

HAWAII

SUMMER 2022

RETAIL GROCER

THE MAGAZINE OF THE HAWAII FOOD INDUSTRY ASSOCIATION

**LOCAL AGRICULTURE
ADAPTING TO
CLIMATE CHANGE**

**HAWAII'S CACAO
INDUSTRY IS
GROWING**

**END OF SESSION
LEGISLATIVE UPDATE**

**HFIA GOLF AND
SOCIAL PHOTOS**

SUMMER FOCUS:

GROWING LOCAL

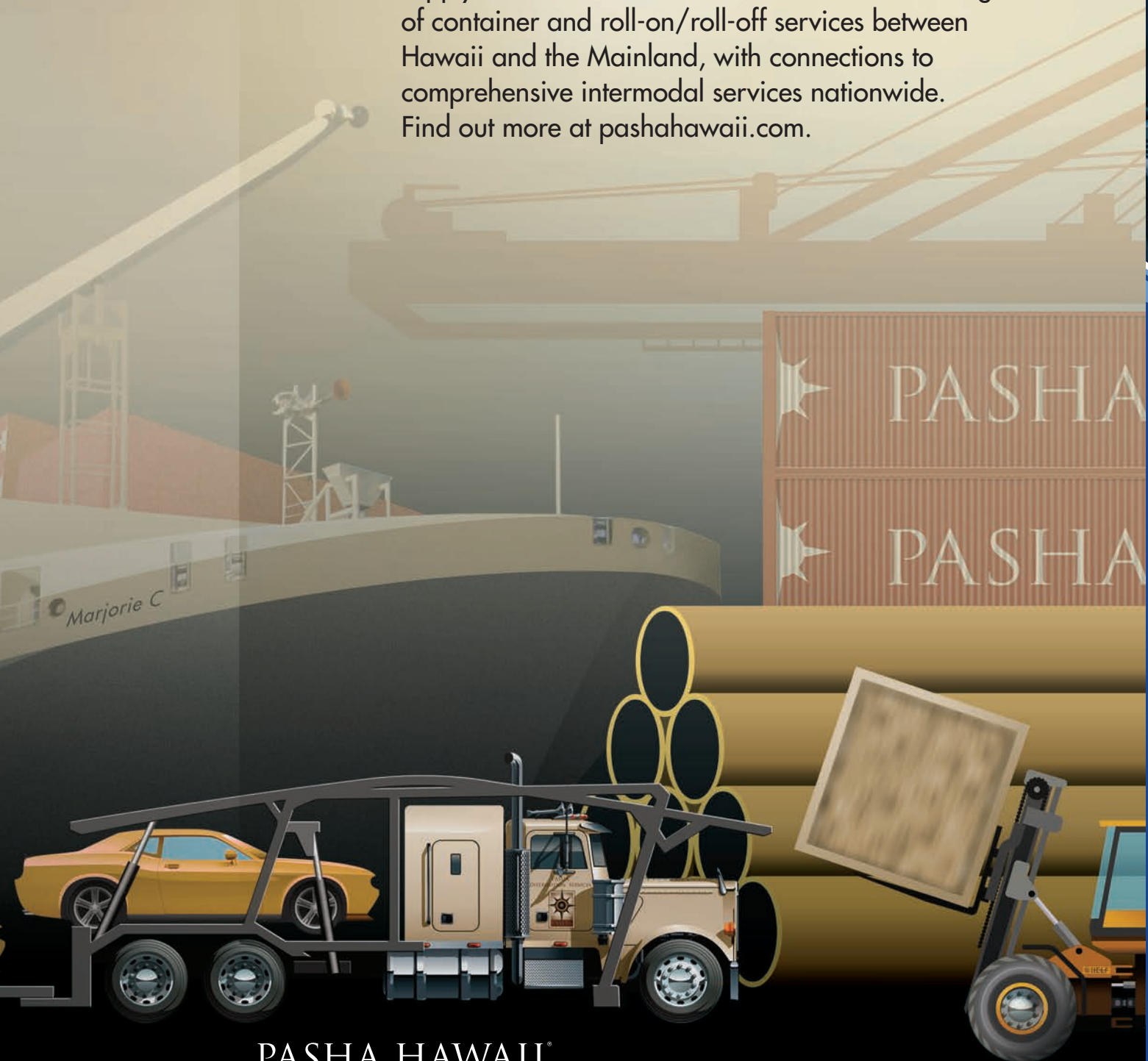


Plus a 52-page commemorative on the past five decades of the HFIA through written reflection and over a hundred photos of history and fellowship.



Serving Hawaii Is Our Business

Pasha Hawaii's dynamic shipping network and knowledgeable professionals are here to serve your supply chain needs. Pasha offers the broadest range of container and roll-on/roll-off services between Hawaii and the Mainland, with connections to comprehensive intermodal services nationwide. Find out more at pashahawaii.com.



PASHA HAWAII®



You're Someone Special

Serving Aloha Since 1916

As Hawai'i's locally owned and operated grocery store, we strive to make you feel like someone special every day.

KTA Downtown, Hilo
321 Keawe Street
808-935-3751

KTA Puainako, Hilo
50 East Puainako Street
808-959-9111

KTA Waikoloa Village
Waikoloa Highlands Center
808-883-1088

KTA Waimea
Waimea Center
808-885-8866

KTA Keauhou, Kona
Keauhou Shopping Ctr.
808-322-2311

KTA Kailua-Kona
Kona Coast Shopping Ctr.
808-329-1677

KTA Express, Kealahou
81-6602 Hawaii Belt Road
808-323-1916

www.ktasuperstores.com



12



ANTHONY CONSILIO

16



COURTESY OF MAHI PONO, LLC

DEPARTMENTS

Chair's Message.....	6
NGA Update.....	8
Legislative Update	10
New Members.....	20
Member News.....	21
HFIA National Legislative Update.....	26
The Last Word.....	26

FEATURES

HFIA's "The Godfather" 2022 Social	12
Growing Local in the Face of Climate Change	16
Hawaiian Chocolate & Cacao are Turning Up in Interesting New Products	18
HFIA Spring 2022 Golf Tournament	22

HAWAII RETAIL GROCER

Hawaii Retail Grocer is a quarterly publication of the Hawaii Food Industry Association

PUBLISHER

Lauren Zirbel

EDITOR

Alexis Chapman

WRITERS

Alexis Chapman

Keith DeMello

Lauren Zirbel

ART DIRECTOR

Dustin Koda

ADVERTISING

Jennifer Dorman

David Kanyuck

Barry Redmayne

PUBLISHING AND PRINTING PARTNER

Trade Media Hui



Cacao blossoms and tiny pods at Mauna Kea Cacao. Photo by Orion Eckardt for Mauna Kea Cacao.

All editorial content ©2022 by the Hawaii Food Industry Association. No part of this publication may be reproduced without prior approval of the publisher.

Please address all correspondence to:
1050 Bishop St., PMB 235
Honolulu, Hawaii 96813

Phone: 808-533-1292
www.hawaiiifood.com

Advertising inquiries?
We're here for you!

Please feel free to contact
Barry Redmayne at 808-738-4950.

*Trade Media Hui, your
full-service media partner.*

COME HOME TO MEADOW GOLD.



Hawaii's Dairy
SINCE 1897

In the little moments shared between keiki and kupuna—and in homes all across Hawai'i—lives the Meadow Gold story.

For years, we've gathered around the kitchen table in times of change and celebration, coming together over familiar favorites crafted with care by local hands from our island factories.

As we celebrate 125 years of those special Meadow Gold moments, we want to say mahalo for inviting us to your table, and being a part of our story.

Mahalo Hawai'i for 125 years of Meadow Gold.



CHAIR'S MESSAGE

Aloha HFIA Team,

This year marks the 50th Anniversary of HFIA's Founding. In the last 50 years our state, our industry, and our association have changed dramatically, but many things have stayed the same. HFIA was founded under the idea that our voice could be stronger together. Even though many of our member companies are competitors in business, we can also collaborate to maximize positive impacts for our industry, our communities, and our state. In 1972 HFIA's founders probably could not have anticipated the challenges and opportunities of things like online grocery ordering, automation, and the complexity of the current global supply chain. What they did anticipate was that whatever the future held we would face it, and shape it, more success-

fully together.

The past two years have shown time and again that this is true. HFIA and our member businesses have shaped this industry in Hawaii for the last half century and enabled us to weather each new storm together. Through the pandemic, statewide shutdown, supply chain disruptions, and labor shortages HFIA has supported our member companies as they found solutions and continued to feed our state. During these times I am grateful that our essential industry has had HFIA as a resource, a network, and an advocate. I am honored to be your chair during this historic time for our association celebrating 50 years, and I know that whatever challenges and advancements the next 50 years will bring, we will continue to be better together.



Aloha,

Charlie Gustafson
Chairman
VP, Store Operations
Tamura Super Market

Tastes of the Pacific

Expand your market reach to the growing Pacific Islander communities!

- Exclusive Products
- Competitive Pricing
- Same-Day Delivery

Supplying Over 120 Stores Islandwide!

Micronesia Imports

Call Archie McCoy • 561-1617 • archie.micro@gmail.com • micronesiaimports.com

Sustainability is a gift to the next generation.

Candice Marrs and her son
visit the sustainable crops
at Kualoa Ranch, O'ahu.

Featured Sustainable Crops:



'Ulu

A single 'ulu
tree can live
for 50 to 100
years or more
and produce
hundreds,
even over a
thousand,
pounds of fruit
annually



Kalo

Rich in fibre,
minerals and
nutrients such
as vitamins C
and B1, kalo is
one the most
important
staple foods
of Hawaiian
history



PHOTO BY SEAN MARRS

LOCAL FOOD

RENEWABLE ENERGY

MULTIMODEL TRANSPORTATION

ELECTRIC VEHICLES

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



During a recent visit from NGA President Greg Ferrara the Okimoto brothers took him and HFIA Executive Director Lauren Zirbel on a tour of the Waianae Store, one of several local stores owned by Okimoto Corp.

From left, Kyle Okimoto, Greg Ferrara, Kit Okimoto, Lauren Zirbel, and Kris Okimoto

been working to identify champions to bring reforms to credit card swipe fees, which totaled more than \$130 billion last year alone.

The majority of NGA's tax work has been playing defense as the White House and congressional Democrats had their sights late last year on a \$2-\$3 trillion Build Back Better (BBB) package that would be paid for, in part, by substantial tax increases on businesses and individuals. Democrats, however, continue to be locked in negotiations over their post-BBB tax plans but face a short timeline to pass any tax changes before the midterm elections. NGA and various tax coalition partners continue to be hard at work fighting against tax hike proposals.

2022 will likely jumpstart discussions on Capitol Hill surrounding the future of federal nutrition programs. The House and Senate Agriculture committees are beginning the process of preparing to write the next Farm Bill, with the expiration date of the current 2018 bill set to occur in 2023. Farm Bill hearings have already kicked off, which means that SNAP and pandemic-era programs like P-EBT will get a thorough review. NGA is working closely with Agriculture Committee members and leadership as this process moves along, fighting to ensure these programs work for its members.

As NGA celebrates its 40th anniversary this year, we will look to continue to champion the independent sector by advocating for a level playing field and policies that advance independent community grocers and wholesalers. While we have made progress over the last 40 years, there is always more work to be done to ensure independent grocers will maintain their position as the heart of local communities across the nation.

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

CONGRESS REVISITS 2022 TO-DO LIST AHEAD OF CAMPAIGN SEASON

BY GREG FERRARA
PRESIDENT AND CEO, NATIONAL GROCERS ASSOCIATION

While the invasion of Ukraine and the U.S. Supreme Court kept Capitol Hill buzzing this spring, both parties have their eyes already set on the midterm elections that will likely lead to an extended period of partisan gridlock for the remainder of the year.

Despite this political groundhog day, NGA remains focused on advocating on behalf of independent grocers throughout the country, ensuring their priorities are heard on both sides of the political aisle.

Consumer worries regarding the persistent supply chain challenges and soaring inflation have elevated concerns both in the administration and among members of Congress, particularly vulnerable Democrats hailing from battleground states. Expect to see a renewed focus on the economy, including efforts to pass legislation, dubbed the COMPETES Act of 2022, to increase America's economic competitiveness with China. Both the Senate and House versions of this bill have undergone a number of changes to address broader economic and foreign policy con-

cerns. At the time of this writing, a problematic provision that would create mandatory online country-of-origin labeling for internet sales of a variety of imported products had been amended to remove

Expect to see a renewed focus on the economy, including efforts to pass legislation, dubbed the COMPETES Act of 2022, to increase America's economic competitiveness with China.

food products from the bill. Advocacy efforts from NGA members were crucial to getting this change across the finish line.

Soaring costs of goods have also sparked renewed interest from both Democrats and Republicans on payments issues, particularly swipe fees and the impact they have on merchants and consumers. NGA and its retail trade partners that make up the Merchants Payments Coalition have



United As One



PPRM

Pan Pacific Retail Management
HAWAII



**MARUKAI
WHOLESALE
MART**



SHIMA'S
SUPER MARKET

FUJIOKA'S
WINE **times**

A Proud Supporter of HFIA



LEGISLATIVE UPDATE

BY LAUREN ZIRBEL

On May 5 the Hawaii State Legislature adjourned, bringing to a close another very successful year for HFIA. This was also an extremely challenging year. With many of our state legislators running for new offices in 2022, legislation with strong popular support seemed to take precedence this year. In spite of some very uphill battles, we were able to achieve positive results on key legislation, stop some very damaging bills, and minimize negative impacts of other mandates.

MINIMUM WAGE

As anticipated, a minimum wage increase passed this year in the form of HB2510. There were many versions of the increase. HFIA worked with a coalition of other local business groups to help educate our legislators about the negative impacts of increasing minimum wage too much too quickly. While the one that passed was not exactly what we had hoped, it is not the most extreme version. It also makes the state earned income tax credit refundable and permanent, which we support. Per this measure the new minimum wage rates will be \$12.00 per hour beginning October 1, 2022; \$14.00 per hour beginning January 1, 2024; \$16.00 per hour beginning January 1, 2026; \$18.00 per hour beginning January 1, 2028.

