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IN 2021

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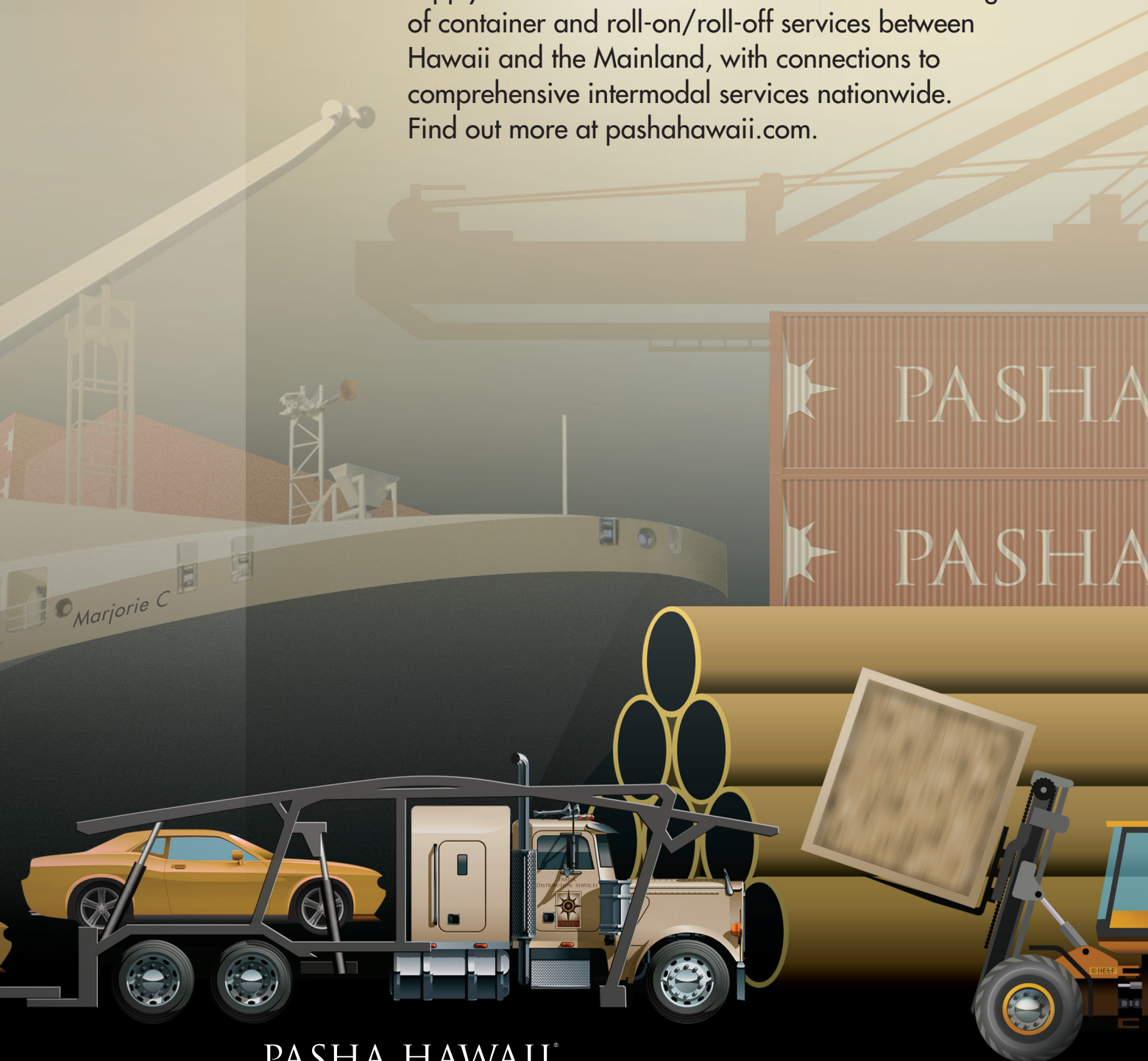
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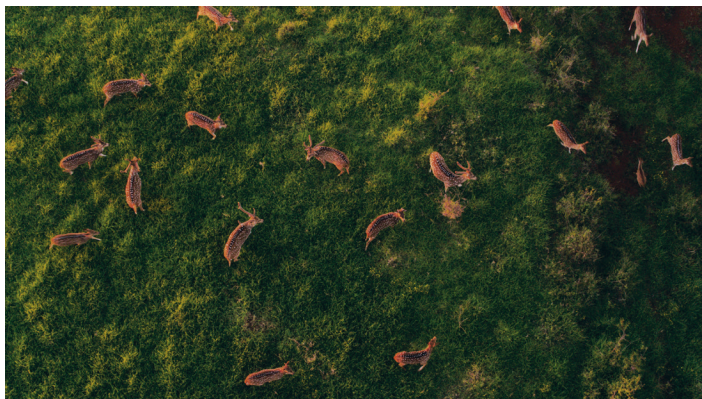
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Aloha HFIA Team,

While this year has brought more new challenges and new levels of uncertainty, I believe we also have many reasons for optimism as we enter the holiday season and look towards the new year.

