

Hawaii Retail Grocer

FALL 2016

the magazine of the hawaii food industry association

Labeling on the Menu

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2016 HFIA Living
in Paradise Convention

Glenn Furuya Discusses
Island-Style Leadership

Beau Oshiro, HFIA Vice Chair

Toby Taniguchi, Joins
HFIA Exec Committee

Made in Hawaii Festival

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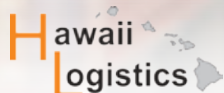
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Mahalo nui loa for all you do to make HFIA a positive influence in the policy arena.
Here's to another memorable and successful year!



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LEGISLATIVE UPDATE

BY LAUREN ZIRBEL & MELISSA TAKAAZE

After a successful end to the 2016 state legislative session, there were a lot of regulatory and legislative happenings at the federal level this summer. There was also some activity at the county council level.

On June 20, 2016, the USDA's new meat grinding rules became effective and will be enforced by FSIS starting October 1, 2016. The new rule establishes a recordkeeping requirement to ensure that the agency can work quickly with suppliers to recall contaminated product. In mid-August, the USDA's Food Safety & Inspection Service hosted a webinar for HFIA members on the final rule.

In July, President Obama signed into law a bill directing the USDA to create a national labeling standard for products containing GMOs within two years. The bill does two important things. It immediately blocks state GMO labeling laws that mandate a different GMO food disclosure requirement such as the Vermont statute that went into effect on July 1. It also provides food manufacturers three options for disclosing information about the presence of GE material in food: (A) text on packaging; (B) a symbol; or (C) an electronic or digital link. Small food manufacturers can choose to use a telephone number or a website in lieu of text, symbols, or electronic links.

The bill was supported by the Coalition for Safe Affordable Food – a collection of 1,100 plus groups from across the country. This mandatory disclosure program is designed for marketing purposes and does not have anything to do with safety. The law requires the USDA to conduct a study a year from now to figure out whether electronic links like QR codes provide sufficient disclosure to consumers. Through rulemaking, USDA will decide exactly what amount of a GE substance qualifies a food product to be labeled. The GMO disclosure requirements do not apply to food derived from animals that ate genetically engineered feed, food served in restaurants (or

similar items), or food produced by “very small food manufacturers.”

In addition to the GMO labeling bill, President Obama recently signed Senator Schatz's proposal to expand the Papahānaumokuākea Marine National Monument by four times its current size. HFIA submitted testimony stating concerns because the expansion will threaten the livelihood

of local fishermen and decrease our local fish supply, thus likely driving up the price of fresh fish. Lawmakers say it would cut Hawaii's industry by 8 percent, which means 2.16 million fewer pounds of fish and an estimated \$6.8 million loss.

At the county level, we spent the

Continued on page 13





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Don't Know How to Reach Millennials ...What About Gen Z?

BY PHIL LEMPERT
THE SUPERMARKETGURU®

You are about to get even more frustrated as Generation Z starts shopping in your stores. These 14 to 19 year olds want an experience, personal gratification, and a cheap price. Almost makes you wish for the Millennials, doesn't it?

A study of more than 2,000 Americans ages 14 to 19 was conducted by San Diego-based retail marketing firm Interactions, and found that 89 percent are very price conscious, with 62 percent preferring to spend their money on experiences vs. material items.

The great news is that most of their weekly budget is spent on food, and nearly half (48 percent) spend money on experiences with friends.

Unlike the Millennials, who show their passion for food through Ins-

tagram, Snapchat, and other online photo sharing, these teens value personal interactions, with the top three most sought components of the in-store experience being a clean store, friendly and knowledgeable associates, and a positive checkout experience—three must-haves that every supermarket should strive for.

Interactions President Bharat Rupani reports one very interesting finding that food retailers should take note of: "when given the choice, over 64 percent prefer shopping in-store versus online."

Let's understand that it's the mix that's important. Generation Z is constantly connected to technology, but longing for engaging in-store experiences.


The survey also found that:

- Gen Z is not brand loyal—81 percent are willing to switch from their




favorite brand if they find a similar product at a higher quality.

- 64 percent prefer to use cash vs. credit and debit cards.
- 63 percent expect retailers to have a social media presence.
- 82 percent state that the opinions of others on social media have influenced them to shop at a retailer they've never shopped at before.



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22nd Made in Hawaii Festival Bursts with Energy

PHOTOS AND STORY BY DESIREE ROSE

With its unique fusion of cultures and breathtaking beauty, the Hawaiian islands offer a limitless source of inspiration for the thousands of artists and artisans who call this place home. The Made in Hawaii Festival, held each year in August at the Neal S. Blaisdell Center, celebrates Hawaii's arts and crafts, as well as its culinary delights. The three-day event boasts the best hand-made masterpieces and locally sourced food and beverage products the state has to offer. This year, nearly 45,000 people eagerly entered into buildings packed with local vendors from August 19-21 for the chance to discover and purchase something special and distinctly Hawaiian.

Both the Arena and the Exhibition Hall were filled wall-to-wall with neatly lined booths bursting

with colorful products. Over 400 vendors displayed an impressive array of appetizing delectables, hip apparel, stunning art, and countless crafts. This year, new exhibitors made up about 15 percent of the vendors at the Festival, which was produced by HFIA and presented by First Hawaiian Bank.

Once inside either building, there's so much to see it's difficult to decide where to go first. The booth with brightly colored macarons, displayed like jewels in a glass case, were a tempting first stop. So were the locally produced chocolates and the fragrant locally grown teas. There was also larger-than-life photography and stunning paintings with fantasy-like landscapes and beaches of places you can visit nearby. Other items were glossy, hand-carved koa wood sculptures of ocean life and

traditional Polynesian masks. Jewelry was abundant, and apparel for all ages and styles was on display too.

Many HFIA members participate in the Festival every year as well. Meadow Gold Dairies offered free samples of its soft serve ice cream distributed via McDonald's. One could purchase any variety of Love's Bakery breads at a discount. Hawaiian Sun displays its newest flavored beverages in pyramids of shiny cans, and Auntie Lilikoi's Kauai-made sauces and jams are always a delicious treat—and that's just to name a few.

If you didn't get to attend this year, be sure to plan ahead for the 2017 Festival, to be held again next August!

Visit www.MadeInHawaiiFestival.com for more information. Also, follow the MIHF on Facebook and Twitter @MadeInHI.





Enterprise Offers HFIA Members Discount

BY GLEE STORMONT

Whether for business or pleasure, one thing is certain: eventually, everyone needs a rental car. HFIA member Enterprise Holdings wants to make the process a little easier and a little better for other HFIA members. "Enterprise Holdings is proud to support the Hawaii Food Industry Association and its members who help put the food on tables in communities across Hawaii," said Nadine Cunningham, Sr. Sales Executive – Hawaii, Business Rental Sales Department of Enterprise Holdings.

Enterprise Holdings is a private, family owned company and also the largest car rental company in the world, encompassing Enterprise Rent-A-Car, National Car Rental, and Alamo Rent A Car brands. The company is named after the U.S.S. Enterprise, the ship that company founder Jack Taylor served on during



World War II.

Enterprise is pleased to offer all HFIA members a discounted rate for both personal and business travel at any of the more than 9,000 locations in the company's global network. In Hawaii, HFIA members will receive special set rates for car rentals at Enterprise, National, and Alamo locations. When traveling to the mainland or abroad, additional discounted rates are available. There are no blackout dates for the discount program.

Because travel plans frequently include family members, Enterprise thoughtfully offers the added bonus of no additional fee for underage drivers (21-24 years of age) or for

adding a second driver to the rental contract. One-way rental fees will also be waived within the State of Hawaii.

All HFIA members are eligible for free Emerald Club® Enrollment at NationalCar.com. The Emerald Club is designed to make your National Car Rental experience faster and more convenient. Benefits include bypassing the rental counter and going directly to the Emerald Club Aisle to choose a vehicle at more than 50 major airports in the U.S. and Canada.

"This partnerships allows us to welcome HFIA members to our Enterprise, National, and Alamo car rental offices with special benefits and discounts that can help make their businesses more efficient," said Cunningham. "We look forward to serving HFIA members!"

If you have any questions, Nadine Cunningham can be contacted at 808-543-1508, 808-779-5517 (mobile), or by email at nadine.h.cunningham@ehi.com.

Businesses Embrace Malama

BY GLEE STORMONT

Mālama means to care for. It perfectly reflects an important attitude toward our island home that is embraced sincerely by Hawaii's local businesses. Mālama 808 is a shared mission among businesses, including restaurants, that promotes best practices for litter prevention. The core goal is to encourage employees and customers to work together in support of litter prevention. It is a gentle reminder of our shared responsibility to protect our island environment.

All Hawaii restaurants and businesses are invited to sign the Mālama 808 Pledge, which can be found online at Malama808.org. Initial supporters will need to commit to employee training in support of the Pledge, and also ensure employee awareness of Mālama808 so that employees can readily answer any customer questions regarding the campaign.

The pledge reads:

We pledge to

- **Keep trash control at the forefront of our management practices and conduct regular reviews of trash control procedures.**
- **Survey our establishments to ensure that there are enough receptacles, and they are in the**



correct places to make disposing trash and recyclables convenient and effective.

- **Ensure that trash and recycling receptacles are appropriately covered to prevent trash from flying away.**
- **Assess the trash that's collected on and around our establishments, and when there is a problem with trash escaping, take steps to correct the problem.**
- **Educate our employees and customers on the importance of making sure trash is managed**

properly.