UNEMPLOYMENT INSURANCE

HFIA supported several measures to avoid a drastic increase to required unemployment insurance contributions due to the fund's depletions during the pandemic. HB2471 passed which, "Amends the definition of "Adequate Reserve Fund" to exclude the benefit cost rate from June 2020 through August 2021, for calendar years 2023 through 2030." We'd like to thank Jason Higa for his hard work and expertise which were essential in addressing this issue for Hawaii businesses.

LOCAL FOOD AND BEVERAGES

This year we were very proud to support a wide range of measures to support local food. The following measures passed with

HFIA's support:

HB2307 Appropriates moneys to the department of agriculture to provide education and support to local businesses regarding the United States Food and Drug Administration's industry guidance on colored sea salt.

SB2960 Requires the Department of Agriculture to partner with Hawaii's agricultural community to establish and implement a food safety certification training program to help small- to medium-sized farms comply with federal food safety certification mandates.

SB2218 Requires the Department of Agriculture to establish a five-year food hub pilot program to increase access to local food.

HB1568 Requires the department of education, department of health, department of public safety, department of defense, and University of Hawaii system to ensure that a certain percentage of food purchased for public schools, youth campuses, public hospitals, public prisons, and University of Hawaii system academic programs consists of fresh, local agricultural products or local value-added, processed, agricultural, or food products.

PLASTIC, WASTE, RECYCLING, AND BANS

One of the most problematic bills that came up this session was HB2399 which was erroneously referred to as an Extended Producer Responsibility or EPR bill but was in reality just an added fee or tax on many food items and other packaged consumer goods. HFIA opposed this measure and it did not pass. However, it did make it to conference and we anticipate a variety of other EPR and packaging measures to come up again next year.

Plastic microbeads are banned in personal care products under Federal law, so HFIA opposed SB2290 which also bans plastic microbeads in personal care products. This measure passed and we believe that number of products will be minimal, if any, due to the existing Federal law.

Bills aimed at banning all but two types of sunscreen were also heard and opposed by HFIA and did not pass.

ALCOHOL AND TOBACCO

Several measures aimed at increasing liquor taxes were heard again this year, HFIA opposed these as they hurt local businesses and ultimately none passed. SB2125, which HFIA opposed, passed unfortunately. It increases the maximum allowable fine for violation of liquor control laws by a licensee from \$2,000 to \$5,000.

HB1570 also passed, it bans the sale of flavored tobacco products and mislabeled e liquid products. HFIA submitted comments on this, and similar measures, noting that tobacco and nicotine products are Federally regulated for good reason and that overlapping or contradictory state regulations are not advisable.

LABELING

Another potentially extremely damaging bill that was heard this session was SB2951 which "Requires all agricultural products sold to consumers directly or through wholesale to be displayed with a label or sign containing an identity statement declaring the products' geographical origin. Imposes penalties on vendors who display products with incorrect or misleading labels regarding the products' geographic origin." HFIA opposed this measure and used our testimony to educate our legislators on why this would not be feasible.

HB1517 was intended to make the rules around coffee blending labeling even more strict. HFIA opposed this measure on the grounds that labeling should be left to local coffee companies. The measure passed as a study.

HTDC

HFIA was pleased to once again support a range of bills to support the Hawaii Technology Development Corporation. SB2808 passed, it appropriates funds to the Hawaii Technology Development Corporation for the State Small Business Credit Initiative Program. We were advised that language to fund other HTDC programs was incorporated into the State Budget Bill HB1600.

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



Coca-Cola **HAWAII**
BOTTLING OF
A SUBSIDIARY OF THE Odom CORPORATION



THE **Odom** CORPORATION



HFIA'S 2022 SOCIAL THE GODFATHER

ALL PHOTOS BY ANTHONY CONSILIO

The 2022 Social was a very special opportunity to get together again and celebrate and strengthen the connections that keep our HFIA network strong. We are so grateful to all Sponsors whose generous support made this great event possible. We'd also like to thank our wonderful Social Committee for all your hard work and creativity, thank you to our Chair and Charlie Gustafson "The Godfather," and a big Mahalo to everyone who attended and made this event so enjoyable!

Thank you to all our Prize Donors: Hawaiian Airlines, Tamura Super Market, C&S Wholesale Grocers, Coca-Cola Bottling of Hawaii, Don

Quijote, Frito-Lay, HFA, Matson, Paradise Beverages, Pint Size, RNDC, Tamura Enterprises, Times, Zippy's, and Scanlan Management.

A very special thank you to Alvin and Pat Okami for the donation of a ukulele from Ko'Aloha Ukulele in memory of Lester Oda.

Thank you to all our Product Donors: Tamura Super Market, HMAA, 7-Eleven Hawaii, Advantage Webco Hawaii, Brokerage of Quality Foods, Coca-Cola Bottling of Hawaii, Diamond Bakery, Dole, Frito-Lay, HFA, KOHA Foods, Meadow Gold Dairies, Anheuser Busch - The Odom Corporation, Paradise Beverages, Pint Size, Punaluu Bakeshop, and Waialua Fresh Eggs.

THANK YOU TO OUR SOCIAL SPONSORS!

PRESENTING SPONSOR



TITLE SPONSORS



BOSS SPONSORS







BACARDI

50
Years



PRESIDENT'S MESSAGE

Dear Valued HFIA Members,

As I write this, I'm returning from the first neighbor island education event HFIA has hosted in over a decade. The event was a resounding success in that it helped to connect farmers, producers, and retailers, and empowered them to increase our local food sustainability and resiliency. I look forward to hosting more of these types of events in the future to continue the important work of increasing the availability of locally grown and manufactured food at grocery and convenience stores across Hawaii.

These last two years have been difficult for everyone who works in the food industry. Our members showed incredible work ethic and succeeded brilliantly at keeping everyone in Hawaii fed despite extraordinary challenges caused by the global pandemic that we are all still dealing with every day. The pandemic changed how we do business. It devastated our tourism dependent economy but also spurred innova-

tion and accelerated the push to increase locally sourced food. By sticking together, we survived the pandemic, and are in a strong position to pursue positive change in our industry.

I gave birth to my second son, Mason Lyon Marsh, on July 20, 2020 during the peak of the pandemic. He is extremely resilient, positive, and full of ALOHA just like all of you! I look forward to continuing the important work of building a resilient, positive, and aloha based food industry so that all people in our state can continue to thrive no matter what global events come our way.

When I first started working at HFIA almost 15 years ago, I was absolutely blown away by the kindness and compassion of our membership. It is truly a very special person that is called to work in the food industry. Our work is hard, time-consuming, labor intensive, fraught with numerous ever-changing regulations and rules, but our work is essential.

Here's to 50 more years of doing essen-



tial, life-changing work! Mahalo to all the selfless people whose support, kindness, and aloha allow our mission to persevere. You have changed my life and touched the life of every single person who enjoys good food and depends on your hard work for nourishment.

With gratitude,
Lauren Zirbel
President and Executive Director
Hawaii Food Industry Association

HFIA ICHIBAN!



CONGRATULATIONS ON 50 YEARS!

Oi Ocha Unsweetened Green Tea

Japan's #1 green tea brand

808-847-4477





Congratulations



years Anniversary

♥ **Longs Drugs®**



Coca-Cola **HAWAII**
BOTTLING OF
A SUBSIDIARY OF THE ODOM CORPORATION

Aloha HFIA Team,

Congratulations and cheers to 50 years! I'm very proud of HFIA and all of our members for hanging in there the last two years. We continue to display positive momentum in the local communities we serve. The value of being an HFIA member is powerful and everyone's voice matters.



Big mahalo to Lauren Zirbel, Executive Director and Alexis Chapman, Director of Operations, for leading all of us suppliers and retailers through challenging times.

I look forward to the future success in Hawaii and how our members will make a positive impact with legislators, communities and most importantly, 'our employees'. Cheers to the next 50 years and let's continue to WIN together.

Our future is bright.

Joe Carter
VP-GM Coca-Cola Bottling of Hawaii
The Odom Corporation

THE HAWAII FOOD INDUSTRY ASSOCIATION: PAST, PRESENT & FUTURE

BY JASON Y. KIMURA

How is HFIA past, present, and future the same but different? That is the question we attempt to answer upon the 50th anniversary of the Hawaii Food Industry Association. The answer starts with the HFIA mission: “The Hawaii Food Industry Association actively promotes the interests of Hawaii’s food and beverage retailers and suppliers through highly effective government relations and advocacy, member education, and industry and community relations.”



As important as all of that is, words don’t bring the organization to life. The people and families of HFIA do.

“All of HFIA members’ children grew up with everybody,” says Derek Kurisu, Executive Vice President of KTA Super Stores, whose 36-year-old son Blake was just 5 when he and his young family first attended an HFIA convention. “[Members] bring their family, their kids—it’s not only about business, but family. The kids get to know what you do for a living and the importance of relationships and getting along, plus they get a whole bunch of calabash aunties and uncles.” That’s still true today.

Kurisu says HFIA builds the future by building people and by building a stronger industry, but we’re getting ahead of ourselves. How did HFIA get its start and what were the principles of its founder?

HFIA PAST

It started with the late Dick Botti. (See the full story on Botti, page 10.) He took what he had learned earlier in his career about the representation of independent businesses combined with what he thought he knew about lobbying to establish LISH (Legislative Information Services of Hawaii) in 1970.

Even as LISH was only just beginning to gear up, Botti established the Hawaii Food Industry Association from scratch in 1972. Botti’s focus shifted to HFIA after he found-

ed it. The organization became vibrant because wholesalers and suppliers were able to put aside their differences and work together. Botti fostered this by creating an arena where all were equal and where the value of what they brought is what counted.

“When I first got involved, what really stood out coming from Hawaii Island was meeting all these people you only saw on TV,” recalls Derek Kurisu of KTA, who came to his first convention as a buyer for KTA. He has since served two terms leading HFIA’s Executive Committee. “I was from the country, so it was intimidating, but then you become friends! You start talking to the owners of big companies and find these are real people. HFIA helps you grow in the industry, gives you confidence.”

What stands out most for Paul Kosasa, President & CEO of ABC Stores and former HFIA Chair, is the comradery of suppliers and retailers. “It’s always been competitive, but not cutthroat,” he says. “HFIA is a community-oriented group that shares common concerns. Everybody is so friendly and generous to each other. Prior to Dick, the food industry was more fractured and not organized. HFIA consolidated our voice. In the past, there were many more mom and pop shops, but it didn’t matter whether you were big or small. It didn’t feel like a business organization—it felt more like a big, fun social club.”

Botti admitted that he was like a bull in a china shop at the legislature in the begin-

ning. “I’ve learned that you can’t just go in and kill, kill, kill,” he explained. “You have to solve the problem.” Botti was pro-business and consumer, but not at the expense of the environment.

You have to run a nonprofit like a regular business or it won’t succeed, Botti believed. His business ventures made money, like the customized grocery bags for supermarkets he developed. The advertising sold and printed on the main panels made HFIA over \$30,000 a year on commissions and advertising. Other ventures didn’t make money but brought HFIA recognition. Botti created the Rainbow Fever program, which raises scholarship money for athletes. Despite the risk, Botti took on the Made in Hawaii Festival (MIHF), his biggest success. HFIA membership was 450 strong. Botti had taken HFIA from nothing to an association flush with cash.

However, the food industry was turned upside down more than once in the last three decades, and HFIA had to learn to survive. New businesses with new business models came to Hawaii, like they always do. A huge one was the big box stores, which changed the way the food industry operated. With everything based on price, there was a tremendous industry consolidation—retailers and suppliers merged, consolidated, sold, or closed shop, greatly affecting membership.

Membership dues, the Made in Hawaii Festival, the HFIA convention, and golf tournaments brought in money, but it got tough to balance the budget. Botti made major budget cuts in the years before his retirement. HFIA survived. Botti retired at the end of 2010 at age 72, having 40 solid years behind him.

HFIA PRESENT

An HFIA reorganization in 2011 resulted in renewed energy and enthusiasm, despite the difficulties. In the end, the big box store challenge is just that, another challenge. The retail landscape always changes. HFIA, retailers, suppliers—any business—can’t be status quo. Each must eventually find a niche or a new paradigm.

Stan Brown, who was serving as Executive Board Treasurer in 2011, said, “It’s difficult to predict the future. “Japan experienced a devastating earthquake and tsunami and they went from the world as they knew it to one of survival. Whatever materializes, I would like to say that HFIA would be in a po-



Gwen and Dick Botti



sition to represent our industry. If we don't, we would cease to exist."

Browns' statement proved prescient. No one predicted the COVID-19 pandemic and what it would entail. The 2020 in person convention had to be skipped and all financial and logistical functions of the association had to be reinvented to accommodate COVID restrictions and the new realities that came along with the pandemic. Across the board, businesses struggled or closed permanently.

"HFIA members really stepped up to the plate during the pandemic," says Eddie Asato, Sales Director of Pint Size Hawaii and incoming Chair. "The majority of donors to food drives were HFIA members. They also gave their time, like passing out food at Aloha Stadium in the hot sun."

"We wanted to keep members aligned," says Joe Carter, Vice President and General Manager, Coca-Cola Bottling of Hawaii, a Subsidiary of Odom Corp. He served as HFIA Chair for two years during the pandemic. Although the Chair position is normally held for one year, Carter was asked to serve an additional year to provide stability during the difficult and busy time for food industry companies. "Since we couldn't communicate in person, we pivoted to [virtual meetings]. The legislature was still passing bills. Giving testimony online was difficult."

HFIA members also had a lot of things on their plate at their businesses. "The biggest challenge during pandemic was working in stores, following protocols, and safety," says Carter. "Business models had to be changed regarding operations and delivery. Businesses had to reorganize while keeping employees engaged and employed and promoting a positive environment."

