food production and taro.
- In addition to the farm families trained, numerous community groups participated in educational workshops at the farm led by project partner Jim Cain and farm families. These groups include a food justice workshop in partnership with HACBED and Catholic Charities serving 50 individuals, An educational workshop for Ulumau a Hawaiian Leadership Series serving 35 individuals, A farm tour and educational workshop for 25 student interns from the Kohala Center Beginning Farmer Rancher Program, a farm tour and educational workshop for 200 Maori visiting from New Zealand, an educational workshop for 25 individuals from HIP Agriculture's farmer training program, a farm tour and educational workshop for 45 students from Youth With A Mission, and ongoing farm workshops with 25 individuals from the Kohala Mormon Church.
- Farmers/Families successfully planted, maintained, Harvested and processed 898 lbs of taro for value added products poi and Kulolo

b. Impact on Community:

- 8 farm families directly benefited from the instruction on taro cultivation, equipped with knowledge to successfully grow their own taro, farm families were able to contribute to local food self-sufficiency and contribute to local markets.
- A385 community members and young farmers had the opportunity to learn how to cultivate taro and about the production and processing of taro value added products by the famers/farm families.

Goal/Objective 2:

Goal #2 – Successfully market taro and taro products through four different venues: a) direct orders from consumers, b) a mobile roadside stand, c) the existing farmer's market in Hawi, and d) weekly agricultural tours.

Activity A: Marketing and financial instruction for farm families in the project (10 hours of formal training and ongoing informal technical assistance throughout the project)

a. Progress Made:

- 5 farm families (farmer beneficiaries) participated in a marketing and financial workshop led by Marketing Specialist, Andrea Dean and Bookkeeper Carolyn Fuertes. Trainings covered the basics of taro marketing, brand development, target audiences, and business financials.
- 5 farm families (farmer beneficiaries) participated in ongoing marketing and financial trainings during value-added product processing and distribution.

- b. Impact on Community: The marketing and financial instruction provided to farm families was essential in ensuring the success of families being able to market their value added product and manage their finances. There were 5 farmer beneficiaries.

Activity B: Project and Product branding

a. Progress Made:

- Marketing and outreach specialist, Andrea Dean, worked with graphic designer Matt Pearce, to develop project and product branding for the Taro value added products including labels for poi and kulolo, and advertising and marketing materials.
- Banners were created for a mobile roadside stand and farmers market booth.
- Advertising for Palili O Kohala value added Taro products was placed in the Kohala Mountain News for the months of June, September, October, November, and December 2015. The Kohala Mountain News is a free newspaper delivered to every PO Box holder in North Kohala and has a circulation of 3,800.

b. Impact on Community: 8 farmer beneficiaries benefited from this product branding support. Community members, businesses, and customers were able to recognize Palili O Kohala as a producer of taro and taro value-added products.

Activity C: Market development

a. Progress Made:

- Farmers/Families processed 898 lbs of taro into value added products poi and Kulolo which were sold at the Hawi Farmer's Market, Mobile Roadside stand, agri-tourism events (Agricultural Tours are offered weekly, but may or may not run depending on demand), and through direct orders from consumers and businesses.
- Markets for taro and taro value added products were established at local businesses Kohala Coffee Mill, Kohala Grown Market, and to the local food bank through Catholic Charities Hawaii.
- Taro value added products were marketed directly to over 355 consumers at various farm tours and educational workshops including: students, teachers, and parents from Kona Pacific Public Charter School, North Kohala Senior Citizens, Hilo Senior Citizens, participants in a food justice workshop in partnership with HACBED and Catholic Charities, Ulumau a Hawaiian Leadership Series, student interns from the Kohala Center Beginning Farmer Rancher Program, Maori visiting from New Zealand, students from Youth With A Mission.
- A booth at the King Kamehameha Day Celebration in Kapa'au where Palili O Kohala farm families shared results from the project and demonstrated the traditional way of producing poi, connecting over 1000 people with the project.

- Advertising for Palili O Kohala value added Taro products was placed in the Kohala Mountain News for the months of June, and September-December 2015. The Kohala Mountain News is a free newspaper delivered to every PO Box holder in North Kohala and has a circulation of 3,800.
- An article featuring the project and its accomplishments was placed in the Kohala Mountain News in October 2015, a free newspaper delivered to every PO Box holder in North Kohala and has a circulation of 3,800.
- Big Island Video News featured a film clip from Palili O Kohala on September 8, 2015 and has received over 410 views online.
- Two different episodes featuring the Palili O Kohala project aired a total of 3 times during the project period on “Local Living” a TV show on KFVE TV station, reaching 65 thousand people per viewing.
- A project farmer presented about the project, marketing the product and sharing the results at a Natural Farming Symposium in October of 2015 reaching over 100 people.

b. Impact on Community:

