

FY - 2014

Waimanalo Market Co-op, Waimanalo, HI, to expand its farmers' markets hub and increase promotions to encourage local foods consumption.

Final Report

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

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, 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 FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range:	September 30, 2014-September 29, 2016
Authorized Representative Name:	Michael Buck
Authorized Representative Phone:	(808) 722-1626
Authorized Representative Email:	mbuck@hawaii.rr.com
Recipient Organization Name:	Waimanalo Market Co-op (WMC)
Project Title as Stated on Grant Agreement:	Farmer to the People, Mahi`ai iā ka po`e Initiative
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-HI-0052
Year Grant was Awarded:	2014
Project City/State:	Waimanalo, Hawaii
Total Awarded Budget:	\$80,839

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).

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 1: Expand and utilize the Waimanalo Market Co-op (WMC) as a significant space for local farmers to directly sell their produce and related value-added products.

Objectives:

- i. Expand the area, number of tables, and days available for local farmers to utilize at the WMC.***
- ii. Assist farmers in the sales process and administration for direct sales to community.***

a. Progress Made:

- WMC maintained and expanded its weekly Farmers' Market to 8-11 tables/spaces with 5-7 farmers each month receiving no charge for table rental nor charge for WMC process and administration assistance with direct produce and related value-added product sales. Expansion has included a specific space for the dropping off and receiving of produce, permanent tables and refrigeration for farmers to display their produce.***
- Obtained Food Establishment Permit #020035 (Market Category #2) providing low risk in-store opportunities to market test produce and valued-added products. Seven farmers currently participating and testing the market with their value added products.***
- Increased hours and days available to farmers and the public --- now open six days a week.***
- Provided sales opportunities for over 80 different farmers.***
- WMC member volunteers and staff assist farmers market sales 6 days a week.***

b. Impact on Community: The increased capacity of the WMC (e.g. increased business hours, a licensed cold preparation kitchen, safe and secure refrigeration capacity, increased customer base) has benefitted the local farmer community and all facets of the local food system by:

- increasing the number of local food producers;***
- creating a higher demand for local produce;***
- enabled buyers to buy healthy and nutritious food, providing income to farmers and their families;***
- reduced reliance on food imports to Hawaii; and***
- enhanced community access to a culturally appropriate and nutritious diet.***

ii. Goal 2: Provide technical and business assistance for local farmers to develop and expand their local market opportunities

Objectives:

- iii. Bring in resource persons from the community for assistance to address specific needs identified by local farmers.**
- iv. Print/disseminate educational & training materials to local farmers and customers.**
- v. Hold workshops that assist farmer/customer interactions.**

a. Progress Made:

- Worked in conjunction with the Waimānalo Health Center's Cultural Health Prevention Specialist and directly with farmers by providing agricultural guidance concerning the identification, propagation, and perpetuation of Hawaiian medicinal plants.**
- Worked with Feed The Hunger Foundation to assist farmers delivering produce to WMC with technical issues, training, and financial support.**
- Worked with Hi'ilei Aloha LLC, a community capacity building program to provide a mobile, licensed commercial kitchen for local farmers to use for preparation of their produce at no charge for taro and other value-added products**
- Worked with the Hawaii Agriculture Mediation Program providing no charge mediation services for loan, tax and other business concerns talked with farmers delivering produce to WMC.**

b. Impact on Community:

Providing training and education materials to farmers on labeling, branding, and food safety as well as needed technical and business assistance directly benefit local farmers by enhancing the economic viability of their agricultural products and operations.

Information collected from farmers enabled resource experts to assist farmers in value-added processing and other entrepreneurial skills. WMC became a gathering place for farmers and vendors to share their varied expertise with other farmers, co-op members, and customers through workshops and daily interactions.

iii. Goal 3: Provide creative advertising tools, product testing, and promotional support to local farmers to expand their market access, penetration, and overall value of their produce.

Objective:

- vi. Provide advertising and promotional outlets through 1) the WMC website, 2) electronic member and communication email & social media tools, and 3) surveys and low risk in-store opportunities to market test produce and value-added products.**

a. Progress Made:

- **Implemented community wide farmers' market and country fair entitled "Nalo Momona Country Fair." (see attached flyer). This special venue was created to boost farmers' direct sales of produce and related value-added products. In addition this created a special opportunity for our community members to meet our farmers/vendors and become familiar with their produce and value-added products. Thirty-two local farmers/farms participated.**
- **Implemented a marketing plan completed by a marketing specialist working in conjunction with our Board. Initiated a new successful advertising line "Shop Your Ahupua'a" and an advertising campaign (see attached fliers) focusing on identifying, recruiting, and engaging new farmers, backyard growers and established farmers to participate in our entrepreneurial program and experience our direct sales opportunities.**
- **Regularly announced WMC expanded farmers' market activities to WMC members and customers wanting information via electronic communication, social media, website, and surveys.**
- **Production and printing of farmers' market in our 96795 News (see attached latest issue) as well as updated signage announcing the expanded farmers' market and "Grab and Go" foods.**
- **Announcements on expanded farmers' market sent via WMC's Vertical Response tool and Facebook, and in our 96795 News newsletter. WMC was featured in articles in Island Air magazine (1/2015), and Hawaiian Airlines Hanahou magazine (2-3/2015), and Honolulu Star Advertiser (1/2016). Sandwich board signs for the farmers' market was created.**

b. Impact on Community:

