

HAWAI'I

RETAIL GROCER

SPRING 2022

THE MAGAZINE OF THE HAWAII FOOD INDUSTRY ASSOCIATION

CPB Foundation



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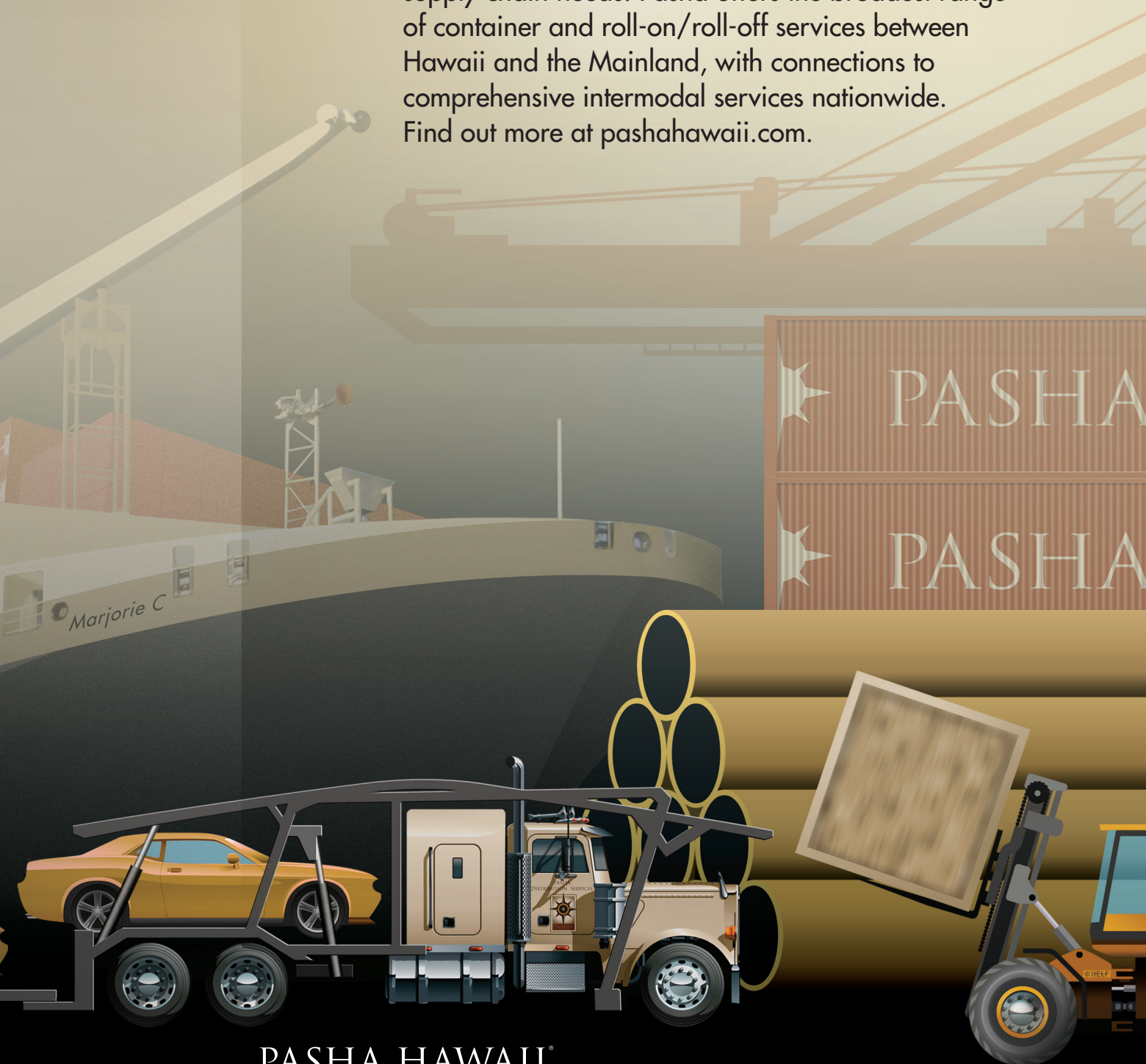
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CHAD BROWNSTEIN FOR MADE IN HAWAII FESTIVAL

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PHOTO ANTHONY CONSILIO

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Aloha HFIA Team,

As we move into 2022 it's clear that the new year has brought some unexpected new challenges to our industry and our state. Global supply chain disruptions and labor shortages continue to impact the food industry in particular. The surge in cases of omicron variant has shown that the pandemic may be far from over.