- One market was expanded- The Hawi Farmers Market.
- Three markets were established. A mobile roadside stand, direct to consumer sales (including individuals and local businesses), and lastly at agricultural tourism events.
- Expanded consumer base served: Over 100 local residents and tourists purchased taro products.
- Over 1,385 community members have directly connected to the project.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2015). Include further explanation if necessary.
  - i. Number of direct jobs created: 5
  - ii. Number of jobs retained: 5
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: One Market Expanded- Hawi Farmers Market
  - v. Number of new markets established: Five Markets established: Mobile Roadside Stand, Sales at Agricultural Tourism events, Direct to consumer sales, Kohala Coffee Mill, Kohala Grown Market, Catholic Charities.
  - vi. Market sales increased by \$2,356 and increased by 92%.  
Baseline sales were \$287.
  - vii. Number of farmers/producers that have benefited from the project: 8
    - a. Percent Increase: 100% of farmers/producers involved with this project benefited from the trainings and marketing of taro and taro value-added products.
3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

Yes. We expanded our customer base by reaching new ethnic groups, low income populations, low access populations, and new businesses. Through our agricultural tourism events we were able to reach a group of Maori visiting the island and a group of Chuukese women living on the island through our Food Justice Summit in partnership with HACBED and Catholic Charities. Through our agricultural tourism events we were able to access the North Kohala Senior Citizens and Hilo Senior Citizens, both low-access populations. Through our partnership with Catholic Charities we were able to expand our customer base to include low-income population through distribution to the local food bank. Through our marketing and advertising we were able to expand our customer base to new businesses, The Kohala Coffee Mill, and Kohala Grown Market.

4. Discuss your community partnerships.
  - i. Who are your community partners?  
Our community partners include: Catholic Charities Hawaii, The Kohala Center, Kohala Mormon Church, Islander institute/HACBED, Blue Dragon Farms
  - ii. How have they contributed to the overall results of the FMPP project?  
Our community partners have contributed to the overall results of the project by assisting in the implementation of the various activities. Catholic Charities Hawaii has supported the project as a model for community food systems and showed continued support by purchasing poi to distribute to low-income families through the local food bank. The Islander Institute/HACBED have been deeply involved in addressing our North Kohala plan for local food self-sufficiency, they have supported this project by helping to introduce new consumers to our products. The Kohala Center has been instrumental in supporting the various trainings and marketing of our products. Blue Dragon Farms has partnered and allowed us to use their commercial kitchen to produce our product. The Mormon Church has provided numerous volunteers to assist in the processing and distribution of our product.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?  
The relationships build with our project partners are strong and will continue to flourish beyond this grant period. These partnerships will continue to support farmer trainings, educational workshops, increase consumer base, and provide access for low-income populations.
  
5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Yes we used contractors.  
The work of contractors contributed in substantial ways to the success of the project. Contractor Jim Cain of King Laulau Brand Poi offered numerous trainings for our farm families as a value added product developer. Matt Pearce created graphics that served as labels and advertisements for marketing and product branding.
  
6. Have you publicized any results yet?\* Yes
  - i. If yes, how did you publicize the results?  
Results have been publicized through presentations at the Hawaii Island Natural Farming Symposium and to the Hawaii County Council. A Graphic displaying project results has been posted on the Kahua Pa'a Mua website and through social media on Facebook. Results were shared in person at a Booth at the Kohala King Kamehamea Day celebration. An article was written in the Kohala Mountain News. A graphic displaying results has been placed on the Kahua Paa Mua website and on social media through the

North Kohala Eat Locally Grown Campaign, the Hawaii Homegrown Food Network and Farm Tours North Kohala.

- ii. To whom did you publicize the results? The results were publicized to the North Kohala Community, the Hawaii Natural Farming community, the Hawaii County Council, and to project partners.
- iii. How many stakeholders (i.e. people, entities) did you reach? Over 5,000 stakeholders were reached.

Supporting Documents attached in supplementary documents PDF.

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

- 7. Have you collected any feedback from your community and additional stakeholders about your work? Yes
  - i. If so, how did you collect the information?  
Feedback was collected through a written and verbal product survey, through social media, through verbal feedback at public presentations, and through media outlets including Big Island Video News and television program Local Living.
  - ii. What feedback was relayed (specific comments)?  
The feedback received was overwhelmingly positive. Consumers shared how grateful they were to have locally produced poi and kulolo and preferred to purchase Palili O Kohala product over other sources. The media outlets highlighted the benefit of this project on the community and the support of locally grown and produced food for the low-income population. Many community members have shared a desire to learn more about the project and to become involved.
  
- 8. Budget Summary:
  - i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:  
Yes, the SF-425 is completed and being submitted with this report.
  - ii. Did the project generate any income? Yes.
    - a. If yes, how much was generated and how was it used to further the objectives of the award? \$2,643 was generated and is being used to support the continuation of taro value added product production by Palili O Kohala farm families.
  
- 9. Lessons Learned:
  - i. Summarize any lessons learned. Draw from positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).  
Our farmer/producers greatly benefited from the trainings that were provided. It was very effective to have professional offer trainings and consulting in the various aspects of taro cultivation, value added product production, and marketing. Participating in these trainings empowered our famers/producers with the knowledge and resources that they needed to find success as taro value added product producers. At times we found it difficult to organize and schedule the trainings in a way where all famer/producers could be present.