Advertising and promotional outlets, through community newsletters, website, and social media as well as a venue to test new and value-added products directly benefited local farmers by increasing demand for their produce and provided a low risk environment to effectively develop value-added products. Farmers were provided information useful to aid them in their expansion or crop selection and had the opportunity to interact with a wider range and number of customers that expedited communication with farmers, value-added product entrepreneurs, co-op members and shoppers interested in learning about weekly produce available for sale.

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, 20__). Include further explanation if necessary.
 - i. Number of direct jobs created: **6**
 - ii. Number of jobs retained: **6**
 - iii. Number of indirect jobs created: **20**
 - iv. Number of markets expanded: **6**
 - v. Number of new markets established: **3**
 - vi. Market sales increased by **1000/month** and increased by **30%**.
 - vii. Number of farmers/producers that have benefited from the project: **90**
 - a. Percent Increase: **40**

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 completed installing a Point of Sales system which allow EBT certification and participation. Have two new sub leases (fresh fish, vegan products) which provide local products attracting a diversity of ethnic groups.

4. Discuss your community partnerships.

- i. Who are your community partners?

Waimānalo Health Center (waimanalohealth.org) to bring awareness and highlight the benefits of eating healthy to at-risk patients;

Hui Mālama O Ke Kai (www.huimalamaokekai.org) a cultural group for local youth development .

Windward Community College Go Farm (www.gofarmhawaii.org), is a comprehensive program that engages the “ag-curious” and supports their development into commercial/productive growers.

University of Hawai‘i’s Waimānalo Agricultural Research Station (www.ctahr.hawaii.edu)

University of Hawai‘i’s Agricultural Incubator Program (www.aiphawaii.com)

‘Ai Love Nalo (ailovenalo.com) - next door vegan restaurant

Consuelo Foundation (www.consuelo.org) - at risk youth grant

Feed the Hunger Foundation (http://www.feed-hunger.com) - fiscal and technical assistance

Aloha Foundation - fiscal assistance

ii. How have they contributed to the overall results of the FMPP project?

Technical assistance, financial resources, produce to sell, membership.

iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

We are continuing all of our partnership relationships with new product offerings, increased financial and administrative efficiencies, new health related projects, and increased local farmer participation.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Yes. All of employees are under contract at this time. Their contributions are integral to our success.

6. Have you publicized any results yet? **Yes**

i. If yes, how did you publicize the results?

Regularly announced WMC expanded farmers' market activities to WMC members and customers wanting information via electronic communication, social media, website, and surveys. Major news stories in local paper - Honolulu Star Advertiser. Our community partner, Waimānalo Health Center, promotes WMC through email, event fliers and other modes of employee and patient communications.

ii. To whom did you publicize the results?

Members, local community, shoppers tourists, general public

iii. How many stakeholders (i.e. people, entities) did you reach?

Estimated 10,000. Local newspaper has a wide audience.

<http://www.staradvertiser.com/features/waimanalo-co-op-boosts-farmers-and-community/>

*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). **See Attachments**

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?

WMC used information collected from farmers to bring in resource experts to assist farmers in value-added processing and other entrepreneurial skills. Farmers and vendors continue

to share their varied expertise with other farmers, co-op members, and customers through workshops and daily interactions. WMC has become a gathering place to network with farmers and support local produce

ii. What feedback was relayed (specific comments)?

Customers like new store layout. They desire a more consistent supply of fresh produce, especially locally organic grown produce (e.g. taro, fresh fruit and vegetables). Local farmers need more predictable sales of their produce and a communication system among themselves and consumers to avoid supply disparities in specific produce items.

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: **X**

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?

Estimated \$1000/week - used to pay lease rent.

9. Lessons Learned:

i. Summarize any lessons learned. They should draw on 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).

The WMC was under-capitalized when it opened in November 2013. The original business plan was optimistic in terms of income production for a start up community co-op in Waimanalo that had fixed infrastructure costs to deal with. We would not have survived these early days without the USDA grant.

Our major challenge remains fiscal sustainability. Because our focus is on community benefits and providing low-cost and healthy produce, our business model is dependent on attracting a percentage of our income from grants and donation. We have decided to convert to a 501 (c) 3 entity to increase our donation income.

An additional challenge is the availability of local organic produce. It takes time to for farmers to engage in new markets. Interactive feedback to our farmer vendors is needed to let them know what products are popular, what our customers are requesting and constructive criticism. Equally important is cultivating healthy eating habits and educated, empowered consumers.

Selection and Contracting of a Marketing Specialist was more challenging than anticipated, in terms of locating persons who understood consumer cooperatives and who was willing to prepare a strategic marketing plan for a project of this particular scope.

