

Hawaii

HOLIDAY 2012

Retail Grocer

the magazine of the hawaii food industry association

Banking on Food

**HFIA Members Give
the Gift of Food**

ALSO:

Going Local: Chefs' Recipes for the Perfect Potluck

Foodland Fanfare: Anticipated Kapolei Store Opens

Sky's the Limit at Aloha Island Mart Kahala

MHIF: Inspired by Hawaii, Made by Local Hands

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The Chair's Message

BY ALAN Y. NAKAMURA



Aloha HFIA Members,

As we approach each holiday season, beginning with Thanksgiving, I often reflect upon all the good things in my life to be thankful for. Of course, there is my most wonderful wife, the woman who takes good care of me year in and year out—and keeps me in line as well. My three thoughtful and successful grown-up sons, who have somehow transitioned into adulthood much more seamlessly than I did when I was their age. My sister, nephew and nieces, who I negligently fail to make enough time for in my life. And, of course, all of my other wonderful relatives, great friends and excellent coworkers. Yes, I often take these people for granted, but also realize that I am lucky to be blessed with so many good people around me.

If you are like me, you may sometimes get so wrapped up in work and raising kids and paying bills that it's easy to overlook the things that make you smile and bring you happiness. Like a smile from your child or significant other. Or a colorful rainbow in a bright blue sky. Chuckling while watching the Big Bang Theory on TV. A McTeri Deluxe burger. Or a \$4 pitcher of cold beer at Shirokiya! We always have to remind ourselves to appreciate the good things in life—the big stuff ... and the small stuff, too.

I have been a proud member of HFIA, for over a quarter of a century. I cannot believe how fast time has flown by. It is challenging for me to remember all of the quality people I have met through HFIA, some who have already passed away, and many others who I consider to be good friends of mine today. It is not just an organization, it is like a family to me.

The founders of HFIA, beginning with Dick Botti (and Paula Aono, who was there from the beginning), created a legacy based on trust, camaraderie, communication and friendship. Our members, suppliers, retailers and associate members rally together during legislative sessions, pool resources to plan and support our numerous events—convention, golf tourney, socials, educational workshops—and party together, too!

My wife and three sons have grown to love HFIA and all of the great people in it. It is my hope that our newer members come to quickly appreciate the closeness we have, even while we continue to work in different trades, as well as compete with each other in the marketplace.

To all of our HFIA members: Each day throughout the year, please remember to be grateful to be a part of such a special organization. You would be hard-pressed to find so many good people in such a diverse group. Please feel free to join any of our fun, productive committees—your help and input will be much appreciated!

Wishing you all a happy, safe and memorable holiday season with your closest family and friends.

Mahalo for your support! 🛒

Alan



HAWAII RETAIL GROCER
IS A QUARTERLY PUBLICATION
OF THE HAWAII FOOD
INDUSTRY ASSOCIATION

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Clockwise from front
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Legislative Update

BY LAUREN ZIRBEL



The State of Hawaii Tax Review Commission recently released a draft report of its Study of the Hawaii Tax System to stakeholders. In 2012, the Hawaii Tax Review Commission engaged the PFM Group to perform a systematic study of the state's tax structure with an emphasis on two questions. First, will the current tax system provide sufficient revenue and, second, are there alternative tax structures that could improve Hawaii's ability to generate sufficient income?

The report found that there is a lack of diversity in Hawaii's economy, with a high concentration of employment in travel-related jobs. The report also noted that there is a high concentration of employment and earnings in government. Federal, state and local government are the largest employers in Hawaii at nearly 125,000 in 2011. The government sector pays well, with average earnings per employee of nearly \$81,000. The report found a small concentration of

employment, earnings and output in manufacturing. While manufacturing accounts for more than 12 percent of GDP for the nation as a whole, it accounts for just 2 percent of Hawaii's GDP. Hawaii employs more than 13,000 people and has average wages of \$44,097—well below most key industries. Long-time members of the Hawaii Food Industry Association didn't need the study to point out that fact. It is easy to see, as many former members of HFIA have gone out of business or left the state due to the high cost of doing business in Hawaii and increasingly hostile tax policies and regulations.

The report goes on to note that the current tax structure is dominated by two major taxes: the general excise tax (GET) and the individual income tax (IIT). Hawaii is unique in that it assesses the GET to services and food, which are not taxed under many traditional sales taxes. This

"The report found that there is a lack of diversity in Hawaii's economy..."

effectively drives up the cost of all goods at retail, as manufacturers, distributors, wholesalers and retailers add up the combined cost of the GET. A Federation of Tax Administrators survey of services commonly taxed by states found that Hawaii taxes 160 of 168 services—the most of any state.

The IIT is also notable in that Hawaii's 12 income-tax brackets are relatively narrow, meaning lower-income individuals move quickly into higher tax rates. Hawaii is also tied with Oregon for the highest top marginal tax bracket (11 percent) among the states.

The report points out that there has been an erosion of revenue due to the development of untaxed e-commerce sales. According to Dr. William Fox, a noted national expert on this topic, the tax loss for the state of Hawaii related to uncollected GET from e-commerce transactions is estimated at \$145 million a year (and growing). This problem can be easily solved and is the reason HFIA's GRC committee voted to support legislation that taxes e-commerce at the same rate as brick-and-mortar businesses. This eliminates the unfair competitive advantage enjoyed by businesses which do not have structures in Hawaii, and thus, are not taxed with Hawaii's GET.

The Tax Commission identified the following weaknesses in Hawaii's overall tax structure:

- Dependent on two taxes (GET and IIT)
- GET results in tax pyramiding
- Comparatively high IIT rates at the high-and low-income levels
- Exempts a growing source of



"HFIA suggests that as an alternative to increasing taxes, we instead look into streamlining government functions and equalizing tax burdens for Internet and brick-and-mortar retailers."

revenue (pension and social security income) from the IIT

- Small source of revenue from corporate net income tax
- Variety of tax law sunsets in coming years
- Older tax-collection systems and processes.

It also outlined some opportunities, such as voluntary vendor compliance on e-commerce tax collection.

The Commission made the following recommendations for the

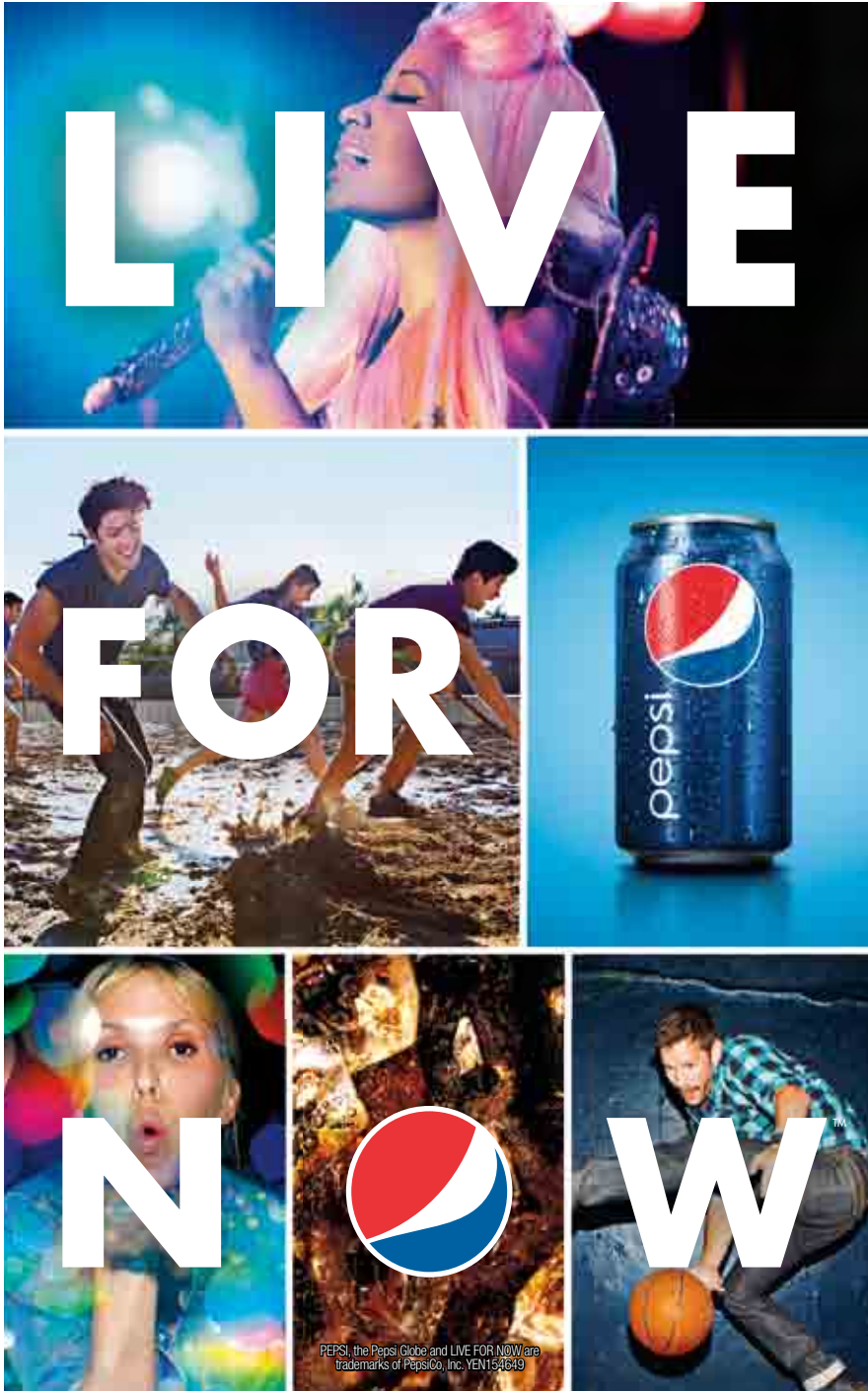
"They also outlined some opportunities, such as voluntary vendor compliance on e-commerce tax collection."