The way we face these challenges continues to demonstrate how reliable and resilient our food industry community is here in Hawaii. In spite of the added obstacles we face in our state, we have actually managed to keep shelves stocked as well as, or better than food retailers on the mainland. As we all know, keeping Hawaii fed is no easy task even in the best of times. Continuing to successfully serve our customers and our communities during these difficult times shows how strong and essential our business and our industry are. The close connections and good communication between our many businesses are crucial factors enabling us to weather these storms. I know that HFIA plays an important role in allowing our industry and our businesses to grow and maintain these important ties.

I also know we are all committed to continuing to find safe ways to keep our customers fed, and keep our busi-

nesses and our economy running. As your Chair I'm very proud to be leading an association that is so committed to those goals. HFIA will continue to work to educate our political leaders on the best ways to accomplish them. I think one thing we've learned from the last two years is that we don't know what might come next. Whatever this year and the future brings, I am heartened to know that our industry and our association will face it and find solutions and opportunities together.

Aloha,

Charlie Gustafson
Chairman
VP, Store Operations
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GROCERS COMPETE FOR TALENT AS LABOR SHORTAGE LINGERS

BY GREG FERRARA

PRESIDENT AND CEO, NATIONAL GROCERS ASSOCIATION

The nationwide labor shortage continues to strain critical industries, including grocery and the food industry at large. NGA members have named the labor shortage as their most significant challenge and this is reflected in the results of the 2021 edition of the Independent Grocers Financial Survey, an annual joint study between NGA and partner FMS Solutions (www.fmsolutions.com).

Hiring during the pandemic is indeed a challenge, according to 71% of independents responding to the survey, and 64% reported it had a negative impact on retention.

As we've seen across the economy, product availability and price inflation are being driven by a perfect storm of factors, including an ongoing shortage of labor across the entire supply chain, an acute shortage of truck drivers, increased ingredient inputs and occasional disruptions in product packaging production.

Offering employment and support for disabled individuals and refugees is a perfect fit for the ethos of the independent grocer that focuses on building on strong community ties and employee loyalty.

The prevalence of the omicron variant in both vaccinated and unvaccinated populations, coupled with the lack of available testing resources, has further contributed to current staffing challenges.

"With continued elevated retail demand," FMS President and CEO Robert Graybill notes in our economic survey, "the biggest competition now is not for the consumer dollar, but for independents' greatest asset: people."

We're seeing employers offer higher starting salaries, signing bonuses and other incentives to entice new hires as shorthanded grocers grapple with maintaining traditional high levels of service. The NGA Foundation's career center (<https://grocerycareer.org/>) offers support to grocers aiming to fill vacan-

cies of both customer-facing and back-of-house positions.

UNDERUTILIZED LABOR POOLS

Recently, the Foundation hosted webinars designed to raise awareness of two significant yet underutilized pools of labor: disabled individuals and refugees.

According to the social impact organization Understood (www.understood.org), one in four U.S. adults has a disability, which includes vision, hearing and mobility impairments; developmental disabilities; mental illness; chronic health conditions; and "invisible" disabilities, or ones that cannot easily be seen.

People with disabilities are the largest untapped labor source, and if properly supported, they can become some of a grocer's most valuable employees. Workers with disabilities have been shown to have better retention and safety records, be more reliable and productive, and perform as well or better than their peers, Understood reports. Employers can find qualified candidates by connecting with community partners: nonprofits, government agencies, educational institutions, transition programs, local public-school systems and vocational rehabilitation partners.

Meanwhile, the Biden administration has pledged to resettle more than 300,000 refugees fleeing Afghanistan over the next four years, which presents an enormous opportunity for American businesses to come to their aid by helping them integrate into the U.S. economy and become productive members of our communities.

According to Tent (www.tent.org), a non-profit organization launched in 2016 to mobilize the global business community to include refugees, consumer attitudes favor brands that support refugees; at least 80% of millennials are more loyal to a company that helps them support social and environmental issues. Speaking of loyalty, turnover of refugee employees is well below the industry average, Tent reports.

Refugees are eager to contribute and willing to learn, and language barriers can be overcome by partnering with local com-

munity colleges on ESL programs, and refugees showing potential can be promoted as they learn and acclimate. And remember, refugees are consumers, too; businesses will have the greatest impact when they see refugees as economically productive entrepreneurs, workers and customers.

Offering employment and support for disabled individuals and refugees is a perfect fit for the ethos of the independent grocer that focuses on building on strong community ties and employee loyalty. It's a win-win for our industry, which historically puts a high value on people and needs their skills, now more than ever.

AGILITY AND RESILIENCY

The pandemic has illustrated the agility and resiliency of independent community grocers, as the 2021 Independent Grocers Financial Survey further reveals. From crisis comes strength, with independent operators realizing record financial and operational performance that further buoys this \$253 billion sector.