"We have to do more with less and change some of the way we operate," says Charlie Gustafson, VP of Operations, Tamura Super Market. Gustafson is the current Chair of HFIA; his term lasts until June 2022. "It's going to be much more challenging now that the stimulus is gone. We're down about 20 percent, labor-wise. It's been hard to find employees that stay—there are many more choices for employment today." Businesses that require in-person employees have been hit the hardest by the Great Resignation brought on by the pandemic.

But there were positives too. "There have been great opportunities," says Toby Tani-

guchi, President and Chief Operating Officer, KTA Super Stores. Taniguchi is past HFIA Chair and current Advisor. "We partnered with a local company to do online deliveries of groceries. People who can afford the extra cost still use the service regularly. Derek [Kurusu] created pop-up restaurants in KTA during the pandemic to help restaurants survive." Kurisu still works with farmers and growers to develop KTA's Mountain Apple brand, though the cost of operations for farms have doubled. Everyone has to make sure they cut out waste and work smart to survive, Kurisu says.

"Companies helped other companies even if they were competitors," says Carter. "We were all hurt by the pandemic, but it shows how strong Hawaii is that we survived." Gustafson adds, "Everyone [at HFIA] did a great job holding things together."

On top of the pandemic, other challenges and issues continue. "There are a lot of environmental issues," says Kurisu. "The food industry is caught in the middle. We're here to serve the people and provide what they need and want, but there are a lot of issues to contend with, like inflation, the high cost of doing business in Hawaii, high cost of housing, electricity, and finding labor. It's not like the old days. Lots of people wanted to work for the supermarket even though it's hard work and all kinds of hours. But the job is not considered as glamorous as before." There are so many other opportunities today. In the past, he says, meat cutter was the best job at the supermarket until pharmacists came in. Now there's tech people. A store must balance how much it can afford to pay while trying to keep prices down.

"We've got to make the job more glamorous," mused Kurisu. HFIA has always been about keeping everybody fed, not only by conducting business and keeping the industry healthy through the legislative process, but by giving back to the community. Perhaps glamour is in one's perspective. One can look at meat cutting as simply doing a

job, or as a part of the essential work of making food available to people.

Taniguchi would agree. Food industry workers worked hard during the pandemic, he says, staying on the front lines of keeping everyone fed, just as the police, firefighters, healthcare workers, and other essential workers were on the front lines.

Supply chain issues are affecting everyone, starting with the shortage of raw materials, which affects the manufacturing sector. There are trucking and shipping problems, and soaring fuel prices. "It's hard to plan ads when you don't know what the supply will be," noted Taniguchi. "It won't get back to normal for a while." Gustafson also stated that he's seeing manufacturers' prices change weekly.

"HFIA was built on keeping prices down," said Asato. "When you're a small retailer, you're a jack-of-all trades. You don't have much time to advocate for bills that will affect your business. Small companies often don't have the know-how or money to pay a lobbyist. HFIA has a bigger voice at the legislature. If you join, everything is on a banner [on hawaiiifood.com] and the directory. Legislators will know your name is on there."

"If there was no HFIA, a lot of small local companies wouldn't be around today,"

HFIA = COLLECTIVE VOICE + FUN EVENTS + COMRADERY + NETWORKING + EDUCATION

There are many valuable aspects of being an HFIA member, including an affiliation with other companies, both inside and outside the food industry. Members have a collective voice at the legislature, share insights and wisdom with colleagues, attend fun events, learn what's on the horizon, and benefit from nationally recognized experts. Events and benefits include:

- Unified legislative and regulatory advocacy
- Weekly Update Email
- Informational Briefs on Major Legislation
- Annual HFIA Convention
- Annual Themed Social
- Annual Golf Tournament
- After Hours Networking Events
- Made in Hawaii Festival
- Seminars & Talks
- Business Meetings
- Retail Management Certificate Program Scholarship





**Legislative Meet
and Greet**



HFIA at Ag Day at the Capitol

agrees Kurisu. "Together we have a voice." Retailers know how things work in the real world, adds Asato. Customers have to pay for compostable packaging and more expensive plastic. Compostable plates are sometimes not the best because they don't hold liquids well. "All these things need to be looked at before a bill is passed," he continues. "It's better to trust the free market or there will be unintended negative effects."

Aside from the pandemic and economic problems, ongoing issues include continuing mergers and acquisitions, government mandates, cyber security issues, and competing with large companies that have the resources to offer more services as well as develop slick mobile apps. "Every kamaaina business knows we're in a global market," says Taniguchi, "and there is a need to stay relevant."

"Today, HFIA is pretty strong in terms of members, and growing each year," says Carter, who put current membership at over 220. "It shows the value of retailers and suppliers coming together on bills, showing why some aren't right for local businesses."

"Currently, I feel HFIA is in a safe place in spite of the challenges from COVID and the fact that the economy turned upside down for a while," agrees Gustafson. "Even now, there may be a recession, but it's always a challenge."

Today, HFIA is still a legislative force in the industry. "HFIA gives us a voice at the legislature," says Gustafson. "As a group, it's a strong voice, and that's going to continue." HFIA still strives to educate its internal and external members. It still impacts the greater community it serves. It still creates the opportunity for internal networking for its members. Finally, HFIA remains an association that celebrates its successes, truly cares about Hawaii's people, and remains an ohana that has fun.

HFIA FUTURE

"Things were simpler before," says Paul Kosasa of ABC Stores, citing the growth of technology, supply chain issues, and rebuilding from the pandemic. "It's the next generation's turn. HFIA is now getting younger with 20- and 30-somethings who have new ideas but the same goals to prosper their businesses." Business models have changed. In the old days, he notes, supermarkets were supermarkets. Now the lines are blurred as supermarkets have pharmacies, coffee shops, florists, bakeries, and ready-to-eat food with dining areas. With digital technology, geography doesn't matter as much anymore because online purchases can be made. ABC Stores still sells its traditional staples and is adding new products such as fine wines and grab-and-go offerings to keep things fresh for customers.

"Young people have creative ideas and are tech savvy, and they understand social media," concurs Eddie Asato of Pint Size Ha-



HFIA members give tens of thousands of dollars to the community each year.

waii. "The young crowd has a different way of thinking outside the box. They could revolutionize HFIA. Sometimes, we can no longer do things the old way. Change is hard, but change is good." He added, "If we make it better for the next generation, they will make it better for Hawaii."

Toby Taniguchi of KTA Super Stores agrees that bringing in young people is key to avoid a generational disconnect. "Tradition and honor are still important though," he emphasized. "We need to build on the shoulders of those who built this organization, but not be stuck in the past." Derek Kurisu adds, "We've got to change with the trends. [At KTA], we're managing our own social media accounts on Instagram and Facebook. Your brand is important."

Taniguchi says HFIA does well but needs to remain relevant. "Hawaii needs to be resilient in a catastrophic storm," he emphasizes. "How can HFIA gather organizations together to keep everybody fed? Hawaii is not a purely transactional place. What are the ways HFIA can be at the table with government and focus on legislative initiatives that

benefit the industry as whole?"

Joe Carter of Coca-Cola Bottling of Hawaii, a Subsidiary of Odom Corp. believes HFIA is headed in a stronger direction for the future with more members understanding what the organization is all about. "It's very impactful for members to understand bills that come our way," he says, noting that HFIA can now represent them in an in-person setting without pandemic restrictions. "Members will realize how HFIA is important to them."

"HFIA is growing and picking up membership outside the food industry," says Charlie Gustafson of Tamura Super Market. "We have freight forwarders, insurance companies, health insurance, banks, and other members that are outside the core of the food industry. I see HFIA continuing in this direction." There is also a construction company, department store, rental car company, and more. Not only does this expansion broaden the scale of HFIA's voice, it also offers better pricing in these industries for members, especially smaller ones. Asato adds that, in turn, HFIA helps these other industries network.

Kurisu believes that if we can focus more on manufacturing our own products, Hawaii would be more stable, have more jobs, and lower the cost of food. "Hopefully, ag bills will make food more competitive and make Hawaii more sustainable," he says. "Local stuff is a part of the solution."

Kosasa says future challenges are different, yet the same: political, environmental, defending our industry. "It's getting tougher now because things like sunscreen and other consumer products are getting banned, but I think we'll be fine."

"I just appreciate all our members," says Carter. "Hawaii is unique. We love working in the communities and at HFIA. We thank all our members and their efforts to make it as a team."

"My hat's off to those who run HFIA daily," says Gustafson. Taniguchi agrees, saying he is grateful to Lauren Zirbel, HFIA President and Executive Director, Alexis Chapman, Director of Operations, and other staff who take care of everyone in the organization.

Throughout its 50 years, the Hawaii Food Industry Association has been remarkably true to the principles and goals of its founder, Dick Botti. It has changed and adapted to challenges and opportunities but held to its mission. HFIA will always be proud to be the legislative voice of the food industry. It's about advocating for all members, including retailers, suppliers, and associates. It's about giving back and having a positive impact for our state. And of course, HFIA is about keeping Hawaii's people fed, families, friendship, and fun!

Asato concludes: "We have fun, but we also work hard to make things happen!" 🍹

CONGRATULATIONS



— ON 50 YEARS! —



7-ELEVEN® HAWAII

LOCALLY OPERATED SINCE 1989.

WWW.7ELEVENHAWAII.COM

Lauren Zirbel speaking at a convention in 2021.



ADVOCACY, RESILIENCE AND SUSTAINABILITY

BY JASON Y. KIMURA

Knowledge is...understanding. After graduating with honors and a degree in Political Science from the University of California at Berkeley, Lauren Zirbel admits her understanding of lobbyists was somewhat negative. That is, until Dick Botti changed her mind. In an unexpected turn in her career, Botti, HFIA's founder and then president, offered Zirbel a job with Legislative Information Services of Hawaii (LISH) doing government relations for a few organizations, including HFIA.

When Botti recruited her, Zirbel was working in L.A. as a legal researcher and paralegal for Simpson Thacher & Bartlett, LLP, one of the most prestigious law firms in the world. Previously, she had worked for CAMFED, a nonprofit organization founded at Cambridge that fights poverty through female education in Africa. Zirbel also has experience as a law clerk for the Ventura County Public Defender's office and as a news and sports reporter for The Daily Californian.

A respected figure at the Hawaii State Capitol, Botti introduced Zirbel to legislators and food industry leaders. "He did a great job mentoring me and explaining how to avoid unnecessary problems at the legislature. He didn't save me from all my mistakes, but he saved me from most of them!" Zirbel laughs. "I'm extremely indebted to him for all the knowledge he imparted to me. It's truly priceless."

Her work at the capitol has helped the food industry fend off undue economic

burdens on businesses. She took a lead role as spokesperson in educating stakeholders about potential solutions to issues that impacted the price of food and the availability of locally manufactured products.

Zirbel was named HFIA Executive Director in 2012. Currently, she is the President and Executive Director of HFIA. She has put more focus on increasing local food production, sustainability, networking, education, and collaboration with member companies, NGOs, nonprofits, and government agencies, improving resiliency in the local food industry.

Zirbel has a lot to offer HFIA, not the least of which is continuity and familiarity from her years of work with the organization. Zirbel likes to focus on the positive when setting priorities for advocacy, taking a cue from Botti, who said you can't just kill every bill—you have to solve problems. She has repeatedly engaged in successful public and legislative advocacy aimed at preventing undue economic burdens for the food industry that ultimately affect consumers. This often involves compromises that various stakeholders on different sides of an issue can agree upon. HFIA must also be sensitive to potentially conflicting interests of its members and focus on broad issues everyone can agree upon.

Some of the notable advocacy successes during Zirbel's tenure:

- During the COVID pandemic HFIA was instrumental in a new city-issued debit

card that provided 4,000-plus disadvantaged families and individuals with \$500 to spend on groceries and other household necessities at local grocery and convenience stores.

- HFIA was instrumental in passing the growler bill (ACT 227; HB770), a sustainable solution to selling beer on tap in reusable 32 and 64 oz bottles that gave a boost to retailers while promising to reduce single-use glass bottles. The bill was a win for the environment, for retailers, and for consumers.
- HFIA helped pass a manufacturing stimulus bill. The bill provided \$2 million to the High Technology Development Corporation (HTDC) to be distributed to local manufacturers who are updating facilities and/or expanding. The grant monies can also be used to train employees on the use of manufacturing equipment. Many businesses took advantage of the funds.
- HFIA spearheaded the 15 cent per bag fee. The measure reduced the number of bags used, helping the environment and lowering cost for retailers.
- HFIA supported and passed many unemployment insurance bills over the years that prevented large increases for employers.
- HFIA has always supported measures to fund food banks. Many beneficial measures were passed this year. Zirbel sits on the Hawaii Foodbank Board of Directors.