Although there are benefits to everyone one participating in all the trainings and all aspects of production, we think in the future it might be more efficient for to have only those individuals who will participate in those specific aspects of production present at the various trainings.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

We were challenged in meeting our goal for projected increase in dollar amount and percent change in market sales for taro value added products. Additionally we were not always able to meet market demand through our 4 market venues. Throughout the project period we recognized that it was unrealistic for our famers/producers to grow, harvest, and produce the quantity of taro value added products that we anticipated. This reality of our decreased production was a result of various factors including water shortages when our water source was compromised, and debilitating health challenges affecting our farmer/producers, primarily diabetes (a major challenge in the Hawaiian population). Through this project we were able to learn about the reality of what it takes to produce taro value products, the resources required, and the potential limitations. Moving forward we have a better understanding of the capacity of our farmers/producers to produce taro value added products, and we also better understand the economic impact this will have for farmers and producers.

- iii.

Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

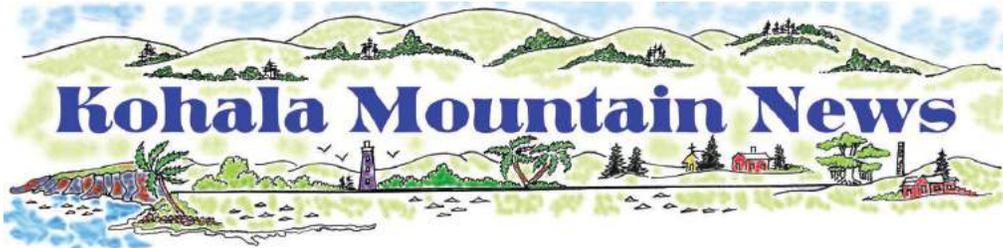
The administrate model that our farmers/producers operate under is a cooperative model. Although this has many benefits in terms of profit sharing and shared ownership of the work, there has also been a large learning curve. At times with the cooperative model it has been challenging to discern who is accountable and who is taking responsibility for the various aspects of and tasks associated with producing and marketing taro value added products. For others working with a similar model or interested in implementing a similar project, we recommend having really clear roles and responsibilities established for each step of the growing, production, and marketing process. Within those roles we recommend having an individual responsible and accountable to seeing each task through completion and a system for communication and feedback to make changes where necessary. With the specific aspects of managing this grant it was very beneficial and effective to have a management team including project manager, bookkeeper, and a marketing and outreach specialist, work together to achieve our goals. Additionally we found it very effective to have this management team working under a payroll service.

#### 10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

The work of this project will continue beyond the performance period through the work of Kahua Paa Mua and the Palili O Kohala Cooperative. It is clear for the cooperative that the values and interests of the farmers/producers at this time are more centered around community education and community food self-sufficiency. The farmers/producers desire to provide taro value added products for markets that need and want and perhaps to have an exchange where community groups come to learn and work at the farm and in exchange take home taro products. We think there is room in the future for greater economic development but perhaps we need to grow a little more gradually. The focus on training, mentorship, and community food self-sufficiency are in alignment with the Hawaiian values exhibited by many of our farmers/producers. This culturally appropriate model also creates more room for the project to serve our community and empower more local families to grow and eat locally grown foods. The knowledge gained about producing and processing taro value added products through this project can be shared with other community members who want to become producers. In addition, the focus on training and mentorship has brought forth new ideas and conversations with funders around a youth mentorship program featuring taro production and processing as one of the modules. Farmers/producers from this project will benefit through job creation as mentors, estimated number of jobs that will be created: 5.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?



Vol.14, No. 3

March 28, 2015

## KNKR 96.1 Schedules Open House at New Station in Hawi

By John Sullivan

That quiet sound at 96.1 on your FM dial will soon be replaced with the amazing and incredible music, voices and sounds generated by all of us in the community. The volunteers at Kohala Radio are moving closer to going on-air after many months of hard work. If all goes well, KNKR-96.1 will begin broadcasting this summer LIVE from downtown Hawi.

We are actively looking for anyone interested in broadcasting to talk with us about becoming a volunteer, and we're especially interested in students who want to get a look at the station. One of our primary goals is to provide a broadcast training platform for students in Kohala and to get them involved in creating broadcast programs at KNKR—so, as they say, "We need you!"

To help in these efforts, we'll be



Photo courtesy of KNKR

KNKR volunteers (left to right) Pete Sullenberger, Marieke McAuthur, Carol Geertsema, John Sullivan, Len Winkler and David Ebrahimi take a moment to gather in front of the station's new sign. Months of hard work will pay off when the station begins broadcasting from the Hawi station, estimated to occur in the summer of 2015.

at the Hawi Farmers Market under the banyan tree on April 4, 11 and 18 so you can talk story about the station. We are hosting an open house on Saturday, April 18, from

10 a.m. to noon at the station, which is housed in the building next to the new Sunshine Hardware. You can see for yourself how the station is shaping up.

of the station's remodeled facilities. We have leased about 1,400 square feet of space to house our three studios, a music library, two offices

see **KNKR, page 2**

## Grassy Acre in Downtown Hawi Preserved for Public Access

Thanks to community support; Mayor Kenoi and Mr. Hamana Ventura of the County Finance Department; and very patient former landowners, Dave Lucas and Shelly Maudsley White; the grassy acre fronting Shige's by the banyan trees in Hawi that has been a de facto park for over 50 years is now publicly owned and will remain a community space.

"These types of open space purchases succeed because of the people of Kohala. There seems to be a deep understanding of the value of maintaining green space and agricultural lands for future generations," shared Gail Byrne Baber, who helped coordinate efforts to preserve this area. More than 600 people signed a petition in support of purchasing this area for the community. "We are also very lucky to have a mayor who has been supportive of preserving Kohala lands," continued Byrne Baber.