GET: eliminate tax exemptions for nonprofits; aggressively pursue nexus (taxing e-commerce); increase the GET tax rate; and eliminate the 0.5 percent rate in conjunction with other corporate tax changes. The Commission made the following recommendation for IIT: eliminate

or reduce exemptions on pension income; eliminate or reduce exemptions on Social Security benefits; eliminate or reduce specific credits; eliminate the deduction for property taxes paid; and reduce effective tax rates that apply to low-income filers.

HFIA disagrees that the GET should be increased, as this will increase the cost of food and other goods dramatically because the GET is assessed multiple times before a product can be purchased at retail. HFIA strongly disagrees with the Commission's suggestions to increase the gallonage taxes on beer, wine and distilled spirits. At the recent Hawaii Liquor Conference we heard from many inspirational entrepreneurs who are struggling with owning and operating their own distilling businesses, wineries and breweries in Hawaii. It is disheartening that the Commission would put forward proposals that would clearly hamper the ability of these manufacturers to continue to operate and survive in an already difficult business climate. It is ironic that the Commission's report starts out by discussing how Hawaii has effectively killed its manufacturing businesses with taxes and regulation, and then ends the report with yet another way to drive manufacturers out of business.

HFIA suggests that, as an alternative to increasing taxes, we instead look into streamlining government functions and equalizing tax burdens for Internet and brick-and-mortar retailers. The Commission's projections should take into account that, if these proposals are implemented, the state will have increased expenditures due to increasing unemployment and decreasing revenue from employed individuals' income taxes. 🛒



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Consumers Scared of Produce?

BY PHIL LEMPERT, THE SUPERMARKET GURU®

Are we being Scared Fat? Are consumers being scared out of buying produce because of fears around the safety of fruits and vegetables? That's the title and idea behind a new report from SafeFruitsandVeggies.com, a website from The Alliance for Food and Farming—a nonprofit organization that represents organic and conventional farmers and farms of all sizes.

Stories about our everyday foods are becoming increasingly common in both traditional and social-media channels. SafeFruitandVeggies.com wonders if the Internet's growing appetite for content over substance might at times be causing the public to overreact and make unhealthy food choices.

Sixty percent of consumers express a high concern about pesticide residues, much of which is based on misleading information, according to The Alliance for Food and Farming. Consumers were asked to rate the most important factor in their purchase of fruits and vegetables. Not unexpectedly, "safety from contamination or food-borne illness" ranked first, with 39 percent of the respondents listing this as either the first or second most important factor. The second-highest rated factor was "the cost of the product" at 38 percent. The third most

important factor was "free from chemical pesticide residues" at 36 percent.

The experts concluded that there may be a growing public-health threat caused by misinformation about food issues presented by the media. The greatest concern is the survey finding that almost a third of shoppers are buying less produce because of the fear that these foods may have pesticide residues. Moreover, it is affecting our most vulnerable; after hearing about the "Dirty Dozen" list, almost 10 percent of low-income consumers stated they would reduce their consumption of fruits and vegetables.

What we need to remember is that the multitude of studies conducted for decades demonstrate a wide range of health benefits from eating diets rich in fruits and vegetables whether or not the products are grown conventionally or organically. What is not controversial is that one of the best things consumers can do is to eat more fruits and vegetables. 🛒



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The Spirit of Independents



To mark our 90th anniversary this year, we took the opportunity to salute our members. Our member retailers show their independent spirit with the innovations they have made to the grocery industry over the decades. Unified Grocers endures on the strength of our member retailers.

Unified Grocers celebrates 90 years of independent spirit.



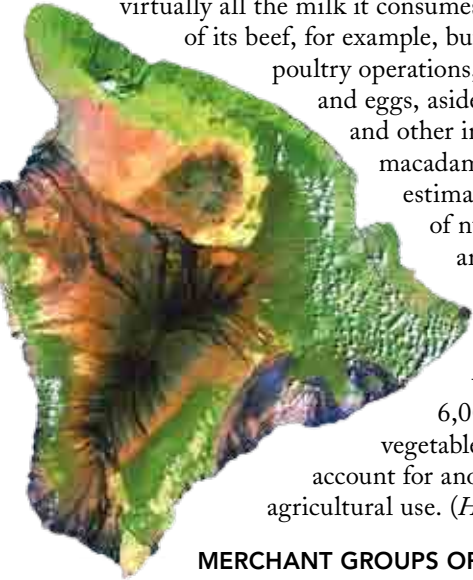
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A Collection of Local & National News & Views BY LAUREN ZIRBEL

HAWAII COUNTY PAVES THE WAY TOWARD FOOD SELF-RELIANCE...

A baseline study of the Big Island's agricultural landscape will help guide strategies to encourage folks to "eat local." The report reveals a checkered agricultural landscape. The island produces virtually all the milk it consumes and more than 17 percent of its beef, for example, but, with no commercial poultry operations, it imports all its chicken and eggs, aside from farmers' markets and other informal sales. Despite vast macadamia-nut orchards, the study estimated that less than 5 percent of nuts consumed on the island are macadamias. Half of the 42,000 acres in crop production on the island are macadamia orchards, with an additional 6,000 acres in coffee, while vegetables, fruits and aquaculture account for another 10,000 acres of active agricultural use. (*Honolulu Star-Advertiser*)



MERCHANT GROUPS OPPOSE PROPOSED

SWIPE-FEE SETTLEMENT.... According to a letter to lawmakers and retailer groups, including the Association for Convenience & Fuel Retailing and the National Grocers Association, a proposed settlement of antitrust lawsuits related to swipe-fees is "a bad deal for merchants and their customers." The letter says the settlement would continue control wielded by Visa, MasterCard and large banks, and would limit emerging technology such as mobile payment, which could increase competition. (*Convenience Store News*)

DID YOU KNOW?... Anheuser-Busch InBev is launching a responsible drinking campaign aimed at parents and bartenders. The effort, which is being expanded to China, the world's largest beer market, encourages parents to discuss drinking with their children and provides training to bartenders. (*Bloomberg Businessweek*)

STUDY EXAMINES MARKETING RESPONSE OF PEOPLE 60 AND OLDER...

Nielsen NeuroFocus used neurological testing to determine how people older than 60 respond to marketing and found that older brains retain the ability to change and have a longer attention span than younger ones. The study also found that people in this category do not want to be treated as old and might ignore images that are cluttered or ads with quickly changing scenes. (*Progressive Grocer*)

OBESE CHILDREN'S TASTE BUDS ARE LESS SENSITIVE, STUDY SUGGESTS... Obese children and teens were less likely to correctly identify various taste sensations than

normal-weight peers, according to a German study in the *Archives of Disease in Childhood*. Researchers noted that girls and older children performed better in the taste tests. (*MyHealthNewsDaily.com*)

SAFEWAY INTRODUCES WINE, MINUS THE

GUESSWORK... Safeway launched nine kinds of wine intended for specific occasions or for pairing with certain foods priced from \$11.99 to \$29.99. Schuck's pinot noir, for example, is meant to be paired with fish, while Fuchsia is a white blend for girls' night during the summer. (*Supermarket News*)

DID YOU HEAR?...

Snickers is on pace to pass M&M's and Trident and become the world's most popular international confectionery brand by year's end, according to a Euromonitor International study. Enjoying growth in the U.S. as well as in Russia and Eastern Europe, the Mars candy bar handled by BBDO should reap \$3.57 billion in worldwide sales in 2012. Mars' M&M's is also growing, while Kraft Foods' Trident is expected to slip this year. (*Advertising Age*)