- **Consult best management practices for trash control and adapt them to our local needs.**

Many HFIA member companies are already onboard and have pledged their support and participation. After signing the Pledge, participants will receive window clings and logo stickers for trash receptacles at no cost. Join the cause today and help create a litter free Hawaii to keep our islands and waters clean.

Malama 808 can also be found on Instagram, Twitter, and Facebook.

Legislative Update

Continued from page 6

spring testifying against Bill 140, which sought to ban the use of polystyrene foam containers on Hawaii Island. Fortunately, the bill died in early May. Following that bill, a resolution passed that creates a task force

of representatives from the public, environmentalists, and business organizations to "explore legislative actions to prevent the production of packaging waste and promote reuse, recycle, and recovery of packaging products." HFIA has voiced our members' position that it is inappropriate to raise the price of food to cover the cost of recycling, especially considering that many people in this state live paycheck to paycheck. We strongly oppose increasing taxes and

fees on food that comes in packaging (virtually all food comes in some packaging). Taxing food is the most regressive form of taxation.

We will keep you updated on the progress of all county legislation that impacts your business in the Weekly Update, so stay tuned! As always, thank you for your support. Without your involvement, HFIA would not be able to succeed legislatively and defend Hawaii's food industry from harmful legislation.

Prepping for Disaster

BY GLEE STORMONT

Hurricane season in Hawaii runs from June through November, but keep in mind that hurricanes are just one type of disaster and many are not tied to a particular time of the year. The recent twin storms Madeline and Lester may not have wreaked the havoc they could have, but it is essential to have a plan in place and be prepared for disaster. Read on for a few suggestions on how your business can be prepared.

The Hawaii Emergency Management Agency (HI-EMA) is actively engaged with maritime transportation recovery planning since 90 percent of Hawaii's goods are imported. HI-EMA planning includes hurricanes and tsunamis, both of which may affect maritime transportation and Honolulu Harbor. Impact to the harbor could affect distribution of both perishable and non-perishable goods, as cargo ships are off-loaded simultaneously at 42 containers per hour. If Honolulu Harbor shuts down and the alternate port plan is activated, that number slows to only 6 to 7 containers per hour.

Retailers and suppliers often use "just in time" shipping, which often results in empty shelves when residents and tourists engage in "just in time" purchasing of emergency supplies. If possible, retailers should consider keeping extra supplies on hand to make up for shortfalls in case the port is damaged. Additionally, purchasing generators and fuel tanks would be helpful for those with refrigeration or for critical mechanical operations, such as keeping computers running.

Just like at home, it's critical to have an emergency plan for your business. That plan should include safety information, workplace evacuation guidance, and contact information for essential workers, and emergency procedures to safeguard employees, equipment, and vital records. The emergency plan should be shared



with all employees and can make the difference between an emergency and a disaster. Decide how you will communicate with employees, customers, and others using cell phones, walkie-talkies, or other devices that do not rely on electricity as a backup to a landline.

- **Prepare a disaster supply kit, including a portable generator.**
- **Identify community warning systems and evacuation routes.**
- **Include required information from community and school plans.**
- **Practice and maintain the plan at regular annual intervals, reviewing and updating as employees are added or leave the business.**

According to the Institute for Business and Home Safety, an estimated 25 percent of businesses do not reopen following a major disaster. Take steps to protect your business by identifying the risks associated with both natural and man-made disasters. To increase your company's chance of survival, keep your emergency plan up-to-date.

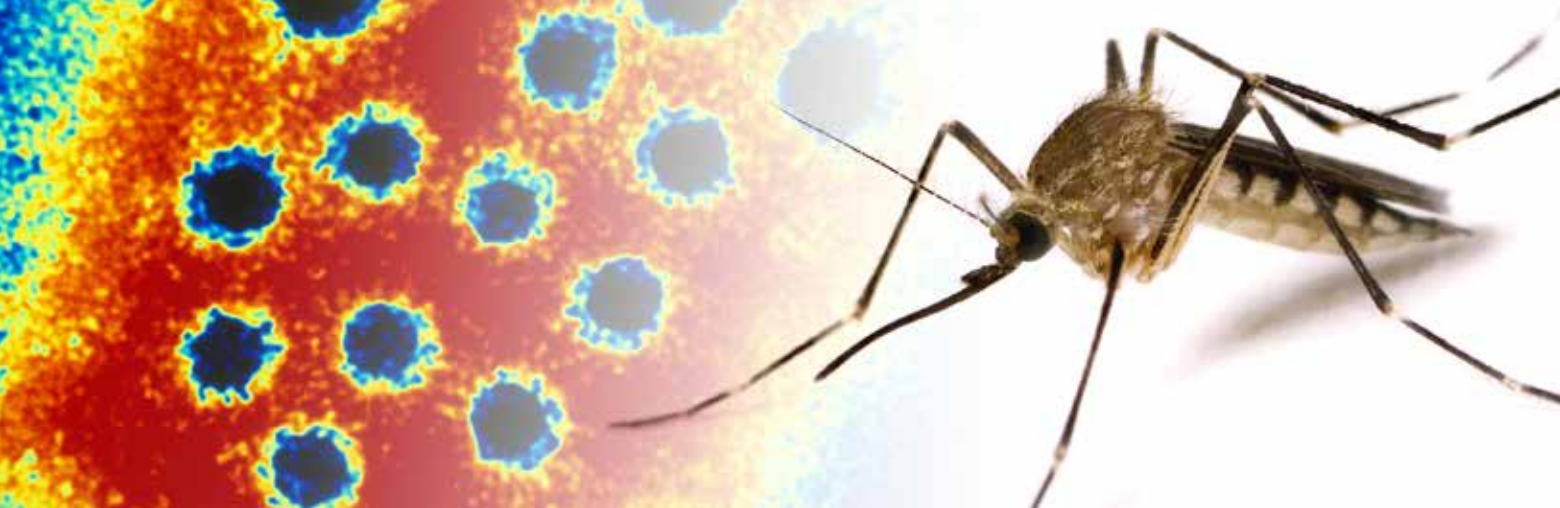
The Environmental Protection Agency (EPA) offers a Summary of Regulations Related to Industrial Shutdown Operations to remind owners/operators of various laws and regulations requiring that they minimize chemical releases during process shutdown operations, even in

an emergency or disaster situation. If a reportable release occurs, it must be reported immediately upon knowledge of occurrence.

The Internal Revenue Service encourages businesses to safeguard all records. Simple steps can help protect financial and tax records in case of a disaster. These include:

- **Paperless recordkeeping.** Many now receive bank statements and documents by email, an outstanding way to secure financial records. Important tax records such as W-2s, tax returns, and other paper documents can be scanned into an electronic format.
- **Back up all electronic files and store them in a safe place.** Making duplicates and keeping them in a separate location is a good business practice. Other options include using cloud-based storage or copying files onto a CD or DVD.
- **Document valuables and business equipment to help prove the market value of items should you need to file insurance or casualty loss claims.**
- **Back up computer data systems regularly.**

Experts warn that no matter how many near-miss situations occur, the attitude should remain that being prepared is far better than being caught unaware.



Make a Dent in Zika, Hep A

BY GLEE STORMONT

“With headlines almost daily about Zika and Hepatitis A, it’s important to remember that we can make a difference,” said Hawaii Tourism Authority President and CEO George Szigeti. “We can be proactive and take the necessary precautions to protect ourselves, our families, our businesses, and ultimately, our state. We want to enlighten and inform our patrons and visitors.”

Szigeti spoke at a recent HFIA meeting and was excited to do so. “The food industry employs so many people throughout Hawaii,” he said, “and we rely on retailers like ABC Stores, Foodland, and others to help send the right message to our visitors.”

Fight the Bite is the statewide campaign to combat the mosquito-borne illness Zika, a disease caused by a virus spread to people primarily by the Aedes mosquito (the same mosquitoes that spread chikungunya and dengue fever). In some cases Zika can also be spread through blood transfusions, through sexual contact, or from a pregnant mother to her baby.

To date, all documented Zika cases in Hawaii have been contracted somewhere else, so we are at a crucial stage where we can, to an extent, control our own destiny. Everyone, be it at home or at work, is encouraged to look around and take precautions that help eliminate mosquitos. Eliminate standing water in buckets, puddles, old tires, etc. Apply insect repellent when you’re outdoors. Wear protective clothing, such as long pants, long

sleeve shirts, and socks. Avoid activities in areas with lots of mosquitoes, and going outdoors at dawn and dusk when mosquitoes are most active. Fix leaky faucets and outdoor hoses that are dripping water. Treat bromeliads and other plants that hold water. Clean out gutters so water runs freely. Repair screens and jalousie windows to keep mosquitos out.

Only about 1 in 5 of those infected will show any symptoms. The most common are fever, rash, joint pain, and red eyes (conjunctivitis), but can also include muscle pain and headaches. Symptoms usually last several days to a week and are often mild, so people usually don’t have to be hospitalized. Death from Zika infection is very rare. At this time, there is no vaccine to prevent Zika, nor is there a treatment. Symptoms are addressed by getting plenty of rest, drinking ample fluid, and taking acetaminophen or paracetamol for fever and pain relief.