Other measures being worked on:

- HFIA supports bills to increase local food growing and production, and measures aimed at growing a strong, diversified local economy.
- HFIA negotiated a lot of changes in minimum wage bills, including more reasonable staggered increases in 2022.
- HFIA is working to remove the general excise tax (GET) from food purchases and has supported many bills to do so. HFIA looks forward to continuing to advance this important cause.
- HFIA is collaborating with other stakeholders on a measure for commercial processing of postconsumer waste, which can be used for farming.
- HFIA is working on making it easier and more affordable for food businesses to convert to green energy and increase energy efficiency through their engagement with Hawaii Energy. Zirbel sits on the Hawaii Energy Strategic Advisory Board.
- HFIA opposes mandates that impose additional fees or raises prices on food and other consumer goods.
- HFIA looks forward to continuing to increase the sustainability and resiliency of the food industry. 🌱

Cheers HFIA to 50 Years

Mahalo for supporting our Food Industry in Hawaii

C&S Wholesale Grocers

KEEPING YOUR SHELVES STOCKED, AND YOUR CUSTOMERS HAPPY

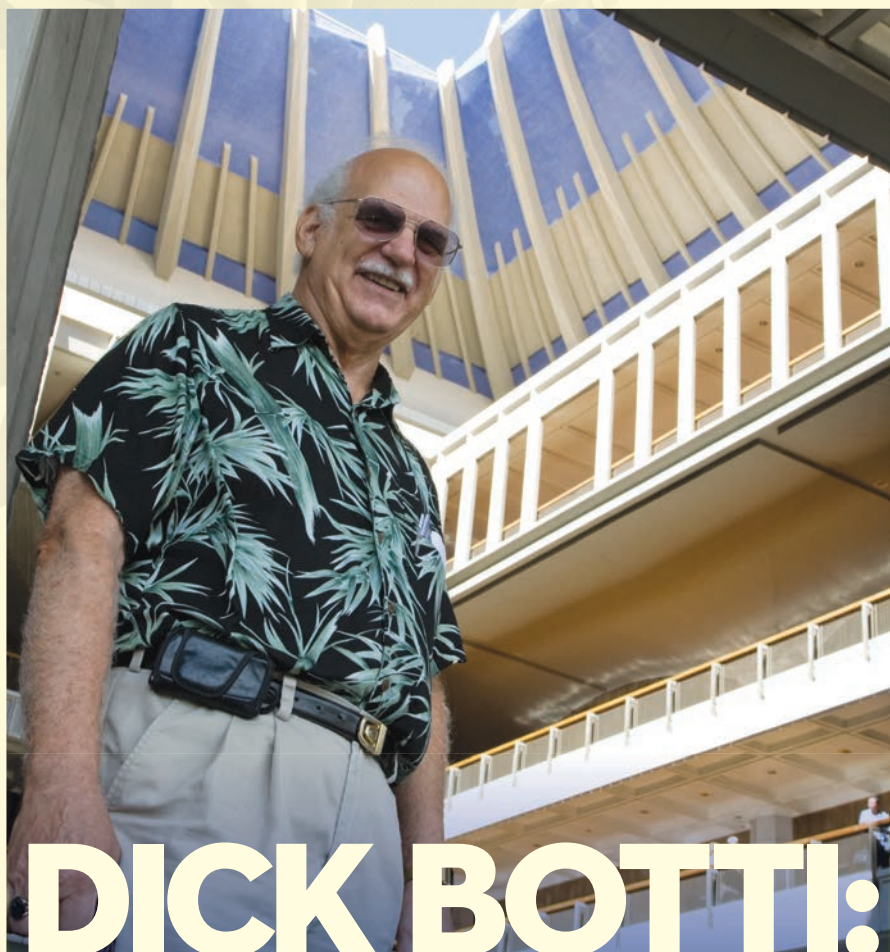
For over 100 years, C&S Wholesale Grocers has been providing the products, value, knowledge and services to help independent, family-owned businesses grow.

Call us today to learn
how we can help.



Maile Miyashiro, Sr. Director Customer Experience

91-315 Hanua Street, Kapolei, HI 96707 808.682.3364 | www.cswg.com



DICK BOTTI!

LEGENDARY HFIA FOUNDER

BY JASON Y. KIMURA

The late Richard “Dick” Botti invented his own legendary career in which he consorted with Hawaii’s iconic governor, John A. Burns, and powerful legislators. He put on conventions; established LISH and HFIA, testified over a thousand times at the State Capitol, and got numerous bills beneficial to businesses passed while killing hundreds of harmful ones. He helped create Rainbow Fever, the Made in Hawaii Festival, and supported laws that made the Hawaii Foodbank possible.

Foregoing a complete college education, Botti moved from California to Hawaii in 1968 to take over the state’s chapter of the nonprofit NFIB (National Federation of Independent Business). A born salesman, he went door-to-door throughout the state, from Kauai to Hawaii Island and every island in between, to recruit new members and renew current ones. He didn’t know a thing about Hawaii’s culture but after two years, the Hawaii chapter of the NFIB had the highest retention rate of any state, and the membership grew from 1200 to 1900 members.

Sensing that politics was an important

avenue, Botti began meeting with Governor John A. Burns, getting involved in local politics, and his feet wet in legislative lobbying. “I just asked,” he said simply, when asked how he got a regular audience with the governor.

In 1970, Botti quit the NFIB and struck out on his own, taking with him what he had learned from the organization’s representation of independent businesses and what he thought he knew about lobbying to establish LISH (Legislative Information Services of Hawaii). It was like the NFIB but offered many more services. A nonprofit organization, LISH was established to provide small businesses with a way to get information on laws and regulations from one source in an easy-to-understand format. LISH also took on lobbying contracts from health insurance, direct marketing, a pharmaceutical company, and more. “I was a bull in a china shop when I started,” said Botti, who at first didn’t realize that charging headlong to do the right thing as he saw it wouldn’t get him very far in the lobbying business. “It took three years to realize I had to play by their rules or not at all.”

After learning the subtleties of the trade, he became a highly respected lobbyist.

Jack Burns and the late Senator Nadao Yoshinaga, master of the legislative process, helped Botti understand citizen participation in government. Yoshinaga was known as a volatile, bare-knuckled insider, but he was also considered a visionary, and recognized talent in Botti. Likewise, the late John Ushijima, the cigar-chomping, old school state senate president from 1974 through 1978, mentored Botti because he was a hard worker. He and Ushijima worked to pass the bill that established the small claims court in Hawaii.

One of Botti’s biggest lobbying successes was the glass advance disposal fee program of the mid 90s. He supported a half cent tax on all glass at the wholesale level (later one cent), which successfully took 35 percent of the glass out of the waste stream. Unfortunately, the glass advance disposal fee later led to the more recent bottle bill, which Botti didn’t support. The legislature wanted to extend the tax to aluminum and all beverage containers. Botti advanced a 1.5 cent disposal fee, but couldn’t get a consensus, so Hawaii got HI-5 instead. “I’ve learned that you can’t just go in and kill, kill, kill,” he explained at the time. “You have to solve the problem.” Botti had a perspective that was pro-business and consumer, but not at the expense of the environment.

Even as LISH was only just beginning to gear up, Botti established the Hawaii Food Industry Association from scratch in 1972. “He saw a need,” said Botti’s wife Gwen. “LISH was the first, then HFIA became its flagship organization. HFIA had outstanding people, positive thinkers, go-getters.” Botti’s focus shifted to HFIA after he founded it. He did what needed to be done, however it needed to be done. He had tremendous organizational skills, but there was no keeping track of hours. At one time, there were nine staff members for LISH and HFIA, both sales people and office staff.

When Botti first started HFIA, he got Foodland, Star, Times, and Chun Hoon as a core group, and went to the neighbor islands to recruit other stores like KTA, Big Save, Big Way, Ooka, Noda, and anything else smaller. There was the potential for contentiousness between retailers and suppliers. However, Carl “Kini Popo” Hebenstreit, former president of Trade Publishing (now Trade Media Hui), explained why it wasn’t an issue: “HFIA is so vibrant because [wholesalers and suppliers] have been able to put aside [their differences]...and work together. [The leadership] rotates between suppliers and retailers by tradition. HFIA has provided an arena where all are equal and where the value of what they bring is what counts. To a large degree, Dick fostered this.”

CONTINUED ON PAGE 12

CONGRATULATIONS  **ON 50 YEARS!**



NO MATTER HOW FRAGILE THE CARGO, WE MANAGE TO STAY COOL.



If you're shipping perishable goods to Hawaii, no one in the business has more expertise in handling chilled and frozen cargo. We offer online tracking, a national refrigerated cargo sales team, and the largest quantity of top-quality, advanced refrigeration equipment in the trade.

For more information, speak to one of our shipping experts at **(800) 4-MATSON** or visit **Matson.com**.



Matson®

Still, Botti ruffled some feathers along the way, but he maintained that he just told it like it was. And although his initial bullishness at the legislature had angered some, Botti smoothed things over. He was a top lobbyist who maintained a delicate balance in the political world and who fulfilled all his commitments with an unforgiving group, Hebenstreit observed. He was dedicated and loyal.

Dues were not enough to keep HFIA afloat; Botti didn't want to bleed members to death. One of HFIA's presidents, Woodie Reed of Holiday Mart, came up with a money-making idea: produce customized grocery bags for supermarkets, which would buy five to ten bales each per month. Advertising would be sold and printed on the main panels and public service announcements (PSAs) would be printed on the gussets, or sides. HFIA made over \$30,000 a year on commissions and advertising, and even the IRS wanted to put a PSA on the bag. The idea did well for 10 years until plastic bags became more popular. "You have to run a nonprofit like a regular business, or it won't succeed," Botti noted.

Other ventures didn't directly raise money for HFIA but brought it recognition. Botti helped create the now familiar Rainbow Fever program, which raises scholarship money for athletes. Suppliers promoted their

products and gave to the program. Consumers bought promoted products and raised money for the program. Bill Prideaux (founder of Rainbow Sales & Marketing) and Stan Sheriff, legendary University of Hawaii athletic director, pushed it. Rainbow Fever, which was turned into a 501(c)(3) nonprofit, has donated well over \$1 million in scholarships and holds a reserve to perpetuate the fund.

Botti's biggest success was the Made in Hawaii Festival (MIHF), a brainstorm of Representative David Morihara, whose father, an HFIA member, had a grocery store in Kula, Maui. Nobody wanted to take it on because of the risk, but HFIA agreed to do it. The Hawaii-only product exhibition began modestly in 1995 with 84 exhibitors in a small room at the Neal Blaisdell Center. Growing every year, it expanded into the exhibition hall, then burst out into the atrium and arena to become one of the most successful programs in the state. Botti said that HFIA started the festival as a means of supporting Hawaii businesses, but it has turned into a small business incubator, allowing very small vendors to make and stockpile a product at home and sell it at the festival.

The food retailing industry has been turned upside down more than once in the last three decades, and HFIA has had to learn to survive. When the big box stores

came in, they changed the way the food industry operated. With everything based on price, there was a tremendous industry consolidation—retailers and suppliers merged, consolidated, sold, or closed shop.

Dues, the Made in Hawaii Festival, the HFIA convention, and golf tournaments brought in money, but the loss of member companies made it tough to balance the budget. Botti made major budget cuts in the years before his retirement. He did everything and anything to save money, including being photographer, editor, and writer for the HFIA magazine.

Botti learned to do everything, and proved that if you can read and write, you can learn anything. He believed in cultivating common sense, knowing your product, honesty, availability—and delivering what you promised. "Dick carved out his own career," said Gwen Botti. "Year by year, he wrote his own story and just made it up as he went. He was a workaholic but wouldn't do things if he didn't love it."

Botti retired at the end of 2010 at age 72 with 40 years of lobbying, business ventures, salesmanship, jack-of-all trade-ism, and 100-hour work weeks behind him. "I've created an interesting life without an education," he said at the time. "It shows anyone can do it. You can do anything in life if you want to do it."

ON BEHALF OF



Congratulations

HAWAII FOOD
INDUSTRY ASSOCIATION

- ON YOUR -

50th
ANNIVERSARY

abestores.com | f t yelp i

In Loving Memory of
Dick Botti, Sidney & Minnie Kosasa



Paul Kosasa
Past Chair & Current HFIA Advisor,
President & CEO of ABC Stores

ABC Stores has supported the
Hawaii Food Industry Association for the past 50 years

Mahalo to HFIA for always taking a 30,000-foot view of Hawai'i business



As Hawaii's longest-serving airline, we've been right there with you through it all. We're proud to offer HFIA members a discount on transpacific/international flights booked through the HFIA Preferred Affiliate Program as well as a discount on shipping between the Islands.

Learn more about Hawaiian Airlines' discounts for HFIA members at hawaiiifood.com.



HFIA HALL OF FAME

ORIGINAL INDUCTEES

If an organization forgets its history, it forgets its heritage. It must build on the past and be grounded in the present while looking to the future. For these reasons, the Hawaii Food Industry Association looks back on its 14 Hall of Fame inductees. These individuals are in a class of their own, borne out of a different era of the food and beverage industry. They encapsulate within their stories an era of innovation, tenacity, growth, and change. In its 50th anniversary year, HFIA will begin to induct other exceptional individuals to its Hall of Fame, which will speak to the present and build on its heritage for future generations.



HFIA
DICK BOTTI
(1939 - 2017)

Dick Botti founded the Hawaii Food Industry Association, where wholesalers and suppliers put aside their differences and unified their voices. He worked with all stakeholders to solve problems. Botti believed you could do anything. When times were tight, he did everything to save money. Once, he even procured an ancient offset printer, got the manual, bought \$500 in parts, and learned to print. Botti believed in common sense, honesty, and keeping promises. His talent and determination created an organization that continues to be respected in the food industry, outside industries, government, and consumers.



STAR MARKET
JOHN FUJIEKI, SR.
(1917 - 2001)

A founding member of HFIA, John Fujieki, Sr., served as HFIA President for two consecutive years and provided continued support for HFIA through Star Markets for 25 years. Fujieki and his brothers expanded their parents' meat market into a general grocery store. After World War II, the business grew to include four stores. The first Star Market was established in Moiliili in 1954 and Fujieki became president of the company. Under his leadership, Star grew to 10 stores on Oahu, Maui, and Kauai. Although a very successful businessman, Fujieki never forgot his humble beginnings. He liked to help the underdog get a start in business.



TIMES SUPERMARKETS
GEORGE MIURA
(1933 - 1994)

George Miura of Times Supermarkets was a founding member of HFIA. He held the position of Executive Committee President for an unsurpassed three terms. Miura is remembered for his humor, golf, and special technique for handling volatile situations. He was an accountant at Teruya Brothers, which was then the parent company of Times. He became controller at Times, and eventually was promoted to president, a position he held until his death at age 61. Miura was able to see things in numbers, but was anything but bookish. He was a great motivator, was inspirational, and everyone wanted to be around him.