Sales among independent community grocers increased an average of 17% during the fiscal year that ended March 31, 2021, the survey reported. This was further helped by an increase in transaction size, to an average of \$31, as well as a surge in online orders driven by the pandemic. (The 2020 survey reported how independent grocers had dramatically increased their investments in e-commerce, making them well positioned to meet the increased demand.) While inflation was and continues to be high, sales still gained 13.5% once adjusted for the price increases.

This success illustrates the trust that communities have in their local independent supermarkets and, likewise, the devotion that independent retailers have in serving their communities. As FMS' Bob Graybill noted, "All of grocery retail had record sales in 2020, but the pandemic brought consumers back to independent grocers in record numbers. Whether one-store operators or small regional chains, independent grocers did what they do best during difficult times: take care of their communities."

As our industry navigates a changing world, independent grocers are in a unique position to find innovative ways to better serve their customers and communities.

To learn more about the NGA Foundation's career-related initiatives, contact Maggie White, NGA Foundation director, at mwhite@nationalgrocers.org.



**A strong
agriculture
economy
is a more
resilient
one.**



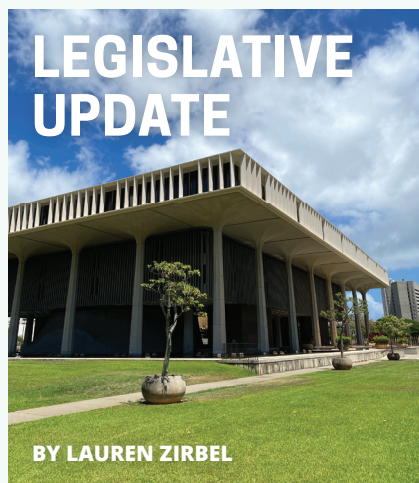
PHOTO BY SEAN MARRS

As our island communities work toward recovery and greater resilience, Ulupono Initiative is actively partnering to invest and advocate in support of locally produced food, renewable energy, clean transportation, and better management of freshwater and waste for Hawai'i's communities

Learn more about our commitment
at ulupono.com



*Committed to a sustainable,
resilient Hawai'i*



STATE

Speaker of the House Scott Saiki was able to join us for our Legislative Talk Story on January 14. As keynote speaker for the event Speaker shared with us his top priorities for the 2022 Session and was able to hear about our industry's concerns and goals.

MINIMUM WAGE

Increasing the minimum wage is high on the Speaker's agenda and public support for a substantial increase seems to be at an all-time high. During the talk story we reiterated the challenges that our local businesses are still facing and explained that in order to minimize negative economic consequences an increase must be a reasonable amount implemented over a manageable time frame.

There have been several minimum wage bills introduced already. The bill with the most momentum at present is HB2510 which increases minimum wage rate to \$11.00 on 1/1/2023 and \$1 per year until it is \$18.00 per hour beginning 1/1/2030. HFIA testified with comments proposing that the incremental increase end at \$15hr in 2027.

UNEMPLOYMENT INSURANCE

Once again legislative action will be required to ensure that employer contributions to the UI fund to do not increase exponentially. HFIA is supporting measures to accomplish this goal.

LOCAL FOOD AND BEVERAGES

This year HFIA is supporting measures to increase local food growing and production; fund our food banks; and eliminate regressive taxes on food and other necessities.

PACKAGING AND WASTE

HFIA supports collaborative efforts to reduce unnecessary waste. We are opposing mandates that impose additional fees or raise prices on food and other consumer goods.

LOCAL MANUFACTURING, LOCAL BUSINESS, AND MADE IN HAWAII

HFIA continues to support measures aimed at growing a strong diversified local economy. We are supporting measures to fund a range of programs at the Hawaii Technology Development Corporation, and measure to protect the integrity of our Made in Hawaii brand.

PAID SICK LEAVE

The issue of sick leave is more complicated than ever during a pandemic and it's clearer than ever that a one size fits all approach will not work for Hawaii employers and employees. HFIA opposes sick leave mandates that will hurt our local businesses and cost jobs.

UNNECESSARY CONSUMER PRODUCT BANS AND FEES

HFIA opposes unscientific state by state bans of consumer items that are federally legal, such as certain sunscreens.

As session moves forward check the Weekly Update for details of bills being heard each week. For high priority legislation we will also send out Action Alerts asking members to submit individual testimony on measures. When our legislators hear directly from individuals about how a piece of legislation will impact them and their business it is a very powerful tool. We encourage all members to respond to Action Alerts and submit testimony when possible.

COUNTIES

HONOLULU

HFIA was notified in January by the Department of Environmental Services (ENV) that the suspension for Sections 41-27.2 and 41-27.4 of the Honolulu Disposable Food Ware Ordinance has been extended through March 6, 2022.