Delays in purchase of needed refrigeration supplies resulting from electric and plumbing permitting and restoration set back the WMC's development timetable, (requiring hauling ice and keeping limited store hours) and prevented locking in potential subleases.

Co-op membership volunteers and investment, member and community word-of-mouth networks, and pairing local produce with local made value-added and arts, have been essential ingredients for success to date.

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

We believe that we achieved our stated goals. We would encourage start-up cooperatives to strongly consider initially incorporating as a 501 (c) 3 entity if non-market community benefits are integral to their mission.

- 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:

Many of lessons learned are shared by other start up enterprises. They include the need for:

- ***a realistic business plan;***
- ***sufficient start up capitol for infrastructure needs and advertising;***
- ***careful and realistic planning of sequencing of development phases to achieve desired objectives; and***
- ***adequate time for new and smaller farmers to become aware and utilize new market as well as time for consumers to recognize and shop at new outlets.***

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.

We are looking to expand our agriculture-based health oriented activities by:

- ***establishing a seed bank of specific native Hawaiian traditional medicinal plants and create partnerships through local farmers to supplement the seed bank and provide initial source material for processing;***
- ***provide culturally appropriate protocol and education to prepare and use traditional and native medicinal plants through a series of sessions, workshops, and lectures organized around remedies for specific systems of the body; and***
- ***offer consumers a variety of traditional healing alternatives (e.g. teas, tinctures, infused oils, juices).***

This project will proactively engage WMC as a resource to patients experiencing chronic medical conditions by providing a preventive healthy wellness alternative and opportunity to grow one's own food as medicine within their own community. Investing in local farmers, the WMC, and community members redirects the focus of health and well-being back to the community, supporting a public health approach to addressing health disparities, and creating a viable mechanism of sustainability.

We are also expanding our certified commercial kitchen to increase demand for value-added products made from local produce and open up opportunities for community-wide entrepreneurs to produce value-added products by using the produce that is sourced from our local growers.

- 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?

We are incredibly thankful for the FMMP grant as it provided us essential infrastructure to advance us as a start up toward a sustainable cooperative. USDA staff were extremely helpful and patient. The FMMP grant also created a market and incentives that did not exist for local farmers and residents to buy and sell healthy local produce. It takes time to for new startups to establish themselves and a higher grant amount/longer time period (3 three years) would be helpful for newly formed cooperatives.

96795 NEWS

A publication for the Waimānalo community
from the Waimānalo Market Co-op

IN THIS ISSUE

THE AQUAPONICS PLACE

By Kehaulani Padilla

There are certain jewels in our community that would rather remain unpolished and therefore unnoticed; people who continue to do good deeds day after day, unselfishly, and with a big heart. One such person who deplores recognition is Stan Kodama. His random acts of kindness do not go unnoticed.

Stan is always there for the community, he never hesitates to help the schools and Waimanalo's non-profit organizations. Ilima Ho-Lastimososa puts it simply: "...you gotta know what you want and then you just gotta ask. On Sundays (when Kodama's store is usually closed), Stan would say, call me, I'm going golfing but call me if you need something." She continues, "Stan is always so open and giving, always willing to share knowledge and successful practices. Now that Stan is retired his children carry on his legacy of giving."

At the The Aquaponics Place you can purchase everything needed for an aquaponics system.

The small open store in the back of Kodama's Feed Store is The Aquaponics Place. In the beginning Stan started with a koi pond, just raising fish. Once he added the aquaponics he realized how much time and energy the new venture would demand. Karl Sato, a good friend, was volunteering almost every weekend to help Stan keep up with the work: selling systems, giving advice and general information on the new "sustainability rage" hitting Waimānalo and the rest of Oahu. Karl's son, Travis, started as an intern, while working on a business degree at UH Manoa. During this time Travis experienced the "heart and soul" of Stan Kodama. He was surprised at how many people Stan knew!



(continued on page 2)

Ka Poli Ai: Research on the Health Benefits of Breast Feeding

**Nalo Momona Country Fair
November 14:
Celebrate the Abundance of Waimanalo**

**Silent Auction:
November 5 - 14**

The Evolution of 96795 News

Meet Leinaala Bright, the New General Manager of Waimānalo Market Co-op



Aloha mai kākou,

I would like to introduce myself, Leina'ala Bright, General Manager of the Waimānalo Market Co-op. I am the daughter of Victor Kaleoaloha Kealiikaapuni Houston Bright and granddaughter of Solomon Kamaluhia Bright. I live in Waimānalo with my kāne, David McGuire, I have four keiki and seven mo'opuna. I am a lomilomi, lā'au lapa'au, mahi lā'au lapa'au practitioner and Hawaiian Studies

Lecturer at Windward Community College. I am also involved in our community as a Waimānalo Health Center Community Advisory Board member and Cultural Health Prevention Specialist.

I recently received my Master's of Arts Degree in Hawaiian Studies from Kamakūōkalanani Center for Hawaiian Studies, with a focus in Mālama 'Āina and Mo'olelo 'Ōiwi. My research involved the propagation, conservation and accessibility of our Hawaiian medicinal plants through aquaponics and alternative agricultural techniques.