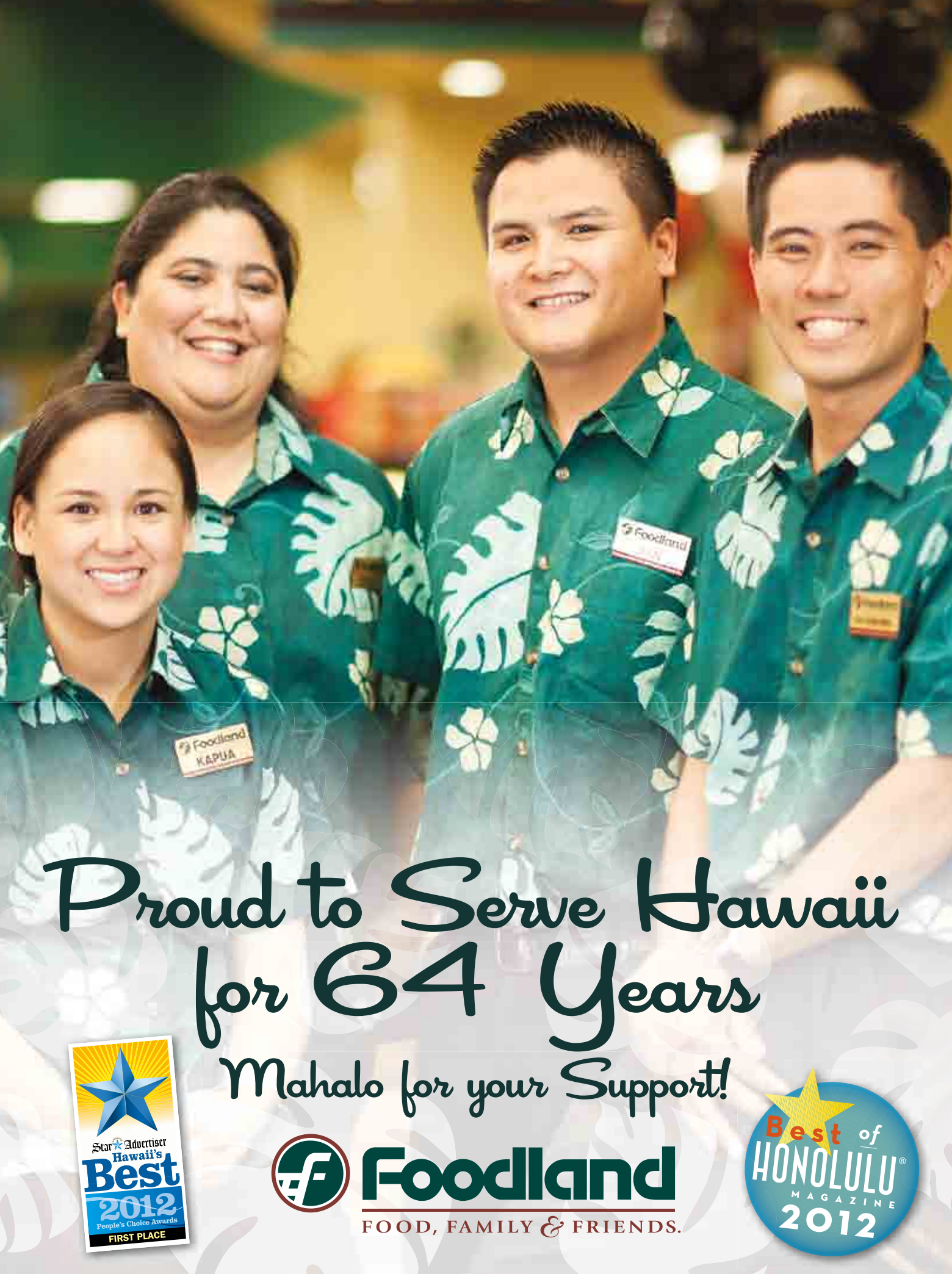


WAL MART IS AHEAD OF SCHEDULE ON ITS SUSTAINABILITY GOAL...

Walmart store executives said the company has already met its 2012 goal of providing sustainability scorecards to buyers. The cards have scores for more than 100 categories, with 100 more to be added by year's end. (*GreenRetailDecisions.com*)

DID YOU KNOW... Stores and banks are increasingly offering to email shoppers a receipt rather than give them a printed copy, *USA Today* reports. While merchants tout digital receipts as environmentally friendly, they also enable retailers to market directly to customers." It's a growing trend," said John Talbott of Indiana University's Center for Education and Research in Retailing. "Any retailer worth their salt will offer this." Macy's began offering paperless receipts earlier this year at its stores nationwide, and Wells Fargo extended the option in August to transactions made inside bank branches. In September, Citibank announced that it would offer electronic receipts at its ATMs. Other companies with an e-receipt option include Nordstrom, Best Buy, Whole Foods, Kmart, Sears and Gap. (*NACS*)

DID YOU KNOW... Food recalls increased almost 20 percent in the third quarter, even as the pace of consumer product recalls and drug recalls remained largely unchanged? Do you know what food safety concerns are most often cited as the reason for product recalls? (*NGA*)



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Foodland Fanfare

Anticipated Kapolei Opens

BY JASON Y. KIMURA



Foodland Kapolei employees run through a rally of cheering colleagues before the blessing.

Off the main drag of Kamokila Boulevard—but not too far off—the long-anticipated Foodland Kapolei is one of the first structures to spring up out of the cleared, dusty earth. However, one can see that Kapolei will soon grow and spring up all around it, continuing the second city's phenomenal growth in recent years. "This is where our customers have asked us to open a store," said Jenai S. Wall, Foodland chairman and CEO. "[We're] really excited to be a part of the Kapolei community."

Foodland Kapolei held a store blessing and grand opening on Oct. 17 after months of planning

and construction. The 36,320-square-foot store is one of the largest Foodland supermarkets. Founded in 1948 by the late Maurice "Sully" Sullivan, Foodland is Hawaii's largest locally owned and operated grocery retailer. The kamaaina company employs more than 2,500 people at its now 32 Foodland, Sack N Save and Foodland Farms stores on four islands. Sullivan's widow, Joanna Sullivan, 91, was at the blessing, warmly welcoming all who celebrated the opening.

"This store has the best Foodland has to offer," said Roger Wall, Foodland vice chairman. The store features full-service seafood, meat, deli, bakery, produce and floral departments. Many of the departments offer made-to-order specialties,

Foodland Kapolei Highlights

MEAT: A full-service meat case features Island-grown beef, including Molokai ground beef (exclusive to Foodland), Hawaii Ranchers beef (Big Island) and Kuahiwi Ranch beef (Ka'u, Big Island). There is also a large selection of ready-to-cook or barbecue meats that are stuffed, marinated, and/or seasoned, including these and more:

- Korean-style pork belly skewers
- Yakitori chicken skewers
- Chicken, sirloin, vegetable, and surf and turf kabobs
- Panko- and parmesan-crusted chicken breast
- Sausage- and seafood-stuffed mushrooms
- Stuffed chicken breast and pork loin
- Kalbi- and pulehu-style ribs

SEAFOOD: The full-service seafood department features local and Mainland seafood varieties in season, including fresh oysters, Island prawns and crab legs. Foodland's "Hawaii's Best Poke" is freshly made and has a wide variety to choose from, including California roll, spicy ahi, avocado ahi, Hawaiian style, tako poke, shrimp ceviche, fresh salmon and more.

PRODUCE: Foodland Kapolei offers the largest selection of local produce in Hawaii from Ma'O Organic Farms, Ho Farms, Hamakua Springs, Matsuda Fukuyama Farms, Hawaiian Crown and more.

FLORAL: Florist-quality flowers and the best in tropical, cuts, bouquets, lei and arrangements.

KIM CHEE BAR: So far the one and only at Foodland, the Kim Chee Bar offers 12 types of Korean side dishes. There are three spice levels of won bok kim chee, cucumber kim chee, spicy takuan, pickled garlic stem, kim chee raddish, marinated seaweed and more.

DELI: Offerings include made-to-order Boar's Head sandwiches plus 20 other unique sandwiches using Foodland's fresh-baked bread. There are more than 100

varieties of cheese, and chef-made entrées such as meatloaf with Kahuku corn, alii mushroom and kale salad, seared salmon with sweet chili sauce, salads, side dishes, signature rotisserie chicken and soup.

BAKERY: The bakery offers a variety of fresh-baked items daily and more than 20 varieties of artisan breads. There are specialty items from Ba-le bakery, including granola, whole grain and furikake puffs, and varieties of lavosh. Premium local cakes include dobash, haupia, Chantilly and custom-made cakes. Bubbies mocha ice cream is also available.

GROCERY: All basic grocery needs are well stocked, including full selections of cereals, beverages, dairy, ice cream, canned and frozen foods, household supplies, and more.

NATURAL & GOURMET: Foodland Kapolei features grinders to make your own peanut or almond butter. Save at the Bulk Liquids Bar by buying olive oil, honey, maple syrup and soy sauce. There is also a huge selection of bulk nuts, seeds, fruit, trail mix, granolas and more. The items, which are integrated throughout the center of the store, represent the best gluten-free, organic, whole grain and natural foods, including a selection of Greek yogurt and Kombucha.

R. FIELD WINE CO.: In addition to fine wines, pasta, and a myriad of other specialty items, R. Field also offers the following and more:

- A premium selection of imported and domestic cheeses, including delicacies air-flown from Italy, France and Spain
- An extensive selection of pâtés, cured meats, prosciutto and salami
- Tasting Bar, featuring unfiltered organic Spanish extra virgin olive oil and 18-year aged Balsalmic vinegar
- Organic greens
- Gourmet chocolates
- Naked Cow Dairy all-natural flavored butters
- Gourmet salads

PHARMACY: Opens in early 2013

ready-to-eat entrées, and fast, convenient meal solutions for customers. You'll find Hawaii's Best Poke, Certified Angus Beef and the largest selection of local produce in Hawaii, including organic selections from Ma'O Organic Farms. Foodland Kapolei also has new offerings such as grass-fed beef from Molokai Ranch (exclusive to Foodland) and the company's new Furikake Fried Chicken.

Joe Detro, Foodland senior vice president of sales and operations, was the first through the checkout and was rewarded with a historic sales receipt showing he was the store's first customer. When asked what makes Foodland Kapolei unique, Detro cited the warm feel—like a Foodland Farms, but bigger. The customer experience and ambiance are important here—and, of course, the Kim Chee Bar. A first at Foodland, the self-serve Kim Chee Bar offers a selection of 12 different varieties of “panchan,” or

Korean side dishes. The store also has an R. Field Wine Co., The Coffee Bean & Tea Leaf, and a Pharmacy that is set to open in early 2013. While these are not unique to the Kapolei store, not every Foodland has them.

District manager Maxine Parker chimed in on the uniqueness riff: “We have an in-house florist, and you can buy bulk items like olive oil and natural and organic dry foodstuffs.” The Bulk Liquids Bar also features honey, maple syrup and soy sauce, as well as a selection

of bulk nuts, seeds, fruit, trail mixes.

“This store will be one that celebrates the coming together of food, family and friends for which Foodland is so well known,” said Jenai Wall. “And we have designed it to be not only a great place to shop, but also a place which makes the Kapolei community feel proud.”

Located at 4850 Kapolei Parkway, Foodland Kapolei is open daily from 5 a.m. to 11 p.m.

Visit www.foodland.com for more information. 🛒



Joe Detro, Foodland senior vice president of sales and operations, and district manager Maxine Parker.



(Above): Jenai Wall speaks to well-wishers at the blessing.

(Right): Mrs. Joanna Sullivan, widow of the late Maurice Sullivan, attended the blessing.



Foodland Kapolei leaders: Lance Iwamoto, first assistant manager, Jason Lam, manager, and John Blake, second assistant manager.