The suspended sections include the following prohibitions:

- No food vendor shall sell, serve, or provide prepared food in polystyrene foam food ware or disposable plastic food ware to customers.
- No businesses shall sell polystyrene

foam food ware, disposable plastic service ware, or disposable plastic food ware.

These are now scheduled to take effect March 6, 2022.

The remaining sections of the ordinance, including the revisions to the Plastic Bag Ban remain effective.

The sections currently in effect mandate that:

- The Plastic Bag Ban shall be amended to redefine "plastic checkout bag" and "plastic film bag", which changes six exemptions (including food products exemptions). There is also a new definition of "plastic."
- No food vendor shall sell, serve, or provide disposable plastic service ware to customers.
- A food vendor may only provide or distribute disposable service ware for prepared food or beverage:
 - upon request or affirmative response of a customer or person being provided prepared food or beverage, or
 - in a self-service area or dispenser.
- Polystyrene foam food ware shall not be sold, provided, or offered for sale or use at any City facilities, City-authorized concession, City-sponsored or City-permitted events, or City programs.

Additional information is at <https://www.honolulu.gov/opala/recycling/dfwo.html>

HFIA has worked with a coalition of local business associations to submit an application for a longer-term Industry Exemption. The application was re-submitted on January 21 and we will keep members up to date on the status via the Weekly Updates as soon as we have a response from ENV.

MAUI

The County of Maui Plastic Disposable Foodware Ordinance No. 5084 effective date has been extended to March 1, 2022.

Visit <https://www.mauicounty.gov/1974/Plastic-Free-Maui-County> for more information.

Members with questions on these or any legislative issues should reach out to us at Info@HawaiiFood.com.



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2021 MADE IN HAWAII FESTIVAL WAS BACK AND BETTER THAN EVER!

PHOTOS BY CHAD BROWNSTEIN FOR MADE IN HAWAII FESTIVAL AND ALEXIS CHAPMAN FOR HFIA

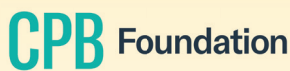
For 2021 the Made in Hawaii Festival was back and better than ever! Putting on the Festival in a new location with new state regulations and new safety guidelines was no small feat! But our amazing Made in Hawaii Festival team, fantastic Festival vendors, and outstanding sponsors made it happen. Ala Moana Center, the new

home of the Made in Hawaii Festival proved to be the perfect venue and we look forward to working with them again in 2022. We are so grateful to our Presenting Sponsors Central Pacific Bank Foundation, Mahi Pono, and the Festival's Official Airline Hawaiian Airlines, as well as our other sponsors Coca-Cola Bottling of Hawaii, a subsidiary of

the Odom Corporation; HTDC; Innovate Hawaii; Hawaiian Electric; Shopify; HMSA; Niu Health Urgent Care; Chef Zone; and Matson.

The Festival has always been about nurturing, growing, and supporting our local manufacturers, bakers, makers, designers, artisans, and craft people. HFIA is very proud that we decided to make

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the investment in the live Festival for 2021 in spite of the many challenges. The Festival was a chance for these local businesses to reconnect with their customers and reach new buyers. Many of our vendors had one of their best years ever. It was also a chance to help shoppers experience live and in person a taste of contemporary Hawaii food, culture, art, fashion, and design.

We thank everyone who helped us bring back the Made in Hawaii Festival in 2021 and we look forward to another wonderful live Festival November 10 -13 2022!







COURTESY MANA UP

HOW CAN YOU SUPPORT LOCAL – WITHOUT A SINGLE DOLLAR?

BY MELI JAMES & BRITTANY HEYD, COFOUNDERS OF MANA UP

The growth and success of the Made in Hawaii Festival shows that Hawai'i loves to support local. Crowds come out in droves, save up their dollars for the occasion, and make a day out of visiting their favorite neighborhood vendors. In 2019, Mana Up first joined forces with Hawaiian Airlines – official airline sponsor of the Made in Hawaii Festival – to offer event goers a unique and interactive shopping experience emulating an airport check-in journey at the Festival's pre-pandemic location at Blaisdell Center.

Last year, as the economy began recovering, we were thrilled to team up with Hawaiian Airlines again to connect with the community live at the Festival newly held at Ala Moana Center. At the in-person marketplace, we highlighted our islands' rising makers and commemorated the Airlines' 92nd anniversary by showcasing locally sourced, plus new and limited-edition products.

With the mission to grow the Hawai'i-made product industry to a multi-billion dollar global market, Mana Up has graduated a total of 63 companies headquartered in Hawai'i from our program.