However, pregnant women need to take extra precautions because of the connection between Zika and microcephaly (a birth defect where a baby’s head is significantly smaller than expected compared with babies of the same sex and age). Avoid travel to Zika-infected areas if you are pregnant. For more information, please talk to your health care provider.

“We encourage retailers to market conscientiously,” encouraged Szigeti. “Put the sunscreen and the insect repellent near each other with an explanation.”

Another major health concern is

the Hepatitis A virus (HAV), which causes a contagious liver infection that ranges from a mild disease lasting 1 to 2 weeks, to a very severe illness lasting several months. Symptoms include fever, fatigue, nausea, vomiting, clay-colored stools, stomach pain, loss of appetite, dark urine, joint pain, and jaundice. Some, particularly children, may not show any symptoms. As of September 17, 271 people contracted hepatitis A in the current outbreak.

Handwashing after using the bathroom is a critical defense against HAV. Szigeti asks businesses to please post signage in all restrooms and emphasize hand hygiene to all employees. Hepatitis A immunization is the best way to prevent infection. It is recommended for persons who are likely to get HAV infection or any person wishing to obtain immunity. The DOH reports that pharmacies at Costco, Longs Drugs, Times Supermarket, Safeway, Foodland, Walgreens, Pharmicare, and Weinstein Pharmacy are providing vaccinations. Employees should call their preferred location to be sure a supply is available and to obtain instructions to receive the vaccination. A physician prescription or appointment may be required.

Vigilance by the state Health Department and cooperation from local businesses and residents have helped contain the outbreak, and so far, only a handful of secondary cases have surfaced. “Our proactive messages and involvement are very important to the success of these campaigns,” Szigeti concluded.

Glenn Furuya gives
Convention keynote.

Leadership, Island Style

BY JASON Y. KIMURA



They say Hawaii is the worst place in the country to do business, among other negatives

like homelessness, traffic, road rage, and the high cost of living. But leadership guru and motivational speaker Glenn Furuya believes that Hawaii people have it in them to be the world's greatest

leaders, and we just need to untangle ourselves from the negativity. Founder, president, and CEO of Leadership Works, Hawaii's leading business development consulting company, Furuya was sponsored by KTA Super Stores as the keynote speaker at the 2016 HFIA Convention last June.

For Furuya, defining true leadership by uncovering the patterns of great leadership has been a 40-year research project. Through his studies the world over, he made an amazing discovery right in his backyard. "I believe... Hawaii people are hardwired to be some of the world's best leaders," said Furuya, pointing out that he comes not from the perspective of academia, but from the real world. "[It's] not about me pushing something into your head. What I'm doing is taking something that's already inside of you and bringing it out." He continued, "We can teach the world about service, teamwork, and leadership, but we get so caught up in the negativity that we forget who we are."

Furuya outlined virtues that are unique to Hawaii:

Three-Way Cultural Blend

Hawaii is a very unique place because it has a three-way cultural blend found nowhere else in the world. It's a place where East meets West meets Polynesia. Furuya points out that in the early 20th century, close to 40 percent of the people in Hawaii were of Japanese descent, and they brought the Bushido Code with

them. Old Japanese values of humility, respect, and patience are elements of the Bushido Code that have influenced Hawaii's culture. Yet locals also have a Western education, which teaches individuality and ingenuity. At the same time, the Polynesian influence has embedded hospitality, generosity, and inclusiveness into the local DNA.



Glenn Furuya's father going off to war.

Both Eastern and Polynesian cultures are circular in nature, says Furuya, and are oriented to getting along with others, while Western culture is linear, emphasizing results, focus, assertiveness, and independence. While both approaches have positives, there are also negatives. The circular approach—and in Hawaii we're two to one circular vs. linear—can lead to passive aggressive behavior and a lack of decisiveness. People who are linear tend to come here and smash into circular thinking, which is a big mistake. "The best leaders can use both circular and linear approaches," said Furuya, "and apply them appropriately depending on the situation."

The Aloha Spirit

The Aloha Spirit is so powerful in Hawaii that visitors from around the world recognize and remark on it. Both President John F. Kennedy and first lady Jacqueline Kennedy publicly remarked on the Aloha Spirit after visiting Hawaii. Having the Aloha Spirit means not only to be nice, but to be hospitable and to make room

for others by being inclusive, and to keep your word.

Giving Hearts

Hawaii's people are generous. Omiyage (gift) is a Japanese word that has been adopted into local culture, evident in gift giving to others when returning from a trip or to thank

others. The giving nature of Hawaii's people is on display at any potluck meal, where the spoken rule is to bring food enough for few, but everyone brings enough for 10 or more—and then the host insists on everyone taking home leftovers. Locals always fight for the check at a restaurant, freely give extra things away to those who need them, and are among the most generous when giving to charity.

Teaiim

Coaches say there is no "I" in "team." Furuya puts two of them in team to form a new word: teaiim. Teaiim describes how things are done in Hawaii. He said they stand for individual effort and interdependence. By individual effort, he means doing your job at a high level, pulling your own weight, and taking responsibility. Interdependence, of course, means working together well. When both

of these are present, it represents the best pattern of work; if only one is at a high level, then the person is considered to be difficult to work with. "If you truly live aloha," says Furuya, "you would be strong in both." An example in Hawaiian culture is hula, where everyone's individual performance is beautiful, but also is in sync with everyone else. A leader, he also points out, is a servant. It is symbolized in canoe paddling, where the leader is in the back.

Humility

"Why do people in Hawaii have difficulty accepting praise?" asks Furuya. He points to the Japanese influence, where the lowest bowing rice stalks—the best quality crop—are a metaphor for humility. "In Hawaii, you don't want to be high maka maka." Traditional Japanese culture cultivates a "spirit of imperfection" which spurs one to try harder and to continually seek to improve.

According to Furuya, locals are also influenced by the Hawaiian culture, which was a subsistence economy. Everyone had a role and contributed. What emerged is a sense that everyone is "same-same." Often, outsiders break this equilibrium by being too bossy too early. When the question is asked by workers, "Who the hell he think he is?" the equilibrium has been broken and is very difficult to reestablish.

Continued on page 34



Barry Taniguchi, Glenn Furuya, and Derek Kurisu

Menu Labeling
Poke Bowl with Rice520 cal.

Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)
Amount per serving
Calories **230**
% Daily Value*
10%
5%

Labeling on the Menu

The FDA Requires Menu Labeling
and Revamps Nutrition Facts Label

BY JASON Y. KIMURA

Given human nature, there's no telling where the ball will finally land after the U.S. Food & Drug Administration's new menu and nutrition labeling rules under the Affordable Care Act fully take effect. Will they help or hurt? Will Americans lose weight as a result, or get fatter? How will it affect businesses? Time will tell. The new rules will change the way consumers get nutrition information about the food they buy, but suppliers and retailers need to know how the rules will affect them and what they need to do to comply. In this article, we'll attempt to define the two types of labeling mandates. The two types of labeling are: 1) menu labeling and 2) nutrition labeling. Finally, we'll suggest ways retailers might be able to use the rules to their advantage.

Menu Labeling

First, let's take a look at menu labeling, which applies only to businesses that meet certain criteria. To be covered by the new rule, the business must:

- **Be a restaurant or similar retail food establishment;**
- **Be a part of a chain of 20 or more locations with the same name; and**
- **Offer substantially the same menu items for sale.**

Note that enforcement of the new menu labeling rules take effect on May 5, 2017. To maintain consistency for consumers, the new FDA requirements supersede all similar county or state laws unless they are identical to federal rules. Business that are not covered under the requirements (*e.g.*, those with less than 20 locations) may still be subject to applicable state or county nutrition labeling requirements unless they choose to voluntarily register with the FDA to comply with the new federal requirements.

Types of businesses included are quick service and/or sit-down restaurants, food take-out facilities, pizza parlors (take out and delivery), food facilities in entertainment venues (*e.g.*, movie theaters, bowling alleys), cafeterias, coffee shops, bakeries, ice

cream shops, mall cookie counters, supermarkets, superstores, and grocery and convenience stores. Food facilities located in universities and colleges are covered if they meet the three criteria listed above. However, transportation vehicles such as food trucks, airplanes, and trains are not covered by the new menu labeling rules. School cafeterias serving food through USDA school lunch and breakfast programs are also not covered by the new rules.

The menu labeling rules define "restaurant-type food" as those types of foods that are usually eaten on the premises, while walking away, or soon after arriving at another location. Examples are ready-to-eat hot pizza, hot soups, salads, sandwiches, self-service foods intended for individual consumption, and donuts or bagels offered for individual sale.

The ubiquitous poke bowls found at many supermarkets fall under menu labeling rules for businesses that have 20 or more stores. Poke bowls may come in many varieties with different ingredients. This example of different varieties of a mock sangria taken from the FDA's labeling guide illustrate how menu labeling might work for different poke bowl varieties:

"MOCK SANGRIA – A blend of sparkling apple cider, fresh fruit and fruit juices. \$5.99

Calories: Berry 190, White Peach 230, Black Raspberry 80" ¹

The same format could be used for poke bowl varieties, provided that type size, color, and contrasting background requirements are satisfied.