Mayor Kenoi was able to keep the possibility of a County purchase alive by a last minute phone call to Lucas and Maudsley White on Christmas Eve, the deadline set by

the landowners for a firm purchase offer. The project was initially projected to close in early summer of 2014 but was delayed until September due to turnover in County staff. By December the sellers expressed frustration and exhaustion regarding being stuck in limbo without a written offer while they continued to incur rental expenses for their home and gallery in Kona.

According to Byrne Baber, the purchase would not have been possible without the generosity of sellers Lucas and Maudsley White. "Shelly is born and raised in Hawai'i and Dave has lived here 35-plus years. They are very community minded people and have donated many hours and resources to preserve Holualoa town above Kona. We need to extend a huge 'thank you' to Shelly and Dave."

A number of people in the community stepped forward to help ensure this area remained a public space for Kohala. Over forty residents attended County Council hearings about purchasing the land last year, including life-long Kohala

see **Park, page 2**



Photo courtesy of KNKR

New equipment is being installed in the KNKR radio station's on-air broadcast control room. Volunteer DJs and programmers will host live shows from this room in the new KNKR 96.1 radio station.

Kohala Mountain News  
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Kapa'au, HI 96755

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### Community Farm to Welcome New Families April 3rd

The Palili 'O Kohala project was started about three years ago by a group of families in North Kohala. The families of Palili 'O Kohala developed the 1.5 acre Natural Farming Learning Lab on Ho'ea Road. They grow taro, sweet potato, pigs and chickens using Natural Farming techniques.

The idea behind the Natural Farming Learning Lab is to provide a place for families to learn together about Natural Farming within the context of Hawaiian values.

In 2014, the families of Palili 'O Kohala formed an agricultural cooperative to make and sell poi and kulolo. Kulolo is now available monthly. People can pre-order kulolo for parties or home use.

Palili 'O Kohala is welcoming the community to come work and learn with them at Community Workshop Workdays. The first Workshop Workdays will be held on Friday, April 3, from 3 p.m. - 6 p.m., followed by a local foods pot luck dinner. Children and young adults are welcome.

The Community Workshop Workday is a chance to get your hands in the dirt and to receive hands-on training in taro and sweet potato cultivation, animal husbandry and making Natural Farming inputs.

Palili 'O Kohala also has pig and



Photo by Joshua McCollough

Eruera and Elisabeth Kawe and children Terongomau, (age 6), Daywakihaa (age 4) and Namakaaloha (baby) learn how to grow taro and uala (sweet potato) using Natural Farming methods with Palili 'O Kohala.

chicken workshops coming up for people interested in raising pigs and chickens with Natural Farming methodologies. Animal husbandry workshops will be taught by David B. Fuertes and will include lessons in caring for piglets, sow breeding, building a brooding house and rearing chicks to be egg layers. All animal workshops include information about Natural Farming tech-

niques, animal husbandry basics and feeding requirements.

To register, call Andrea Dean at 960-3727 or email andrea@andreadean.com

Palili 'O Kohala is a project of Kahua Pa'a Mua. Funding support provided by the USDA Farmers Market Promotion Program, Dorrance Family Foundation and County of Hawai'i County Council.

### KOKUA KOHALA OHANA CONCERT-BAZAAR

A CONCERT-BAZAAR WILL BE HELD FOR THE KOHALA OHANA WHO LOST THEIR HOME IN A FREAK FLOOD IN THE MAKAPALA-NIULI' I AREA ON DECEMBER 23, 2014.

KOHALA'S FINEST MUSICIANS AND COOKS ARE DONATING THEIR TIME AND TALENT, AS MANY ARE RELATED TO THIS FAMILY. PLEASE COME OUT, SUPPORT YOUR NEIGHBORS IN NEED, AND HAVE A GREAT TIME WHILE DOING IT.

#### CONCERT LINE-UP

- 9 A.M.-10 A.M. - JOHN KEAWE
- 10 A.M.-11A.M. - NINO'DEM
- 11 A.M.-12 A.M. - THE KUPUKAA'S
- 12 NOON-2 P.M. - THE LIM FAMILY
- 2 P.M.-3 P.M. - NORTH SHORE LIVE
- 3 P.M.-5 P.M. - I'LAND BOIZ
- SATURDAY, MARCH 28**
- KAMEHAMEHA PARK GYM**
- 8:00 A.M.-3:00 P.M. - BAZAAR
- 9:00 A.M.-5:00 P.M. - CONCERT
- \$5.00 ENTRANCE FEE**

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"Always leave with a Smile"