Our retail arm, House of Mana Up, features an online shop and a brick-and-mortar location at Royal Hawaiian Center in Waikiki, featuring products and entrepreneurs who have participated in the accelerator.

Being involved with the Made in Hawaii Festival is such a natural fit for Mana Up. We both share a similar mission and can work together to serve as a local economic driver by celebrating local rising product businesses. Supporting local doesn't stop at curating a selection of local products – it also means leaning into the supporting industries of these Hawai'i makers across the supply chain.

In order to grow this industry to markets globally, we all need to work together and utilize each other's strengths. The Made in Hawaii Festival is such a great example of this. With HFIA's leadership to spearhead this annual festival, it spurred participation and collaboration across hundreds of organizations to put our local vendors front and center.

So that begs the question – how do we support local all year long? And is there more we can do aside from buying local? Of course, the answer is yes.

In your normal day-to-day life, here are

some ideas:

1. Give a review! Whether it's on Google or Yelp, a positive review goes a long way.
2. Positive feedback. We can't tell you how much a personal email or direct message inspires us to continue our work.
3. Be understanding when things don't go perfect. Small businesses do not have the same resources as big box companies, so give your local vendors the benefit of the doubt.
4. Do you love a product? Tell your friends or share on social media.

Do you work with or for a retailer? You have even more ability to champion your community businesses:

1. Take meetings from local vendors: give them a shot to show you why they're special.
2. Give them feedback: if you're not going to bring them on, tell them why or what they could do better, or what concerns you have.
3. Introductions: did the vendor tell you about a challenge they're experiencing and know someone who can help? Creating connections across the community creates more value than you can imagine.
4. Create a space or section of the store for supporting local – your customers will thank you.

When you support local, it's rewarding to know that your effort goes beyond the dollars spent. As these Hawai'i businesses grow, they help support our community through economic diversification, jobs, giveback and investment locally. For instance, when you purchase a bag of 'ono 'ulu chips from 'Ulu Mana, not only are you showing aloha to the entrepreneur behind this company, but you're also supporting the local farmers who harvested the 'ulu, the manufacturing workers who helped prepare and package the chips for distribution, plus the retailers selling these bags of 'ulu chips.

A benefit of more successful locally owned businesses in our communities is the multiplier effect of topline revenue. As these companies earn more, these dollars go to local producers, employees, service providers and more.

To learn more about Mana Up and shop products from over 50 local makers and artisans, visit www.houseofmanaup.com.



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Maile Miyashiro, Sr. Director Customer Experience

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NEW MEMBERS



CHILL SPACE

Chill Space LLC is Hawaii's only Hazard Analysis and Critical Control Point (HACCP) compliant public storage facility & soon to be Global Food Safety Initiative (GFSI) compliant facility. Our team is professionally trained and we always strive to provide the highest standard of customer service. We offer comprehensive, temperature-controlled storage, along with shipping, trucking, and delivery services.



TRADITION COFFEE ROASTERS

Tradition Coffee Roasters is family owned & loved. We also love supporting our farmers who utilize organic and sustainable methods to protect our environment. Beans are meticulously chosen based on their quality and flavor profile. Roasting small batch coffee showcases the beauty of global variations and ensures the freshest roast possible. There is New York Tradition in every sip and Aloha in every cup.



FLAVOR HEADQUARTERS

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JEFF BERLIN CONSULTING

Jeff offers a variety of services, including executive/leadership coaching, team building, leadership development, training, facilitation, and change management. He also helps companies identify their strengths and challenges through surveys, interviews, and focus groups. To facilitate action and results, he blends a diverse academic background with a deep understanding of the day-to-day realities of business leaders.

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J.B. GOTTSTEIN

J.B. Gottstein Foods Co is a worldwide wholesale distributor servicing grocers and their communities. We are dedicated to providing competitive prices, top quality products and excellent customer service. We live and work in our markets and we share an understanding of the difficulties and needs of our communities. It is this understanding that drives our commitment to supporting our customers helping them to grow their businesses so that they thrive and are successful as well. We strive to meet our changing environment through creative problem-solving, to help ensure families in our communities have reasonably priced access to the goods they need.

MEMBER NEWS

FLAVOR HEADQUARTERS OFFICIALLY LAUNCHES THIS SPRING

Globally Inspired, Locally Sourced. Welcome to Flavor Headquarters, a Hawaii-based purveyor of unique, healthy and minimally-processed condiments for everyday use. Working with local farmers and producers, Chef/Owner Aneil Luhan brings an exciting assortment of creations inspired by his travels across 6 continents. Hand-crafted and produced in small batches, Flavor Headquarters will be available for wholesale and individual purchase across the Islands and the mainland.