As we all know feeding the most iso-

lated population center in the world can be a daunting task in even the best of times, and unfortunately this year has not been the best of times. Plans for a return to normal in 2021, or even a "new normal" have been derailed by the Delta variant. In our industry global supply chain disruptions and shortages have created unforeseen obstacles for many of our businesses. However, through it all our HFIA member businesses have done a remarkable job of keeping our islands fed. Over the past year and a half, the adaptability, ingenuity, and hard work of our industry has been truly commendable.

Looking towards the Holidays and some important HFIA events we are still unsure how we'll be able to mark these special occasions. However, we do know that our businesses, our industry, and our association will continue to be there for each other, our communities, and our state. The Made in

Hawaii Festival may once again be exclusively on line this Fall, and our HFIA Convention may involve more virtual components. In 2021 our customers will also be having different kinds of celebrations as well, but whether they're smaller, outdoors, distanced, or some combination I know that our member businesses will be there to make sure that our customers have Happy Holidays.

I look forward to seeing you all at Convention this year, in whatever form it takes, and I wish you all Happy Holidays as well.

Aloha,

Charlie Gustafson
Chairman
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NGA FIGHTS FOR ENFORCEMENT OF ANTITRUST LAWS

BY NGA GOVERNMENT RELATIONS TEAM

Over the past year, NGA's government relations team has advocated for independent community grocers in Washington, D.C., on many important issues. Rising to the top is antitrust reform, as the team works with decision makers to revive the Robinson-Patman Act, a federal law dating back to 1936 intended to prevent price discrimination.

Unfortunately, the law has not been enforced for decades, resulting in dominant food retailers rigging the rules in their favor, forcing independent grocers to pay higher prices for fewer product offerings. These "power buyers" squeeze favorable deals out of suppliers, who end up charging independent, community-based grocers more for the same items.

This became glaring during the COVID-19 pandemic, as consumers across the country had a harder time securing products like toilet paper, canned food and cleaning supplies at their local grocery store. Some big-box stores even pressure suppliers until they refuse to sell the same products or same package sizes to independent grocery stores.

This not only hurts independent grocers, but their customers as well. Communities that rely on independent grocers, especially in-

ner-city or rural areas with limited options for shopping, end up paying higher prices for fewer choices. The emergence of food deserts is directly attributable to the lack of a competitive grocery marketplace.

What makes the problem frustrating for NGA members is that this type of activity is already illegal under Robinson-Patman. It's really simple: We need to update and enforce existing antitrust laws.

NGA has been active this year advocating for enforcement of these laws by drawing attention to the problem, educating the public and lawmakers on Capitol Hill, and telling the stories of independent grocers that have been directly impacted by this discriminatory action.

NGA held a press conference earlier in the year to announce the release of a white paper outlining tactics used by big-box stores and e-commerce giants that hurt independent grocery stores, and to call on Congress to investigate these issues.

Thanks to NGA's efforts, President Biden signed an Antitrust Executive Order aiming to promote competition in the American economy. This marks the first time in 20 years that the executive branch took action to prohibit conduct that violates Robinson-Patman.

Momentum has been moving towards some type of antitrust reform, and NGA's government relations team is on the ground keeping the pressure on. NGA SVP of Government Relations and Counsel Chris Jones testified before the FTC, the first business meeting under the panel's new chair, Lina Khan. Jones called on the commission to use its authority under Robinson-Patman to address anti-competitive buyer power hurting independents. He then attended a White House briefing to discuss the issue further, explaining the necessity for change to one of President Biden's special assistants.

Further, NGA member David Smith, president and CEO of Associated Wholesale Grocers, testified before the Senate Judiciary Committee on antitrust enforcement. NGA views this hearing as a starting point for bipartisan discussion on the importance of enforcing antitrust laws.

NGA continues to fight for independent community grocers on these issues. We are helping lead a coalition of trade associations supporting reviving the Robinson-Patman Act. This group, the Main Street Competition Coalition, includes businesses supporting an end to price discrimination, channel discrimination and unfair allocations of products in short supply.

NGA has filed comments with the FTC on unfair contract clauses that limit competition. This marked a broadening of NGA's antitrust efforts to push enforcement of the Robinson-Patman Act. NGA also is working with our members to ensure the FTC hears their stories about how power buyers harm competition, hurting local independent grocers and the communities they serve.

We are asking all independent grocers to get involved in this effort and help us fight for a fair and free grocery marketplace. To learn more about how you can get involved, visit nationalgrocers.org/antitrust

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For more information on these issues and how you can make your voice heard in Washington, DC, visit
www.grocerstakeaction.org.

A strong agriculture economy is a more resilient one.



PHOTO BY ZACH VILLANUEVA

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



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resilient Hawai'i*



LEGISLATIVE UPDATE

BY LAUREN ZIRBEL

This fall HFIA has been working to help members navigate the evolving State and County regulations around COVID, while also getting ready for the 2021 Legislative Session.

STATE AND COUNTY EMERGENCY PROCLAMATIONS AND COVID REGULATIONS

Throughout the pandemic the Centers for Disease Control (CDC) has issued various recommendations and regulations for individuals and businesses. Like many states, Hawaii's state government has opted to issue a range of emergency proclamations to attempt to control the pandemic locally. These have exceeded the recommendations by the CDC, and Hawaii is currently operating under some of the strictest guidelines in the Nation. In many cases the County administrations have also chosen to add another layer of regulations.