**HOT DEALS FOR APRIL 1 TO APRIL 14, 2015. COME IN FOR MORE IN-STORE SPECIALS**

<p><b>OREO COOKIES</b> <b>2/\$6</b> 10.7-15.35 OZ</p>	<p><b>MEADOW GOLD NECTARS</b> <b>\$3.69</b> GALLON</p>		
<p><b>PREMIUM SALTINE CRACKERS</b> <b>2/\$5</b> 9-16 OZ</p>	<p><b>CALIF PIZZA OR DIGIORNO</b> <b>\$5.99</b> 13.4-34.2 OZ</p>	<p><b>BAREFOOT WINES</b> <b>\$3.99</b> 750ML</p>	<p><b>GENERAL MILLS HONEY NUT CHEERIOS OR LUCKY CHARMS</b> <b>\$2.79</b> 11.5-12.25 OZ</p>
<p><b>FRITOS CORN CHIPS OR CHEETOS</b> <b>\$2.99</b> 7-9.5 OZ</p>	<p><b>HANSEN NATURAL SODA OR DIET</b> <b>\$2.49</b> 6PKS</p>	<p><b>AMANO KAMABOKO</b> <b>\$1.59</b> 6 OZ</p>	<p><b>ROSELANI TROPICS ICE CREAM</b> <b>\$6.99</b> 56 OZ</p>

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**KOHALA**  
**KŪLOLO**

**A sweet Hawaiian dessert, made from taro**

**Made by the Palili 'O Kohala Cooperative.**

**\$ 7 per box (3/4 pound)**

**Pre-Order Now! Call Andrea at 960-3727 or pre-order for pickup  
at <http://www.kahuapaamua.org/kulolo/>**

**Next pick up: Friday, February 27th 11- 12 at Palili 'O Kohala Farm at 55-370 Ho'ea Road or  
Saturday, February 28th 8:30 – 11:30 at Hawi Farmers Market**

**◀◀◀ LOCAL PRODUCT MADE IN KOHALA ◀◀◀**





Palili O Kohala families selling Kulolo at the Farmers Market

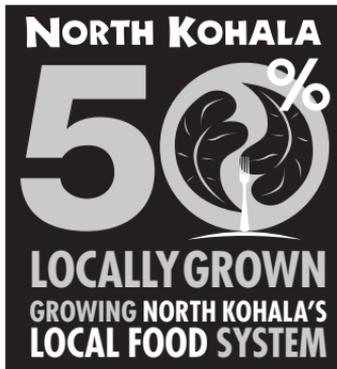


Palili O Kohala families processing freshly harvested taro to make kulolo



*Kahua Pa`a Mua - Building a Strong Foundation*

*The Palili 'O Kohala project supports the North Kohala community goal of 50% food self-sufficiency. The families of Palili 'O Kohala use chemical free Natural Farming methods to grow taro, sweet potato, pigs and chickens.*



**Beginning in September we will be harvesting 100 pounds of taro per week to process into poi and kulolo for our community. Support community food self-sufficiency!**

**PRE ORDER KOHALA POI AND KULOLO**

**Order online at [kahuapaamua.org/poi-kulolo](http://kahuapaamua.org/poi-kulolo)  
or call Andrea at 960-3727.**

Palili 'O Kohala, a project of Kahua Pa`a Mua is supported by the County of Hawai'i, Dorrance Family Foundation, Hawai'i Community Foundation and USDA Farmers Market Promotion Program.

Kahua Pa`a Mua is an equal opportunity provider and employer.





..... GLUTEN FREE  
**KOHALA KŪLOLO**  
A sweet Hawaiian dessert, made from taro  
A product of the Paliuli 'O Kohala Cooperative.  
  
Net Wt. ¼lb 12oz 340g  
Ingredients: Taro, Sugar, Coconut Milk, Butter.  
◀◀◀ LOCAL PRODUCT MADE IN KOHALA ◀◀◀

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Glory



### POI- PRODUCT EVALUATION

Please make comments in the boxes about taste, fermentation (how it sours) and anything else you think.

Brand	9/18 Day 1	9/19 Day 2	9/20 Day 3	9/21 Day 4	9/22 Day 5	9/23 Day 6	9/24 Day 7
<b>P</b>	Texture good, taste good. ONO! Added about one cup of water.	little bit more sour than yesterday, good! In refrig	Little bit Sour but taste good. Texture is still good	Little Sour, taste good. Could add a little water. Texture is smooth	Taste Great w/ Seaweed! Texture is good	Slightly Sour. No sign of fermentation	Taste slightly Sour, added a little water than it out.
<b>W-P</b>	Darker, Texture Smooth, Taste more like the poi we buy. Added some water.	Taste Fresh like yesterday. It over flowed in the bowl. good! In refrig	Taste like the 1st day. Not Sour at all. In refrig	Taste like day one - added water. Texture is good - In refrig	I prefer this poi. Taste great and no sign of fermentation! In refrig -	Great tasting Poi. Not Sour at all! I love it!	Taste like 1st day! No sign of fermentation. #1 choice In refrig -

Which did you prefer & why? W-P, Texture & taste is great.

Would you buy this on the market? Yes!