It is exciting to be an active participant with the Waimānalo Market Co-op, Waimānalo Health Center and our community members including our farmers, artisans, authors, health and wellness practitioners, and providers as we all work towards a healthy, self-sustainable Waimānalo.

As the co-op moves forward, I would like to acknowledge Martha Ross, our Interim Manager, WMC's Board members, co-op members and volunteers for their hard work and commitment to the development and growing sustainability of the co-op. The co-op is an amazing work in progress, one that strives to embrace the social and economic development of its community members. We thoughtfully remember Mel's Market while working towards keeping the spirit of country alive.

In the near future we are planning a special event along with our neighbors, 'Ai Love Nalo Restaurant. We will be holding a special gathering on Saturday, November 14th from 10:00am to 5:00pm to be held at both of our locations. With the rise of the constellation of Pleiades comes the annual celebration of the Makahiki Festival. This was a time of peace and thanksgiving, a time when our kūpuna honored Lono, the god of rain and fertility, while celebrating the abundance of the 'āina. In keeping with the season, we shall be celebrating the abundance of Waimānalo with a special gathering entitled Nalo Momona Country Fair. Our farmers, cultural practitioners, artisans, crafters, health and wellness providers will be participating in this special event sharing their produce, value added products, cultural healing arts (lomilomi, lā'au lapa'au), crafts, food, 'ike, and music with the community.

I invite you to stop by and visit our community co-op while enjoying our fresh local produce and our artists', crafters', and authors' many creative works. We are open Thursday through Monday from 9:00am to 6:00pm. Please plan to join the festivities on November 14th for the Nalo Momona Country Fair.

A hui hou and mālama pono,

Leina'ala Bright

The Aquaponics Place

(continued from page 1)

Travis commented, "Stan knows the definition of hard work." Working side-by-side with Stan, Travis began to understand how this job was about community; helping, teaching and caring.

On November 1, 2013, the back door at Kodama's Feed store was closed and The Aquaponics Place became its own entity. Armed with a degree in business, Travis Sato got the opportunity of a lifetime from "Uncle Stan" to start his own business. A former resident of Aiea, Travis now lives in a loft above the store and has embraced his role as owner/manager. He has 2 employees and (of course) Dad, Karl Sato, puts in volunteer hours to give his son a break to surf or run errands.

At The Aquaponics Place you can purchase everything needed for an aquaponics system. It is a friendly place where they welcome any questions and love to solve problems. They believe in the systems and advocate for the "hobby" that can feed your family! It is not hard, I can attest to that – if I can keep my fish and plants alive you can too! It takes about 5 – 10 minutes each day to feed the fish, check the water and talk to your plants and fish. There are no classes available but the friendly folks at The Aquaponics Place will teach you everything there is to know. Each system can cost from as low as \$250 and up, depending on the size of your system.

Ilima Ho-Lastimosa adds that Travis and Karl Sato are absolutely like Stan, open and always willing to share – willing to demonstrate and show folks how the system works. If you are curious, drop in and take a look at these awesome systems: use the veggies and herbs to add to your cooking and eat the fish - if you don't get too attached to them as pets!

KA POLI AI

By Mary Oneha, APRN, PhD, Joan Dodgson PhD, MPH, RN, Carol Titcomb, MD, MPH, Leigh Ziegler, MSN, RN, LD, CLC

From the fourth month of pregnancy (hapai), diet was regulated. No bitter foods were eaten; no hot things, such as chili pepper (nioi'ai); and no pupu'awa (a shell fish of the genus Thais) because of the tartness of the gall. Too much salty food was not allowed, and only a little raw fish. The woman was encouraged to eat as much as she could of greens such as papolo, lu'au, palula, or 'aheahea and mild herb medicines like ko'oko'olau and akiohala blossoms. These and other herbs were eaten "I pa'a ke kino o ke keiki I ka la'au" (that the herbs build up the body of the child). Pukui, 1942, p. 358

Hawaiian customs and beliefs encouraged pregnant women to eat healthy, natural foods, as it affected the health of the child. Similarly, Pukui (1942) explains,

There was no substitute for mother's milk (waiu or u) in the olden days. Mothers nursed their babies, or, if that was not possible, wet nurses were found (p.368)

To get the MOST benefit from breast milk, baby needs to be exclusively breastfed for 6 months. This means no water, no juice, or other foods until the baby is 6 months old. However, any duration of breastfeeding is better than no breastfeeding, as it results in positive health outcomes. Breastfeeding rates across the nation and in Hawai'i continue to rise over the years. While nearly 90% of women start breastfeeding in Hawai'i, far fewer (26.4%) continue breastfeeding for as long as recommended.

Breastfed babies have less risk for sudden infant death syndrome, diabetes (Type 1 and Type II), obesity, lower respiratory tract infections, gastrointestinal infections, and high blood pressure problems in later life. They also have fewer cancers in childhood and adulthood, fewer allergies even into adulthood, asthma, fewer misalignment of their teeth (better jaw development), and fewer cavities. Women who breastfeed have less risk for diabetes (Type II), postpartum depression, and breast and ovarian cancer.