However, some menu boards may simply list one or two prices (*e.g.*, large or small based on weight), not the different varieties. The different types of poke are labeled inside the refrigerated display and the customer simply points to or reads the label. The calorie counts can be posted in the display next to the item, but it needs to reflect the total amount of the dish being served, including rice and the different sizes (*e.g.*, "Ahi Poke w/Rice, 372/502 Cal). You should consult a professional or the FDA before committing to any type of menu labeling strategy. The FDA can be contacted by email at [\[beling@fda.hhs.gov\]\(mailto:beling@fda.hhs.gov\). A downloadable PDF of the FDA labeling guide quoted above can be found at \[www.fda.gov/downloads/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/UCM461963.pdf\]\(http://www.fda.gov/downloads/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/UCM461963.pdf\).](mailto:CalorieLa-</p></div><div data-bbox=)

Foods not covered are grocery-type items that consumers often store for use at a later time or further prepare. Poke by the pound being sold at the same poke bar discussed above does not require menu labeling. (It also does not fall under the Nutrition Facts labeling discussed later in this article.) Other examples include dried fruit and nuts in bulk bins in grocery stores; foods that are eaten over several occasions (*e.g.*, loaves of bread, bags of dinner rolls, whole cakes, boxes of candy or cookies); and foods sold by weight and not intended solely for individual consumption (*e.g.*, potato or pasta salad sold by weight, deli meats, and cheeses).

Businesses that fall under the menu labeling rules are asking exactly what will be required of them. There are three basic requirements that must be posted on menus and menu boards:

1) The number of calories contained in each standard menu item listed on the menu. Calorie declarations should be next to the name or price of each standard menu item in at least the same size type, in the same color, just as conspicuous, and with an equivalent contrasting background.

2) A "succinct statement" about FDA-suggested daily caloric intake on menus and menu boards: "2,000 calories a day is used for general nutrition advice, but calorie needs vary." An optional separate statement can be used on children's menus and menu boards as a substitute for or in addition to this statement: "1,200 to 1,400 calories a day is used for general nutrition advice for children ages 4 to 8 years, but calorie needs vary," or "1,200 to 1,400 calories a day is used for general nutrition advice for children ages 4 to 8 years and 1,400 to 2,000 calories a day for children 9 to 13 years, but calorie needs vary." The succinct statement must be posted conspicuously and clearly in a type size no smaller than calorie declarations, in the same color, and with an equivalent contrasting background.

3) A statement that written nutri-

tion information is available upon request. This nutrition information should include total calories, calories from fat, total fat, saturated fat, trans fat, cholesterol, sodium, total carbohydrates, fiber, sugars, and protein.

Menus and menu boards include the primary lists or descriptions from which customers make an order selection, including those posted at the establishment, electronic menus, and online menus. They include menus for breakfast, lunch, dinner, desserts, beverages, children's menus, and other specialty menus. Calorie counts for alcoholic beverages that are listed as standard menu items must be included. Calories for temporary or seasonal foods and beverages on a menu or board for less than 60 days per calendar year are not required.

Additionally, calorie information must be declared on signs adjacent to standard menu foods on display and self-serve foods.

But what about the ubiquitous plate lunch with a combination of items, meal deals at fast food restaurants, or menu items with options, such as toppings for ice cream? Establishments must declare calories for combo meals that include standard menu items. In general, calorie declarations should include the total calories of the entire meal, but it depends on how many choices are listed on the menu. When there are three or more choices in a combo meal (e.g., burger with a drink and fries), the calories can be declared as a range, such as 450-700 calories. When there are only two choices, two calorie values should be listed with a slash (e.g., 350/450 calories). Remember that the "succinct statement" on FDA-suggested caloric intake must still be posted (item 2 above) and detailed nutrition information must be made available upon request by customers and the FDA (item 3).

Businesses will be tasked with providing the nutrition content of the foods they are serving. The FDA will require that the establishment has "a reasonable basis" for nutrition content declarations and "take reasonable steps" to ensure that the method of preparation and amount of a standard menu item adheres to the factors on which nutrition values were determined. Nutrient values

can be determined by using nutrient databases, cookbooks, laboratory analyses, the Nutrition Facts Label on packaged foods, and "other reasonable means."

Establishments will have to provide substantiation of their nutrition content declarations upon request from the FDA. Substantiation includes disclosing the method and data used to derive the values. A signed and dated statement will generally be needed to:

- 1) Certify that the information contained in the nutrient analysis is accurate and complete; and
- 2) That the establishment has taken reasonable steps to ensure the method of preparation and the amount of the standard menu item offered for sale adhere to the factors on which its nutrient values were determined.

More information can be found on the FDA's website at www.fda.gov by entering "menu labeling" in the search box. Or refer to the downloadable menu labeling guide cited under footnote 1.

Nutrition Facts Labeling

The FDA has also made its first major update to the Nutrition Facts label for packaged goods since nutrition labeling began in 1993. The changes are meant to help people make more informed decisions on food choices for themselves and their families. The FDA website states that, "Manufacturers will need to use the new label by July 26, 2018. However, manufacturers with less than \$10 million in annual food sales will have an additional year to comply."

Nutrition labeling is required for most prepared foods, such as breads, cereals, canned and frozen foods, snacks, desserts, and drinks. If a product currently has a Nutrition Facts label, the changes will apply. Nutrition labeling for raw produce (e.g. fruits, vegetables, fish) remains voluntary.

The following are the key updates to the new Nutrition Facts label:

1) Refreshed Design

- Calories and serving size are highlighted with bolder type and a larger size. Servings per container will be in a larger type size.

- Manufacturers must declare the actual gram amount, in addition to percent Daily Value for vitamin D, calcium, iron, and potassium. They can voluntarily declare the gram amount for other vitamins and minerals.

- The footnote is changing to better explain what percent Daily Value means. It will read: "The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice."

2) Updated Information Reflects Latest Nutrition Science

- "Added sugars" in grams and as percent Daily Value will be included on the label. According to the FDA, scientific data shows that it is difficult to meet nutrient needs while staying within calorie limits if you consume more than 10 percent of your total daily calories from added sugar.

- Updated list of nutrients that are required or permitted to be declared. Vitamin D and potassium will be required on the label. Calcium and iron will continue to be required. Vitamins A and C will no longer be required but can be included on a voluntary basis.

- While continuing to require "Total Fat," "Saturated Fat," and "Trans Fat" on the label, "Calories from Fat" is being removed because research shows the type of fat is more important than the amount.

- Updated daily values for nutrients like sodium, dietary fiber, and vitamin D based on newer scientific evidence. Daily values are reference amounts of nutrients to consume or not to exceed and are used to calculate the percent Daily Value (% DV) on the label. The % DV helps consumers understand the nutrition information in the context of a total daily diet.

3) Updated Serving Sizes and Labeling Requirements for Some Package Sizes

- Serving sizes must be based on the amounts of food and beverage that people are actually consuming, not what they should be consuming. How much people typically eat and drink has changed since serving sizes were published in 1993. For example, the reference amount used for a serving of soda is changing from 8 ounces to 12 ounces. (See graphic on page 22.)

Side-by-Side Comparisons

Original Label

| Nutrition Facts | |
|--|---------------------------|
| Serving Size 2/3 cup (55g) | |
| Servings Per Container About 8 | |
| Amount Per Serving | |
| Calories 230 | Calories from Fat 72 |
| % Daily Value* | |
| Total Fat 8g | 12% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 160mg | 7% |
| Total Carbohydrate 37g | 12% |
| Dietary Fiber 4g | 16% |
| Sugars 1g | |
| Protein 3g | |
| Vitamin A | 10% |
| Vitamin C | 8% |
| Calcium | 20% |
| Iron | 45% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs. | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |

New Label

| Nutrition Facts | |
|---|----------------------|
| 8 servings per container | |
| Serving size | 2/3 cup (55g) |
| Amount per serving | |
| Calories | 230 |
| % Daily Value* | |
| Total Fat 8g | 10% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 160mg | 7% |
| Total Carbohydrate 37g | 13% |
| Dietary Fiber 4g | 14% |
| Total Sugars 12g | |
| Includes 10g Added Sugars | 20% |
| Protein 3g | |
| Vitamin D 2mcg | 10% |
| Calcium 260mg | 20% |
| Iron 8mg | 45% |
| Potassium 235mg | 6% |
| * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. | |

per serving and per package calorie and nutrition information for certain products that are larger than a single serving but that could be consumed in one sitting or multiple sittings. Examples would be a 24-ounce bottle of soda or a pint of ice cream. Dual-column labels are meant to help consumers easily understand how many calories and nutrients they are getting if they eat or drink the entire container at one time.

Can Retailers Use the New Rules to Their Advantage?

The FDA alleges that, “Americans eat and drink about one-third of their calories away from home. Making calorie information available will help consumers make informed choices for themselves and their families.”

First Lady Michelle Obama said, “I am thrilled that the FDA has finalized a new and improved Nutrition Facts label that will be on food products nationwide. This is going to make a real difference in providing families across the country the information they need to make healthy choices.”

Some studies seem to validate these assertions, while others say that the research does not, or is at best unclear. Others warn that compliance with these federal mandates will cost the food industry millions of dollars. Certainly, there are also philosophical and political arguments to be made regarding what role that the federal government should or should not play. Regardless of these issues, the new labeling rules are coming. The challenge for businesses is not only to comply with the mandates, but to find ways to benefit from them. For the enterprising entrepreneur, there is always a new angle. Read on for potential benefits and alternate ways to look at the situation.

One prevalent reaction to menu labeling is that it will scare away customers. It seems reasonable that if a juicy bacon cheeseburger with fries and a drink add up to 1,200 calories, a contemplating customer may decide not to order it. However, in this digital age where information is at your fingertips, consumers are already

New Label/What's Different?