What did you like or did not like on each brand?? (color, consistency, taste, aging)

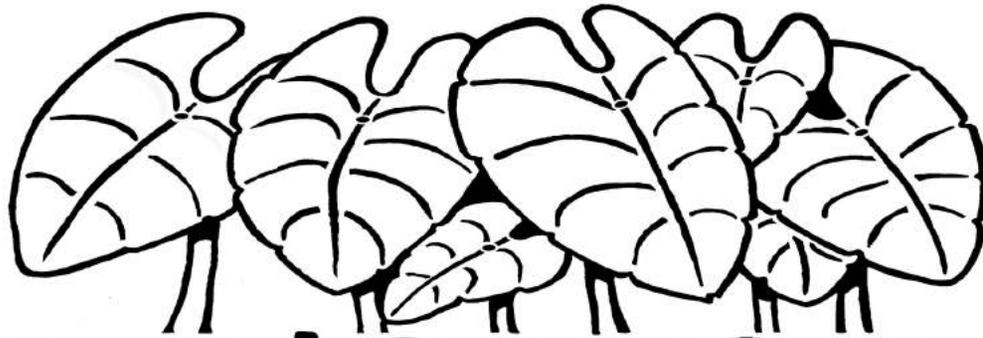
P- just slightly sour, but still good, No Fermentation.  
W-P = Perfect, tasty (better than the one we buy from Waipio)

Name: Robert Glory

Phone: 889-5115

Thank's Andrea!

T Dot  
Diana  
960



# PALILI 'O KOHALA



*Kahua Pa`a Mua - Building a Strong Foundation*

# Taro Cultivation, Harvest and Poi Production

## Harvest Every Week

Man Hours	Harvest & Make Poi
12	Harvest & Prep Taro
4	Steam
16	Processing & Bagging
8	Distribution
40	TOTAL MAN HOURS



40 Man hours for harvest & make poi + 24 Man hours for farm

= 64 Total Man Hours ÷ 6 Families = 10.5 Hours/Week

# Taro Cultivation, Harvest and Poi Production

## Harvest Every Other Week

Man Hours	Harvest & Make Poi
18	Harvest & Prep Taro
4	Steam
24	Processing & Bagging
8	Distribution
54	TOTAL MAN HOURS

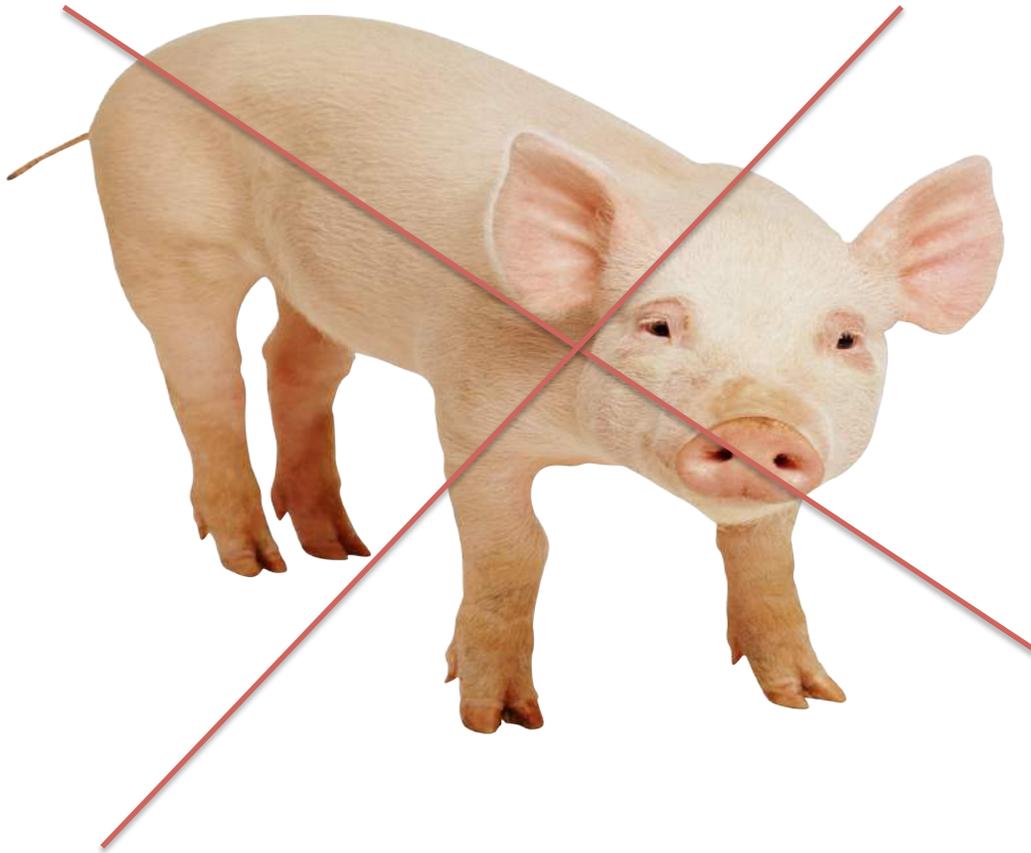
**9 Hours every other week/  
family + 4 hours/  
week for farm**

54 Man hours for harvest & make poi + 24 Man hours for farm

78 Total Man Hours ÷ 6 Families = 13 Hours every

other week + 4 hours farm work in the off week

**This does not include the time spent on pig management!**



- **How much time/week does each family spend on pigs?**
- **Should pig money go into coop and then be distributed, minus a percentage for the coop?**

# Economic Reality (weekly production)

- 100 pounds taro harvested
- 80 pounds after cleaning

80 one pound bags of poi  $\times$  \$5/pound  $=$  \$400

$\$400/7$  (6 families and 1 coop share)  $=$  \$57 each

**11 bags of poi per family – let's discuss families as distributors**

# But that doesn't include expenses

\$400/week income



\$200 kitchen rental



\$7.5 Cost of Goods



\$192.50 /7 (6 families and 1 coop )  \$27.50 each

# Quick & Dirty: How much poi do we have to produce to make a living wage?

- Assume  $\$20/\text{hour} \times 10 \text{ hours} / \text{week} = 200/\text{week}/ \text{family} \times 6 \text{ families} = 1,200$