Breast milk is a complete food that provides all of the nutrients needed by an infant in the first 6 months of life, including water. Breast milk consists of 90% water, important for maintaining hydration, and 10% solids for energy and growth. What's more, it is a living substance that transports the mother's white blood cells. These carry the mother's immune memories, and direct the baby's immune system to destroy infectious organisms that cause disease.

Just as we support Waimānalo Market Co-op in accessing locally grown healthy produce for our health and well-being, let us create a breastfeeding friendly community by supporting mothers in feeding breast milk, the natural product, to their babies. Support for women to breastfeed is provided through Waimānalo Health Center at Ka Poli Ai classes, Wednesdays, 10:00 am – 10:30 am at the WIC office. Additional support for pregnant and postpartum patients to breastfeed is provided by our Certified Lactation Counselor, Leigh Ziegler. Please call 259-7948 for more information.

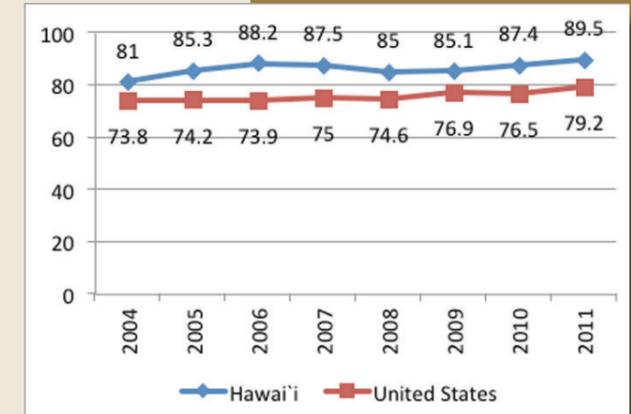


Figure 1. Babies Ever Breastfed by Year of Birth (CDC)

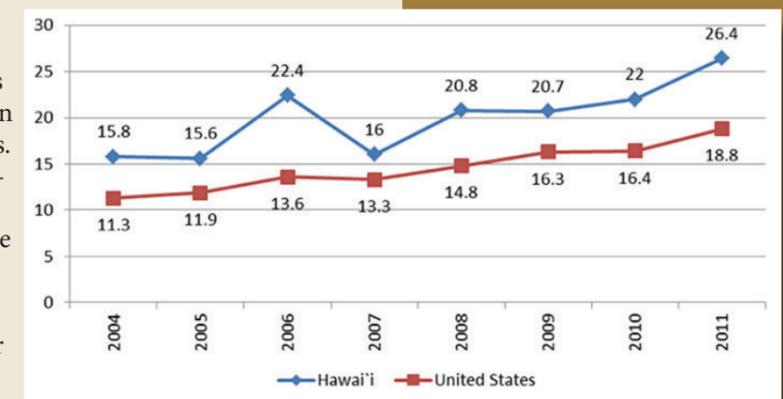


Figure 2. Babies Exclusively Breastfed for 6 Months by Year of Birth (CDC)

AAP Section on Breastfeeding. (2012). Breastfeeding and the use of human milk. *Pediatrics*, 129(3), e827-841. Doi:10.1542/peds.2011-3552

Centers for Disease Control and Prevention National Immunization Survey, Division of Nutrition, Physical Activity, and Obesity, 2004 – 2011 Births. In Breastfeeding Report Card 2007 – 2014.

Pukui, MK. (1942). Hawaiian beliefs and customs during birth, infancy, and childhood. In *Occasional Papers of Bernice P. Bishop Museum*, XVI(17):357-381.

NALO MOMONA COUNTRY FAIR: SATURDAY, NOVEMBER 14, 10 AM - 5 PM

LOCATION: Waimānalo Market Co-op and 'Ai Love Nalo

Sponsors: Waimānalo Market Co-op, 'Ai Love Nalo,
Waimānalo Health Center and Windward Community College

COME CELEBRATE THE ABUNDANCE OF WAIMĀNALO!

Who and what will be at the Fair?

- LOMILOMI
- WINDWARD COMMUNITY COLLEGE'S LĀ'AU LAPA'AU CLASS, SHARING THEIR 'IKE ABOUT HEALING PLANTS.
- LĀ'AU LAPA'AU TEAS, TINCTURES AND SOAPS
- NALO JUICE
- GO FARM
- 'AI LOVE NALO DELICIOUS VEGAN FOOD
- WAIMĀNALO HEALTH CENTER
- WINDWARD COMMUNITY COLLEGE
- PRE ORDER FRUIT BASKETS FOR HOLIDAY GIFTS FROM WAIMĀNALO MARKET CO-OP, AND ENTER TO WIN A FREE HOLIDAY BASKET
- LANI SWEETS & TREATS- TURMERIC AND GINGER CHIPS
- PLANTS
- SHAVE ICE
- PRODUCE
- MOLOKAI VENISON
- KALO, PA'AI, POI, KULOLO, HAULOLO
- ARTS AND CRAFTS
- PUPPET SHOW
- SILENT AUCTION
- MUSIC
- AND MORE....