Early in October Governor Ige and Honolulu Mayor Blangiardi jointly announced that there would be a gradual loosening of regulations over the coming weeks. This mostly involved increasing the number of people allowed for certain types of indoor

and outdoor gatherings. The Mayor and Governor were not able to identify specific metrics that would be used to determine exactly when and how restrictions would be loosened. HFIA is continuing to monitor the restrictions at all levels and share up to date information with our members via our Weekly Updates.

COUNTY PLASTIC BANS

This fall we were very glad to be able to host speakers from the Maui and Honolulu to discuss their respective plastic food ware bans. Tamara Farnsworth Division Manager, County of Maui Department of Environmental Management, Environmental Protection & Sustainability Division presented on Maui's Bill 52 which takes effect January 1 and bans plastic disposable foodware. In addition to the information available at <https://www.mauicounty.gov/1974/Plastic-Free-Maui> County Tamara stressed that the Maui ordinance would be implemented without delay on January 1, 2022.

We also hosted Henry Gabriel from Honolulu's Department of Environmental Services. Phase 1 of Honolulu's Ordinance was delayed several times due

to the COVID-19 pandemic. At time of writing Phase 1 is in effect and Phase 2 is scheduled to take effect on January 1, 2022. Additional information can be found at https://opala.org/solid_waste/disposable_food_ware_ordinance.html.

Both speakers emphasized that businesses who have questions or need additional guidance to come into compliance with the ordinances should reach out to them as soon as possible.

STATE LEGISLATURE 2021

In the last issue we discussed upcoming legislation aimed at helping families who are Asset Limited Income Constrained and Employed (ALICE) and the likely hood that there will be a minimum wage increase passed in 2021. We are continuing to actively engage with our state leaders on this issue to ensure that when this legislation comes up the impacts on our state's food industry are carefully considered.

There is a range of other legislation that we anticipate coming up during the 2022 Legislative Session. Bills addressing paid sick leave and family leave will be introduced. Soda taxes returned in 2021 and will likely come up again. We also anticipate new measures to ban additional sunscreen ingredients and tax sugar sweetened beverages. If there is no definitive action on flavored tobacco mandates at the Federal level then these will be introduced at the State again in 2022. State-wide bans of plastic foodware products will also be heard.

HFIA will be holding our Annual Legislative Day at the Capitol January 14, 2022. We hope to be able to have the event live at the Capitol once again, but are also prepared to host it remotely if necessary. At this event our Government Relations Committee will finalize our Legislative Platform for 2022. We'll also host a panel of industry leaders and legislators during our Talk Story and help share our concerns and priorities for 2022. We encourage all HFIA Members to attend and we look forward to seeing you there. We are proud to be the Voice of Hawaii's Food and Beverage Industry and your support and participation makes that voice stronger.

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

NEW MEMBERS

HFIA is very pleased to welcome several new members!



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In Hawaii, Bayer works to shape agriculture through breakthrough innovation for the benefit of farmers, consumers and our planet. We harness cutting-edge agricultural and environmental innovations to deliver on our collective purpose: Science For A Better Life.

We strive to deliver innovative solutions that help maximize farm yields, secure harvests from devastating disease and pests, and keep our living spaces and environment healthy and beautiful. And, while we don't have all the answers, our passion for discovery, collaboration and curiosity mean we will never stop striving to find them. Through our work, we're committed to delivering better solutions for all farmers while enabling more choices for consumers to help them and our planet thrive.

We are thankful to be a part of Hawaii agriculture

and are committed to being a good neighbor and good steward of our farms. We offer free tours and presentations, contribute thousands of hours in volunteerism, and through partnerships and giving programs, support a range of educational, community and charitable endeavors.

To learn more about Bayer in Hawaii, visit www.hawaii.bayer.us or follow us at BayerCropScienceHawaii on Facebook or @Bayer4CropsHI on Instagram.



WORLD CENTRIC

At World Centric we make compostable packaging and disposable foodservice ware to replace petroleum based plastics and expanded polystyrene. Ideally, we would like to see a world where reusables are the norm. However, within the current paradigm where trillions of single use service products are used every year, we see compostable products as a sustainable alternative and necessary bridge to a more circular future. As a business, we believe in compensating our entire supply chain fairly and using excess profits for public benefit. Each year we give at least 25% of our profits to fund grassroots social and environmental projects around the world, and to offset our carbon emissions. We focus our giving on projects that provide basic needs and economic development opportunities for communities experiencing extreme poverty, while beneficially impacting the environment.



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HOW THE HOLIDAYS ARE DIFFERENT IN 2021

BY ALEXIS CHAPMAN

BIGGER, EARLIER HALLOWEEN

One of the first big differences of the 2021 Holiday Season began in mid-August. This year many retailers and chains around the country released Halloween candy several weeks early. By releasing candy early some companies are hoping to make up for the possible down turn in trick-or-treating that is anticipated this year, especially in areas where COVID is still surging. However, fears of lower consumer spending may be unfounded; the National Retail Federation predicts that U.S. shoppers will spend just over \$10 billion on Halloween candy, costumes, cards, and decorations this year. That is up substantially from \$8 billion spent in 2020 and \$8.8 billion spent in 2019.