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Banking on

HFIA Members Give the Gift of Food

BY JASON Y. KIMURA

For the members of the Hawaii Food Industry Association, what more relevant way is there to give than to give the gift of food? We asked HFIA members what they give—especially to the hungry. Those who responded demonstrated that the food industry is generous to those who need food, as well as to a myriad of other needs. (See some of HFIA members' giving at the end of this article.) The Hawaii Foodbank reports that, in fiscal year 2012, HFIA members gave a total of \$489,784 in donations on Oahu. The monetary donations came via corporate donations, HFIA member fundraising events and Hawaii Foodbank fundraising events. The sum, which doesn't even include food donations or Neighbor Island giving, equals an adjusted poundage of 3,463,892.

Considering that top fundraisers garner 1,500 to 2,000 pounds of food each, the HFIA member contributions of nearly 3.5 million pounds, worth represents a tremendous effort by HFIA members. However, as generous as the amount is, the need is great. The Hawaii Foodbank distributes nearly 11.8 million pounds of food a year, including 3 million pounds of fresh produce, and the demand keeps increasing. According to Feeding America, that all divides out to 1.27 pounds per meal at a cost of 32 cents per pound.

Food Facts

According to the Hunger in America 2010 study, the Hawaii Foodbank feeds about 183,500 people statewide. Hunger in America is the first comprehensive research study that captures the connection between a weak economy and increased needs for emergency food assistance. The data was collected in the heart of the 2009 economic downturn (February to June 2009). "We were alarmed to see there was a 39 percent increase in the number of people who need emergency food assistance," says Lori Kaya, Hawaii Foodbank grants and communications manager, referring to the increase since the last study in 2006. "That means we are feeding over 14 percent of Hawaii's population." Those who depend on this food include 55,050 children and 11,010 elderly people. They are the homeless, the disabled who live on fixed incomes, families with an average monthly income of \$850 or less, the unemployed and those who suffer from a sudden loss of health or property.

Not having enough food means tough choices. According to the Hawaii Foodbank:

- 32 percent of client households must choose between transportation and food.



(l to r): Good produce is separated from the bad by Hawaii Foodbank staff and volunteers; Lori Kaya inspects sorted canned and dry foods.

- 28 percent of client households choose between paying for rent/mortgage or food.
- 21 percent of client households served must choose between paying for utilities or food.
- 19 percent of client households must choose between paying for medical bills or food.

The Hawaii Foodbank says 79 percent of households that receive food assistance are "food insecure," meaning that they don't always know where the next meal will come from. Forty-three percent of these are food insecure with hunger, meaning they are sometimes completely without food. Furthermore, 83 percent of households with children that receive assistance are food insecure.

A History of Feeding the Hungry

The 1982 Good Samaritan Law governing food donations helped set the stage for food banking in Hawaii. The law encouraged the donation of unmarketable products by protecting donors from liability except in cases of gross



The “agency isle” where charitable agencies that distribute food come to get what they need.



Lori Kaya, grants and communications manager, shows Alan Nakamura of Tesoro some of the products stored on the Hawaii Foodbank warehouse shelving.

negligence or wanton acts. In 1983, John White, a visionary who had developed a passion for food banking, opened a small warehouse on Sand Island which became the Hawaii Foodbank. Starting with a single driver, he got local companies to donate all the equipment, which included two refrigerated containers, a flatbed truck and a three-ton forklift. In the first year of operation, 380,000 pounds of food were distributed through 75 member agencies.

The Hawaii Foodbank grew exponentially, distributing more food every year and serving more and more agencies. On Sept. 11, 1992, when Hurricane Iniki hit the island of Kauai, the Hawaii Foodbank responded immediately with 1.5 million pounds of food relief, which won it statewide recognition as an important disaster response organization.

In December 1996, *Hawaii Business* magazine rated the Hawaii Foodbank as the state's No. 1 charity. The following year, the Ohana Produce Program was established to distribute fresh fruits and vegetables to provide a healthier, more balanced diet to the hungry in Nanakuli, Waianae and Waialua. More sites were added later, including in Ewa Beach, Waimanalo and Kalihi, and today Ohana Produce trucks distribute about 2.6 million pounds of produce a year.

Today, the Hawaii Foodbank serves 250 charitable agencies that represent 289 feeding programs across Oahu. Member agencies include food pantries, feeding programs for children and the elderly, homeless and abuse shelters, rehabilitation centers, and soup kitchens. A total of 416 sites are supplied by the network. “[The network of agencies] and the Foodbank is a partnership that distributes the food,” emphasized Dick Grimm, Hawaii Foodbank president.

The Hawaii Foodbank is a certified member of Feeding America, the national foodbank network. Certification

means that the charity's operations and facilities meet national standards for sanitation, food handling, health and safety practices, and inventory management. Each of these components are important in providing food to the hungry. Even with the Good Samaritan Law, the Hawaii Foodbank carefully checks donated food and maintains high standards for its Mapunapuna warehouse to ensure safety. Perishables go through inspection, as well as do canned goods to check for leaks, rust or bulging cans. Bottles are inspected for breaks in seals, and dry goods for holes in the packaging. A million pounds a year are thrown away because they don't meet the requirements.

The Hawaii Foodbank's temperature-controlled refrigerators can hold 120 pallets of perishables, and the freezers 80 pallets. The inspection room is screened to prevent contamination from insects. The floors are scrubbed three times a week and stripped and waxed twice a year. In fact, says Mike Kajiwaru, director of product donations, the state Department of Health commends the Hawaii Foodbank for keeping its facility cleaner than most. To the staff's knowledge, no one has ever become ill from donated Food-Bank products.

The Hawaii Foodbank is sustained by a combination of private donations, fundraising events, grants, and contributions from the Aloha United Way and Combined Federal Campaigns. The Hawaii Foodbank not only focuses on getting as much food as possible, but also as much variety as possible to balance nutrition. To ensure distribution of 45,000 pounds of food a day, 20 days a month, inventory management is an important factor, notes Kajiwaru, as intake can sometimes be made up of a lot of beverages. “It's hit or miss,” he says, referring to what comes in. For example, a lot of eggs may come in if the chickens on a farm don't lay the proper size for retail. “You have to keep good track of inventory.” When agencies come to collect food to distribute, they can forage for whatever they need in the “agency isle,” where all the canned goods are piled. Although the cans are not sorted by type of food, Hawaii Foodbank staff weighs and records what types of food are being taken to keep track of inventory.

The Hawaii Foodbank purchases about 56 percent of its produce. Shipping food to Hawaii is expensive. For example, a container of potatoes costs \$3,840; freight is almost as

much. Hence, it costs \$6,000 to \$7,000 per container for non-protein foods. "Protein is the most expensive," noted Grimm. "It costs about \$60,000 per container." Last year, the Hawaii Foodbank had to increase its purchases of food by 1.4 million pounds, says Grimm, noting that the poor economy has had a big effect. Ever since the economy went down, demands have gone up and donations are down. Contributions from the USDA were down 54 percent last year, and food drives were down 6 percent. Current retail trends like just-in-time inventory and secondary discount buying has also affected food donations. As a result, manufacturers and wholesalers have cut back inventory, resulting in a 13 percent decline. Grimm praised retailers, manufacturers and wholesalers for their generosity, and doesn't at all blame them for the decrease. "They're just doing what they need to do to survive," he says.

While the mission of the Hawaii Foodbank is a *passion*, the mechanics of collecting and delivering food to the hungry is a *business*. "One of the things many people don't

realize," said Grimm, "is that there is no difference between for-profit and nonprofit." If we don't operate efficiently, we won't be around long." The Hawaii Foodbank does operate efficiently, with 94 percent of its budget going to buy food or to programs and just 6 percent to administration and fundraising. The organization extends some of its efficiency to partner agencies by providing training and holding seminars. Money is also set aside for such crises as having to buy extra food to make up for the decrease in donations.

However, efficiency isn't the only part of the Hawaii Foodbank's success. The charity has gotten a diverse range of groups to collect food, like the National Association of Letter Carriers, communities, churches, the Boy Scouts, hospitals and more. "We're going to strive for perfection, but hopefully be excellent," says Grimm. Those who give are the final part of the equation. Grimm expressed how generous Hawaii individuals, businesses and foundations are. "I also thank HFIA members for all that they do. [Their contributions] are being put to good use."

HFIA Member Giving

We asked, and they gave. The following is a sampling of what HFIA members sent us when we asked about their charitable giving. This doesn't come close to the total giving by HFIA members, as some did not submit information, and we were not able to include everything submitted.

C&S WHOLESALE GROCERS INC.

In 1918, Israel Cohen and Abraham Siegel bought a small brick warehouse in Worcester, Mass. Naming their business C&S, they stocked and delivered 1,200 products to stores in the area with just three employees. In 1930, C&S moved to a warehouse twice the size of the original one. During the 1940s, supermarkets emerged in America and transformed the retail food industry. Around this time, C&S introduced revolutionary efficiencies in its operations, including staffing trucks with just one employee who served as driver and salesman, cutting delivery costs in half.

In 1958, C&S won the Big D supermarket account, which included eight stores. The servicing of the company marked the beginning of C&S's transformation from a supplier of small independent stores to a large wholesale distributor to supermarket chains. Through the next three decades, C&S continued to grow and expand, reaching \$1 billion in annual sales by 1991. During this period, the company also became heavily involved in supporting the community, first with United Way in 1974. Other charitable causes followed, including America's Second Harvest (now Feeding America), and an annual golf outing to help children with cancer. Many other causes were added in subsequent years.

In the 2000s, C&S expanded to Hawaii and other states. Since then, the company has had an average annual growth rate in sales of 13.06 percent. C&S has locations in Alabama, California, Connecticut, Indiana, Massachusetts, Maryland, New Hampshire, New Jersey, New York, Pennsylvania, South Carolina and Vermont. For more



information, call C&S Wholesale Grocers Hawaii Division at 808-682-7300 or visit www.cswg.com.

CHARITABLE GIVING

During National Hunger Action Month (September), C&S employees held a food drive to help kids, which they have done since 2003. Collection bins and educational materials about childhood hunger are placed at each C&S facility. Employees are asked to open their cupboards and their hearts and donate child-friendly foods such

as canned tuna, peanut butter, macaroni and cheese, chili, canned stews and meats, soup, and personal-care items such as soap and toothpaste.