PLEASE PARK ACROSS THE STREET OR ON ALOILOI STREET

SILENT AUCTION: NOVEMBER 5 - 14

BEGINNING THURSDAY, NOVEMBER 5: The Waimānalo Market Co-Op will conduct a silent auction. The auction will be open during Waimānalo Market Co-op's normal business hours (including Monday!) from Thursday, November 5 through Saturday November 14th at 3pm.

THE WINNERS OF THE AUCTION: Winners will be announced at the Nalo Momona Fair. All of the money from the auction will go to Waimānalo Market Co-op.

YOU NEED NOT BE PRESENT AT THE AUCTION CLOSE TO WIN AN ITEM: However, someone might out-bid you at the last moment! We will contact the people with the winning bids and they can pick up their items later.

SOME OF THE ITEMS THAT WILL BE UP FOR BID: We will have earrings, bracelets, necklaces, and a purse, all made by local artisans. We will also have books, plants, and many other great gifts up for auction. This can be a wonderful way to start your holiday shopping!



Tom Grande, Editor

'NALO NEWS started in March 1976, as a demonstration project of the Waimānalo Neighborhood Board. John Knox was the first editor. When Neighborhood Board funding ran out, the Waimānalo Council of Community Organizations (WCCO) held a luau to honor Dr. Robert Gibson to raise funds for the newspaper. Early contributors to the newspaper included: David Kaina, Kehaulani Padilla, Jim Munroe, Peggy Kaniaupio, Bernadette Lau and Ken Gaspar.

Hot topics during its first years of publication include: the attempt to place an airport at Bellows Field; the construction of the Waimānalo Library and Waimānalo Fire Station; and plans for a proposed state park at Sherwood Forest. Early editions featured stories about local musicians, including Country Comfort and the Makapu'u Sand Band.

Other articles featured during the early years included a history of the Waimānalo Village, the development of an agricultural park and other efforts to ensure the continuation of agriculture in the valley. Community activists: Kuhio Mahaulu, Rose Lani, Marion Williams, Diane Esias and Juliette Fukunaga were also featured in articles describing their contributions to Waimānalo.

In September 1978, VISTA volunteer Tom Grande took over as editor. In 1978, Waimānalo Country became one of the first community-based public access television programs and included a reading of the 'Nalo News by news anchors Sandy Akana and her husband Clinton Akana. The show was produced at the Waimānalo Library and used Waimānalo students as camera persons.

In November 1978, Julia A. F. Enoka, a Waimānalo postal worker and Hawaiian Homesteads Association Historian, started her column "Old Waimānalo", including stories about the introduction of sheep and cattle ranching by Thomas Cummins, which destroyed many of the early kuleana plantings, and the sale of Cummins' land holdings to the Waimānalo Sugar Company in the early 1900's. The newspaper also featured an article about the "BIGGEST social event of the year" according to Al Lewis – the Waimānalo Carnival.

In May of 1979, Hayden Aluli, a third-year journalism student at the University of Hawai'i, became the third editor of the 'Nalo News. Articles included continued attempts to preserve farm land in Waimānalo and the construction of a new gymnasium.

Greg Field, Editor

The Waimānalo News was published monthly starting January, 1994. The first issue's cover story told of cracks

found in the wall of the irrigation reservoir up Mahailua Street. Topics in the eight years of publication included:

- Environmental issues: upgrade plans for the Waimānalo sewage treatment facility, water quality testing streams and the bay, flooding in the valley.
- Increased traffic through town, the dangerous s-turn near the golf course, improvements to the roadway around Makapuu.
- The Waimānalo Task Force for the Homeless, Weinberg Village Waimānalo, and Mariana—the woman in white.
- Kamehameha Schools/Bishop Estate's development plans for the Ka Iwi coastline, the National Guard facility at Bellows.
- Unisyn, the Environmental Impact Statement for Bellows, and Hawaiian sovereignty.
- Vision Waimānalo—the brainstorming meetings for the application for federal Empowerment Zone funding resulted in many ideas that still resurface—a Waimānalo Bank, a farmer's market; home-ownership opportunity for public housing residents, and an after-school program focused on ocean activities called Hui Malama O Ke Kai.
- The Domestic Violence Hotline, Job Corps, HCAP, the Teen Project, child care.
- Regular articles covered activities at the school and books available at the library; artwork, poetry, and the academic achievements of the students of Blanche Pope Elementary, Waimānalo Elementary and Intermediate, and Kailua High School.
- Neighborhood Board minutes were summarized and local crime statistics presented.
- A community calendar graced the center spread.

The Waimānalo News was originally funded by a grant from the Hawai'i Community Foundation to the Waimānalo Community Development Corporation for an amount sufficient to cover three months of publication. We became self-sustaining (sort of) by selling advertising. Early advertisers included Keneke's, the Waimānalo Health Center, and realtor's Jack Grogan and Stuart Wade. In the second year the Friends of Waimānalo donated funds to buy a laser printer, which improved the quality of the paper's layout.