DIFFERENT SIZED TURKEYS

Last year as Thanksgiving approached, many customers and retailers ran into a new problem, not enough small turkeys. Turkey sizes actually started trending downwards a few years ago with the traditional 20lb bird no longer the standard for many consumers. For several years prior to 2020 the average bird sold for Thanksgiving was 16lbs. In 2020 with travel cancelled and gathering sizes limited, more people were looking for smaller birds.

This year will be harder to predict because of mixed sentiments, and different safety concerns and regulations in different areas. Some consumers may be making up for missed celebrations last year by going big this year. Others will be keeping it small again. The general consensus among food trend predictors is that more consumers will be doing smaller celebrations again, so smaller birds will once again be in demand and many may opt for just a turkey breast instead of a whole bird. Alternative birds are also seeing an increase in popularity for both Thanksgiving and Christmas. Duck, whole chickens, and Cornish game hens can work well for smaller celebrations.

PLATED MEALS INSTEAD OF FAMILY STYLE

The coronavirus has prompted an increase in consumers' awareness of the different way viruses spread. People are more wary of any activity that can spread any type of disease. Some consumers will likely shift away from family style meals, buffets, or potlucks with communal food that involves multiple people sharing serving utensils. This will mean a pivot towards meals and dishes that can easily be plated individually before being served.

The coronavirus has prompted an increase in consumers' awareness of the different way viruses spread. People are more wary of any activity that can spread any type of disease.

HOLIDAY SHOPPING IS BACK, BUT DIFFERENT

While the economic woes brought on by the pandemic are far from over, consumer holiday spending is expected to bounce back in a big way this year. Forbes predicts that holiday spending this year will be up from 2020 by 2.7% and amount to \$1.093 trillion dollars. They also anticipate that a record amount of that spending will be e-commerce, with 18.9% of holiday shopping to be done online. This means that having a digital strategy, strong online marketing, and functional flexible online shopping platforms will be key to making the most of the 2021 shopping season.

CDC RECOMMENDATIONS

This year the CDC has been more proactive about making recommendations about ways to celebrate the holiday more safely. Many people will be checking these guidelines and using them to help plan their celebrations. At the time of this writ-

ing the biggest recommendations were to hold celebrations with people in the same household, outdoors and socially distanced, or virtually. The CDC website on holidays is being updated and more specific guidance is scheduled to be added soon.

SUPPLY CHAIN DISRUPTIONS

Unfortunately, the supply chain problems that have been plaguing the food industry and other industries this summer and fall are unlikely to disappear by the holiday season. Shipping backlogs, labor shortages, and a range of other issues are all making holiday inventory logistics more challenging than ever. Toys are likely to be impacted with shortages and higher prices. There may also be some challenges maintaining normal stock of certain food items and other consumer goods.

TRENDS FOR 2021

Charcuterie boards had a big upswing in popularity on social media and at holiday tables starting in 2020. This is likely to continue and increase as specialty meat and cheese boards move more into the mainstream.

Semi-home-made dishes are predicted to be a big hit with people who started learning to cook during lockdown but haven't progressed to making a full holiday meal. Ready-to-cook foods, meal kits, and premixed holiday foods will all be popular with people who may be hosting or cooking for the holidays for the first time, or who just want added convenience.

Non-traditional advent calendars have been trending for the past several years and are once again poised to grab consumer attention. While traditional advent calendars with chocolate inside are still popular, new twists on the concept featuring wine, liquor, make-up, toys, and many different types of food are all proving winners with shoppers.

Gift guides by popular brands, celebrities, and social media influencers will be important to watch this year. More and more shoppers are getting advice from guides before deciding on presents, and tapping into popular gift guides can allow retailers to track which products will be seeing a holiday boost in sales.

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A STRONG VENISON INDUSTRY OFFERS AN ENVIRONMENTAL SOLUTION

Left unmanaged, invasive axis deer population would nearly double every 3 years.



BY KEITH DEMELLO

ALL PHOTOS COURTESY OF MAUI NUI

Jake Muise remembers how the dew would leave his clothes damp after a night of hunting. That was just a few years ago, but the grassy canopy that once blanketed the Maui ranchland is nearly gone, stripped away by the island's swelling population of invasive axis deer.

The deer are sustainable in small numbers, but when their numbers are allowed to surge — such as in an environment lacking a natural predator — they eat the grass down to the dirt. Unlike cows or goats, which surface graze and allow the grass to regrow, the deer essentially convert grass to weeds, leaving little to no protection for the soil. The result leaves the land exposed, where even moderate rainfall can wash rich topsoil to the ocean, impacting everything downhill all the way to the shoreline and coral beyond.

“With climate instability, we get these rain events ... literally looks like somebody is taking dump truck loads full of soil — all of our best topsoil — and just taking it down to the ocean and dumping it,” Muise said.

It's a system out of balance, and one that Maui Nui Venison is working to right. Co-founded back in 2014 by Muise, his wife Ku'ulani, and Min and Kimo Tuyay, the company works under the belief that striving toward balance with nature supports abundance for all. More specifically, by actively managing the non-native deer population as a food resource, Maui Nui hopes to in-

spire a win-win solution for Maui that promotes the health of the environment and community alike. For Muise, hunting and environmentalism are inseparable parts of the same set of actions.