For every pound of food donated by C&S employees, the wholesaler provides a \$1 contribution to Feeding America, its premiere national nonprofit partner in the fight against hunger. Funds are invested in public-awareness campaigns and in the Backpack Program.

In partnership with leading national hunger organizations Feeding America, Share Our Strength and the Congressional Hunger Center, C&S helps address immediate needs and contributes to innovative, long-term solutions. C&S also supports the Hawaii Foodbank, participates in volunteer events such as the Hunger Walk, food drives and Canstruction. The wholesaler also participates in the Hawaii Foodbank's Product Resource Committee.

C&S also supports the Muscular Dystrophy Association, Aloha United Way, the United States Veterans Initiative, Special Olympics, churches, schools and many other charities.



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If you're shipping perishable goods to Hawaii, you should know that Matson introduced refrigerated shipping to the Islands of Aloha and that no one in the business has more expertise in handling chilled and frozen cargo. In addition to the industry's most advanced fleet and most skilled employees, we offer computerized online tracking, a national refrigerated cargo sales team, and the largest quantity of top-quality, advanced refrigeration equipment in the trade. And, after 130 years of service to Hawaii, our dedication to the islands is stronger than ever. How cool is that.



Matson

For more information, call our Customer Support Center at (800) 4-MATSON or visit matson.com.
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FOODLAND

Foodland Super Market Ltd., Hawaii's largest, locally owned and operated grocery retailer, was founded by the late Maurice J. "Sully" Sullivan in 1948. Sully had a great vision—that of a family-run, community-focused company that put customers first. Today, with 31 stores and more than 2,500 employees, his vision is still very much alive. Through its responsiveness, innovation and service, Foodland strives to deliver outstanding shopping experiences for customers while working to build a better Hawaii. The company firmly believes that the community benefits from having a strong, local supermarket. For more information, visit www.foodland.com.

GIVING PROGRAMS

- **Bag Up Hunger**—Foodland customers have the opportunity to make a donation of \$5, \$10 or \$20 at checkout to



support the efforts of the food banks on each of the four major Islands.

- **Change Angels**—Foodland employee volunteers line the streets holding signs and wave at passing cars to raise awareness of hunger in Hawaii and to encourage drivers to donate their change, dropping it into fishnets. Wearing angel wings and halos is optional.

This year, \$29,935.55 was donated to the Hawaii Foodbank on Oahu, and \$5,138.97 to its branch on Kauai.

By providing much needed funding to the Hawaii Foodbank, those in need are able to obtain food assistance from the more than 250 participating agencies on Oahu and Kauai. Change Angels on Oahu generated \$6,760.69. Total giving to food banks on four Islands, including the Maui Food Bank and the Food Basket Inc. on the Big Island, was \$58,277.25.

ITOEN

Celebrating its 25th year in Hawaii, ITO EN (USA) INC. continues to bring healthy and refreshing drinks to the Hawaiian Islands and across the Pacific. Starting with just a few guava and passion-fruit drinks, its beverage selections have grown into the Aloha Maid lineup of 18 naturally flavored fruit drinks. Premium green tea and ice-coffee drinks round out the selections in the company's commitment to produce only the most wholesome and natural products. Quality local ingredients such as Maui cane sugar and tropical fruits, go into making the products, ensuring a high standard of taste and quality.

ITO EN (USA) INC. established its local roots when ITO EN LTD. purchased Shimoko and Sons, Inc. (or S&S, as it was more popularly known) in 1987. As Hawaii's most popular maker of saimin noodles and Aloha Maid Tropical Fruit Drinks, the fit was a natural one. However, with a change of focus to the company's core



business, the S&S line of products was sold in 2006 to better position ITO EN (USA) INC. as Hawaii's leading beverage manufacturer and distributor.

With strong ties to its parent company, ITO EN (USA) INC. also offers the Hawaii market access to current seasonal Japan teas and beverages. Its affiliate company, ITO EN (North America) INC., markets Asian teas and beverages to the Mainland and

Hawaii. For more information, visit www.itoen-usa.com.

GIVING TO THE HUNGRY

For the annual food drive back April of this year, ITO EN (USA) INC. and its employees donated a total of 1,606 pounds of food, 55,121 pounds of beverages and \$5,341 in cash. Recently, the company held its annual golf tournament, which generated another \$10,000 for the Hawaii Foodbank, bringing its monetary donations to the Hawaii Foodbank so far this year to a total of \$15,341.

MATSON

Founded in 1882, Matson today is one of the leading U.S. carriers in the Pacific, a vital lifeline to the island economies of Hawaii, Guam and Micronesia. Matson's fleet of 17 ships includes containerships, combination container and roll-on/roll-off vessels, and custom-designed barges, directly serving ports on Oahu (Honolulu Harbor), Maui (Kahului), Kauai (Nawiliwili) and Hawaii Island



(Kawaihae and Hilo). Roughly 375 of Matson's nearly 1,000-plus employees live and work in Hawaii, and are active members in the community. For more information, visit www.matson.com.

At the State Farm Fair this year, Matson was the successful bidder for a steer named Boofish, which was raised on Maui by 4-Her Atriel Tanaka. Matson's donation helped the 4-Her, and the consumable proceeds were donated to the Hawaii Foodbank, in keeping with Matson's annual tradition for decades.

CHARITABLE GIVING

From January to June 2012, Matson's charitable giving reached nearly \$800,000, and was done through the A&B Foundation, established by its former parent company to donate on behalf of all subsidiaries. For the past two decades, A&B's wide-ranging program of charitable support included donations on behalf of Matson. Starting in July 2012, the Matson Foundation was established to formalize the company's own charitable giving. Since July, the newly established Matson Foundation has made donations and pledges totaling more than \$200,000 in Hawaii and Guam, and on the U.S. Mainland.

Matson contributes funds, material goods and services to a broad range of charities and community organizations in

its service areas that provide or promote health and welfare, education, environmental or maritime causes, culture and the arts, and general civic good.

- Matson Foundation's giving includes Matson's Ka Ipu Aina program, a community-based environmental cleanup effort that rewards motivated volunteers with a cash payout while helping clean Hawaii's neighborhoods and shorelines.
- Matson Foundation's giving includes donations of used containers.
- Matson regularly participates in fundraising events on all islands, supporting a wide range of worthy causes.
- Matson employees volunteer time and resources for a variety of walks, runs and other efforts that bring attention and funding to worthy causes.

SAFeway

In 1915, M.B. Skaggs, an ambitious young man in the small Idaho town of American Falls, purchased a tiny grocery store from his father. Skaggs' business strategy—to give his customers value and to expand by keeping a narrow profit margin—proved spectacularly successful. By 1926, he had opened 428 Skaggs stores in 10 states. Skaggs almost doubled the size of his business that year when he merged his company with 322 Safeway (formerly Selig) stores. Two years later, Skaggs listed Safeway on



the New York Stock Exchange. Skaggs did not let the difficulties of the Great Depression dilute his pioneering focus on value for customers. In the 1930s, Safeway introduced produce pricing by the pound, dating on perishables to assure freshness, nutritional labeling and even some of the first parking lots.

Today Skaggs' value vision still drives Safeway, though on a dramatically larger scale. There are 1,678 Safeway stores across the U.S. and Canada, including 20 in Hawaii. These include 312 Vons



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stores in Southern California and Nevada, 112 Randalls and Tom Thumb stores in Texas, four Genuardi's stores in the Philadelphia area, as well as 17 Carrs stores in Alaska. For more information, visit www.safeway.com/Hawaii.

CHARITABLE GIVING

Safeway has given \$153,709.32 to a diverse range of charities, nonprofit organizations, and schools as of July

2012, including \$91,117.76 to the Hawaii Foodbank. Safeway gives to so many organizations in Hawaii that the list runs for 24 pages. A few of these include the American Diabetes Association, Boys & Girls Club of Hawaii, Save the Foodbasket Inc., Kauai Hospice, the Pacific Cancer Foundation, the Salvation Army Kokua Soup Kitchens, Susan G. Komen, Friends of the Library, churches and countless schools.

TESORO

Incorporated in Delaware in 1968, Tesoro Corp. is a Fortune 150 company and one of the largest independent refining and marketing companies in the Western United States. Headquartered in San Antonio, Texas, Tesoro operates seven refineries, wholesale and commercial marketing activities, and a network of retail fuel stations. Tesoro's retail-marketing system includes nearly 1,200 branded retail stations, of which more than 375 are company operated under the Tesoro®, Shell® and USA Gasoline™ brands. Tesoro's seven refineries are located in Martinez, Calif., Wilmington, Calif., Anacortes, Wash., Kapolei, Hawaii, Kenai, Alaska, Mandan, N.D., and Salt Lake City, Utah. Combined, these facilities have a rated crude-oil capacity of nearly 665,000 barrels per day.

Commercial sales are a vital part of Tesoro's commercial marketing business, and consist of two major segments: aviation fuels and heavy fuels. Tesoro offers commercial sales of jet fuel and marine fuel to the marine and aviation industries that serve trans-Pacific and transpolar transportation routes, linking Asia, North America and Europe. Tesoro



Dick Grimm, Hawaii Foodbank President, with Lauren Zirbel, HFIA Executive Director, and Alan Nakamura of Tesoro, who presented \$60,000 on behalf of his company.

is also a major producer of distillates in the Western United States, and markets wholesale motor fuels to unbranded dealers. Tesoro's supply and distribution operations include bulk terminals that serve commercial customers in the Pacific market. They are located in Anchorage, Alaska, Stockton, Calif., Port Angeles, Wash., Vancouver, Wash., Boise, Idaho, Burley, Idaho, Salt Lake City, Utah, as well as six locations in Hawaii. For more information, visit www.tsocorp.com.