Servings:
larger, —
bolder type

| Nutrition Facts | |
|---|----------------------|
| 8 servings per container | |
| Serving size | 2/3 cup (55g) |
| Amount per serving | |
| Calories | 230 |
| % Daily Value* | |
| Total Fat 8g | 10% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 160mg | 7% |
| Total Carbohydrate 37g | 13% |
| Dietary Fiber 4g | 14% |
| Total Sugars 12g | |
| Includes 10g Added Sugars | 20% |
| Protein 3g | |
| Vitamin D 2mcg | 10% |
| Calcium 260mg | 20% |
| Iron 8mg | 45% |
| Potassium 235mg | 6% |
| * The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. | |

— Serving sizes
updated

— Calories:
larger type

— Updated
daily
values

— Actual
amounts
declared

— New
footnote

New:
added sugars —

Change
in nutrients —
required

• Packages that are between one and two servings will be labeled as one serving, and the number of calories and other nutrients will be calculated accordingly. Because package size tends to affect how much people

eat and drink, people typically consume an entire package in one sitting. For example, a 20-ounce soda or a 15-ounce can of soup will be labeled as one serving.

• Dual column labels showing both

demanding information on just about everything. Nearly 80% of Americans favor nutrition information on menu items, but the irony is that according to research, the majority of consumers do not use or consider the information when making their menu choices,² and are therefore not scared off, according to Evaluate the Plate, a nutritional analysis and consulting company.

Those who actually do use menu labeling information to make choices generally do so for specific reasons, such as weight loss, special diets, or other reasons. Satisfying this consumer demand for both types of customers can build loyalty. In general, customers appreciate companies that are forthcoming about their products. Complete your menu labeling ahead of the FDA deadline and you may be able to attract new customers who are looking for businesses that provide it. Also, a staff that is educated about the nutrition of the foods they serve will increase customer satisfaction.

Perhaps the biggest benefit is the potential for an increased profit margin on menus. Since customers expect to pay the same amount for both healthy and unhealthy items, consider decreasing the portion sizes of healthy menu items to lower the calorie count while increasing profits. You can also offer substitutes for fried side dishes with less expensive steamed vegetables.

Establishments with less than 20 locations are not required to provide menu labeling but may benefit from doing it voluntarily—without breaking the bank. By voluntary participation, smaller businesses can opt out of any county or state menu labeling regulations.

Vegetarian or other health oriented niche eateries may also benefit from menu labeling due to a bigger customer base that is more concerned about nutrition. The same applies to establishments that offer a healthier section on their menus. They can start with the healthier selections where nutrition labeling will have a higher return on investment.³

The federal law will simplify nutrition labeling and create consistency for consumers. Once the State of New York started the process by passing state nutrition laws, the handwriting

was on the wall. Some groups' support of the federal law was based on the lesser of two evils—having to comply with different rules in every state versus having only one set of rules.

Containing the Cost

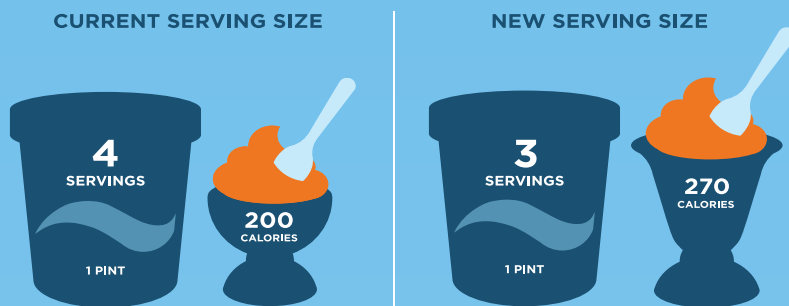
But what about the cost? There is no getting around the fact that complying with the new FDA rules will cost time and money. If you hire a nutrition analysis company, the FDA estimates that the cost for a restaurant chain will be about \$22,000 on aver-

age. However, an article posted by Evaluate the Plate suggests that this is on the high side.⁴ A nutrition analysis company should be able to find ways to help you reduce this amount. Even if you have a lot of menu items, the menu should essentially be the same at all locations. So if you divide the cost over your 20 or more locations, the amount per menu item per location shouldn't be that much. In fact, the cost could be closer to a couple hundred dollars per location, not thousands. Small or mid-sized places considering voluntary menu label-

Food Serving Sizes Get a Reality Check

Serving Size Changes

What's considered a single serving has changed in the decades since the original nutrition label was created. So now serving sizes will be more realistic to reflect how much people typically eat at one time.



Packaging Affects Servings

Package size affects how much people eat and drink. So now, for example, both 12 and 20 ounce bottles will equal 1 serving, since people typically drink both sizes in one sitting.





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Undercover inspections will be conducted for enforcement.

3. Know that if you sell to persons under 21, you will be fined.

Act 122, Effective January 1, 2016



Questions? Contact the Tobacco Prevention & Education Program, Hawaii State Department of Health at (808) 586-4613.

find out more at <http://health.hawaii.gov/tobacco/retail>

ing should look into nutrition analysis companies that specialize in working with smaller entities. They may offer more affordable pricing. Some companies, whether big or small, may offer payment in installments.

Some menu items may be hard to define, such as the many poke bowl varieties that supermarkets serve. However, nutrition analyses of many of the individual ingredients are available in online databases, such as at FatSecret (<https://www.fatsecret.com>), and via dietitians and nutritional analysis companies. Suppliers of ingredients may also have nutritional data available.

Remember that the FDA's requirement is that you should have "a reasonable basis" for the stated nutrition contents of dishes. Nutrient values can be determined by using nutrient databases, cookbooks, laboratory analyses, the Nutrition Facts Label on packaged foods, and "other reasonable means." Given the somewhat ambiguous guidelines, you should have a professional consultant evaluate your menu labeling or consult the FDA directly.

Another thing to remember is that you must "take reasonable steps" to ensure that the method of preparation and amount of a standard menu item adheres to the nutrition information on your menu. The National Restaurant Association published an article describing "5 musts for menu labeling."⁵

First, you must establish precise recipes as protocol, according to the article. This means exact measurements during preparation and plating. For example, if a chef adds a pinch of salt before serving when the recipe

doesn't call for it, the stated sodium content of the dish could be off by 100 to 200 milligrams. If the chef uses two tablespoons of cooking oil instead of one, calorie content will increase by 120 and fat by 14 grams. Simply adding 2.5 ounces of salad dressing instead of 2 ounces can increase calories by 75 and fat by 7 grams. You can see that if more than one of these inaccuracies are incorporated into a dish, the nutritional content can be way off.

The bright side is that calculating nutritional information can help businesses with better inventory control. Some types of inventory/cost control software offer integrated nutritional analysis and even suggest keywords to better market the items.⁶ Some software packages can calculate the cost of a recipe and may be able to alert you if the cost goes over your profit percentage or price point. The technology can also save on labor with automatic ordering when supplies get low and compare prices from different vendors.⁷ These innovations may help offset the upfront cost of menu labeling.

Second, using a dietitian to calculate nutrition can help greatly because of their expertise in nutrition, dietetics, food science, and food service. However, make sure they also have an understanding of the effects of evaporation, absorption, cooking methods, and other processes on nutrient values and apply formulas to compensate for these.

Third, make sure the database you use is accurate. Nutrient content can vary depending on brand, especially in sodium content. Add all product label information to your database.

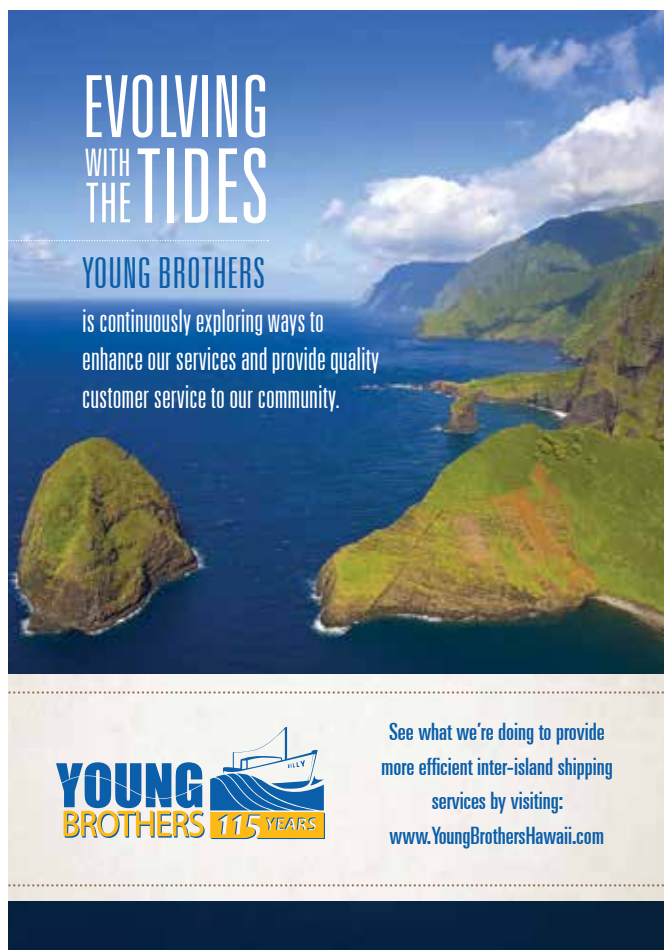
Fourth, train your cooking staff to accurately prepare and serve items as stated on your menu labeling and nutritional information sheets.