RANCHERS ARE GRASS FARMERS FIRST

“No one understands soil better than ranchers; they are grass growers,” Muise said. “Cattle is a byproduct of them being these amazing grass farmers. They have a level of understanding equivalent to or better than our conservation and environmental community in the place that they manage.” Maui ranchers recognized the compounding effects of axis deer and decided to take a chance on the vision for Maui New Venison, even when at that point it was still just a couple of guys with an idea.

According to Muise's estimation, the island would have to harvest 30% of the axis deer population to make a difference in adequately managing population growth. Otherwise, the unmanaged population would nearly double every three years.

Currently, Maui Nui works in partnership with Upcountry farmers and ranchers to harvest anywhere from 150 to 200 deer per week, processes about 4,000 head per year. Over the past seven years, it has harvested a total of 16,000 deer. On an island where the current population of axis deer is estimated to be 60,000 and rising, that

may seem like a relatively small fraction. However, a small deer population can compound year over year. That 16,000 would have likely reproduced several times their number since then. Without active management, it's been projected that axis deer will surpass 200,000 in number as quickly as within one decade. “Every deer on Maui makes a difference,” Muise said. “When you do the math on the deer we've harvested over seven years, we've helped mitigate the introduction of over 50,000 deer.”

AN OPPORTUNITY TO FEED LOCAL COMMUNITIES

Not only would failing to proactively control the population harm the environment, it would be a missed opportunity to feed local communities. Venison represents a nutrient-rich source of protein available in abundance right on the island. “If overnight, we started sustainably harvesting, there'd be over a million pounds of venison,” Muise calculated.

Harvesting the overextended population presents a double-win; at a time when Hawai'i is striving to reduce its overdependence on imported food and when the state has been struggling with the ongoing negative impacts of the pandemic, a new local protein source comes just-in-time. In the first year of the COVID-19 pandemic, 139,000 pounds of venison were wild-harvested, with 42,000 pounds donated to the community.



Some may view hunting as a harsh response to population management, but the alternative is much less humane. Nature's way of controlling population is by reset — that is, once the landscape is depleted, the deer population essentially starves. This natural reset occurs to a certain degree on Lana'i and Molokai. "So their population (on Lana'i and Molokai) is only growing annually with the available feed," Muise explained. The difference on Maui is that axis deer there are still an emerging population, which means it has the potential to continue unabated growth if no action is taken.

Other concerns around hunting have ranged from either end of the spectrum. An initial worry was whether overharvesting could deplete game for existing subsistence hunters. Maui Nui's team, which are themselves subsistence hunters, are aiming their efforts on balancing out the population, which will have a net-positive effect for everyone. For others claiming that animal agriculture contributes to global warming, Maui Nui points out that sustainable hunting eliminates methane by targeting unsustainable deer populations that would otherwise continue to grow.

LOCAL PRODUCTION IS KEY

Lack of production facilities in Hawai'i has presented a challenge in the past, requiring shipping to the Mainland for processing — even if the venison, ironically, was intended for local consumption. With support from Ulupono Initiative and other partners, Maui Nui's new on-island production facilities went online in 2021, providing local option for venison sold to the local market to aid in achieving production cost parity and the goal of 30,000 deer in the next two

to three years.

Most recently, Maui Nui Venison was among Elemental Excelsior's latest cohort of 19 companies selected to receive funding to deploy climate technology strategies. "Many companies in this year's cohort have technologies that can transform business and industry in Hawai'i — from shipping to food and agriculture to transportation — and we believe they will positively impact our state for years to come," said Dawn Lippert, Elemental founder and CEO, when announcing the cohort." Muise added,

"Part of what we're moving towards is, can we get our production down to a cost parity so we can still work in margins to achieve our mission. We have been really explicit from the beginning that we were pricing this for our mission; we were pricing this to sell benefits. We were scared when we turned our website on, because everybody told us it was too expensive.

"I think the lesson we learned is you don't have to please everybody. Fifty percent of people are going to turn and go. That's okay. You just need to know that sub category who are true fans, and that's enough to build an extremely healthy business around."

'EXTRAORDINARY PREMIUM QUALITY'

Some local retail grocers are tapping into emerging demand, realizing that there is a growing market among Hawai'i residents who are willing to pay for what they know will have a positive impact.

As awareness and interest in locally grown and raised products increases, particularly in the wake of the COVID-19 pandemic, there is

opportunity in marketing local food as a specialty group to customers. Muise encourages retail grocers to experiment with carving out special sections for local food, where customers can be confident that everything within that section has been vetted and will have an impact on island communities.

"People are willing to pay for something they believe in," Muise said. "There was this association that if it's local, it should be cheap, but that's not going to have economies of scale ... that only happens with good margins.

In addition to environmental reasons, there's another reason many customers are willing to pay a premium. Venison has been shown to be almost twice as nutrient dense as other red meats. "It'd be really interesting if somebody could put a price tag on our product associated with nutrient density," Muise said, explaining that it would already be at a cost parity to what beef is." It's partly why chefs and restaurants are recognizing Maui Nui's venison as extraordinarily premium quality meat. "We've got like 60 restaurants on our waitlist," he said. "But every restaurant locally gets priority."