CHARITABLE GIVING

As chair of the HFIA Board, Alan Nakamura at first thought to coordinate with other HFIA members to raise money and donate food to the Hawaii Foodbank. However, because many members already had their own food-drive initiatives, he focused the mission within Tesoro Hawaii. Just five weeks of solicitation by Tesoro's "wonderful store employees," as well as personal donations from those working at the Tesoro refinery and terminals, generated \$34,600 on Oahu and Kauai, \$17,400 on Maui and \$8,100 on the Big Island, for a total of more than \$60,000.

TIMES SUPERMARKETS

QSI Inc., operators of Times Supermarkets, Big Save Markets, Shima's Market and Fujioka's Wine Times has 24 retail locations throughout Hawaii. Times Supermarkets opened its first store in McCully in 1949. In April 2002, Times was acquired by QSI Inc., which continued to operate all 12 locations on Oahu. In 2004, QSI Inc. acquired a wine, spirits and specialty foods shop, Fujioka's Wine Merchants in the Market City Shopping Center. Shima's Market, a small-format grocery store in Waimanalo, was acquired in 2008. In 2009, QSI Inc. acquired Star Markets, which added five more locations to the Times Supermarket banner and bringing its total to 17. In 2011, QSI Inc. acquired Big Save Markets on Kauai. All the different stores together now total 24, with 1,600 "associates."

In spite of the differing store names and the varying of



Check Photo: Dick Grimm, Hawaii Foodbank President, accepts a \$106,000 check and Bob Stout, Times Supermarkets President. The money was raised at Times' 53rd annual golf tournament.

product offerings, all stores share the same corporate vision—to be Hawaii's supermarket and specialty wine store of choice because they deliver quality products and excellent value and service with the Island spirit. Times strives to provide exceptional value to customers with its Every Day Low Price program, which features thousands of items. Times' exclusive Sterling Silver premium beef and pork provides quality and value, and its quality produce is farm fresh.

Times' full-service, in-store pharmacies have served Island families for generations. For more information, visit www.timessupermarkets.com.

CHARITABLE GIVING

Times Supermarkets has partnerships with many community, state and nationwide organizations, some of which

include Aloha United Way, American Diabetes Association, American Heart Association, Boy Scouts of America, City and County of Honolulu/Department of Parks and Recreation, Easter Seals of Hawaii, Girl Scouts of America, Hawaii, Institute of Human Services, Kauai Hospice, Muscular Dystrophy Association, Red Cross Hawaii Chapter and more. Times sponsorships and donations have generated more than \$500,000 to these and other groups.

HAWAII FOODBANK

Times Supermarkets, Big Save Markets, Shima's Market and Fujioka's Wine Times support the Hawaii Foodbank

and the people of Hawaii through the Check Out Hunger program, which encourages customers and associates to make monetary donations at the register during the holiday season. The Check Out Hunger program runs from November through early January and earlier this year (2012) Times Supermarket raised \$78,796. In a continuing effort to support Hawaii, Times Supermarkets also holds its annual charity golf tournament, with all proceeds going to the Hawaii Foodbank. In April, the tournament raised more than \$27,000, bringing the company's total donation to the Hawaii Foodbank to over \$106,000.

WALMART

Walmart's Hawaii operations began in 1993 with the opening of the Pearl City Sam's Club. Today, Walmart operates nine discount stores and two Sam's Clubs in Hawaii and employs more than 4,200 associates statewide. Walmart's local buying office works with more than 400 local suppliers and vendors and, in turn, supports nearly 22,000 supplier jobs in Hawaii. The company spent more than \$227.8 million for merchandise and services with suppliers in the Islands last year. For more information, visit www.walmart.com/.

GIVING PROGRAMS

In 2011, Walmart stores, Sam's Club locations and the Walmart Foundation gave more than \$1.1 million in cash and in-kind donations to local organizations in the communities they serve in Hawaii. Through additional funds donated by customers, and Walmart and Sam's Club associates throughout the state, the retailer's contributions in Hawaii totaled more than \$1.5 million.



With a new \$115,000 refrigerated truck from the Walmart Foundation, the Maui Food Bank will be able to distribute more than 1.5 million pounds of fresh fruit, vegetables, and other nutritious foods.

Walmart has pledged \$2 billion in the fight against hunger and has partnered with Feeding America agencies nationwide. The Hawaii Foodbank is the Feeding America agency in the Islands, along with its affiliates—the Hawaii Foodbank Kauai, Maui Food Bank and The Food Basket on the Big Island. Walmart has given \$268,000 to the Hawaii Foodbank (and Feeding America) so far this year. This includes:

- Hawaii Foodbank—A \$50,000 grant was given from the Associate Choice Program, an online campaign in which Walmart associates vote directly for a nonprofit to receive funding in their home state. The grant will support feeding programs for children.
- The Food Basket—A \$1,000 grant for a Hilo store facility, and a \$2,000 grant for a Kailua-Kona store facility.
- Walmart partnered with Hawaii's food banks to hold a Christmas in July donation and food-drive event, raising \$1,407.14 and collecting 4,791 pounds of food.

WHOLE FOODS

Founded in 1980 as a small store in Austin, Texas, Whole Foods Market is now the world's leading retailer of natural and organic foods, with more than 315 stores in North America and the UK. The mission-driven chain is very selective about what it sells, strives to follow stringent quality standards and is committed to sustainable agriculture. Products are obtained locally and from around the world, and are selected for high quality, least processing, most flavorful and naturally preserved. For more information, visit www.wholefoodsmarket.com.

GIVING PROGRAMS

As a part of its commitment to supporting local causes in the communities in which it works, Whole Foods Market stores nationwide hold Community Support Days throughout the year. On these days, the store donates 5 percent of that day's net sales to a designated local nonprofit or educational organization.

Throughout the year, the Whole Foods Market in

Kahala donates food to Women in Need, River of Life, the Hawaii Foodbank, Aloha Harvest, Habilitat, Surfing the Nations and the Next Step Shelter in Kakaako through the H.O.M.E. Project. Additionally, the store held a 5 percent Community Support Day for the GreenWheel Food Hub, a social enterprise with a mission to help Hawaii's residents, especially those in low-income communities, gain better access to fresh, locally grown fruits, vegetables and staple foods. The Community Support Day raised \$8,260.95.

Although Whole Foods Market Kailua is the newest Whole Foods Market Hawaii store, it has already started regular weekly donations to the Hawai'i Foodbank. Whole Foods Market Kahului holds quarterly "team member work days" in the community garden to benefit the Ka Hale A Ke Ola Homeless Resource Center. The store also holds food donation drives for the Homeless Resource Center and was able to donate \$27,000 during Thanksgiving and Christmas last year. 🛒

This holiday season, you will surely be on your way to a holiday celebration, meal, party, potluck, overeating fest or whatever you happen to call these local-style get-togethers that proliferate around Thanksgiving and Christmas—and you may be wondering what to bring. The Food Network and countless Internet sites are always replete with recipes for turkey, ham and other traditional dishes, so, for this year's holiday recipes, Hawaii Retail Grocer decided to offer up some alternatives from chefs from Down to Earth, KTA Superstores and Foodland, paired with some fine wines.

Going Local

HFIA Chefs' Recipe for the Perfect Potluck

BY JASON Y. KIMURA

Non-local folks may wonder what this year's recipes for Butternut Squash Risotto, Kabocha Risotto, Marinated Mozzarella, Snapper with Butter Guava Glaze or Gon Lo Mein have to do with traditional Thanksgiving or Christmas mainstays like roasted turkey and glazed ham. The answer: NOTHING. Local potlucks are all about a mishmash of cultural foods, where Chinese cake noodles sit comfortably next to the roast turkey and mash, which pushes up against the barbecued ribs next to the maki sushi, which holds up a square of stained-glass Jell-O. So, no worries, all of this year's dishes would be welcome at any holiday potluck you may be attending. In fact, we'd be willing to bet you'll wow your hosts and fellow guests with this year's offerings.

Our first featured chef is Cynthia Cruz, a passionate vegetarian who has been teaching cooking classes for more than two years as a member of the Down to Earth *Love Life!* Community Outreach Team. Her years of restaurant industry experience have informed her innovative recipes for delicious vegetarian dishes that are easy to make and appeal to everyone.

"I didn't know I could cook and make a living," says Cruz. "I feel like I've found my calling." Cruz started out in graphic design, first earning an associate degree in Communication Arts from Honolulu Community College, but found she had a knack for cooking, too. Both professions are creative, after all, and they require more than a pinch of intuition.

Cruz related that she became a vegetarian over six years ago, when there weren't as many choices. "Now it's much easier," she says. "There are more vegetarian options." However, Cruz explained that most chefs like herself are self-taught, because there is only one school in New York for vegetarian chefs—so you've got to be passionate to be one.

The Down to Earth *Love Life!* team of vegetarian chefs provides free vegetarian cooking classes and nutritional seminars in its stores, and in the community at local hospitals and schools. The chefs also participate in health fairs and other events to help educate Island communities about the importance of living a healthy, vegetarian lifestyle. Cruz teaches vegetarian cooking classes at Down to Earth Pearlridge on the first and third Monday of each month. With her extensive cooking and baking experience, her classes are a wealth of information. She is known for her delightful personality, which makes her classes a lot of fun. For more information, visit www.downtoearth.org. For your enjoyment—and your next potluck—here are the recipes for chef Cruz's Butternut Squash Mac & Cheese and Kabocha Risotto:





Butternut Squash Mac & Cheese

A vegan version of a classic favorite replaces heavy, indulgent cheese with sweet butternut squash.