Expenses	
Family income	\$1,200/week
Production Expense- kitchen	\$200
Production Expense- other	\$7.5
<b>TOTAL EXPENSE</b>	<b>\$1,407</b>

$\$1,407/\$5$  per bag of poi = 281 bags of poi

**We would have to apx triple production.**

**Time? Land?**

**And this does not take into account.....**

- **Grant funds which pay for:**
  - **Staff: Leslie, Isaiah, Andrea, Carol**
  - **Supplies: Irrigation, fencing, NF & soil amendments, etc..**
  - **Farm Management:**
    - **Water**
    - **Repair**
    - **Fuel**
    - **Equipment**
  - **Training**
  - **Educational Classes & Events**
  - **Marketing**

**Kohala Radio Goes Live - Plans Broadcasting From Kohala Reunion**

June 11, 2015 was a red letter day for Kohala Radio. At 4:25 p.m. all of the broadcast equipment was hooked up and KNKX began live test broadcasting on 96.1 FM with about two hours of music and banter. With this milestone behind them, additional test broadcasting has been taking place almost daily to gauge the coverage area of a 48' 100' watts of power and their antenna installed at the prime location. So far, these tests show a strong coverage area from Toloa to Nāhala Bay and Ranch and up to about the 2,000 foot elevation on Kohala Mountain Road, far better than their most optimistic forecasts.

To test their mobile broadcast equipment, Len Weidie, Kohala Radio's volunteer news director, recorded interviews at the Kamaheha Day celebration for several hours on June 11 (see photos), and tested the link from Kamaheha

back to the Kohala Radio studios in Hilo. Those interviews may be heard on the Kohala Radio website: www.knkx.org.

The final tests will be completed with the installation of a state-of-the-art broadcast phone system at the KNKX studio in Hilo today. Starting on July 3, KNKX will be broadcasting live from the Kohala Reunion 10 a.m. to noon, and 2 p.m. to 4 p.m. each day and other times based on the reunion schedule. If all goes well, this means that residents who cannot make it to the reunion, including the elderly at home, can listen in and hear what's going on including interviews, cupcups and music. The plan also includes recording these broadcasts and replaying them during the noon to 2 p.m. period and in the evening, and streaming all of the reunion broadcasts over the internet for listeners around the world.



Randee Golden and Sharon Hayden are organizers of the displays in the gym.



Kathy Mabuchi is the key organizer of the 2015 Kohala Reunion.



Daily Hoopa was the key organizer of the 2015 Kamaheha Celebration.

Did you know?  
The Kohala Mountain News is online at [www.kohalamountainnews.com](http://www.kohalamountainnews.com)  
Check us out for all the latest news in Kohala!

\*\*\*  
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**PALILI'O KOHALA**  
Kahua Pa'a Maa - Building a Strong Foundation

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**NORTH KOHALA**  
**50%**  
**LOCALLY GROWN**  
GROWING NORTH KOHALA'S LOCAL FOOD SYSTEM

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Palili 'O Kohala project and Palili 'O Kohala is supported by the University of Hawaii's Extension Service. The National Center for Food Safety and Inspection Service is a USDA/ARS research project. Palili 'O Kohala is an equal opportunity provider and employer.

# Palili 'O Kohala

Growing Taro- Strengthening Families



# Palili 'O Kohala

Making Poi & Kulolo- Creating Economic Opportunity



# Palili 'O Kohala

Pigs & Chickens- Family Food Security



# Palili 'O Kohala

Mentoring Youth- Future Farmers



# Palili 'O Kohala

Growing food for our community Food Basket



# Palili 'O Kohala

Natural Farming Training-Healthy Community



# Palili 'O Kohala

Food – Family- Community





# PALILI 'O KOHALA



*Kahua Pa'a Mua - Building a Strong Foundation*



Natural Farming Learning Lab at Hō'ea

# Framework

1. Origin
2. Values
3. Purpose
4. Destiny



Palili 'O Kohala=Food+Family+Community

# Destiny

**STRATEGY  
1.4:**  
Promote and  
Support a Community  
of Diversified  
Agriculture.



**GOAL:**  
The Kohala  
community will  
produce 50%  
of the food it  
consumes.

*From the North Kohala Community Development Plan (CDP)*

# Origin

In pre-contact Hawai'i, Hawaiians in North Kohala fed a community of 30,000 people. Today our population is about 6,000 people and **we bring in about 85% of our food.**