HFA LAUNCHES DISASTER RECOVERY PRECOVERY-POD

Hawaii Foodservice Alliance, LLC (HFA) is partnering with neighboring communities to create a Hawaii's first-ever disaster precovery-pod for some of Hawaii's most vulnerable communities. This first-ever food pod of its kind will provide long-term meal storage to support communities that are vulnerable to natural disasters and hopes to be one of many throughout the state. The first precovery-pod will be located in the community of Waianae and will be maintained by the Waianae Coast Comprehensive Health Center.



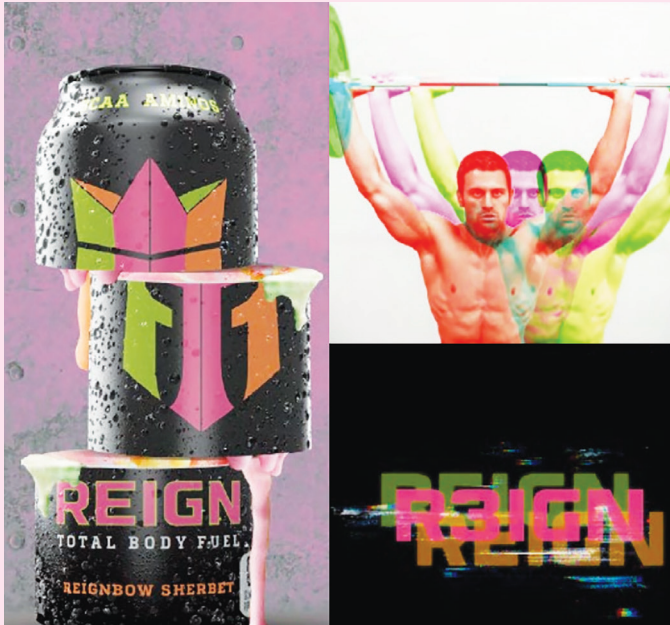
ELEVEN AT FOODLAND FARMS

In December Foodland opened the much anticipated cocktail bar Eleven. Tucked away in the corner of Foodland Farms Ala Moana, Eleven is a place to enjoy creative, handmade cocktails and signature small plates in a welcoming, award-winning space.



DON QUIJOTE NEW LOCATION

Don Quijote has announced the location of its fourth Hawaii store. The new store will be opening in Kapolei at Kamokila Boulevard. An opening date and other details will be announced soon.



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THE **Odom** CORPORATION

SUPPLY CHAIN UPDATE

BY ALEXIS CHAPMAN

Throughout the pandemic Hawaii's food industry has excelled at keeping the state fed. In fact, many Hawaii grocery stores have overcome the additional challenges our state faces and done a better job of avoiding bare shelves than food retailers on the mainland. It was hoped that 2022 would bring large scale relief from supply chain disruptions, but it remains to be seen exactly when things will improve and by how much. Some positive change may be on the horizon in the coming months, but other issues causing shortages and delays will probably not abate in the near future.

LUNAR NEW YEAR

Global reliance on China's manufacturing sector means that the country's celebration of Lunar New Year Holiday has traditionally caused some level of disruption to supply chains. Lunar New Year is a public holiday in China and factories and other businesses shut down for a week, or even a bit longer. The holiday was on February 1 in 2022 and most places reopened and resumed production shortly after that. However, the return to "normal" was delayed further by the Beijing Olympics which recently ended.

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Photo: Kalohi Channel by William Renio



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Port of Los Angeles, one of the United States' premier gateways for international trade and commerce.

CHINA'S ZERO COVID POLICY

Another complicating factor in China's current ability to meet global demand is the country's zero-covid policy. The policy includes extremely strict quarantine protocols and has led to travel restrictions and shutdowns of facilities and ports.

LABOR SHORTAGES CONTINUE

With historically low unemployment rates in 2019 Hawaii was experiencing a labor shortage before the pandemic began. As the economy reopened in late 2020 and 2021, the U.S. as a whole has endured large scale labor shortages. Now, high numbers of worker absences due to Omicron infections have created yet another labor shortage. While it seems that the omicron wave may be peaking or passing in certain parts of the country, other areas are still showing high rates of infections.

PORT ADJUSTMENTS

In October of 2021 President Biden announced that the Port of Los Angeles would begin operating 24 hours a day 7 days a week. Both Los Angeles and Long Beach have been working to adjust to current demand but continue to experience extreme backlogs. In November at one time over 100 ships were waiting in L.A. Worker absences due to covid have increased with the omicron variant and hamper efforts to speed things up. In Savannah Georgia, another of the U.S.'s busiest ports, ship wait times in recent months have been up to three times longer than they were in 2019. To reduce times Savannah is deploying pop-up container yards in empty rail yards. If this works in Savannah it could be used in other ports to also speed things up.