- ½ cup walnuts
- ⅓ cup cashews
- 3 Tablespoons sunflower seeds
- ¼ cup sesame seeds
- ½ cup nutritional yeast
- 2-3 Tablespoons sea salt
- Vegan Parmesan Cheese

Mac & Cheese

- 1 (16-ounce) package macaroni or spiral-shaped pasta
- 1 cup sliced onions
- 1 medium-size butternut squash (about 2 pounds) - peeled, seeded and cubed
- 2 cups vegetable stock
- 3 Tablespoons plain non-dairy creamer
- 1-2 teaspoons cayenne pepper (optional)
- 1 Tablespoon curry powder (optional)
- 1 cup nutritional yeast
- ½ cup breadcrumbs
- ½ cup fresh chopped thyme or basil
- Extra-virgin olive oil
- Salt and pepper to taste

To prepare Vegan Parmesan: Combine all Parmesan ingredients in a food processor. Pulse until a fine and sandy consistency is achieved. Should yield about 2 cups. Refrigerate any remaining mixture in an airtight container for up to 2 months.

Cook pasta according to package directions. Drain and rinse. Drizzle with olive oil to keep pasta from sticking. Transfer to a 9 inch x 13 inch baking dish.

Preheat oven to 375.° Heat olive oil in a large stock pot over medium heat. Sauté onions for a few minutes or until onions are translucent. Add butternut squash, vegetable stock and creamer. Bring to a boil. Reduce heat to medium-low and let simmer for 10-15 minutes or until squash is fork tender. Mash squash with a potato masher or a wooden spoon. Stir in cayenne, curry powder, nutritional yeast, salt and pepper. Whisk in ½ cup of Parmesan until fully incorporated.

Pour butternut squash mixture over pasta. Fold over to combine.

Top with remaining Parmesan and breadcrumbs. Bake, uncovered, for 30-40 minutes or until top is golden brown. Garnish with fresh herbs and extra Parmesan if desired. Enjoy!
Yield: 8-10 servings

Kabocha Risotto with Quinoa

Superfood quinoa is paired with sweet Kabocha pumpkin in this healthier, easier and still indulgent version of risotto.

- 1½ pounds kabocha pumpkin (about ½ a medium pumpkin), deseeded
- 2 Tablespoons brown sugar
- 1 cup quinoa
- 1 cup vegetable broth
- 1 (15-ounce) can coconut milk
- ½ cup mirin
- 1 Tablespoon olive oil
- ½ cup sliced onions
- 2 Tablespoons dried garlic flakes
- 2 Tablespoons butter
- ⅔ cup unsweetened soy milk
- 1 cup peas
- ½ cup shredded Parmesan cheese
- ½ teaspoon dried sage
- ½ teaspoon dried basil
- Salt and pepper to taste

Preheat oven to 400.° Line a baking sheet with parchment paper. Chop kabocha into bite-size pieces and place in a mixing bowl. Toss with brown sugar. Layer kabocha on baking sheet and roast for 30-40 minutes or until squash is fork tender.

Meanwhile, toast quinoa in a medium saucepan over medium heat for a few minutes.

Stir in vegetable broth, coconut milk and mirin. Raise heat to high and bring mixture to a boil. Lower heat and let simmer for 40-45 minutes or until all liquid is absorbed. Remove from heat and fluff with fork.

In a large skillet, heat olive oil over medium heat. Add onions and sauté for 3 minutes or until translucent. Add cooked quinoa. Add garlic flakes, butter and soy milk. Sauté for a few minutes or until quinoa absorbs the liquid. Stir in kabocha, peas and Parmesan and mix well. Season with salt and pepper. Transfer to serving platter and garnish with dried herbs in the center. Serve and enjoy!
Yield: 4-6 servings





Marinated Mozzarella Balls

- 1/2 pint mozzarella balls (boccocini)—about 20 balls
- 1/4 cup extra virgin olive oil
- 4 sprigs of fresh rosemary
- 1/4 teaspoon red-pepper flakes
- 1/2 teaspoon coarse salt
- Zest of 1 local lemon, peeled and sliced into long strips

In a medium bowl, combine mozzarella balls, oil, lemon zest, rosemary, red-pepper flakes and salt. Let stand at room temperature, at least 30 minutes, tossing occasionally.

Suggested wine pairings

Paradise Beverages: **Bogle Petite Sirah**. A full-bodied red wine with light tannins will go well with the mozzarella cheese.

Southern Wine & Spirits of Hawaii: **Boutari Moschofilero 2011**

Young's Market: **Benvolio Pinot Grigio** (provided by Master Sommelier Patrick Okubo, fine-wine educator, Young's Market Co. of Hawaii).



For our next featured chef, we headed to the Big Island, and the venerable KTA Super Stores, where we were introduced to chef Alton Sakuma. Sakuma was born and raised in Pearl City on Oahu. A Pearl City High School graduate, Sakuma attended Kapiolani Community College and Leeward Community College to pursue a career in Culinary Arts and Food Service. While attending college, he gained additional culinary skills working at the Pagoda and Wisteria restaurants.

Sakuma decided to relocate to the Big Island to pursue employment at the Hilo Hawaiian Hotel Queen's Court restaurant. "This is where the real full training began," he says. During his nine hard-working years at the Queen's Court restaurant, Sakuma's pride in his work and pure determination earned him the title of executive sous chef. Then, in 1987, Sakuma began working at the KTA Puainako Deli, where he eventually became assistant deli manager, and then was promoted to deli manager. Sakuma has been at KTA for 25 years, and today you can see him working tirelessly in KTA Puainako's deli kitchen. For more information on KTA Super Stores, visit ktasuperstores.com. Here are chef Sakuma's versions of Marinated Mozzarella balls and Snapper with Butter Guava Glaze:



Snapper with Butter Guava Glaze

6 ounces red-snapper fillet

Mix flour, panko, salt and pepper. Bread the snapper fillet in panko mix and pan fry.

Sauce:

- 1/2 cup Mountain Apple Guava Sauce
- 1/4 block butter
- 1/4 cup chicken stock
- Garlic powder and salt to taste

Heat sauce ingredients together and pour over cooked fish or serve sauce on the side.

Suggested wine pairings

Paradise Beverages: **Babich Sauvignon Blanc**. A crisp dry Sauvignon Blanc with citrus fruit flavors that will complement this delicate fish dish.

Southern Wine & Spirits of Hawaii: **Oroya 2010**

Young's Market: **Cambria Katherine's Chardonnay** (provided by Master Sommelier Patrick Okubo, fine-wine educator, Young's Market Co. of Hawaii).



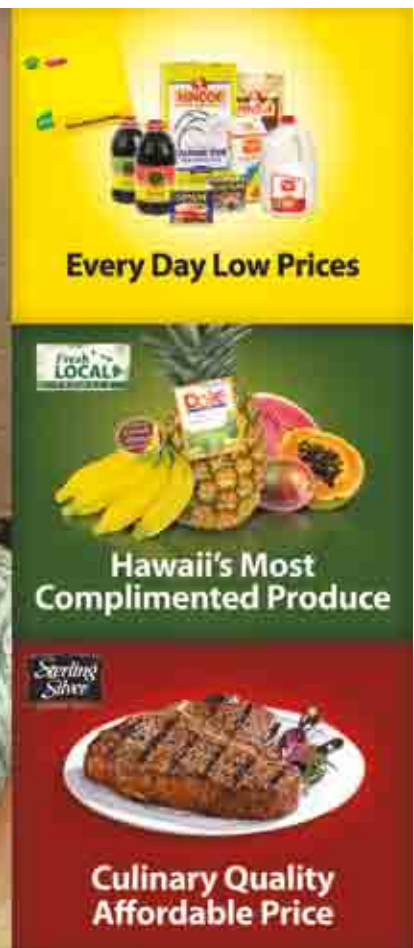
What's a potluck without noodles? Luckily, Foodland corporate chef Keoni Chang provided a recipe for us. A Kamehameha Schools graduate, Chang attended the Kapiolani Community College Culinary Arts Program, and later the Culinary Institute of America in New York, where he earned his bachelor's degree in Professional Studies in Culinary Arts Management. This year, Chang was named "Grand Chef" of the inaugural Supermarket Chef Showdown presented by the Food Marketing Institute. Chang beat out an impressive group of 20 competitors and a field of 357 recipes submitted by more than 180 supermarket chefs nationwide.

Chang's love of cooking started as a child, when he would watch relatives make really good food for family gatherings and potlucks. He remembers his grandmother cooking fancy dishes like cinnamon twists and lemon meringue pie from scratch. Seeing her share her talents with others inspired Chang to want to do the same. "Cooking is an expression of myself," says Chang, like a true artist with a lot of heart. "It's not just about preparing something for sustenance. It's about making others happy and giving something to them that they enjoy. It's gratifying to know that someone enjoyed my cooking! I love to experiment with cooking and waiting to see how a dish will turn out."

After graduating from culinary arts school, Chang was an apprentice at the Greenbrier, a five-star, five-diamond resort in West Virginia. He also worked as a chef in New York City, including Windows on the World at the World Trade Center. He later became the executive sous chef at the Eiffel Tower Restaurant at the Paris Hotel in Las Vegas. Chang later moved back home to Hawaii and was the chef at Ryan's Restaurant before joining Foodland in 2004.



At Foodland, Chang develops recipes for the company's various departments, including the seafood department (poke selections), bakery and prepared foods at the delis. His goal is to create restaurant-quality food that can be purchased every day at the supermarket. Working closely with kitchen staff, Chang ensures that all products for the company's 32 stores statewide meet Foodland's high-quality and presentation standards. He also works closely with vendors to find quality products, including local offerings and unique items to boost the company's food offerings. Chang also teaches visitors to Foodland's website how to create delicious meals and provides cooking tips and suggestions. For



other recipes by Chang, including cooking demonstrations and tips, visit www.foodland.com. Here's Chang's recipe for Gon Lo Mein. (Try to find something as authentically local on the Food Network!)