Fifth, keep nutrition information up-to-date by establishing a rigorous operational system that includes a reporting mechanism when recipes change or suppliers provide different but comparable ingredients. Be sure that menus, brochures, and websites are updated. This system will save time, effort, and money if put in place from the beginning.⁸

Altruistically Speaking

A major goal of the menu labeling and Nutrition Facts label update laws is to curb obesity in both adults and children. Although much of the research shows little benefit on consumer food choices, there may be long-term positive effects on obesity, particularly for people who use the nutritional information to make better eating choices.⁹

¹ "A Labeling Guide for Restaurants and Retail Establishments Selling Away From-Home Foods – Part II (Menu Labeling Requirements in Accordance with 21 CFR 101.11): Guidance for Industry"; www.fda.gov/downloads/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/UCM461963.pdf. ² Evaluate the Plate, "Benefits of Menu Labeling," www.evaluateplate.com/2012/09/benefits-of-menu-labeling. ³ Evaluate the Plate, "Menu Labeling for Small- to Mid-Sized Restaurants," www.evaluateplate.com/2012/10/menu-labeling-for-small-to-mid-sized-restaurants. ⁴ Ibid. ⁵ Anita Jones-Mueller, MPH, President, Healthy Dining, "5 Musts For Menu Labeling," www.restaurant.org/Manage-My-Restaurant/Food-Nutrition/Nutrition/5-musts-for-menu-labeling. ⁶ Cihan Cobanoglu, PhD, CHTP, "The Benefits of Menu Labeling," HT Hospitality Technology, <http://hospitalitytechnology.edgl.com/columns/The-Benefits-of-Menu-Labeling70780>. ⁷ Ibid. ⁸ Anita Jones-Mueller, MPH, President, Healthy Dining, "5 Musts For Menu Labeling," www.restaurant.org/Manage-My-Restaurant/Food-Nutrition/Nutrition/5-musts-for-menu-labeling. ⁹ Evaluate the Plate, "Overcoming Negative Perceptions of Menu Labeling," www.evaluateplate.com/2012/09/overcoming-negative-perceptions-of-menu-labeling.



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Beau Oshiro HFIA's New Vice Chair

BY JASON Y. KIMURA

Beau Oshiro once had aspirations to be a teacher, but the food industry got a hold of him, and he hasn't looked back since. Oshiro, who is Vice President, Division Manager Hawaii, and oversees both C&S Wholesale Grocers and Hansen Distribution Group, is HFIA's new Executive Committee Vice Chair.

The Mililani High School graduate was awarded a baseball scholarship by Hawaii Pacific College. However, Oshiro eventually quit baseball and joined the Hawaii National Guard, continuing his education at Leeward Community College while working at Pay 'n Save in Mililani. He made a good impression on the manager, who sent him to see the regional vice president. He asked Oshiro if he wanted to go into management. When Oshiro said he wanted to be a teacher, the VP told him that the starting pay for a store manager was almost twice that of a teacher. Oshiro decided to take the offered career opportunity, leaving LCC to work at various Pay 'n Save stores. He moved from manage-



Beau Oshiro

ment trainee to Floor Manager, to Department Manager, then to Assistant Store Manager, and finally Store Manager for the Waipahu store. Pay 'n Save was later acquired by Payless Drugs, which eventually pulled out of the Hawaii market. Oshiro applied for a management position at Foodland and was hired as an Assistant Store Director. However, nights, weekends, and holidays weren't a good match for a young family, so he went to work for Eagle Distributors as a sales rep for a while until he was able to land a position as a buyer for Foodland's grocery department. After five years, Oshiro was promoted to Director of Grocery Operations, which provided more opportunities for growth.

A few years later, Oshiro decided to go into the distribution, marketing, and vendor side of the business, so he went to Coca Cola. Five years

later in 2008, his current position at C&S opened up. "[This] side of the business opened my eyes to the distribution system, from manufacturing products to getting them to customers," says Oshiro, noting that in Hawaii, the system is very complicated due to transportation over the ocean, to neighbor islands, and the timing involved. Add to that tariff rates, shipping points, and the other nuances of distribution in an island state. "It's a process to get a can of SPAM into your pantry," he says.

"HFIA is a great organization that has proven its value in government relations, member education, and community relations," says Oshiro. "It represents the voice for Hawaii's food industry." A member of HFIA since his Foodland days almost 20 years ago, Oshiro aims to help the organization continue to provide value to its members in all three areas. Soon to become Chair of the Executive Committee, Oshiro plans to position HFIA to engage future leaders and recruit new members, ensuring that the organization will be sustainable for years to come.

Hawaii WIC and EBT Update

SUBMITTED BY THE HAWAII WIC SERVICES BRANCH

Hawaii WIC Services Branch is pleased to share its plans for WIC EBT, which will be known as eWIC. Planning is the first step toward eWIC. Actual scheduling for the implementation of eWIC depends on scheduling the necessary activities with the EBT Provider. Potentially, eWIC may start in Hawaii grocery stores in 2018.

One of the early steps in preparing for eWIC is the increased use of electronic data for all WIC activities and email for all communication. WIC is already working with WIC authorized stores to collect its price data and food brands through an internet

"portal" in place of the paper-based submittals previously used. The WIC Vendor Portal is used by store management to register their outlet or outlets through an email address and complete their Price Survey through the Web. All WIC-authorized stores have registered and are actively using this web-based tool.

A basic eWIC 101 presentation for WIC vendors is available on State of Hawaii Department of Health WIC Vendor Information on "eWIC Introduction" at the following internet link: <http://health.hawaii.gov/wic/vendor-information#eWICintro>. The presentation provides detailed information to stores on how eWIC works.

eWIC benefits to vendors include:

more efficient checkout because paper checks will no longer be used; no dating or signing of paper checks and rejected checks are eliminated; and cashiers do not validate transactions because UPC codes are approved in the cash register system.

eWIC benefits WIC families by improving their shopping experience with less stigma while providing security, and allowing them to buy quantities needed rather than having to use entire checks at once.

The WIC Vendor Management Unit is available to assist grocers with any concerns, needs, or questions via email at: doh.wic.vendor@doh.hawaii.gov. Or call 808-586-4776 or toll free from the neighbor islands at 1-888-820-6425.



Foodland Farms Ala Moana Opens

Hawai'i's largest, locally owned grocery retailer celebrated its grand return to Hawai'i's largest shopping center on August 31. At the grand opening, Jenai S. Wall, Chairman and CEO of Foodland, addressed the store's 150 employees, recognizing their hard work and contributions over the past year to bring this new supermarket to life. Wall shared a congratulatory message from State of Hawai'i Governor David Ige, as well as a City and County of Honolulu proclamation announcing August 31, 2016 as 'Foodland Farms Ala Moana Day' in Honolulu. Kahu Curt Kekuna of Kawaiahao Church conducted a traditional Hawaiian blessing and ceremonial untying of maile.

"Returning home to Ala Moana Center is incredibly special because our customers supported us here for more than 50 years since we opened as an original tenant in 1959," said Wall. "We hope to continually make our community proud and are excited to unveil a store that elevates the Foodland experience, where everyone will want to gather and enjoy their favorite foods. My father Sully, who founded Foodland in 1948, envisioned a family-run, community-focused company that put customers first. And that, for us, hasn't changed. Serving customers and our community will always be

the most important thing we do."

Foodland Farms Ala Moana donated a portion of the first week's sales to Give Aloha, Foodland's Annual Community Matching Gifts Program to support more than 700 Hawai'i non-profit organizations participating in Give Aloha 2016.

The 47,395-square-foot store, located on the street level of Ala Moana Center's Ewa Expansion beneath the new Nordstrom department store, combines the largest retail space of any Foodland store in Hawaii with a striking, reimagined food shopping and dining experience. In addition to a full-service supermarket, the store features new food stations, casual seating for 100 with complimentary WiFi, The Bar at R. Field Wine Company, a Foodland Pharmacy, The Coffee Bean & Tea Leaf, and HI Steaks. New services include a full-time concierge and Will Call, with convenient 15-minute storefront parking stalls for Will Call patrons.

The design of Foodland Farms Ala Moana features a new look and feel, including colorful, contemporary design elements. Throughout the store, there are vibrant photographs of the store's employees, friends, and family members depicting their Hawaii lifestyles. Hawaiian proverbs and poetical sayings are paired with the images. The collaboration of Oahu chefs lead-

ing Foodland Farms Ala Moana's culinary team includes in-store Chef Brian Nagai and Pastry Chef Rick Chang. Overseeing the store's prepared food offerings is Foodland Corporate Chef Keoni Chang.

Foodland Farms Ala Moana is open daily from 5:00 am to 10:00 pm. For more information, visit Foodland.com/AlaMoana.

New lineup at Foodland Farms

- **Plenty poke.** Poke island with more than 30 varieties served by the pound, over rice in poke bowls, and now as poke bentos, and Foodland's new poke creation—hand-held poke rolls.

- **Musubi and bento.** Try new bulgogi, char-siu bi, or lemongrass chicken takes, or choose from more than 20 bento varieties made daily.

- **Fresh-made donuts daily.** Visit the donut robot and watch your donut's journey from dough to the hot fryer bath, to its blanketing with lilikoi or Kona coffee sugars.