Maui Nui is also in a position to reduce the number of times its product needs to be frozen. Meat that goes across the ocean has to be frozen. Lacking any local processing, it is frozen initially to be transported to the Mainland, thawed when it arrives there, processed, and then frozen again. With local processing, Maui Nui is able to offer a "once-frozen" product, which preserves significant quality that chef's value.

As for the general public, it's important for community members to understand that becoming more self-sufficient with food requires that communities get behind local production at scale.

"True local production at any scale is worth supporting," Muise said.

For Maui Nui, a venison industry at scale means a better managed axis deer population, protection of critical watershed systems, employment for potentially hundreds of people, and food for local communities.

And no more dump truck-size loads of soil going into the ocean.

For more information, visit MauiNuiVenison.com.



HAPPY HOLIDAYS FROM HFIA

**CELEBRATE THE SEASON BY SHARING GIFTS, HOLIDAY SPECIALTIES,
AND LOCAL DELIGHTS FROM HFIA MEMBERS!**



Left: Meadow Gold POG Passion Orange Guava, Safeway O Organics Roseberry Rooibos, Pepsi Mango from Times Supermarket; **Center:** KTA Super Stores Mountain Apple Brand Red Hot Lava Cookies, ABC Stores Gift Card, Hawaiian Sun Lilikoi Pancake Mix, Zippy's Restaurant Gift Card; **Right:** La Tour Hawaiian Style Furikake Puffs, Foodland Maika'i Toffee Pretzel Sea Salt Milk Chocolate, Korbel Brut distributed by RNDC available at Tamura's Fine Wine and Liquors; Gift boxes and packaging from Longs Drugs



Left: ABC Stores Gift Card, Kaua'i Coffee 100% Hawaiian Coffee Medium Roast, Zippy's Restaurant Gift Card, Down to Earth Organic Very Berry Mix, Hawai'i Volcanic Premium Artesian Water; **Center:** Bud Light Seltzer Iced Tea, Diamond Bakery Hawaiian Shortbread Lychee, 7-Eleven Hawaii Sweet & Sour Shredded Mango, Hawaiian Springs Water; **Right:** Maui Style Maui Onion Potato Chips, Tamura Super Market Sesame Crunch, Salty Wahine Gourmet Hawaiian Sea Salts Passion Fruit Cane Sugar, Coca-Cola from Nanakuli Superette



JOE CARTER
Vice President-
General Manager

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Aloha HFIA members, business leaders and friends,

I'm honored to have served a four-year term within the HFIA family. My tenure as chairman is coming to an end and I'm excited to hand over the gavel to Charlie Gustafson, who will continue the positive drive and momentum in the upcoming year.

The Hawaii Food Industry Association has built a foundation of local leadership that continues to bring value for businesses on the Islands. The challenges during the pandemic have taught all of us how to operate differently, adapt to change and communicate with one another on how we can better serve our people and consumers who continue to support local businesses. We (The Odom Corporation) will continue to support HFIA in years to come and believe our local engagement, relationships and values play a critical role with all suppliers and retailers.

I want to give a BIG mahalo to:

Lauren Zirbel, Alexis Chapman, Kit Okimoto, Larry Ishii, Mike Kaya, Miyuki Hirano Hollingworth, Toby Taniguchi, Jay Higa, Paul Kosasa, Wendy Fujio, John Schilf, Derek Kurisu and the entire HFIA committee for all the support throughout the last four years.

I'm excited for our new Chairman Charlie Gustafson, Vice Chairman Eddie Asato and Secretary Treasurer Gary Okimoto.

Mahalo,



Joe Carter



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HFIA 2021 CHAIRMAN'S AWARDS

This year HFIA is very pleased to honor two exceptional individuals who have been integral to the success of our Association. The challenges of the past 2 years have made us more aware than ever of the importance of the connections that keep our industry strong, and the people who create the opportunities for us to build those connections.



MIKE KAYA

Mike has long been recognized as a leader in our industry. During his many years with Meadow Gold Dairies, he was part of the team that pioneered new products and oversaw a time of tremendous growth for the legacy brand.

After his retirement Mike has continued to contribute to our industry in important ways. All our HFIA Members know him as our HFIA Director Of Golf (D.O.G.) The golf tournaments have always been one of our favorite HFIA events each year and Mike always goes above and beyond to make sure everyone has great time. These last two years we have a renewed appreciation

for the importance of our tournaments. During the COVID-19 pandemic we all missed our usual Spring Golf tournament, Convention, and other events that bring us together each year. When outdoor events were allowed again Mike was willing to jump on the opportunity and planned a December Golf Outing with very little notice, under new COVID-19 restrictions, at a new location. The day was a great successes and inspired us to go ahead with our 2021 Spring Golf Outing. This day once again required Mike to go above and beyond and was one of our most successful events ever!