RAINBOW SALES & MARKETING
WILLIAM "BILL" PRIDEAUX

Although Bill Prideaux was not a founding member of HFIA, he forged the greatest positive changes in the organization. He created the most lavish conventions in Hawaii's food industry. Prideaux worked with Stan Sheriff to establish Rainbow Fever. He served as HFIA President (1984-85) and was active in HFIA's Presidents' Council. Prideaux also created more controversy than any other director in his pursuit of advancing HFIA. Originally from Minnesota, Prideaux established Rainbow Sales and Marketing (RSM) in 1968 without knowing anything about the brokerage business. RSM became one of the largest brokerages in Hawaii with food service and retail divisions.



FOODLAND
MAURICE SULLIVAN
(1908 - 1998)

In 1948, Maurice J. "Sully" Sullivan founded Foodland, the state's largest grocery retailer. He was known as one of the most successful entrepreneurs in Hawaii's history. Sullivan opened more than 175 retail stores in Hawaii and abroad. He set the standard for a dynamic and outstanding leader whose philosophy of giving back to the community touched many lives and made a difference in the quality-of-life for the people of Hawaii. Sullivan never forgot the human touch. He is remembered as warm and down-to-earth. Sullivan died the richest man in town, but it could be said that his true riches were the wealth of aloha he imparted to others.



SURE SAVE SUPER MARKET
TOM OKUYAMA
(1920 - 2004)

Past HFIA President Tomoo "Tom" Okuyama, Chairman and CEO of Sure Save Super Market, was the visionary who evolved his family's business from the successful Okuyama Meat Market in Waiakea Town to the supermarket business in 1953. The company eventually became the second largest food retailer on Hawaii Island and operated supermarkets, convenience stores, a grocery store, and lastly, a state-of-the-art distribution center. Okuyama was very active in the community as a leader in business, cultural affairs, and HFIA's Past Presidents' Council.



TIMES SUPERMARKETS
TAKEO TAKARA
(1932 - 2005)

Takeo Takara began his career at Times Supermarkets as a meat cutter, worked his way up to vice president of operations, and stayed for 41 years until his retirement in 1999. He then worked part-time jobs at the Hawaii Foodbank and Tamura Enterprises to keep busy and stay in the food industry. With less work responsibilities, he got more involved with HFIA. Takara was a personal supporter, unofficial director, and staff member of HFIA for over 20 years. He unselfishly donated his personal time and energy to support HFIA functions, even setting aside his love for golf to do so. His dedication is unsurpassed at HFIA conventions in the role of Hospitality Store manager.



KTA SUPER STORES
TONY TANIGUCHI
(1930 - 1989)

Tony Taniguchi was a founding member of HFIA who provided continued support as a director and legislative consultant for both HFIA and Hawaii's food industry during his tenure. The president and CEO of KTA, the oldest grocery chain on Hawaii Island, Taniguchi was also a very active volunteer who was involved in more than 20 community groups. He was very concerned about the people in his community and was generous with his donations. Taniguchi was a behind-the-scenes person who was always there when it counted.

CONTINUED ON PAGE 16

Let our Association Health Plan take care of your group health insurance needs

- Preferred pricing for HFIA members
- Tailored benefits options available to fit your business needs
- Supplemental benefits included at no cost
- No fixed enrollment period
- Value-added healthcare solutions
- Telehealth services through HiDoc®



hmaa.com/healthplans • 808.791.7616



HFIA HALL OF FAME

INDUCTEES



2012 INDUCTEE
TIMES SUPERMARKETS
ROGER GODFREY
(1932 - 2015)

A very active member and past HFIA Chair, Rodger Godfrey had an incredibly impressive career in Hawaii's food industry. During his tenure as HFIA Chair [1996-1997], Godfrey was division president of Fleming Companies, Inc., where he was honored with the Chairman's Award, the company's highest honor. After Fleming, Godfrey accepted an offer from the Teruya family, owners of Times Supermarkets, to help them sell the supermarket chain. He agreed to work as a consultant for buyer John Quinn but realized that significant changes were needed for Times to be profitable and agreed to become president in 2002. Godfrey turned the company around with five strategies: emphasize its local aspects; change the pricing strategy to "every day low price" you see at Times to this day; promote the Times pharmacy when very few retailers had pharmacies; emphasize the perception that the supermarket had the best produce; and give good customer service.



2013 INDUCTEES
ABC STORES
SIDNEY (1919 - 2006)
AND MINNIE KOSASA
(1924 - 2018)

The ABC Stores chain is a part of a business evolution that can be traced across three generations to the early part of the 20th century. Sidney and Minnie Kosasa played the pivotal and leading role in this evolution. It started with a grocery store established by Sidney's parents, to a chain of pharmacies, to the ABC convenience stores, and now full circle to gourmet markets. In 1959, Sidney and Minnie had eight drugstores, including Kaimuki Pharmacy, the Thrifty Drugstore chain, and three concessions in Gem department stores. In 1960, tourism overtook the sugar and pineapple industries in revenue for the first time. Sidney had an epiphany: a convenience store with sundries, gifts, snack items, and over-the-counter drugs would do well with tourists. In 1964, Kosasa opened the first ABC store on Kalakaua Avenue and Beachwalk. By 2001, their chain of ABC stores had grown to 60 stores, including expansion to Las Vegas. Today, there are over 70. Treating people with dignity and respect was important to the Kosasas. The Kosasa family has shared their success with the community in many ways and causes. They were community-minded leaders who embraced the concept of bringing people together.



2014 INDUCTEE
TAMURA ENTERPRISES, INC.
HERBERT TAMURA
(1938 - 2020)

The story of Tamura Enterprises is rooted in four generations of family history. It began with a 600 square foot store—Tamura Shoten—opened by Makitaro Tamura on the Old Government Road, Waianae's main street in years past. In 1994, Herb and son Glenn started a business venture independent of Tamura Super called Tamura Enterprises. With Glenn as president and Herb as chairman, they opened Tamura's Market in Wahiawa, then new stores in Hauula and Wailuku, Maui. They also opened Tamura's Fine Wines & Liquors in Waialae, Aiea, Pearlridge, Kaneohe, Lahaina, and Kihei. Tamura was a man of simple pleasures and gave generously of his time and money to the community. He cared about everyone. Tamura told Glenn to never cut employees' pay. Even when the economy is bad, give them a raise every year, he said. Another thing he told Glenn not to cut is charitable giving to the community. Herb said, "That is your lifeline to the community."



2015 INDUCTEE
KTA SUPER STORES
BARRY TANIGUCHI
(1947 - 2019)

Barry Taniguchi, icon of the supermarket industry and pillar of the community, will be forever linked to KTA Super Stores, but is also known for his dedication to making Hawaii a better place. Empathetic and compassionate, he had a reputation for integrity and getting things done. Always ready and willing to roll up his sleeves to lead and work alongside others in community projects, Taniguchi was considered a major catalyst for economic development on Hawaii Island. But being in the spotlight was not his style. There is little to nothing that the KTA Super Stores board chair and CEO would take credit for when it came to accomplishments; instead, he pointed to a group effort or laughed it off when others called him a financial wizard. Taniguchi called himself "an ordinary guy trying to help ordinary people." People were important to him, whether they were among the 750 KTA employees or members of the community. He brought people together.



2016 INDUCTEE
MEADOW GOLD DAIRIES
GLENN MURANAKA

For Glenn Muranaka, it's all about absorbing knowledge to gain wisdom—a wisdom that turned a company around from a tough period in its history. Muranaka didn't start out that way; his beginnings were pretty rough. But HFIA's 2016 Ni'o Award of Excellence honoree and Hall of Fame inductee had a life-changing spiritual awakening that shaped his life. He rose to become president and general manager of Meadow Gold Dairies—a company that has been a part of the fabric of Hawaii for over a hundred years. But Muranaka takes no credit. Instead, he lives a life of gratitude for what he has, and for Meadow Gold's success. The company's success has allowed it to put serving the community as a top priority, or rather, as Muranaka would perhaps say, that success comes in part by serving the community.

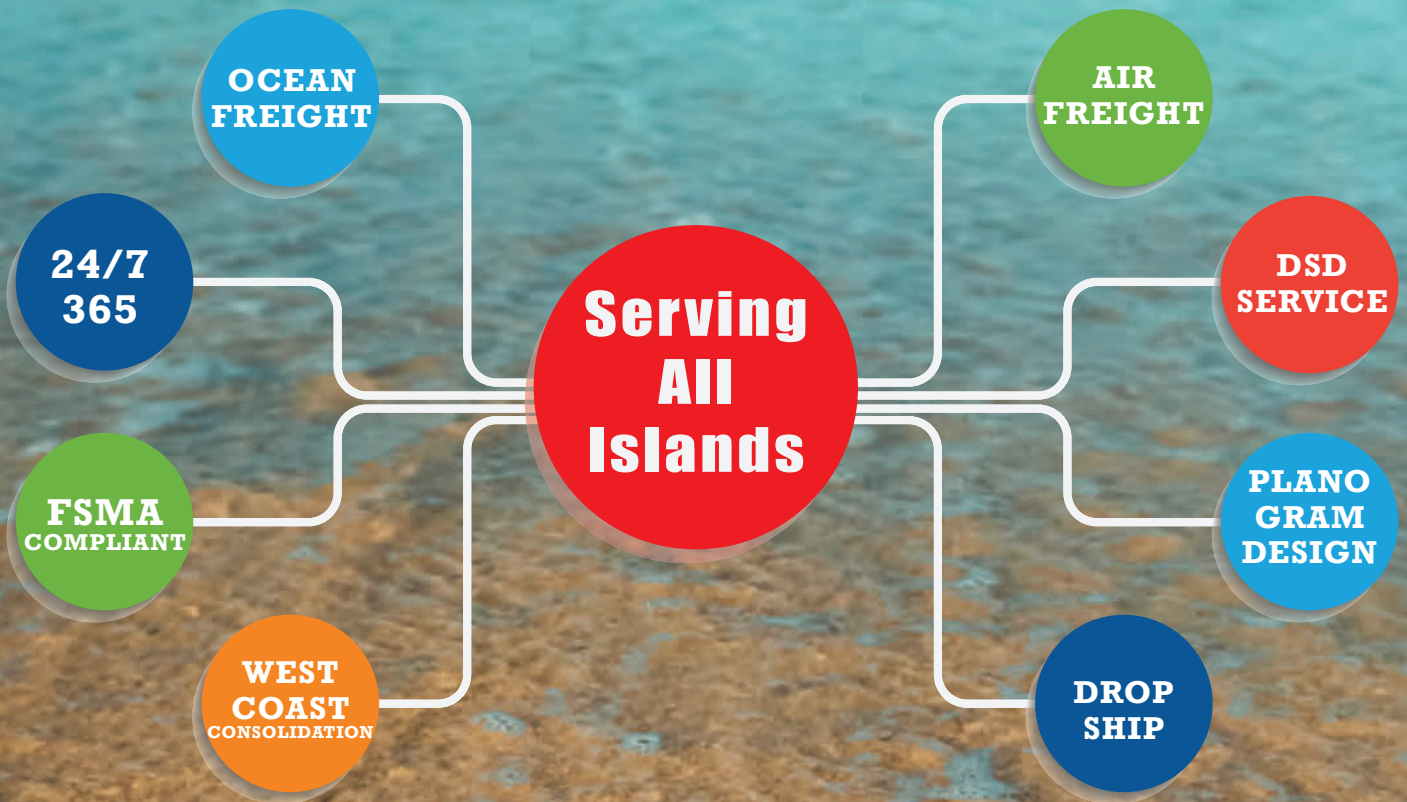


2017 INDUCTEE
BIG SAVE STORES & MENEHUNE
FOOD MART INC.
CHARLES KAWAKAMI
(1941 - 2016)

Those who knew Charles Kawakami, President of Big Save Stores and Menehune

Food Mart, say he had a deep connection to the Garden Isle. Kawakami was a shrewd businessman but lived a life that was about giving back and putting the welfare of others above money. He worked hard and tirelessly, but never missed his kids' or grandkids' band performance or game. Kawakami took the helm at his family's troubled Big Save, Inc., dynasty after the sudden and untimely death of his older brother. When Big Save Markets stabilized, Kawakami began to develop Menehune Food Mart convenience stores. Years later when the company was divested because of unprecedented com-

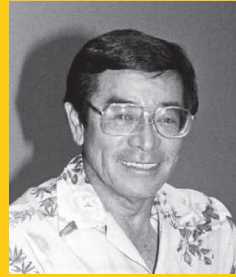
petition on Kauai, Kawakami's biggest worry was for the welfare of the employees and did everything he could to make sure they would have a job after the sale of the company. Ever the consummate businessman, Kawakami was always looking for a new business venture after Big Save, Inc., was divested. Before his death, he was moving toward developing commercial properties he owned.