- **Naples-style thin-crust pizza.** Oven-baked on wood-fired crust from Italy, served fresh and hot, and offered whole or by the slice.

- **Getting it grilled.** The in-store grill station is fired up by chefs ready to skewer and finish your favorite meats and vegetables, placed on a base with various sauces, toppings, and sides.
- **Shave ice stand.** Cool down with a selection of more than 20 traditional and modern natural-flavored syrups, plus signature creations.
- **Signature sandwiches.** Try the newly created guava barbecue kalua pork on a furikake kaiser roll, brisket banh mi, and pipi kaula reuben. Or create your own.
- **Self-serve hot & cold favorites.** Daily-changing choices from Filipino crispy pork belly kawali to furikake gochujang mac-and-cheese, and Asian potato to broccoli and fried tofu salads.
- **Fried chicken & rotisserie meats.** Shake-and-take fried chicken, plus, more fried chicken, and rotisserie pulehu chicken and Puerto Rican roast pork.
- **Fresh juices & smoothies.** Inventive original recipe smoothies, grab-and-go cold-pressed juices, quenching aguas frescas and spa waters, on-tap kombucha.
- **Butchers and fishmongers.** Meats and seafood in varieties and cuts you want, pre-marinated or ready for your own seasoning. Plus, house-made sausages, including chorizo, Portuguese, breakfast maple, and more.
- **R. Field Wine Company & The Bar.** Gourmet food, wine, spirits, cigars, charcuterie, and cheeses are anchored by a wine-by-the-glass, craft beer bar, and food menu.
- **The Coffee Bean & Tea Leaf.** Choose from the café's menu of handcrafted coffee drinks, ice-blended beverages, and locally produced treats.
- **HI Steaks.** Local-style steak and smoked meat counter for in-house kiawe- and guava-wood smoked or grilled burgers, cheesesteaks, pork ribs, sausages, pipi kaula, and, of course, steak.



Safeway Launches Grocery Delivery Service in Hawaii

Safeway has launched a new grocery delivery program with a fleet of state-of-the-art home delivery trucks, offering customers convenient and affordable grocery shopping. Safeway customers will be able to access this service online at shop.safeway.com, as well as through the Safeway delivery app available on iOS and Android devices. A division of Albertsons Companies, Safeway has been in Hawaii since 1963, and has 22 stores on Hawaii Island, Oahu, Kauai, and Maui.

"We are thrilled to offer grocery delivery to our customers on Oahu and create new jobs in the community," said George Glukfeld, Hawaii District Manager. "Our customers on Oahu were a driving force in our offering the service here, and we hope they will enjoy the added convenience and time savings of grocery delivery."

Safeway is the only major grocer on Oahu to provide full-service grocery delivery, with orders picked by in-store personal shoppers and delivered by Safeway drivers in unique delivery trucks. The eight new trucks with custom designs are equipped with multiple temperature zones, so the frozen items stay frozen and the vegetables are fresh when delivered.

Using Safeway's grocery delivery service is simple. The customer orders online and selects a delivery date and time. A personal shopper then selects the items and loads them into a refrigerated truck. A driver delivers the order and checks off each item for the customer's approval.

To celebrate the launch and provide customers with additional savings, shoppers placing Safeway grocery delivery orders by October 30 will receive \$15 off their first order in addition to free delivery by entering the promo code ALOHA at online checkout.



HFIA Secretary/Treasurer Toby Taniguchi

BY JASON Y. KIMURA

Although his family heritage is tied to KTA Super Stores, Toby Taniguchi originally didn't have formal plans to have a career there, but all the pieces have come together and today he is President and Chief Operating Officer of the venerable Hawaii Island business. He is also the newly appointed Secretary/Treasurer of HFIA's Executive Committee.

Taniguchi is very involved in both public service and non-profit organizations, including serving as board chair in many. Organizations include the After-School All-Stars Hawaii, Hawaii County Fire Commission, Boys & Girls Club of the Big Island, Hawaii Island United Way, Food Basket Hawaii, the Hawaii Japanese Center, and the Japanese Chamber of Commerce and Industry. He is a Class of 2003 Pacific Century Fellow, and was recognized as one of "40 Under 40" by *Pacific Business News* in 2003, and as one of "20 for the Next 20" in *Hawaii Business Magazine* in 2010.

A Waiakea High School graduate, Taniguchi learned how to get along with people there—a skill that serves him well today. He was "around" the family business at KTA, but instead worked at a local restaurant as a busboy and then waited tables in his senior year. Taniguchi earned a Bachelor of Science in Communications/Management at the University of Portland. It was a hybrid degree that included advertising, marketing, and communications combined with math and accounting training. (He later earned a Certificate in Food Industry Management from the University of Southern California.) Taniguchi worked in Portland at various jobs to discover his passion in life. The jobs were in construction, at a wholesale printer, and at a Fred Meyer, where he tried to learn about the food industry.

There was never any pressure from his father, Barry Taniguchi, to make a

career at KTA, but one day he asked Toby if he planned to come back to Hawaii. Although he had no specific plans, Taniguchi was sure he wanted to eventually return to Hawaii sooner



Toby Taniguchi

or later, especially to Hawaii Island. His time on the mainland broadened his paradigms and perspectives, but also made him appreciate the culture, his family, and his upbringing in Hawaii. After mulling it over, he decided to return.

Taniguchi began working at KTA headquarters at Punainako Street in downtown Hilo not expecting any kind of special position, nor did he get one. He then went to the Waimea store. In the beginning years, Taniguchi did almost every job to learn the business, from bagging, stocking, fish cutting, safety compliance, and everything in operations. Because his father didn't come up from the ranks, he was insistent that Toby experience all aspects of the business. Taniguchi worked his way up to Assistant Store Director in Waimea, and then became Store Director of the Waikola Village store when the position opened up.

After a few years at Waikoloa, Taniguchi was promoted to Vice President of Store Operations, a position that oversaw the six store directors. The position required him to work out of his car, driving some 30,000 miles each year working with the six stores. The KTA board of directors eventually promoted Taniguchi to Executive Vice President of Store Operations, then as President and Chief Operating Officer about two years ago. His father Barry became CEO and Chair of the Board at that time.

"The world is constantly changing," says Taniguchi. "The challenge

is to keep our organization relevant and competitive while respecting and honoring past traditions and our traditional values." That is, he is fully aware of KTA's roots and what has made it a respected company, yet realizes the need for change in a changing environment. The company is venturing into e-commerce, which involves their website and social media, using new technologies like solar photovoltaics to control costs, and updating to chip-and-pin technology. But behind innovation is the human aspect, says Taniguchi. "Talking story with the people directly serving the customers is important," he says, "to make their jobs easier and things better for customers." The company really likes to hear from customers too, Taniguchi continues, because it affords an opportunity to change quicker to meet their demands.

When asked to be Secretary/Treasurer for HFIA, Taniguchi was straightforward and direct: there were store projects and obligations to the community that would prevent him from attending every event during the beginning of his term, but he is eager to listen, learn, and participate. "HFIA is the voice for getting out the facts of our industry," he says. "It is an advocate for the food industry, but also for the community as a whole." Taniguchi supports HFIA's role in upholding the food industry's standing in the community, providing valuable information to its members, and being intimately involved in the issues of the day, but also recognizes that we have a kuleana, a responsibility, to the community. "Everything we do should be done in the interests of our community, as well as support our industry," he says.

Taniguchi's respect for others is obvious. He shows it by coming through with what he promised, even if it costs him. A guy who looks people in the eye, Taniguchi can switch from regular guy to businessman and can relate to everyone from the man on the street to legislators. As Secretary/Treasurer and eventual Chair, HFIA can expect from Taniguchi what he shares with his Junior Achievement of Hawaii Island students: "create a vision, work hard, never give up, live by an impeccable moral compass, and give back."



Kahuna Distribution

Company Profile: Kahuna Distribution has a large portfolio of natural and organic products that they market in the Hawaii marketplace. Kahuna carries ready-to-drink beverages, coffee mix drinks, ice cream, frozen fruit, fruit puree, and snack items. The company has recently added a few select wines and beers.

Mission Statement: "Kahuna Distribution is dedicated to providing quality food products within the Hawaii marketplace with our primary focus on natural and organic foods. We also keep a close eye on the future, bringing in several up and coming natural food products that compliment the growing health conscious lifestyle of Hawaii's residents."

Reason for Joining HFIA: To broaden connections with others in the food industry.

Unique to the Company: Because people in Hawaii want to live healthier lifestyles, Kahuna is dedicated to finding new, trend-setting products. Some examples of groundbreaking products the company has introduced in Hawaii include GT Millennium Kombucha, an organic fermented, cultured, probiotic beverage; Life Foods, mega-nutritious whole plant-based foods made in Maui; Sambazon Acai, products made from organic Acai wild-harvested from the heart of the Amazon; and Singing Dog Vanilla, a Hawaii company that makes high-quality products and shares its profits with vanilla farmers in Papua New Guinea.

Location & Service Area: Kahuna Distributors is located in the Mapunapuna area on Oahu. The company services all areas of Oahu, Maui, Kauai, and Hawaii Island.

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Ryan

Company Profile: Ryan is an award-winning global tax services firm with the largest indirect and property tax practices in North America and the seventh largest corporate tax practice in the United States. With global headquarters in Dallas, Texas, the firm provides a comprehensive range of state, local, federal, and international tax advisory and consulting services on a multi-jurisdictional basis, including audit defense, tax recovery, credits and incentives, tax process improvement and automation, tax appeals, tax compliance, and strategic planning.