In addition to being crucial opportunities for industry networking and fun, our golf tournaments and other events are also signature fundraising opportunities for the Hawaii Foodbank. Over the years tens of thousands of dollars have been raised at HFIA events to



LARRY ISHII

Here in Hawaii local banking is the backbone of our local business community. As Senior Vice and Manager, Commercial Banking Officer Larry Ishii of course knows banking. As a Board Member of HFIA and one of our most active Associate Members Larry also knows a lot about our industry. Making these connections within our business community and keeping them strong is one of the things that makes doing business in Hawaii great, and Larry is an important part of that.

Larry also helps make important connections happen by being an integral part of HFIA's event planning Committees. Every year we know that we can look

forward to a range of fun networking events especially our Annual Social and Convention. What many may not know is how much work our volunteer Social and Convention Planning Committees do behind the scenes to make these events happen, and make them fun! Themes, decorations, food, products, and logistics all go into each of our events. For years Larry has graciously taken a leadership position in making sure our events have what they need where and when they need it. Making our events a success is a big part of what makes our Association a success and we know Larry is an important part of that.

help feed Hawaii families. These events would not be the success they are without Mike Kaya and Larry Ishii. On behalf of our Chair Joe Carter, all of us at HFIA are pleased to honor Mike and Larry with our 2021 Chairman's Awards.



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MEMBER NEWS



FRITO-LAY

In September Frito-Lay announced that they would be introducing an industrially compostable bag for their Off The Eaten Path brand. The bag is part of a larger plan to design 100% of their packaging to be recyclable, compostable, biodegradable or reusable across its portfolio by 2025.

David Allen, vice president of sustainability, Frito-Lay North America explained, "We are investing in plans to scale circular food packaging that is recyclable, compostable, biodegradable or reusable and sharing that technology to build a more sustainable food system for us all." The bags were rolled out in select retailers starting this fall.



HAWAII ENERGY

Hawaii Energy will soon be offering the Supermarket Educational Energy Audit Program to help food retailers identify and scope opportunities to reduce energy use and save money. Through a free educational energy audit, retailers can expect to learn effective methods for controlling costs in operations while identifying practical investments to improve building performance. Live webinars will soon be scheduled to outline program benefits. To learn more about the program or sign up for a webinar, please contact Hawaii Energy's Grocery Energy Advisor at Marissa. Kunsch@leidos.com.



JPG HAWAII

JPG Hawaii is happy to announce that we now carry the CareStart™ COVID-19 Antigen Rapid Test Kits.

This is an FDA Emergency Use Authorized test. See OneOahu.org for vaccination exemption specifications from the City of Honolulu.

Regular selling price per box is \$240, but we are extending a special rate of \$225 for HFIA members. (20 tests @ \$11.25 per test)

Pickup is at JPG Hawaii in Kakaako and deliv-

ery options are available upon request.

We have a strong supply chain and inventory restocks every 3-4 days.

In addition, we also have strong supplies of Powder Free Nitrile Gloves with cases in the \$140-150 range depending on brand.

Contact us at 808.429.4544

bg@JPGhawaii.com for more information.



COCA-COLA NORTH AMERICA

We are evolving our business strategy to become a total beverage company by giving people more of the drinks they want. This strategy includes changing recipes to reduce added sugar, promoting low and no-calorie beverage options and making smaller packages more available to enable portion control.

The Coca-Cola Company supports the current recommendations of several leading health authorities that individuals should not consume more than 10% of their total calories from added sugar. We are taking action on reducing added sugar even where it means changes to our most popular, time-tested products—putting our strength in innovation to meet our consumers' evolving needs.

What is in our products is essential. We use the highest quality and cutting-edge ingredients, provide reduced and no sugar alternatives, and source sustainably and ethically.

18 of our 20 top brands have a reduced or zero-sugar option. We know eating and drinking less added sugar is increasingly important to many, so we're taking action across our products to meet consumer needs.



TRADE MEDIA HUI

A new brand, expanded printing capabilities and new executive leadership heralds in a new year and broadened direction for Trade Media Hui, formerly Trade Publishing Ltd. For 66 years the publishing and printing company



has served many trades, organizations and partnerships and, in December, adopted a new brand—Trade Media Hui—to better reflect its goals for the future. Along with expanding its printing equipment,

the company welcomes Jay Higa as Vice President - Business Development. Higa formerly was Vice President-Business Development/Regional Sales with the Honolulu Star-Advertiser and was responsible for all 3 neighbor island daily papers as well as visitor magazines on those islands. A veteran of 32 years in the newspaper industry, he also handled major accounts including the company's largest account, Longs Drugs, commercial printing, direct mail, online and generating sales opportunities across all islands. A 20-year active member of the HFIA Board of Directors, he currently serves on the Social and Convention committees and was past chair for several years of the annual convention.



HFA (HAWAII FOODSERVICE ALLIANCE)

Recently, HFA's owner, Chad Buck, purchased all of the assets of the former Big Island Dairy located in Ooka, including the newly built pasteurization and processing facilities for fluid milk, juices, butter, and cheese. Buck reached a deal with the former owners for 100% of the assets just weeks before the equipment was scheduled to be sold at auction and shipped out of Hawaii to the mainland. According to Buck, he felt it would have been a tragedy for the state of Hawaii to lose a state of the art dairy processing plant. The hope for the 2,300 acre property and processing facilities is to support the local communities with a community centric, artisan, grass fed dairy providing value added products like yogurt, cheese, butter, juices, and fluid milk. The farm is designed to support other local dairies through growing and supplying feed and purchasing milk from these dairies for value added processing and distribution to market. Currently, the tall, green grasses of the Ooka property are a temporary home to 500 head of cattle that were recently displaced due to the largest fire in Hawaii's history that burned 35,000 acres of Parker Ranch.