HFAHAWAII.COM

HAWAII'S SINGLE SOURCE SOLUTION

HFIA PAST BOARD OF DIRECTORS CHAIRS



George Miura
1973-75



Mamoru Saiki
1975-77



Bob Benson
1982-83



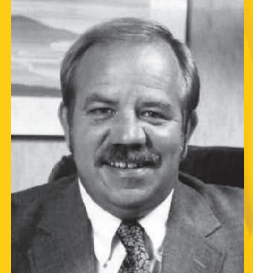
Minoru Morimoto
1983-84



William Prideaux
1984-85



Ronald Shima
1985-86



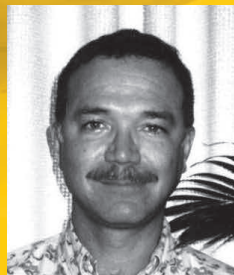
Theodore Sayle
1986-87



Tom Meehan
1992-93



Tyler Ching
1993-94



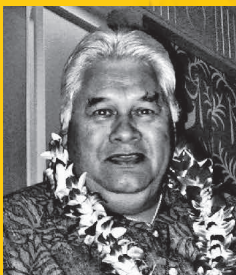
Scott Vergian
1994-95



Carl Okuyama
1995-96



Roger Godfrey
1996-97



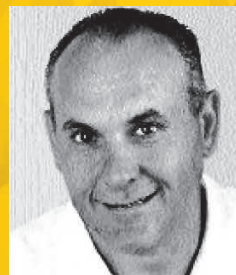
Ray Sabanal
2002-2003



Gary Yoshioka
2003-2004



George Szigeti
2004-05



Joe Detro
2005-06



Derek Kurisu
2006-2007



Stan Brown
2013-14



John Schilf
2014-15



Derek Kurisu
2015-16



John Erickson
2016-17



Beau Oshiro
2017-18



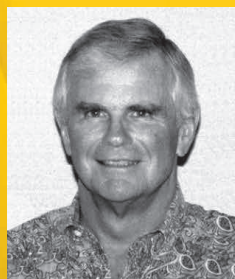
Woody Reed
1977-78



Dennis DeSanto
1978-79



George Miura
1979-80



Robert Milne
1980-81



Tom Okuyama
1981-82



Shuji Sakata
1987-88



Hoagie Gamble
1988-89



Herb Tamura
1989-90



Jesse Berry
1990-91



Wayne Teruya
1991-92



Barry Taniguchi
1997-98



Wayne Yamada
1997-98



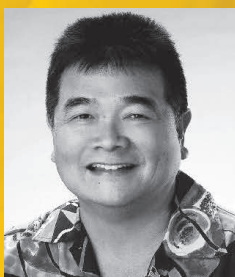
Charles Kawakami
1998-99



Gary Hanagami
2000-01



Glenn Tamura
2001-02



Glenn Muranaka
2007-08



Paul Kosasa
2008-09



Mike Walters
2009-2010



Bonny Amemiya
2010-12



Alan Nakamura
2012-13



Toby Taniguchi
2019-20



Joe Carter
2020-21



Charlie Gustafson
2021-2022

1973-2022

HFIA HAWAII FOOD INDUSTRY ASSOCIATION **MEMORIES**

A pictorial walk down memory lane as we reflect on 50 years of camaraderie, growth, and the changes that have marked our time in service of Hawaii's food industry.



Alan Iwata of Nestle's, Frank Kawamura and Richard Matsu of Marukai.



Back Row: Mike Kaya, Carl Okuyama, Frank Kawamura, Alan Kaneshiro, Mike Ito, John Fujieki Jr., Ray Sabanal, Barry Taniguchi. Second Row: Gene Nuziard, Kevin Takaesu, Charles Kawakami, Richard Matsu, Harry Sullivan (FMI VP), Roger Godfrey, Ron Ward, Richard Loeffler, Raul Espinoza, Wally Afalava, Bruce Barber. Front Row: Patrick Bullard, Marilyn Nuziard, Bob Bartels (Martins Super Markets | Chairman FMI), Tim Hammonds (Pres. FMI), Signe Godfrey, Sheila Loeffler, Cynthia Fujieki, Keimi Nakagawa.



Joanne Takahashi and Clarence Takahashi, Ito-En USA.



Theodore Sayle ready to douse Ron Cloutier with water, or is it "spirits?"



Gary Nakamatsu of Matson gets the last drop.

Service with a caring heart. That's UHA.

UHA was founded by physicians, and the caring that physicians have for people, really powers our company. Here's to **25 years of better health.**



**Congratulations on your
50th anniversary, HFIA!**



Running a business can be hectic.
One Plan is simple.

Arriving this summer! New from UHA!

 **UHA**
ONE Plan SM





Johnny Romero and Diana Odell, Pepsi Beverages, with Stacy Waiau-Omori and Darin Omori of Foodland.



Chad Cohen and Paul Kosasa compete for best Elvis impersonator.



Beau Oshiro, Frank Baker, and Joe Detro of Foodland



Riki and Karen Morimoto, Miles and Jill Oda, Paul and Lisa Kosasa



HFIA Secretary/Treasurer Charles Kawakami (Big Save) with Senator Matt Matsunaga. Attorney Robert Miller in background.

HFIA
HAWAII FOOD INDUSTRY ASSOCIATION

Congratulations
on 50 years!

ZIPPY'S
www.zippys.com



Happy Anniversary



Celebrating
50
Years!

Proud Member
of Hawaii Food
Industry Association.



www.rsmhawaii.com
1.808.487.6455





David Yoshioka, Kelley Costa, Nick Perrault, Kalei Soong, Ryan Leong, Michelle Johnson, and Laura Nakanelua (The Pepsi Bottling Group)



Carl Okuyama thanks Rainbow Fever participants at his first board meeting as UH Athletic Director, Hugh Yoshida and Committee Co-Chair Gary Hanagami prepare to present award plaques.



Mike Yoshida, Bryan Gomes, and Lek Friel of Matson with Kelvin Takashi of Unicold.

PROUD SUPPORTER
of HFIA's 50th
Anniversary



AMERICAN
Savings Bank

Congratulations
HFIA on your
50th Anniversary!



Mahalo for the important work you do.



Foodland
Food, Family, Friends & Aloha



*Congratulations on 50 years supporting
Hawaii's Food Industry!*



Frito-Lay Hawaii





Congratulations



on 50 years!



Paradise Beverages

Quenching Hawaii's Thirst Since **1948**





The 2014 HFIA Convention Committee



Sharon & George Miura, Times Supermarket

Congratulations HFIA to 50 Great Years and More to Come

IGNITE YOUR FIRE

Flavor, meet good-for-you.

DISTRIBUTED BY KOHA FOODS
 274 PUUHALE RD, HONOLULU, HI 96819
 (808) 845-4232



Gail Hayashi of Aloha Air Cargo wins the drawing for an iPad Mini.



Pat Kano (Kano Trucking), Irvette Hanley, guest, and Kathy Kano-Lim (Kano Trucking)



Front row: Herb Tamura, grandson Sean Izutsu, and Janet Tamura; Back row: Michael and Linda Izutsu, Garrell Matsumoto, Ty Matsumoto, Glenn Tamura, and Alison and Miles Matsumoto.



Left to right: Tony Taniguchi, Minoru Morimoto, Dennis DiSanto, and Bob Benson.



Ron Cloutier (Heublein) and Gary Nakamatsu (Matson) at the Godfrey Suite at the Hapuna Prince.



Derek Kurisu (KTA), Glenn Muranaka (Meadow Gold) and Paul Kosasa (ABC Stores)



Walter Morinoue and Takeo Takara



Congratulations HFIA on 50 Years!

Pasha Hawaii is proud to celebrate Hawaii Food Industry Association's five decades of service, advocacy, and partnership.



PASHA HAWAII®



Members join the HFIA Executive Board in presenting Rainbow Fever funds to the UH Foundation.



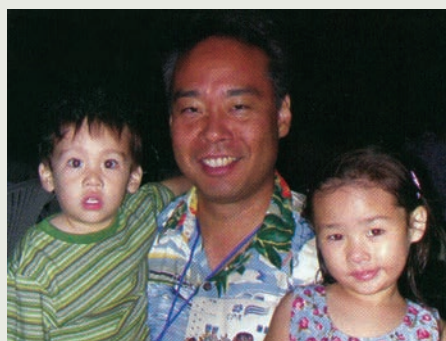
Bingo night at an HFIA convention at Aulani, a Disney Resort & Spa.



Bill and Susan Judd of Paradise Beverages




Susan, Paul "Pinocchio" Kosasa, Mini Kosasa (ABC Stores) and Dick "Geppetto" Botti (HFIA).



Gary Yoshioka (Pepsi) with children Reyn and Mia.



Wayne and Sharon Teruya



Self-sufficiency and resilience take root where cultivated.

Candice Marrs and her daughter
visit the sustainable crops at
Kualoa Ranch, O'ahu.

Featured Sustainable Crops:



Chinese Cabbage

In 2021, Hawai'i farmers
produced 2.9 million pounds
of this cool-season crop,
which does especially well at
elevations higher than 1,500
feet such as Kula, Kamuela
and Volcano.



PHOTO BY SEAN MARRS

LOCAL FOOD

RENEWABLE ENERGY

MULTIMODEL TRANSPORTATION

ELECTRIC VEHICLES

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

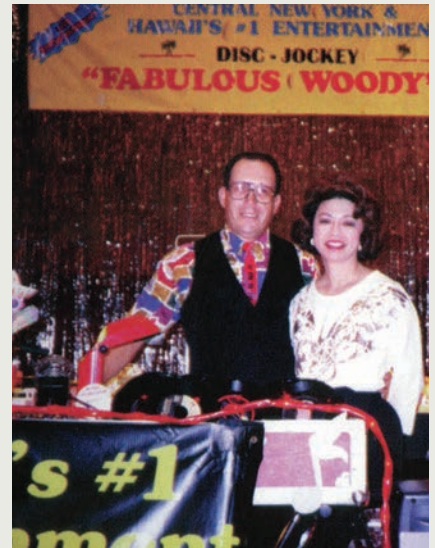
Learn more about our commitment
at ulupono.com



Committed to a Sustainable,
Resilient Hawai'i



Made in Hawaii Festival founder David Morihara, Miss America 2001 Angela Perez Baraquo, First Hawaiian Bank Chairman & CEO Walter Dods, HFIA Chairman & CEO Ray Sabanal, and Congressman Neil Abercrombie untangling the maile lei, officially opening the show.



Entertainment for the convention's banquet by the Fabulous Woody with entertainment chair Harolyn Toma of Meadow Gold.



John McNamara and Sherry Menor McNamara with Hugh Duncan



Theresa Chang, Daiei



Glenn Tamura



Gary Furugen (Big Save) with Kevin Ing (Nabisco), thinking.



Governor Cayetano, who designated several charities, was presented with checks totaling \$30,000 from ITOEN Chairman Masanori Honjo.



Team spirit: One of two teams compete by creating an impromptu dance to the Hawaii Five-O theme song at an HFIA social.



Helping Hawai'i's
food & beverage
industry navigate
their insurance
needs Since 1929.





Bruce Williamson (Meadow Gold Dairies) with Paul Nakata (Oahu Sales) puffing away at the FMI Convention



Gail Glushenko of Aloha Airlines with Herb Tamura and daughter Linda.



Glenn & Herb Tamura (Tamura's Wahiawa)



Honolulu Star Advertiser; Front: Dave Williams, Lester Kodama, Shannan Okinishi, Ron Nagasawa, and Mitchell Chun. Back: Cody Takata, Lance Takaki, Sierra Hettacote, Sylvia Nanbara, and Holly Suyama



Hoagy Gamble, L.H. Gamble Co., Dick Grimm, Hawaii Foodbank, Mike Kajiwaru, Hawaii Foodbank, and Tim Doyle, Advantage Webco Hawaii.

CONGRATULATIONS



on 50 Years!



An independent leader
in packaging & wholesale
distribution.

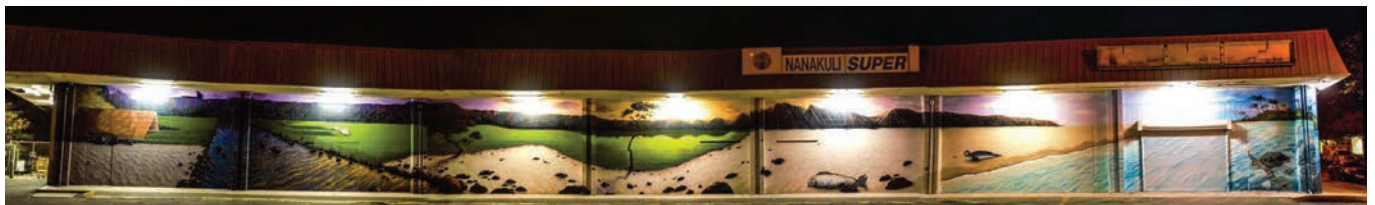
KYD, Inc., dba K. Yamada Distributors, is a Kama'aina & established family-owned family-owned firm established and serving the state of Hawaii since 1946.

From manufacturing, supplying, wholesaling, retailing to distribution, we are committed to provide a creative, innovative, quality packaging products in preserving the environment as well as meeting the needs of our customers.

Ph: (808) 836-3221



CONGRATULATIONS HFIA ON 50 YEARS!



THE WAIANAE STORE
85-863 FARRINGTON HWY
(808) 696-3131
WAIANAESTORE.COM

FRIENDLY MARKET CENTER,
KAUNAKAKAI
90 ALA MALAMA AVE
(808) 553-5595
FRIENDLYMKT.COM

NANAKULI SUPER
87-2090 FARRINGTON HWY
(808) 668-2055
NANAKULISUPER.COM



MidWeek's Chris McMahon and Gary Hanagami (Kraft Foods) show off MidWeek's cover dedicated to Rainbow Fever.



Ron Hellstrom, Jimmy Tomikiyo (Foodland), Roger Godfrey (Fleming), Joe Nozama, Maurice Sullivan (Foodland), and Don Bender (Haleakala Dairy)



Derek Kurisu, Teri Luna and Carl Fukushima



Social Superheros: Lauren Zirbel, HFIA Executive Director, Larry Ishii, American Savings Bank, Stan Brown, HFIA Chair, ConAgra, Miyuki Hirano-Hollingworth, Centerscale, Bernie Salvador, Hawaiian Airlines, Wendy Fujio, ABC Stores, Chad Shimamura, Coca-Cola Hawaii, Denise Sasaki, Meadow Gold Dairies, Lyle Akasaki, Anheuser-Busch, Mike Kaya, Meadow Gold Dairies, and Tyler Ching, Ken's House of Pancakes



Hugh Duncan and James DeJesus grill their sandwiches to perfection at an HFIA food challenge.



Ray Ohtani (Times), Sue Ohtani, Roger Godfrey (Hall of Fame inductee), Signe Godfrey, Carol Stout, and Bob Stout (Times)



Gary Dimekish, Joe Trifari, Charijean Watanabe, Takeo Takara, Bob Piccinino, and Shuji Sakata at a HFIA Golf Tournament many years ago.