Reason for Joining HFIA: Ryan has been working in Hawaii for over 10 years and has had the opportunity to assist multiple local companies in recovering tax credits at the

state and federal levels. Many of Ryan's clients in Hawaii are current members of HFIA. Therefore, Ryan joined HFIA to learn about and develop relationships with member companies, and provide them with the opportunity to take advantage of a variety of tax saving opportunities that Ryan has identified for its valued clients worldwide.

Unique to the Company: Ryan is a five-time recipient of the International Service Excellence Award from the Customer Service Institute of America (CSIA) for its commitment to world-class client service. Empowered by the dynamic myRyan work environment, which is widely recognized as the most innovative in the tax services industry, Ryan's multi-disciplinary team of more than 2,100 professionals and associates serves over 12,000 clients in more than 40 countries, including many of the world's most prominent Global 5000 companies. More information about Ryan can be found at ryan.com.

Location and Service Area: Ryan headquarters is located in Dallas, Texas. With offices in over 50 cities across the United States, Ryan provides a broad menu of tax services to its clients. In Hawaii, Ryan regularly assists clients with general excise tax, motor fuels tax, and property tax reviews.

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Chairman's Reception



Paul Kosasa, Brandon Tashima, Wendy Fujio, Lisa Kosasa, Karen Morimoto, and Riki Morimoto, ABC Stores



Lion Dance honors outgoing HFIA Chair Derek Kurisu



Todd and Joy Oda, Koha Foods

Living in Paradise At the Aulani

STORY AND PHOTOS BY JASON Y. KIMURA

The 2016 HFIA Living in Paradise Convention at the Aulani Disney Resort & Spa was a magical experience, and perhaps there was just a bit of pixie dust in the air, as Derek Kurisu suggested. The weather was sparkling for all the outdoor events, including Mountain Apple Golf at the Kapolei Golf Course; wine and beer tastings; Chairman's Reception for Derek Kurisu and HFIA Coca Cola Food Challenge on Friday night; Family Games sponsored by Pasha Hawaii; and the grand event—the Hall of Fame and Ni'o Award of Excellence Banquet, which honored Glenn Muranaka of Meadow Gold Dairies.

Lotus Spirits, Southern Wine and Spirits, Young's Market, and Anheuser-Busch Sales of Hawaii provided the

libations, and many member companies kept the Hang Loose Hospitality Room well stocked. Other notable events included the ascendancy of John Erickson of Young's Market Company to Executive Committee Chair, the announcement of Beau Oshiro of C&S Wholesale Grocers and Hansen Distribution Group as Vice-Chair, and Toby Taniguchi of KTA Super Stores as Secretary/Treasurer. A highlight was keynote speaker Glenn Furuya, sponsored by KTA, who reminded everyone what makes Hawaii's leaders special. Last but not least, there was plenty of camaraderie to go around, plus bingo. A big mahalo goes to all the generous sponsors and organizers of Convention 2016. Folks are already looking forward to next year!



Byron and Analiza Au, Nani Makana



Jackie Yu, Fan Panyarat, Shane Wright, Shaun Wright, Arien Crabtree, Sharissa Crabtree, Joshua Crabtree, and Aria Crabtree (front), Higa Foodservice



Mike, Caitlin, and Christine Ohashi, Pasha Hawaii



Dan Crawley and Samantha Cappel of Meadow Gold show off their towering creations.



Food Challenge winners Pauline and Talissa Wright of Higa Foodservice



Wine Tasting

Spoon Full of Sugar Food Challenge

1st Place: Higa Foodservice;
Surprise Ingredient: Popcorn

2nd Place: Meadow Gold Dairies;
Surprise Ingredient: Cheese Whiz

3rd Place: Foodland;
Surprise Ingredient: Bacon

4th Place: May's Hawaii;
Surprise Ingredient: Arare

5th Place: Pasha Hawaii;
Surprise Ingredient: Potato Chips

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Judges take their sugary jobs seriously.



Friday night bingo



Saturday morning General Membership & Board of Directors Meeting



Family games on Saturday



Gary Nakamatsu of Matson gets the last drop.



Ma Ohi Nui Productions takes the stage to perform their Polynesian revue.



Gary Yoshioka, Maggie Li, and Vernon Lau, Diamond Bakery, with Barry and Sandra Taniguchi, KTA Super Stores.



John and Karen Schilf, RSM, and Katy Okuyama, Brokerage of Quality Foods, with Cathy and Gerald Shintaku of Hawaii Foodbank



May's Hawaii: Ryan and Patti Day, Gary Hanagami, Sarah and Phil Nguyen, Jordan Tanoue, and Mika Miyazawa with Jerry Linville, Meadow Gold Dairies and Nadine Cunningham, Enterprise Holdings



Derek Kurisu hands over the HFIA gavel to new Chair John Erickson.



Glenn Muranaka receives the Ni'o Award of Excellence with wife Kim Tran.



Wives club: Georgeanne Kurisu, KTA, Alison Kiyotoki, Young Brothers, Joy Oda, Koha Foods, and Sandy Taniguchi, KTA



Paul and Gwen Yokota, FCH Enterprises, with Craig Higa, Meadow Gold Dairies



Meadow Gold Dairies ohana

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THE LAST WORD

BY LAUREN ZIRBEL

This year marks the 22nd year of the HFIA-produced Made in Hawaii Festival. Each Statehood Day weekend in August, the Made in Hawaii Festival is held at the Neal S. Blaisdell Exhibition Hall and Arena and features a wide variety of Hawaii-made merchandise and food. In addition to seeing and sampling outstanding products, attendees enjoyed the talents of Hawaii entertainers, including comedian Frank DeLima and musicians Raiatea Helm and Melveen Leed, to name a few. And no festival highlighting Hawaii products would be complete without mouthwatering food demonstrations from executive chefs like Russell Siu (3660 on The Rise) Lee Anne Wong (Koko Head Café), and Marc Freiberg (Mariposa at Neiman Marcus). Our food stage was emceed by the always outstanding Derek Kurisu.

More made-in-Hawaii fun came at HFIA's 3rd annual Made in Hawaii Show networking event on September 28 at the Japanese Cultural Center's Manoa Grand Ballroom. It was an exciting evening of networking and camaraderie as attendees talked story and enjoyed complimentary pupu, Hawaii-made products, and a selection of beers, liquors, and wine, courtesy of our Made in Hawaii Show partners.

Attendees also benefited from an educational seminar presented by Wealth Strategy Partners on financial strategies/investments for businesses. Panelists discussed topics such as 401K plans vs. profit sharing, the best ways to reward employees, the hidden pros/cons of group and individual benefits, and more.

As both made in Hawaii events draw to a close, it's a reminder that the year is already more than halfway over and 2017 is right around the corner. Two Thousand Sixteen has been quite an uphill battle as the State of Hawaii and the food industry have done their best to handle a



variety of unexpected issues, including Zika and Hepatitis A.

As many of you are aware, Hepatitis A has taken Hawaii, especially the food industry, by storm. As of September 17, the estimated number of cases in Hawaii was 271 and is expected to increase since the virus has a long incubation period. Due to its impact on the food industry, HFIA and the Department of Health have joined forces and created a partnership with the goal of preventing the spread of Hepatitis A. Please refer to the Aug. 8 "Weekly Update" email for valuable resources, such as a printable poster, fact sheet, and a detailed summary of the proposed changes to Ch. 50 as it relates to food handling. We encourage all individuals involved in foodservice, regardless of exposure, to get vaccinated for Hepatitis A. We live in an increasingly global world and it is good to be protected.

If you have any industry or HFIA-related questions, or want access to Hepatitis A resources, please feel free to email us at info@hawaiiifood.com.

Leadership

Continued from page 19

lish. Good leaders, says Furuya, have aloha and build good will equity with their workers.

Will & Strength

Furuya points to the Japanese words "gaman" and "gambate." Gaman means to endure the seemingly unbearable, while gambate is to do your best with cheer and never give up. This indomitable spirit was illustrated during World War II when there was extreme racism against Americans of Japanese descent. About two-thirds who were sent to concentration camps were American citizens, yet many fought for America and came back the most decorated group in U.S. history. "Just because we're nice and humble," said Furuya of Hawaii's people, "doesn't mean we're weak. Meekness is not weakness; it is strength under control."

Lokahi

Lokahi is the concept of peace, unity, and harmony, which should be the core of any marriage, family, or organization. "Without lokahi, there can be no aloha or teamwork," insists Furuya. Lokahi is like an empty glass. The space itself is something. If you throw the glass on the ground and shatter it, the space is no longer there. Similarly, a shut door is like a wall, but if it is open, there is a lokahi space within. "You need to create a 'peace of mind' space in an organization," said Furuya.

Furuya warned that Hawaii has lost some of its essence in the current bubble of negativity, and also to polarization in which various groups are "anti this or anti that." "Why do we want to be like the rest of the U.S. and be polarized about everything?" he asked rhetorically. "It's not the Hawaii way." President Kennedy's words from long ago remind of us of who we should be, who we are: "These islands represent all that we are as Americans and all that we hope to be."



Locally owned and operated, we're humbled and honored to be celebrating our Centennial anniversary of serving the community.

Thanks to You!
Our Hawai'i Island 'ohana.

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