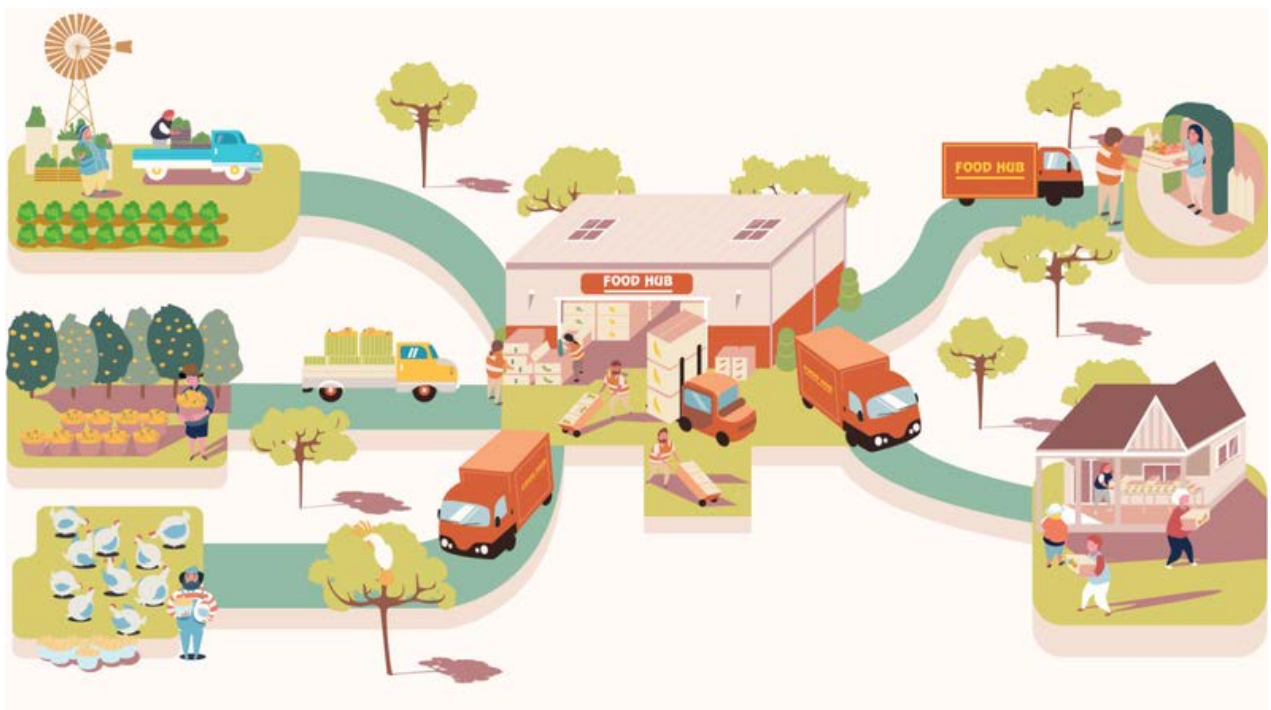


HAWAI'I FOOD HUB HUI

A 2022 GUIDE TO HAWAI'I'S FOOD HUBS



What is a Food Hub?



USDA's working definition of a food hub is "a business or organization that actively manages the aggregation, distribution and marketing of source-identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand."

HAWAI'I'S FOOD HUBS:

Growing an equitable & effective food system for our islands

To discover why we're importing 90% of our food in Hawai'i, you only need to ask a farmer. But many don't. When we came together in 2017 to start the Hawai'i Food Hub Hui, we realized our common purpose - ***we did ask farmers what they needed, we listened, and we took action.***

Hawai'i's small and family farmers make up over 90% of all food producers. And they have long experienced exclusion by a broken food system - one that produces waste, inequity, food insecurity, labor abuses, and limits access to capital and growth.

So we are creating a new system that listened - and that is today's hui. As food hubs develop, we provide convenient options that meet the needs of farmers and communities in a way that continues to grow exponentially.

Together we are building a new food system - one that is fair, effective, mitigates risk, and provides high value to our islands. By listening, we've been able to create an organized, equitable and collaborative food infrastructure movement that takes bold action to improve the livelihoods of our people.

But that isn't enough. We need everyone to take bold action to create the new food systems we want - ***of, by and for the community.***

This guide is a resource to aid you in taking that action - whether you want to invest in food hub infrastructure, facilitate commercial and institutional purchasing, or even just find your local food hub.



SALEH AZIZI

Hawai'i Food Hub Hui Facilitator
(808) 383-5224 | salehehawaii@goodfoodalliance.org

PS- we are actively fundraising to expand food hub reach and impact across Hawai'i. Contact me if you would like to be a part of the solution.

Hawai'i Food Hub Hui (HFHH):

HFHH aims to transform Hawai'i's local food economy into an equitable and efficient community-led system. We do this by organizing and resourcing food hubs that aggregate, store, process, and distribute locally-grown, culturally-preferred foods to Hawai'i residents.