SURGES

Import surges, demand surges, and production surges have all contributed to supply chain disruptions. Some sectors, such as grocery, experienced surges during the initial stages of the pandemic in 2020, and demand in this area has remained high. Other areas had large scale surges as they reopened after pandemic shutdowns. Now uneven surges in different sectors and regions are creating supply chain bottlenecks with global impacts. With the future of the pandemic uncertain, and other economic factors such as inflation still at play there is no way to know when these types of surges will end and supply chains will stabilize.

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BUY LOCAL.
BUY MAUI.**



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HFIA CONVENTION, **TOGETHER AGAIN!**

ALL PHOTOS BY ANTHONY CONSILLIO

After being unable to gather in 2020, the 2021 Keepin' It Classic HFIA Convention was an extra special opportunity for our industry and our members to reconnect. Our Convention Committee and the team at Disney's Aulani Resort and Spa did an incredible job of working with an adjusted calendar, and ever shifting covid-19 regulations. We'd like to extend a huge Mahalo to them and to our Sponsors who made the Convention Possible!

DAY 1





TAMURA SUPER MARKET

"We would like to thank the Leeward Coast Community and the dedicated, hardworking Tamura Super Market employees for the many years of loyalty and support. Without their unwavering support, our store would not be what it is today. With great aloha, five generations later, the Tamura Ohana continues to take pride in the family tradition of serving you."

- CLIFFORD TAMURA,
OWNER & CEO



| 86-032 Farrington Hwy, Waianae, HI 96792 | TAMURASUPERMARKET.COM | OPEN DAILY |
| 7 AM - 8 PM | [@tamurasupermarket](https://www.instagram.com/tamurasupermarket) |



For 2021 HFIA was pleased to recognize Representative Aaron Ling Johanson as our Legislator of the Year.

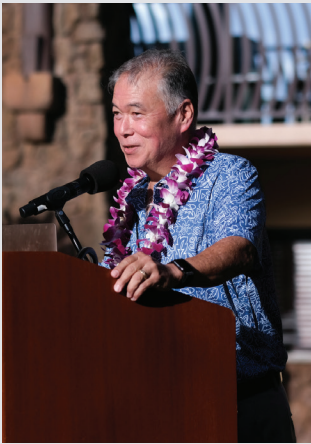
Having strong, informed, and positive connections between our political leaders and the businesses that feed Hawaii has always been important. When we introduced the Legislator of the Year Award just a few years ago no one could have anticipated the challenges that would come to our food industry, our economy, and our state. Now more than ever we see how important it is for us to work together and to strive towards our common goals of a healthy, strong food industry with local foundations.

As Chair of the Committee on Consumer Protection and Commerce Representative Aaron Ling Johanson has a challenging responsibility to weigh the impacts of legislation on consumers,

businesses, industries, and our state's economy as whole.

Chair Johanson has always been an active listener when it comes to hearing and understanding what our industry needs to keep providing for our communities. Earlier in the year he joined us for one of our Membership Meetings to answer questions and discuss the status of legislation that would impact our industry. During the meeting Chair Johanson articulated a sentiment that is very meaningful to us, he said, "Nothing is now more existential than food, you kept us going, and we recognize that."

We greatly appreciate Chair Johanson understanding the singular and essential contribution that our industry makes to our state, and we look forward to continuing to work with him during the 2022 Legislative Session.





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Jeff Berlin Consulting focuses on the people-side of business to help leaders recruit, retain, and engage talent. At the HFIA 2021 Convention, Jeff spoke with members about “Putting People First for the Win.” In this talk, he shared how having an engaged and satisfied workforce benefits individual employees, families/communities, customers, and businesses.

In this time of extreme labor shortages, putting people first is an essential component of business success and sustainability. To help businesses of all sizes thrive in this volatile environment, Jeff uses a method of change called Organizational Development. At a high level, this involves answering the following questions:

1. Where do you want to go? Envisioning your ideal future state.

2. What is happening currently? Research what's going well and what needs to be improved.
3. How can you get there? Identify relevant solutions, create an action plan, and lead the change.

Jeff blends a diverse academic background with a deep understanding of the day-to-day realities of business leaders. To help organizations lead successful change and achieve desired results, he offers the following services:

- Executive and leadership coaching
- Team building and coaching
- Leadership development
- Training, facilitation, and speaking
- Change management
- Organizational culture transformation
- Research via surveys, interviews, and focus groups

Jeff is always happy to connect and chat about the unique needs of your business. For more information, visit www.jeffberlinconsulting.com or contact him directly at (910) 297-3651 or jeff@jeffberlinconsulting.com.