Gon Lo Mein

- 2 Tablespoons sesame oil
 - 2 Tablespoons vegetable oil
 - 6 stalks green onion, chopped
 - 1 package (12 ounces) bean sprouts
 - 4 stalks celery, slivered
 - ½ cup Chinese peas, sliced
 - 2 carrots, peeled and thinly julienned
 - ¼ cabbage, chopped
 - 1 teaspoon salt
 - 2 packages (10 ounces size) ready-to-eat chow mein noodles
 - ½ cup oyster sauce
 - ¾ pound char siu, thinly sliced
 - 1 bunch Chinese parsley
- Sesame seeds as needed

In a wok or skillet, combine the two oils and heat half. Add all vegetables; stir fry for 2 minutes. (Make sure the pan is very hot—you want to lightly char some of the pieces.) Season with half the salt. Remove from pan. Reheat the pan until it starts to smoke and add the rest of the oil. Add in the chow mein noodles and, again, let them lightly char. If the pan is small, you may need to do it in small batches. Combine the noodles and veggies. Mix with the oyster sauce evenly. Place on a platter and garnish with char siu, Chinese parsley and sesame seeds.
Yield: 12 servings

Suggested wine pairings

Paradise Beverages: Zilliken Estate Riesling. *This off-dry Riesling should complement the oyster sauce and the char siu in the noodles.*

Southern Wine & Spirits of Hawaii: CF Wines "Euro'Asian" Riesling 2010

Young's Market: Byron Pinot Noir (provided by Master Sommelier Patrick Okubo, fine-wine educator, Young's Market Co. of Hawaii).





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Made in Hawaii Festival: Inspired by Hawaii, Made by Local Hands

BY AMY HAMMOND

When the doors opened at the 20th Annual Made in Hawaii Festival presented by First Hawaiian Bank, attendees found more than 450 exhibitors, 70 of whom were new to the festival or were returning after an absence from the event. The festival was held at the Neal S. Blaisdell Exhibition Hall and Arena on Friday, Aug. 17, through Sunday, Aug. 19, and featured cooking demonstrations by award-winning chefs co-presented by *Honolulu Magazine* and the Hawaii Department of Agriculture's Seal of Quality program. There were also musical performances by some of the best known names in Hawaii's entertainment scene. The event was a full three-day experience for visitors and residents alike. It was a showcase of apparel and jewelry, fine art and furnishings, bath and beauty products, traditional Hawaiian arts and crafts, and a bountiful selection of food products and confections—all inspired by Hawaii and made by local hands from around the 50th State. 🛒





Sky's the Limit at Aloha Island Mart Kahala

BY JASON Y. KIMURA

The Aloha Island Mart Kahala store was expanded from a 660-square-foot space to 3,000 square feet.

The flagship Aloha Island Mart Kahala store has taken the convenience store to a new level, with a Hawaiian-themed design, a chilly 30-degree “beer cave” and a fancy Flavor Fusion soft drink machine that offers virtually limitless combinations, including energy-boost selections. The store also offers a selection of wines, food to go and every other item you’d expect a convenience store to carry. Significantly larger than the original 660-square-foot store, the new 3,000-square-foot space recently became one of just eight convenience stores in the U.S. to be recognized for outstanding store design and innovation in this year’s *Convenience Store News* Store Design Contest. The Kahala convenience store won top honors in “The Sky’s the Limit Remodel” award category

for its Hawaiian-inspired design. Entries were judged on innovation, creativity, and the positive impact of the design and/or remodel on the retailer’s overall business.



Sales associate Lei Lester

“When we decided to remodel the Kahala location, we set our minds on building a store unlike anything else in the local convenience-store market today,” said Aloha Petroleum CEO and president Richard Parry. “Not only are we very pleased with the new store, we’re honored to be nationally recognized by *CS News* for the remodel.” The \$2 million revamp is part of a \$20 million plan to refresh all 44 Aloha Island Mart stores.

Aloha Island Mart Kahala combines traditional Hawaiian architectural elements with modern graphic-design images that enhance the customer shopping experience while strengthening the company’s brand. Aloha Petroleum worked with CBX, a nationally recognized branding firm, to develop the comprehensive redesign.

Aloha Petroleum, Ltd. is the largest gasoline marketer in the state and a leading convenience-store operator with a history in Hawaii dating back to the early 1900s. Aloha employs approximately 500 people and markets through more than 100 Shell-, Aloha- and Mahalo-brand fueling stations in the state. The company was recently ranked ninth among Hawaii’s Top 20 companies by *Hawaii Business* magazine. 🛒



Store manager Vicky Abigania shows off the Kahala store’s “beer cave.”



Aloha Island Mart’s wine display

SB 2228 Relating to Pseudoephedrine


There is a new law, which HFIA supported, that requires all pharmacies and non-pharmacy retailers that sell pseudoephedrine over the counter to obtain NPLeX accounts for electronic tracking. The law reads:

“Beginning Jan. 1, 2013, before completing a sale of an over-the-counter product containing pseudoephedrine, a pharmacy or retailer shall electronically submit the information required pursuant to subsection (a) to the National Precursor Log Exchange administered by the National Association of Drug Diversion Investigators, provided that the National Precursor Log Exchange is available to retailers in the State *without* a charge for accessing the system. The seller shall not complete the sale if the system generates a stop-sale alert. Except in the case of absent negligence, wantonness, recklessness or deliberate misconduct, any retailer using the electronic sales-tracking system in accordance with this subsection shall not be civilly liable as a result of any act or omission in carrying out the duties required by this subsection and shall be immune from liability to any third party, unless the retailer has violated this subsection, in relation to a claim brought for such violation.”

HFIA is working with an implementation analyst for



Appriss, the provider of the NPLeX. The NPLeX system is real time and will provide stop-sale alerts for purchases that exceed federal or state compliance limits. There is no charge from Appriss or NADDI for using the NPLeX retail web portal. NPLeX is currently being used statewide in the following states: Kentucky, Illinois, Louisiana, Iowa, Missouri, Florida, South Carolina, Alabama, Washington, Indiana, Nebraska, North Dakota, Tennessee, Michigan, North Carolina, Texas and Kansas. Appriss is currently working with the following states to implement NPLeX by the end of this year: Idaho, Maine, Virginia, West Virginia, Oklahoma, Hawaii and Arizona. There are another two to three more states possible for this year as well.

To use NPLeX, your business needs only an Internet-connected computer with a standard web browser. To register, simply go to nplex.appriss.com and click on “Register for a Store Account” in the bottom right. You can contact the Appriss NPLeX implementation team at HINPLEX@appriss.com. 

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The Last Word...

BY LAUREN ZIRBEL, EXECUTIVE DIRECTOR



Each year, Hawaii's county liquor commissions hold their Annual Liquor Conference of State Liquor Commissions and Industry Representatives. This year was their 60th conference, and it was held on Maui. Retailers were represented by Ed Treschuk (Foodland), Alan Nakamura (Tesoro), Blake Yokotake (7-Eleven) and Lauren Zirbel (HFIA/Retail Liquor Dealers Association). Also attending were suppliers Anheuser-Busch Sales Hawaii, Young's Market, Paradise Beverages, and Southern Wine & Spirits, as well as a number of industry lobbyists and, of course, liquor commissioners, administrators and investigators from all counties. A number of very interesting presentations and panels ensued.

If I Neva Do D.A.T. (Drugs, Alcohol, Tobacco)

This video, produced and filmed on the Big Island by students, about high school kids getting into a drunk-driving accident, was one of the opening presentations of the conference. The film was touted as a fantastic tool for raising awareness about the dangers of underage drinking and drunk driving. Administrators stated that the video was made possible by a grant and cost about \$20,000 to produce.

Be a Jerk Project

The Be a Jerk Project was presented by community organizer Yuki Lei Sugimura. This program was developed based on statistics that many underage drinkers obtain alcohol by asking adults to purchase it for them. This program produces "sticker shock" by placing the Be a Jerk sticker on beer cases to ensure that adults don't purchase alcohol for kids. The Be a Jerk Project is supported by Anheuser-Bush and many retail locations.

Industry Wish-List Panel

The industry wish-list panel allows the industry to inform all of the liquor commissioners, administrators and investigators present about what changes they would like to see from the liquor commissions, boards and departments. HFIA's subgroup, the Retail Liquor Dealers Association (RLDA), was asked to participate in the panel. We were represented by our RLDA chair, Ed Treschuk. Other industry representatives were from the hotel and restaurant industry.

Every one of the panelists said that their No. 1 priority would be to obtain more unified rules from island to island. For hotels, not only is it difficult to operate with different rules, the non-uniformity confuses guests staying at the same franchise on different islands. The non-uniformity creates similar problems for restaurants as it does for the retail industry. On behalf of HFIA and RLDA, Treschuk suggested that counties should have uniform rules but also allow each county to establish limits on locations with certain types of licenses.

RLDA highlighted that it would be extremely helpful if there could be one card for every manager that may be used statewide. To best serve the consumer, we must streamline every segment of our operations to assure they are cost effective and consumer friendly. RLDA's talking points also stated that counties should adjust the rules to allow alcohol transfers between stores owned by the same licensee. We understand that this used to be a common practice requiring no special permit and see no need for this change.

Another request made by RLDA was that Kauai, Maui and Hawaii counties adopt provisions similar to that of Honolulu's Rule 2-82-62, according to which, "retail licensees are exempt from the prior approval requirements but are required to file an updated floor plan for the premises within five business days of completion of the alterations; since the point of sale is the checkout counter, there appears to be little or no reason for requiring prior approval of displays."

Other issues brought forth by Treschuk on behalf of RLDA were that retailers are always open to help with retail training programs to prevent underage sales. We also suggested that the law be changed to place more responsibility on the minor making the purchase to further discourage young people from attempting to deceive retail sales people. RLDA also asked for a status update on the multiple petitions made to repeal Maui's "three strikes" rule.

All in all, the conference was a helpful venue to improve communication with all county liquor commissioners and administrators. HFIA looks forward to following up with the liquor commissioners on the questions that we submitted on behalf of our organization. 🍹

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