To round out the year, Buck also took over and renovated the slaughter and processing facility for Niihau and Kauai. Buck's first focus was bringing the plant and processing up to a higher level of food safety and certify the plant and the lamb, Eland, and cattle of Niihau as organic. The new operation, Niihau Ahiu Provisions LLC, was certified as organic by CCOF in July of this year. According to Buck, working closely with Bruce Robinson, his family, and the people of Niihau, to help protect Niihau's untouched ecosystem through the sustainable harvest of organic lamb and Eland is an honor and a responsibility that we all take seriously.



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



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THANK YOU CONVENTION SPONSORS! YOU ARE THE REAL THING!

We are so excited to be able to gather together again and see you all in person. We know 2021 HFIA "It's the Real Thing" Convention is going to be a very special weekend and it would not be possible without the generous support of our 2021 Convention Sponsors.

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THE LAST WORD

BY LAUREN ZIRBEL

This past year has once again challenged our industry in many unexpected ways. Product shortages, supply chain issues, inflation, labor shortages, and COVID surges in our state and around the world have made it harder than ever for our businesses to continue to do business. And once again our industry and our members have risen to the challenges and continued to innovate and find new ways to ensure that their customers can have Happy Holidays no matter how they're celebrating. We've seen our members continue to create new products, find new ways to staff and serve customers, meet new demands for new types of holidays and do whatever it takes to keep our state fed.

As an association HFIA has been adapting too. We can't wait to be able to gather together again as soon as possible, but in the meantime we've been enjoying the advantages of having our meetings virtually. Online meetings have allowed us the flexibility to have a wide range of speakers in different locations and bring valuable information to our members. In August Stefan Kalb CEO of one of our newest members Shelf Engine. Stefan was able to join us from California and shared insights on ordering and managing inventory with the goal of maximizing profit and minimiz-

ing loss. We also heard from digital marketing expert Albet Buddahim. Albet's presentation, brought to us by the Harris Agency, focused on the ways that e-commerce and brick and mortar are intersecting in the new retail economy.

This September we were able to feature a meeting packed with a range of speakers on several important topics. To give us an update on the Safe Access Oahu program we had City and County of Honolulu Managing Director Mike Fornby; Gabe Provenza, Deputy-Corporation Counsel; Amy Asselbaye, Executive Director, Office of Economic Development; and Molly Pierce, Call Center/OneOahu Manager, Office of Economic Development. We also heard from Brian Kealoha of Hawaii Energy on the importance of energy efficiency and some exciting new programs, including one specifically for grocers, that they offer to help improve efficiency. Finally we got an update from Tamara Farnsworth Division Manager, County of Maui Department of Environmental Management, Environmental Protection & Sustainability Division, and Henry Gabriel from Honolulu's Department of Environmental Services on the Maui and Honolulu plastic food ware ordinances.

In addition to our meetings we've also continued to adapt the Made in Hawaii Festival. Having an in person Festival is of course our ultimate



goal, and whatever the status of the live festival we're very pleased to offer our Made in Hawaii vendors and customers access to the Made in Hawaii Festival Online Marketplace. There are a number of websites that offer "Hawaii" products, but there is only one Made in Hawaii Festival Online Marketplace. Our site provides shoppers around the globe with access to a curated group of local businesses selling genuinely Made in Hawaii products. The Online Marketplace was created to help keep our vendors and customers connected during the shutdown. It has evolved into an important platform for Made in Hawaii businesses to extend their e-commerce reach and for customers to connect with the types of local companies and product they're looking for.

As we look towards the New Year we may not know the form that our holidays and celebrations will take, but I know that the innovation, adaptation, and tenacity that our industry has demonstrated will keep us moving in the right direction.

The graphic features a dark background with various geometric shapes and pineapple icons. In the top left corner is the HFIA logo (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!". At the bottom, it says "JOIN HFIA ONLINE TODAY!" and provides the website "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!

THANK YOU!

TO EVERY GROCER, RETAILER, CLUB, CONVENIENCE STORE, RESTAURANT, FARMER,
MANUFACTURER, BAKER, RANCHER, PROCESSOR, BUTCHER, DISTRIBUTOR,
SHIPPER, CLERK, CASHIER, STOCKER, RECEIVER, BAGGER, WAREHOUSE WORKER,
WHOLESALE, DELIVERY DRIVER, CART SANITIZER, DELI WORKER, MERCHANDISER,
PRODUCE SPECIALIST, CHEF, WAITER, DISHWASHER, JANITOR, BUYER, CUSTOMER
SERVICE AGENT, HR PROFESSIONAL, MAINTENANCE WORKER, AND IN-HOUSE HEALTH
TEAMS THAT WORKED TIRELESSLY TO KEEP US AS SAFE AS POSSIBLE - THANK YOU!

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YOUR COURAGE, DEDICATION, AND PROFESSIONALISM,
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