Yasuko and Lori Taniguchi (KTA) with Carl Okuyama (Sure Save)



MAHALO
FOR
50 years
OF
Standing
tall FOR
Hawaii's
Food Industry.

 **pepsi.**
808.484.1777

FRESH. LOCAL.
DELICIOUS.
EMPOWERING A SUSTAINABLE HAWAII

YOUNG
BROTHERS

FREQUENT, AFFORDABLE, AND RELIABLE
INTERISLAND SHIPPING SERVICES
WWW.YOUNGBROTHERSHAWAII.COM





Ed Tanabe, (retired HFIA Board Member, owner of Marujyu Market and Palolo Ave. Markets) with wife Connie and son Barry in front of their Kaimuki Saimin and Deli Restaurant



Seated: Derek Iha, Carlos Baez, Ashley Morrow, Times Supermarkets. Standing: Floyd Mikasa, Times, Chris Villanueva, Natalia Lagmay, Corey Robertson, Keith Kiyotoki, Young Brothers.



Mimi Beams, Carl Hebenstreit and friend



Tony Borg (Coca Cola) with Carl "Kini Popo" Hebenstreit at the HFIA Annual Meeting.



Carl Oshiro, Lisa DeCoito and Kel Kado



Bonny Amemiya, outgoing Chair of the HFIA Executive Board, introduces incoming Chair Alan Nakamura of Tesoro.

Congratulations HFIA 50 years



Serving **ALOHA** for over 50 Years
on the **BIG ISLAND** *Mahalo!*



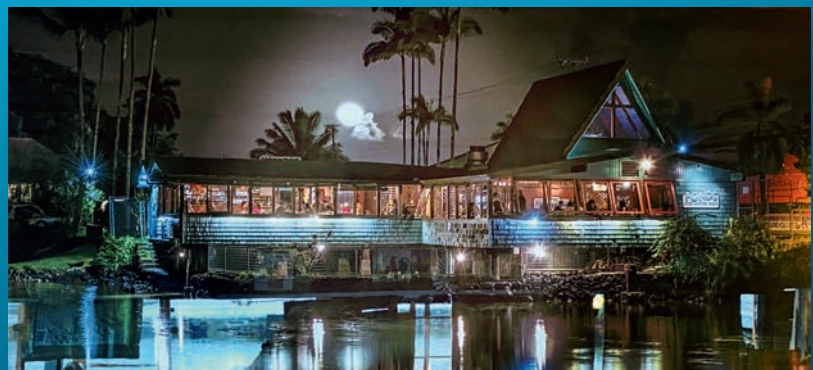
1730 Kamehameha Ave • Hilo • ph: 808-935-8711



CLASSIC ISLAND CUISINE

Splendid Scenery,
Sumptuous Dining,
Superb Service,
Live Music

135 KALANIANA'OLE AVE., HILO
PH: 808-934-7663 (PONO)





Willie Nishi (ABC), Aki Ozaki (Foremost) and friends.



Jeff Stahl (American Greetings) with Noreen & Robin Takara (Tamura's Wahiawa)



HFIA Chairman George Szigeti of Better Brands goes to the beach the HFIA way—with daughter Alexis and wife Sandy.



Rahn Ogino and Clinton Takasaki of Webco



HFIA Board Chairs: Gary Yoshioka, Glenn Tamura, Wayne Yamada, Ron Shima, Bonny Amemiya, Herb Tamura, Barry Taniguchi, Gary Hanagami, Roger Godfrey, Tyler Ching, Derek Kurisu, Paul Kosasa, Mike Walters



Dick Botti and Paula Aono are recognized for their years of service to HFIA.



Congratulations on your 50 Year Anniversary!

- Your Friends at





Christine and Carl "Kini Popo" Hebenstreit with Charlene Gray (Trade Publishing)



Stan and Teri Brown (ConAgra Grocery)



Front row: Cliff Goya, Willy Alexander, Wendell Ancog, Scott Urabe, and J.P. Shannon (Love's Bakery); Back row: Wayne Yamaguchi, Byron Chong, Don Shank, Sharon Samson, Mike Walters, Lynda Medley, Keith Schmidt, Ed Sunahara, and Paul Arellanez



Gary Shimabukuro entertaining at HFIA Xmas Party.



Ray Sabanal, Richard Matsu, Brian Christensen and Dean Ota.



Michael, Christine and Caitlin Ohashi (Horizon Lines)



KYD table. Seated: Mel Ancheta, Bob Kline. Standing: Mike Bruce, Dexter Yamada, Chester Lee, Guy Shimabukuro.

Congratulations HFIA on 50 years of service!

Thank you for supporting Hawaii's retailers in protecting our keiki by preventing the sale of tobacco products to persons under 21 years.



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.
E-mail: doh.tobaccoprevention@doh.hawaii.gov • Phone: (808) 586-4613**





Keynote panelists (from left): Chris Hamlin, Vic Angoco, Kelvin Shigemura, Maxine Parker, Ron Mizutani, Keith Kiyotoki, Jennifer Walter, with Lauren Zirbel.



Derek Kurisu gets a sound bite from Chef Keoni Chang of Foodland during the food challenge, while Simon Cutts busies himself with the hot dogs.



The way we remember Co-Founder of Rainbow Fever Stan Sheriff. Dancing with wife Jane at one of our HFIA Conventions.



Brian Tsuruda, Hawaiian Sun, Glenn Higa, Nestle Purina, and Duane Fujitani, Horizon Lines



Alan Nakamura, Tesoro, Stan Brown, ConAgra, Miyuki Hirano-Hollingworth, Centerscale, Bonny Amemiya, aio, John Schilf, Rainbow Sales & Marketing, Derek Kurisu, KTA Super Stores, Lisa DeCoito, Aloha Petroleum, and Lauren Zirbel, HFIA.



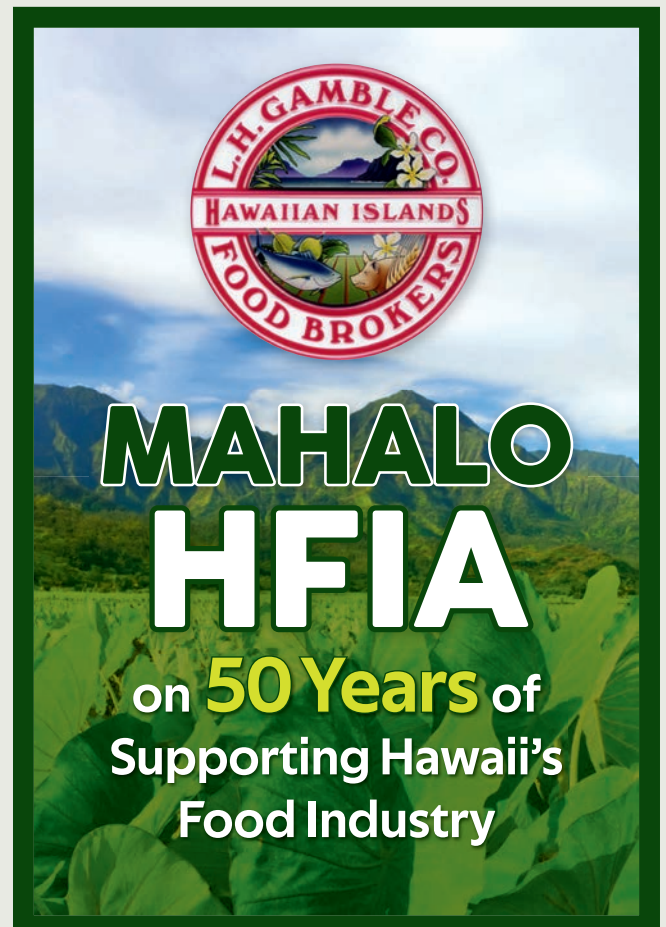
Derek Kurisu (KTA Superstores), Richard Ho (Star Markets), Joe Detto (Foodland Supermarkets), and Glenn Tamura (Tamura Enterprises).



Tim Doyle (Advantage Webco), Gaeton Cavarocchi (Times), Bob Stout (Times), John Quinn (Times), Kalei Soong (Pepsi)



Jason Higa (Zippy's) makes an interesting point with Andy Kawano (Foodland) and Derek Kurisu (KTA) listening intently.





4th Row: Ryuichi Isono, Carl Okuyama, Clayton Kim, Herbert Tamura, Darryl Kaga, Frank Kawamura, Gene Nuziard, Roger Godfrey, Mike Kaya, Tabitha Aders, Mark Nakamura, Charles Kawakami, Tony Borja, Glenn Tamura, Mike Ohashi, Bob Aders, Bill Kies; 3rd Row: Gwen Botti, Cheryl Piche, Signe Godfrey, Denice Kim, Linda Berry, Pearl Nagatoshi, Crystal Egusa, Marilyn Nuziard; 2nd Row: Shigeru Nakamura, Rodney Kim, Glenn Nagatori, Dick Botti, Barbara Sayle, Bill Piche, Jesse Berry, Bob Bruce, Wesley Park, Jeff Egusa, John Fujieki, Jr., Ross Sakata, Wayne Yamada; 1st Row: Ted Sayle, Guy Ishihara, Mark Ushijima, Ray Sabanal, Georgette Ching, Tyler Ching, Kurt Toma, Ray Ishihara, Jon Cheng.



Rep. Calvin Say with Barry Taniguchi (KTA) and Carl "Kini Popo" Hebenstreit (Trade Publishing) discussing solutions to our economic woes!



Randy Slentz (Times) with Carl Oshiro (The Pint Size Corp.)



Gary Nakamatsu, Frank Williams, Gary Villanueva, Joe Detro, Gary Hanagami, Brian Christensen



The HFIA Executive Committee goes all out: Alan Nakamura (Tesoro), Stan Brown (ConAgra), and John Schilf (Rainbow Sales and Marketing).



Past Presidents of HFIA get dressed up for Halloween. L-R: Minoru Morimoto, Jesse Berry, Hoagy Gamble, Ron Shima partially hidden by Herb Tamura.



Jay Higa, Cliff Mattos, and Ray Sabanal vie for the opportunity to be Glenn Tamura's special date.



Sherry Villanueva and Gary Villanueva of Porky Products with Verna Oshiro, Carl Oshiro, Liz Christensen, and Brian Christensen of Pint Size Hawaii.



Pat Gamble (L.H. Gamble Co.) with Carl "Kini Popo" and Christine Hebenstreit (Trade Publishing).



Ron Cloutier & Ed Treschuk (Better Brands), Cliff Mattos (Matson), and Mike Walters (Love's)



Derek Kurisu, Don Hirota, Glenn Muranaka and Bryce Zane



Tom Meehan, Paula Aono and Jesse Berry at the 1985 convention.



*If it's fun, we're
doing it right!*

HFIA IS FUN
& THEY'RE DOING IT RIGHT!
JUST LIKE US!
Congratulations on 50 years!

SERVING ALL OF HAWAII

OAHU: 808.676.6111

MAUI: 808.244.1448

KAUAI: 808.245.4735

HAWAII: 808.326.2768





Clarence Takahashi, Ito En; Darcy Takushi, Foodland; Leighton Horiuchi, Ito En; Bob Garibaldi and Sheryl Simons of Unified Grocers; and Bob Stout, Times Supermarkets



George Szigeti, Bonny Amemiya, Gary Yoshioka, Paula Aona and Larry Ishii at the HFIA Convention Hospitality Room .



Katy and Kay Okuyama



Cherry Brownlie, Glenn Higa (Nestle), Kyle and Kit Okimoto (Waianae Store) at an HFIA Social.



The HFIA First Family (Wayne, Lori, Dawn, Blayne, and Kelsey) posing with Elvis a.k.a. Alan Nakamura



John Erickson lip syncs the Hawaiian Wedding Song to wife Katy.



Eddie Asato, Toby Taniguchi, Lauren Zirbel, Charlie Gustafson and Joe Carter.



Ted Kubota, Bob Milne, Harolyn Toma and Hitoshi Irinaka.



Team spirit: One of two teams compete by creating an impromptu dance to the viral hit song, Gangnam Style.

Congratulations



on your

50th
Anniversary



Dick Botti • Hawaii Food Industry Association Executive Director



Carl Hebenstreit "Kini Popo" • Trade Publishing Co. Founder



Proud Publisher of
Hawaii Retail Grocer

287 MOKAUEA STREET
808-848-0711

Printers and Publishers of Quality Products and Publications



Back Row: Frank Kawamura, Charles Kawakami, Ray Sabanal, Glenn Nagatori, Clayton Awa, Tony Borge, Takao Inagaki, Gary Furugen.
Middle Row: William MacAloney (Vice Chairman, FMI), Robert Bartels (Chairman of the Board, FMI), Mike Kaya, Richard Matsu, Herbert Sato, Dennis Makiya, Chuck Jones, Mike Ohashi, Mark Nakamura, Gary Nakamatsu, Richard Ho, Roger Godfrey, Wayne Yamada, Gerald Hiyane, Michael Ito, Timothy Hammonds (President and CEO, FMI), Marilyn Nuziard, Hoagy Gamble, Clayton Kim.
Front Row: Pearl Nagatoshi, Susan Ogata, Carl Okuyama, Betty Borge, John Fujieki Jr., Phyllis Masuda, Signe Godfrey, Jean Myers, Harry Otsuka, Gwen and Dick Botti



Peter Yukimura, Chad Shimamura, Gary Villanueva, Jodi Minashimin, and Ron Cloutier



The winning team in the 2nd Annual HFIA Tournament at Hickam's Mamala Bay golf course. From left are Matthew Yim, Shuji Sakata, Jerry Nakaya, and Val Valmoja.



Paul Oshita is one of HFIA's charter members. Here is Paul with his wife Kimiko and son Dave on his 80th birthday.



Mark Matsuda (Paradise Beverages), Barry Taniguchi (KTA), Wayne Yamada (Wholesale Unlimited), Bill Prideaux (Rainbow Inc.), and John Obrey (Safeway).