*Source: Noa Lincoln in Kohala Dryland Field System*

# Orígin

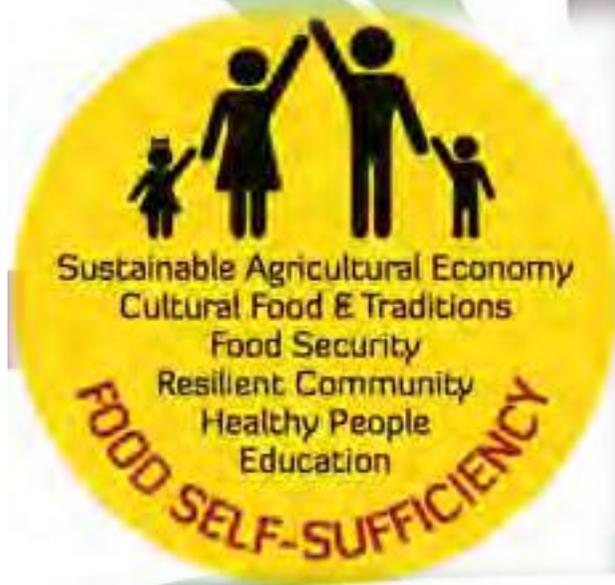
“Our goal at Ulu Mau Puanui is to educate as many people as possible about the historical significance of the Kohala field system, that the Kohala field system is here and how it fed the people in ancient times,” says Project Coordinator Kehaulani Marshall. “We look to Puanui to inform future food sustainability projects. We can look to the past and apply those practices for our food needs in the future.”



# Values

## Growing a Local Food System

in North Kohala



Planning for 50% Food Self-Sufficiency

# Purpose - Projects

Working together with NF for healthy people and soil.



# Purpose - Projects

Taro Cultivation for Food Security & Economic Development



# Purpose-Projects

Making Poi & Kulolo to create economic opportunity



# Purpose - Projects

NF Pigs & Chickens for Family Food Security & Income



# Purpose – Projects

Building of the Natural Farming Pig & Chicken House



# Purpose - Projects

Growing for the Food Basket- Community Food Security.



# Purpose- Projects

Strengthening families and community



# Purpose - Projects

Education: Mentoring Youth- Future Farmers



# Purpose - Projects

Connection with the 'Āina



# Our Approach

Contribution to Sustainable Systems in Hawai'i

- Growing a traditional crop using Natural Farming methodology
- 'Ohana-based model of farming based on traditional practices
- Trying to create economic opportunity by growing foods (kalo, 'uala, pigs) that also sustain the community

## Co-op Grows Taro, Makes Poi and Kulolo for North Kohala

Story and photos courtesy of Palili `O Kohala with contributions from James Koshiba

At the turn of the 20th century, it's estimated that more than 2,000 acres of taro were in production throughout Hawai'i. Today, there are about 360 acres in cultivation.

The number of taro farms has continued to decline in the past decade with about 100 taro farmers growing commercially throughout the state.

Most farmers cultivate taro in the traditional wetland style, in a lo'i. Most taro cultivated for poi in Hawai'i is grown in the wetland style.

Wetland cultivation has many advantages, but it also has drawbacks. Inputs including water, fuel and fertilizer are expensive, and have increased in price in recent years. Pests like the apple snail, which thrive in water, have plagued wetland crops.

In the past, taro was heavily cultivated in the valleys of North Kohala, where there was ample water, but ancient Hawaiians also grew "upland" or "dryland" taro in the Kohala region.

In North Kohala, most of the water rich valleys not as accessible as they once were for farming wetland taro, especially on a commercial scale. This makes farming dryland taro a practical approach to increasing the amount of taro grown in the community.

There is a statewide shortage of taro for making poi. Commercial poi producers import about 1.8 million pounds of taro per year, primarily from Fiji, but also from China, Cook Islands, Western Samoa and Tonga.



Members of Palili `O Kohala prepping huli to plant after harvest.



Kohala poi, the finished product of local dryland taro production and processing.

The Palili `O Kohala project believes that it is important to grow taro and make poi for the community of North Kohala—for food self-sufficiency, health and to strengthen community and culture.

The Palili `O Kohala project is growing Hawaiian varieties of taro on dryland, using Natural Farming techniques.

Natural Farming uses no chemicals and creates inputs (natural fertilizers) using microorganisms from the soil with other natural and easy to acquire ingredients.

After years of hard work and many hands in the soil, the Palili `O Kohala project is now set to harvest and process about 100 pounds of taro per week for the community.

The families in the Palili `O Kohala Cooperative are processing the taro into poi and kulo for sale in North Kohala.

Poi made from dryland taro has different characteristics than poi from wetland taro. The color is lighter, and it does not go sour (ferment) in the same way. Poi from dryland taro is best eaten fresh, as opposed to allowing it to ferment.

In addition to working towards North Kohala's food self-sufficiency goals, the Palili `O Kohala project was formed in order to educate the community about farming with Natural Farming techniques, and to create economic opportunity through agriculture for Kohala's people.

Look for the Palili `O Kohala sign on the side of the road. To be notified about our sales dates, or to place a large order, please call Jaime Lee Drew at 756-8181 or go to <http://www.kahua-paamua.org/poi-kulolo>.



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## TV showings

### Living Local:

- Link On You Tube: <https://www.youtube.com/watch?v=0CIQ0eRBI3k>
  - 200 views on Living Local YouTube
  - 46 views on Farms Tours NK Facebook
  - 65,000 viewers each showing

### Big Island TV:

#### North Kohala News Update:

- <https://www.youtube.com/watch?v=SybSHL0K9Ac&feature=youtu.be>
- 411 views on YouTube
  - 75 Views on Farm Tours NK Facebook
  - Broadcast on Public Access TV: thousands of viewers