Waimānalo residents contributed to the paper. Eric Bunyan wrote countless articles about the happenings at the District Park and the teams that played at the gym. Artist Patrick Ching wrote about local legends and the natural world. Nancy Glover covered environmental issues. Keene Rees submitted articles about ocean creatures. Many others submitted to the paper. Rose Marie Gooding gently coaxed the stories in on time. As the

editor, I got to write a little on a lot of things—sometimes a lot on a lot of things.

Jan Nagano, Editor

The Friends of Waimānalo (Friends) developed 96795 News in 2006 to help facilitate many things for the community. After discussions about how Waimānalo is so different from other communities because of its geographical niche of different diverse communities (Hawaiian Homestead, Waimānalo Farmlands, Beach lots, Saddle City, Hale Aupuni, Waimānalo Village, Bellows) the Board of Friends decided that if a newspaper was created it could do much for our community:

- Help keep the community informed and to nurture communication within the community
- Develop a vehicle to bring the community together
- Give the community a voice
- Strengthen the community by being informed and also to share the people and stories of Waimānalo
- Celebrate the beauty and diversity of our community

Behold, 96795 NEWS was launched. It was an ambitious undertaking with limited funds and really no staffing, but we were ready to create something that would do all of the above as a monthly tabloid. Like many things, it was hard to get everything in place, but once we got into the groove and template of the newspaper, it started to grow. As a free newspaper, the funding was always an issue, but with the support of Friends, we were able to make it work for that period of time.

I look back as the editor of 96795 News with fond memories of the things that we tried to implement. Not only did we bring to light topical community issues, but other stories highlighting our community leaders, teams, schools, organizations, the history of Waimānalo, community events, plus regular features like the crossword puzzle in Hawaiian, Hawaiian Word of the Month, photo of the month, onolicious local kind recipes contributed by the community, Keiki Korner w/ fun activities for kids, and the Waimānalo Tide Chart. One of the best monthly features was the "Voices of Waimānalo". We would hang out in front of Shima's and ask a question of several of our community members – like, "What makes Waimānalo so special?", or "What's your New Years Resolution?" We would take a photo of each person and print their responses under their photo, it was a real fun exercise. Not only did it get the community involved – it brought our beloved Waimānalo together. Only in Waimānalo.

Kehaulani Padilla, Editor

I took over as editor of 96795 News after Jan. Money was always the issue since it was costly to produce a

monthly newsletter and have it mailed to all of our residents. Each month we scraped together enough funds to produce 96795 News. We obtained a grant from the Castle Foundation to try our hand at sustainability. The Board of Directors of the Friends of Waimānalo met monthly to brainstorm ways of keeping the publication going. Al Lewis, Gordon Mattos and Ray Lum came up with the idea of printing the publication ourselves. Additionally, we could help our non-profits with their printing needs and make a little money doing so. Ray Lum did the research and we purchased a fancy color copy machine. 96795 News was totally produced in the local office of the Friends of Waimānalo! The Board members would all come together to print, fold and assemble the publication for mailing. It was a great time! We all worked hard and together we got the publication out, a true team effort.

Since the Friends no longer organized the carnival, which raised funds for the community, their purpose changed and consequently the Board of Directors decided to surrender the non-profit status to The Waimānalo Youth Collaborative.

When The Waimānalo Market Co-op opened its doors, I asked the former leaders of 96795 News if I could continue the publication for the community and they were pleased.

Today, 96795 News is assembled and printed by the Waimānalo Market Co-op. I get the articles together and Laurie Freed does the layout. We take the final product to Kailua for printing and that cost is about \$600 for 500 copies. The copies are distributed to Bobby's, Shima's, Hawaiian Island Café, The Steak and Shrimp Restaurant and the Waimānalo Market Co-op.

The Waimānalo Market Co-op will continue to produce the 96795 News as long as we can afford it. **We need volunteers to help keep the publication going. We are ready to pass the baton to the next editor and designer; people with the passion to continue the job of getting the news out to our community.** It is a labor of love, love for our community. We need writers, interested graphic designers or those who want to learn. If you would like to participate in the satisfying, worthwhile and meaningful task of keeping Waimānalo informed, please call Kehaulani Padilla at 224-9193 or email at kehaulanip51@gmail.com.

Greg Field suggested a moderated blog/Facebook page we could all post to as an alternative to the printed newsletter. After all, we are not just readers of the news. In Waimānalo we are the news.

What does the future look like?

Waimānalo Nō Ka 'Oi



SHOP AT WAIMĀNALO MARKET CO-OP

OPEN: Thursday - Monday, 9am - 6pm

OUR LIST OF FARMERS AND LOCAL GROWERS ARE ALWAYS INCREASING.

Visit WMC's daily market for fresh local fruits and veggies.

SATURDAYS: COMMUNITY YARD SALE

OPEN TO EVERYONE. BRING YOUR ITEMS IN, AND LET US SELL THEM FOR YOU. REUSE, RECYCLE AND SAVE OUR ENVIRONMENT.

MONDAYS: 3PM - 6PM HAPPY HOUR

FRESH LOCAL FRUITS AND VEGGIES ARE 20% OFF THE SALE PRICE.