Keynote Speaker Jeff Berlin
presenting on “Putting People First for the Win.”

Jeff Berlin
CONSULTING

THE LAST WORD

BY LAUREN ZIRBEL

HFIA has always worked to serve the needs of our membership and be flexible in accomplishing that goal. We are very proud that our scheduling changes and safety protocols paid off and we had zero reported Covid cases from our Convention and zero reported cases from the over 20,000 person Made in Hawaii Festival!

Every year our Convention is special, and 2021 was particularly meaningful chance for us to reconnect after being unable to come together in 2020. We were also very glad to have the Chance to celebrate Joe Carter who took on the daunting responsibility of serving as our Chair for two consecutive years during a pandemic, thank you Joe! We know that his Convention will be hard to top! Our amazing Convention Committee is hard at work with the team at Disney's Aulani planning for 2022 and we know it will be amazing.

Putting on the Made in Hawaii Festival in 2021 presented a whole host of unique challenges, but we're so glad that we made the investment and held the live event. The Made in Hawaii Festival is a crucial market for many of our local makers and creators. It is a special opportunity that allows these unique Hawaii businesses to grow

and thrive, and we're proud to provide that. Many of our vendors reported that this was their most successful year ever! We're already getting ready for the 2022 Festival and excited to be at Ala Moana again and know it will be a great success.

For our 2022 events we're continuing to find ways to pivot while still providing the benefits and opportunities that our members want. For the time being we'll be keeping some events online, moving others outdoors, and rescheduling. Our Annual Social will be back at the Honolulu County Club in a larger space with limited capacity. We can't wait to see everyone! We're also creating new events like the Maui Farm Tour at Mahi Pono coming up this May! This is a unique opportunity for our members to connect and get a closer look at Mahi Pono's unique farming operation on Maui.

For the first part of this year we'll of course also be advocating for our industry at the State Legislature. We know this year is going to have some challenging legislation. We were glad to start the year off with a very valuable Legislative Talk Story and we will build on that momentum to achieve the most beneficial results possible on legislation that will impact our members.

This spring we're also very excited to be working with HMAA and our Membership Committee



on a Membership Drive. HMAA's Association Health plan is one of our premier member benefits and we want to share this with even more Hawaii companies. Growing our membership is important for so many reasons; it grows our voice, it grows our connections, and it strengthens our Association and our industry. We encourage all members to reach out to companies you work with and start a dialogue about why HFIA membership is beneficial and important, and of course put anyone who wants to learn more in touch with us.

While we know that 2022 is not going to bring a return to "normal" and may not even bring a "new normal" we will continue to shift and adapt and make sure that we're delivering on our mission. We are proud to be the voice of Hawaii's food and beverage industry, and we'll continue to find new ways to advocate and bring benefits to our members and our industry.

The graphic features a dark background with various yellow and orange geometric shapes and pineapple icons. In the top left corner is the HFIA logo with the text 'HAWAII FOOD INDUSTRY ASSOCIATION'. A large yellow banner in the center reads 'BECOME A MEMBER'. Below this, in a teal banner, is the text 'THIS IS A CALL TO ACTION!' in a white, hand-drawn font. At the bottom, it says 'JOIN HFIA ONLINE TODAY!' and 'HAWAIIFOOD.COM/MEMBERSHIP'.

WHY JOIN?

Because, HFIA is...



Your Liaison Between Government and Industry.

Many of the 2-3K bills proposed by the Hawaii State Legislature each year could significantly affect our industry. Members receive timely legislative updates each week, and we make sure your voice is heard. HFIA has a long track record of successful advocacy on priority policy issues. This is why our members find HFIA so valuable to their company.



Your Professional Networking Hub

HFIA hosts several low-cost membership events throughout the year. Our quarterly & annual events provide valuable education & resources, while facilitating strong industry connections that help members grow their business. As an added bonus, our events are downright fun.

That's why HFIA members share a unique connection and camaraderie that makes this association unlike any other in the state!



IT'S THE LAW!

**DO NOT SELL TOBACCO PRODUCTS OR
ELECTRONIC SMOKING DEVICES TO ANYONE UNDER 21**

Hawaii law (HRS §712-1258) prohibits the sale of all tobacco products, including electronic smoking devices also known as e-cigarettes or vaping products, to anyone under the age of 21 years.

Retailers and their clerks must:

- Post legal signage at or near the point of sale where tobacco products or electronic smoking devices are sold.
- Check photo ID of everyone under the age of 21 who attempts to purchase any tobacco product.
- Only sell tobacco products to customers aged 21 and over.

**Contact the Department of Health to request signage for your store.
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