HFHH builds capacity by:

1. Coordinating & market match-making
2. Promoting collaboration & fundraising
3. Advocating for policy and legislation
4. Providing technical assistance

HAWAI'I FOOD HUB HUI:

Growing impact for our food system

2019



64
Employees



2,432
Consumers

2020



146
Employees



12,003
Consumers

2021



201
Employees



14,465
Consumers

HOW OUR FOOD HUBS BUY & SELL FOOD



100%

*Provide for
Emergency Food Distributions*

86%



*Offer Online
Food Purchasing*



*Offer Commercial and
Institutional Sales Models*



*Offer Technical Assistance to
Food Producers*

79%



Make Value-Added Products



86%

*Support Kūpuna
Feeding Programs*

93%

*Support Child
Nutrition Programs*



FOOD HUB EQUITY

For our Farmers & Food Producers

50%



*of food producers supported are
minority-owned businesses*

70%



*of every dollar goes directly to
food producers on average*

155%



*increase in revenues generated
for farmers in just two years*

For our Families



78% *of hubs accept SNAP/EBT, serving*

1,691 *SNAP customers weekly*

HAWAI'I FOOD HUB HUI MEMBER DIRECTORY

Kaua'i

Mālama Kaua'i (pg 1)



Moloka'i

Sustainable Molokai (pg 1)



O'ahu

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Maui

Maui Hub (pg 4)

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Hawai'i

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Hawai'i 'Ulu Coop (pg 5)

Kohala Food Hub (pg 6)

The Food Basket (pg 6)

Ho'ola Farms (pg 7)

OK Farms (pg 7)

MĀLAMA KAUA'I

MalamaKauai.org | KauaiLocalFood.com
(808) 828-0685 x12 | megan@malamakauai.org
IG: @malama_kauai | **FB:** malama.kauai

Business Structure: Nonprofit

Service Area: Kaua'i

2021 # of Local Food Producers: 126

Highlights:

- Founded in 2006 to increase local food production and access, with an emphasis on farmer support
- Building the island's first food hub facility in Moloa'a, in construction and fundraising phase
- Kaua'i's Farm to School leader that has executed various pilot projects since 2010, including a Farm to ECE distribution model



SUST'AINABLE MOLOKA'I MOBILE MARKET

SustainableMolokai.org | MolokaiMobileMarket.com
(808) 658-9935 | jamie@sustainablemolokai.org
IG: @sustainable_molokai | **FB:** sustainablemolokai

Business Structure: Nonprofit

Service Area: Moloka'i

2021 # of Local Food Producers: 75

Highlights:

- Offers weekly home delivery and 3 pickup locations through its online marketplace and SNAP/ DaBux
- Provides wholesale marketing opportunities to small farmers who are scaling up
- Supports 35+ local egg producers through PEEP & Eggs to Market Program



FARM LINK HAWAI'I

FarmLinkHawaii.com

(808) 201 5252 | support@farmlinkhawaii.com

IG: @farmlinkhawaii | **FB:** farmlinkhawaii

Business Structure: For-profit

Service Area: O'ahu

2021 # of Local Food Producers: 150

Highlights:

- Purchased over \$1.3M in products from five islands in the last 12 months
- Service more than 100 SNAP-EBT customers each month with free home delivery
- Source whole animals from local farms to offer a variety of cuts and house-made charcuterie



KAHUMANA FOOD HUB

Shop.Kahumana.org

(808) 380-2282 | support@kahumana.org

IG: @kahumanaorganicfarm | **FB:** kahumanafarms

Business Structure: Nonprofit

Service Area: O'ahu

2021 # of Local Food Producers: 201

Highlights:

- Closing on an agricultural easement with the help of Hawaii Land Trust on their 24 acres of farmland
- Becoming an approved Food Hub vendor for Kamehameha Schools
- Watching SNAP/Da Bux be the fastest growing segment of their CSA program

ROOTS CULTURAL FOOD HUB

RootsKalihi.com

(808) 791-9400 | roots@kkv.net

IG: @rootskalihi | **FB:** rootskalihi

Business Structure: Nonprofit

Service Area: Kalihi

2021 # of Local Food Producers: 31

Highlights:

- Was created to help the community make connections to healthy behaviors and lifestyles
- Roots is inspired by the resilient spirit of the Kalihi community
- Honors cultural connections through the growing, preparing, and sharing of food



O'AHU FRESH

Shop.OahuFresh.com

(808) 476-7550 | support@oahufresh.com

IG: @oahufresh | **FB:** Oahufresh

Business Structure: For-profit

Service Area: O'ahu

2021 # of Local Food Producers: 115

Highlights:

- Contributed over \$4M in direct sales to local farmers and producers since 2010
- Delivered over 250K boxes of food to local families