OPPORTUNITIES AT WAIMĀNALO MARKET CO-OP

HAVE SOMETHING TO SELL FOR THE HOLIDAYS?

Set up your table at the market for \$10 - the whole day. Be there to sell your goods, and take home whatever you make

SEEKING LOCAL FARMERS, BACKYARD GROWERS AND VALUE-ADDED FOOD VENDORS

WMC IS CONTINUING OUR REGULAR DAILY MARKET AND EXPANDING OUR FARMERS' MARKET DIRECT SALES TABLES.

We are looking for farmers and backyard growers with unique fruits & vegetables as well as farmers and other vendors

who have local style food products, like fresh fish, baked goods, pickled mango, Lau Lau and more, to sell.

If interested in renting a table, individually or with others, at our in-door farmers' market tables Thursday - Monday,

Call Leina'ala or Dennis at 808.690.7607 or email info@waimanalomarket.com.

SEEKING CO-OP MEMBERS AND NON-MEMBERS TO VOLUNTEER OR INTERN FOR A VARIETY OF WMC ACTIVITIES

Data entry, cashier assist, cleaning, produce management and assisting farmers' market coordinator.

Contact Leina'ala at 808.690.7607 or info@waimanalomarket.com.

ADVERTISE IN 96795 NEWS

96795 NEWS IS A SERVICE OF WAIMANALO MARKET CO-OP. THE COST OF ADVERTISING IN OUR INSERT IS:

- \$500 for a full-page
- \$250 for a half-page
- \$125 for a quarter-page

96795 News is always looking for community news and announcements. Publication is quarterly.

All ad requests and article submissions are due three weeks before publication.

For more information, please call Kehaulani Padilla at (808) 224-9193 or email at kehaulani51@gmail.com.

Mahalo Nui Loa

OTHER WAYS TO SUPPORT THE WAIMĀNALO CO-OP

BECOME A MEMBER!

MEMBERSHIP in the Waimanalo Market Co-op means **OWNERSHIP** in our market. We need your support in making our market a full-service community store; owned and operated by and for the residents of Waimanalo.

Membership Fee is \$50.00 plus \$15.00 one-time administrative fee

WHAT YOU GET:

- 10% discount on Fresh Waimanalo Market Produce
- A large and sturdy canvas logo shopping bag
- Ownership in a community project that will help generations to come!



SUPPORT OUR GO FUND ME CROWD FUNDING CAMPAIGN

If you want to support our efforts without becoming a member, you can contribute \$10, \$25, or \$100 by logging on to www.waimanalo-market.com and contribute via GoFundMe, just click on the words and follow the instructions, it's easy! The most critical part of a successful "GoFundMe" crowdfunding campaign is that we all get the word out! Please post it to your

FaceBook page and personally contact anyone you know who cares about Waimanalo, the environment, food security on O`ahu, the food movement or Consumer Co-ops.

WE HAVE COME SO FAR AND ARE ALMOST AT THE POINT OF BEING A SUSTAINABLE BUSINESS. JOIN OUR MOVEMENT! BECOME A MEMBER TODAY OR CONTRIBUTE VIA GOFUNDME OR BOTH!

WAIMĀNALO, TOGETHER WE CAN!

Let us be the community that supports itself through increased community economic development and social entrepreneurship – the true ahupua`a system of supporting each other and Waimānalo's future!

Nalo Momona Country Fair

Date: Saturday, November 14, 2015

Time: 10:00am to 5:00pm

Opening Blessing: 10:00am



'Ōlena Harvest

Sponsors:

Waimānalo Market Co-op, 'Ai Love Nalo &
Waimānalo Health Center

With the rising of the constellation of Makali'i (Pleiades) comes the annual celebration of the Makahiki Festival. This was a time of peace and thanksgiving, a time when our kūpuna honored Lono, the god of rain and fertility, while celebrating the abundance of the 'āina. In keeping with the season we shall be celebrating the abundance of Waimānalo with this special gathering, *Nalo Momona Country Fair*.

As sponsors we strive to promote the health, wellbeing and self-sustainability of our community. Plan to join us in providing this fun, relaxing, networking and retail opportunity for our community, local growers, crafters, artisans, cultural healing practitioners and health providers. A hui hou!

Local farmers/vendors welcome, for more information go to our website: www.waimanalomarket.com or stop in at the Waimānalo Market Co-op, 41-1029 Kalaniana'ole Highway.

SHOP YOUR AHUPUA'A



- 82 local farmers/growers and value added producers, plus 70 community artists and crafters
- All produce is consistent with organic regulations
- Membership to Waimanalo Market Co-op helps to support local farmers and an amazing community enterprise.

Waimanalo Co-op is quickly becoming the new gathering place

**Open Thursday – Sunday
9 am - 6 pm
41-1029 Kalaniana'ole Hwy
Waimanalo
808-690-7607
www.waimanalomarket.com**

WAIMĀNALO MARKET CO-OP
eat local! live pono! celebrate community!

SHOP YOUR AHUPUA'A



Used with permission of Kelly Art Hawai'i

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