MAUI HUB

MauiHub.org
(808) 757-9125 | info@mauihub.org
IG: @mauihub | **FB:** mauifoodhub

Business Structure: Nonprofit

Service Area: Maui

2021 # of Local Food Producers: 70

Highlights:

- Offers online ordering, home delivery and drive-thru pick up at 6 locations around Maui
- Focused on equitable food access and accepts SNAP and DA BUX
- Has contributed \$1M into the local economy through local food sales and wages



LOCAL HARVEST

IslandFreshDelivery.com | LocalHarvestHawaii.com
(808) 664-1129 | steve@localharvesthawaii.com
IG: @islandfreshdelivery | **FB:** islandfreshdelivery

Business Structure: For-profit

Service Area: Statewide

2021 # of Local Food Producers: 150

Highlights:

- Island Fresh Delivery delivers local produce and packaged products to homes all over Maui
- Local Harvest wholesale produce is delivered to businesses on Maui and shipped to four neighbor islands
- They also offer Sattvic Kitchen value-added products and run the Napili Farmers Market

ADAPTATIONS

AdaptationsAloha.com

(808) 324-6600 | order.adapt@gmail.com

IG: @adaptationskona | **FB:** adaptationsaloha

Business Structure: For-profit

Service Area: Hawai'i

2021 # of Local Food Producers: 181

Highlights:

- Certified organic farm established in 1979 and food hub incorporated in 1993 in South Kona
- Mission to engage in ecologically sound community and land development based on organic farming, alternative energy and complementary medicine



HAWAI'I 'ULU COOP

EatBreadfruit.com

(808) 322-3064 | info@eatbreadfruit.com

IG: @hawaiiulucoop | **FB:** hawaiiulucoop

Business Structure: For-profit

Service Area: Statewide

2021 # of Local Food Producers: 155

Highlights:

- HUC has aggregated over 1 million pounds of local crops since it was established in 2016
- "I got this box to encourage myself to use canoe crops every week, or more. It worked!" - Customer
- HUC farmers steward 6,000 trees and expect to harvest 1 million pounds of 'ulu per year by 2030

KOHALA FOOD HUB

KohalaFoodHub.LocalFoodMarketplace.com
(808) 896-3179 | director@kohalafoodhub.com

IG: @kohalafoodhub | **FB:** kohalafoodhub

Business Structure: Nonprofit

Service Area: North Kohala and Kawaihae

2021 # of Local Food Producers: 40

Highlights:

- Distributes 430+ fresh local produce bags/month via online orders & CSA subscriptions
- Launched to service the Hawai'i Farm to School pilot program, with 3 schools and 31 farmers
- Aggregated 4,000+ pounds of 'Ulu from Kohala growers for HUC in 2021



DA BOX CSA

Hawaiifoodbasket.org/da-box

(808) 796-3091 | dabox@hawaiifoodbasket.org

IG: @dabox_foodbasket | **FB:** DABOXthefoodbasket

Business Structure: Nonprofit

Service Area: Hawai'i Island

2021 # of Local Food Producers: 59

Highlights:

- DA BOX paid a total of \$333,930 to Hawai'i Island farm producers in 2021
- In 2021, 72% of DA BOX members belonged to low-income households receiving SNAP benefits
- "I continue to be awed...always the best varieties, always the great greens, always something hearty—all of it delicious!" - DA BOX Member

HO'OLA FARMS

HoolaFarms.org
(808) 731-6055 | grow@hoolafarms.org
IG: @hoola_farms | **FB:** hoolafarms

Business Structure: Nonprofit

Service Area: Hawai'i island

2021 # of Local Food Producers: 55

Highlights:

- Hilo Food Hub serves 30+ businesses with commercial kitchen rental and support services
- Hawaii-Farm-to-Car supports 50+ producers with an economic impact of \$518k over two years
- Agriculture training programs have reached 500+ participants throughout Hawai'i island since 2015



O.K. FARMS & HAWAI'I ECO

Hawaii-Eco.com | OKFarmsHawaii.com
(808) 339-3594 | admin@hawaii-eco.com
IG: @o.k.farms | **FB:** okfarmshawaii

Business Structure: For-profit

Service Area: Statewide

2021 # of Local Food Producers: 50

Highlights:

- Offers wholesale tropical fruit across Hawai'i, CSAs, value added products and agricultural tours
- Founded in 2002, family owned and operated, and focusing on providing a positive community impact
- O.K. Food Hub started in 2020 and has distributed 500,000+ lbs of produce

MAHALO

We want to thank the following organizations who have supported the Hawai'i Food Hub Hui in strengthening collaboration and support for Hawai'i's food hubs:

The Harry and Jeannette Weinberg Foundation

Hawai'i Child Nutrition Program

Hawai'i Department of Agriculture

Hawai'i Farmers Union United

Hawai'i Good Food Alliance

Hawai'i Investment Ready

United States Department of Agriculture

HAWAI'I FOOD HUB HUI