Bruce Yokochi and Herb Tamura (Tamura's Wahiawa & Hauula)



Jeff Stahl of American Greetings, Paul Kosasa of ABC Stores, and Gary Hanagami of Rainbow Sales & Marketing at an HFIA function.



George Szigeti, Mike Kaya, Barry Taniguchi, and Keith Nahale.



Lisa and Paul Kosasa, Terri and Larry Ishii, Jill and Miles Oda



Manos Sen, Carl Fukushima, Chad Shimamura, Gary Okimoto, Ashley Kusaka, Teri Luna.



Dwayne Fujitani, James DeJesus, Beau Oshiro, Bill Carl, Mike Ohashi, and Allen Woo

HAPPY 50TH ANNIVERSARY HFIA

Looking forward to another 50 years serving the retail community.

Call us to find out about our NEW BRANDS! 808-487-0030

Distribution Solution for FROZEN, CHILL, and AMBIENT PRODUCTS

Perfect for all of life's special moments...

ORDER TODAY!

MADE IN HAWAII

WWW.DIAMONDBAKERY.COM

f i



The Angoco Family, Nick, Vic, Austin, and Evelyn (Matson Navigation)



Derek and Georgeanne Kurisu
(KTA Super Stores)



Tony Borge (Coca Cola) says: "That all depends on the news today!"



Toby Taniguchi, Lauren Zirbel, Randy and Gwen Botti, Barry Taniguchi, and Beau Oshiro.



Guests at the buffet line.



Zooming out to the green



Ed Treschuk (Foodland), Pat Meyer, George Szigeti and Ron Coutier (Better Brands)

COME HOME TO MEADOW GOLD.



Hawaii's Dairy
SINCE 1897

In the little moments shared between keiki and kupuna—and in homes all across Hawai'i—lives the Meadow Gold story.

For years, we've gathered around the kitchen table in times of change and celebration, coming together over familiar favorites crafted with care by local hands from our island factories.

As we celebrate 125 years of those special Meadow Gold moments, we want to say mahalo for inviting us to your table, and being a part of our story.

Mahalo Hawai'i for 125 years of Meadow Gold.





Mahalo



HFIA
HAWAII FOOD INDUSTRY ASSOCIATION

FOR 50 YEARS OF SERVING HAWAI'I!

KTA Downtown, Hilo
321 Keawe St.
808-935-3751

KTA Puainako, Hilo
50 E. Puainako St.
808-959-9111

KTA Waikoloa Village
Waikoloa Highlands Ctr.
808-883-1088

KTA Waimea
Waimea Ctr.
808-885-8866

KTA Kailua-Kona
Kona Coast Shopping Ctr.
808-329-1677

KTA Keauhou
Keauhou Shopping Ctr.
808-322-2311

KTA Express, Kealahou
81-6602 Mamalahou Highway
808-323-1916



www.ktasuperstores.com



working together
for Hawaii



www.MahiPono.com



GROWING LOCAL IN THE FACE OF CLIMATE CHANGE

BY DANI DOUGLASS

Every breath of air and every piece of food — even the vitality of the soil needed to grow it — depends on the health of the environment. Humanity is at risk because of the Earth's declining health. Storms are more frequent, sea levels, as well as air and water temperatures, continue to rise, and scientists are observing shifting rainfall activity and changing ocean chemistry.

In Hawaii, farmers are one group that is heavily impacted by these changes and are responding to a growing and more urgent call to protect our natural resources and mitigate the costs of climate change.

"The primary impact on farmers is that rainfall, a free resource, is less consistent than in the past and droughts are more frequent," said Jesse Cooke, vice president of investments and analytics at Ulupono Initiative. "Recent wildfires have destroyed grazing pastures for livestock and farmers can no longer depend on rainfall for their crops, so they need to install costly irrigation infrastructure."

Cooke goes on to explain that when farmers are spending more to irrigate crops, their return on investment decreases, and

that some farmers are even changing the types of crops they produce to ones that need less water.

By the year 2050, it is estimated that the global population will increase from 7.9 billion to 9.7 billion. And whilst Earth is becoming hotter, this will inevitably have a significant negative impact on food production and yield.

Here in the islands, where most of our food is imported, residents are in a unique position in which food supply is dependent on global variables. If you call Hawaii home, you can expect that food costs will continue to rise during these times of high volatility.

"Hawaii residents need to think more than just sea level rise when thinking about climate change's impact," Cooke said. "Climate change will negatively impact food production in Hawaii and around the globe."

The current war in Ukraine is a timely example of how a conflict in one country creates disruption in the food supply in countries far away. There are riots happening in North Africa because the wheat prices have soared so high. Russia accounts for 19% of the global wheat market while Ukraine is 9% of it. In addition to wheat,

Ukraine is also a major exporter of corn.

In Hawaii, it's even more urgent for climate advocates, political leaders and residents to take a hard look at the current realities because local sourcing is the only option for our water supply. The long-term impacts of the recent Red Hill water crisis remain to be seen and could potentially impact the island's drinking water supply, which could also negatively impact water availability for agriculture.

On the Valley Isle, a number of strategies are being implemented at Mahi Pono to address food and water insecurity and the growing trend of consumers relying less on shopping at traditional grocery stores.

At a recent "Eat, Think, Drink" discussion sponsored by the Hawaii Agriculture Association, Mahi Pono's vice president of agriculture operations and business development, Darren Strand, asked the audience how many sourced their produce, meat and dairy items directly from farmers or through community supported agriculture (CSA) programs. An overwhelming majority of the crowd raised their hands. As the keynote speaker at the April 26 event, Strand shared some of the investments the farm is currently

implementing in order to cut its water usage.

“We’re making huge investments in re-designing the field irrigation systems for each orchard planting,” he shared. “The sugar system was really designed to move a lot of water over a long period of time and with citrus and orchard crops, we need to move a lot of water very quickly and put the right amount on each tree over a short period of time. And so this is done by installing new larger main lines, new filter stations in most fields and having micro emitter sprinklers on every tree. So we calculate with this investment we’ll be able to use 50% less water over the same acreage as sugar.”

In addition, Strand shared that Mahi Pono is focused on increasing local food production, taking into account workforce development, local purchasing, and climate

Mahi Pono will be working with the University of Hawaii, USDA, Hawaii Farmers Union United and others to lead a climate-smart commodities project over five years to demonstrate greenhouse gas (GHG) benefits through practices and enhancements that are guided by USDA cover cropping and compost standards.

change mitigation when making day-to-day farming decisions. Partnerships are also important to Mahi Pono and Pomona Farming, its managing partner, which work with the Hawaii State Department of Education, the University of Hawaii, GoFarm Hawaii, and the Maui Economic Development Board’s STEMworks program.

Large-scale collaboration is taking place on a statewide level as well.

Mahi Pono will be working with the University of Hawaii, USDA, Hawaii Farmers Union United and others to lead a climate-smart commodities project over five years to demonstrate greenhouse gas (GHG) benefits through practices and enhancements that are guided by USDA cover cropping and compost standards.

“This first step will help Hawaii build equity in its agricultural systems,” said Jayson Watts, director of external affairs and strate-



Change to "Mahi Pono has planted over 1 million trees."

gic initiatives at Mahi Pono. “Working with these project teams, we’ll be able to monitor, report, and verify GHG (reduction) benefits, track these commodities to market and invest in land management systems that are scalable, with long-term viability beyond the project period.” Project results will be cataloged and reported by the USDA to Hawaii’s producer network.

For farmers, there are a number of USDA programs that provide funding to implement climate change adaptation strategies. For example, the Environmental Quality Incentives Program (EQIP) provides financial and technical assistance to agricultural producers to address natural resource concerns and deliver environmental benefits

such as improved water and air quality, increased soil health and reduced soil erosion and sedimentation, and mitigation against drought and increasing weather volatility. Hawaii farmers and ranchers received an estimated \$14 million in funding in 2020 from the EQIP program.

Hawaii’s food industry partners can make a difference by helping families and the state’s resources through the current and future challenges of climate change and global supply chain issues. It’s the kuleana of each person to stop and think about what impacts their daily actions have on the planet and what changes they can make to assure there will be an adequate supply of clean air and water and healthy food to nourish our bodies.

ALL PHOTOS COURTESY MAHI PONO, LLC

BEYOND THE BAR: HAWAIIAN CHOCOLATE AND CACAO ARE TURNING UP IN INTERESTING NEW PRODUCTS

Hawaii is the only state where cacao is commercially grown. Also called cocoa, cacao trees have been in Hawaii since the 1830s when King David Kalakaua grew them in his garden. Now, nearly 200 years later, local cacao and chocolate producers are taking the industry in exciting new directions.

Manoa Chocolate is a bean-to-bar chocolate company in Kailua that sources cacao from Hawaii and around the world. Some of their bars are unique in their simplicity, single origin two ingredient bars made with only Hawaiian cacao and organic sugar cane are a pure taste of Hawaiian chocolate.

Many of their other bars are completely changing the definition of what a chocolate bar can be. Their popular Breakfast Bar is infused with coffee and sprinkled with cacao nibs, the Matcha Mochi bar features matcha white chocolate and mochi balls, and they recently introduced a special line of tea infused white chocolates to celebrate Mother's Day. Manoa Chocolate also offers cacao shell tea, a new way to enjoy a different part of the cocoa bean. The tea has a mild chocolatey aroma and a pleasant herbal flavor.



PHOTO BY JOHN BASSETT OF MAUNA KEA CACAO

In order to make chocolate, the cocoa beans inside the cacao pod must be fermented. Prior to fermentation raw cocoa beans have a fresh fruity flavor which few ever get to taste. Local chocolate makers Madre Chocolate have found a way to share this unique taste experience with their Cacao Fruit Rollups.

Susan Bassett is the co-owner of Mauna Kea Cacao farm on the Big Island. The award-winning farm produces world class cacao. She sees no limit to Hawaii chocolate and cacao's potential, "There are so many possibilities, for instance Hawaiian chocolate beer. We'd love to work with a local brewer to make that happen. Hawaii Island's cacao farmers are increasing production and are ready to supply more cacao to Hawaii's food industry."

MOVING HAWAI'I EVERY DAY



YOUNG BROTHERS

FREQUENT, AFFORDABLE
INTER-ISLAND SERVICE SINCE 1900
www.YoungBrothersHawaii.com

Photo: Kalohi Channel by William Renio



COURTESY MANOA CHOCOLATE

For over 100 years, C&S Wholesale Grocers has been providing the products, value, knowledge and services to help independent, family-owned businesses grow. Call us today to learn how we can help.



Contact us today to learn how we can help make this your best year ever!

Maile Miyashiro, Sr. Director Customer Experience
91-315 Hanua Street, Kapolei, HI 96707 808.682.3364 | www.cswg.com

NEW MEMBERS



KING'S HAWAIIAN

King's Hawaiian was founded in Hilo in 1950 by Robert R. Taira and is now headquartered in Torrance, CA, producing the #1 branded dinner roll in the U.S. and selling its variety of Hawaiian sweet bread products in all major grocery retailers. King's Hawaiian is committed to its mission of delivering irresistible Hawaii foods with the Aloha Spirit that families love everyday, everywhere. The company is now part of the Taira 'Ohana of Brands, collectively called Irresistible Foods Group (IFG), which also includes Shaka Tea. IFG and all of its companies are still 100% family-owned and operated.



DHX

DHX-Dependable Hawaiian Express is the leading ocean freight company currently serving Hawaii and Guam. With our own assets on all major islands, we provide door-to-door ocean service for both Full Container Load and Less Than Container Load, from all west coast ports and throughout the U.S. to Hawaii, Alaska, and Guam. By utilizing our transcontinental trucking network and FCL intermodal services, we provide a most equitable solution.



REDEFINED MEDIA

We're a team of motivated individuals with creative minds and big ambitions. We came together in 2014 to tell stories in a creative and meaningful way. We believe in simplicity over complexity, substance over trends, that cinematic isn't synonymous with cliché, and ultimately that less is more.

We love creating films, commercials, corporate marketing videos, music videos, event recaps and social media content to help tell your story.



WONDERFUL SALES

Wonderful Sales™ is the sales and merchandising organization for The Wonderful Company, a privately held \$4.6 billion company with consumer brands including Wonderful® Pistachios, Wonderful® Almonds, Wonderful® Halos®, POM Wonderful®, FIJI® Water, JUSTIN® and Landmark® wines, as well as the Teleflora® flower delivery service. The Wonderful Sales team is responsible for the sales of Wonderful produce items through supermarkets and retailers across the U.S. and Canada. Our associates support nearly 20,000 stores and are devoted to promoting our high-quality branded products. The team consists of sales professionals, merchandisers, a direct store delivery group in New York, and a Los Angeles-based headquarters staff, which includes finance, analytics, and support.

To learn more about The Wonderful Company, visit www.wonderful.com, or follow us on Facebook, Twitter and Instagram.



SERLIN HALEY

We make your voice heard. Across the nation, officials at all levels of government are debating – and questioning – the role of business in society. Companies are under attack. Trade associations are being drowned out. Both need to be part of the debate.

Serlin Haley is the voice of business in the political arena – not only in only one state capitol, but in statehouses and city halls across the nation.



HAWAIIAN ISLAND PROVISIONS

Hawaiian Island Provisions is the authorized local purveyor of the Boar's Head Brand. For over 110 years, Boar's Head has been doing things our own way. From the very beginning, we've been unwilling to compromise on quality, to cut corners, to put profits before excellence.

We remain true to the time-honored traditional practices set for us five generations ago: still hand-trimming our meats; still using only the finest ingredients in our products. Commitments like these have made us a leader in our industry and have made Boar's Head the brand in which consumers continue to place their trust. Independent Local Purveyors of Boar's Head Brand share a passion for delivering a quality product with exceptional service.



MAUNA KEA CACAO

Our primary goal is simple . . . to produce world-class cacao for dark chocolate crafters and aficionados. In 2021 and 2019, our farm was one of only five Hawaii cacao farms selected to compete for the International Cocoa of Excellence award in Paris, France.

We achieve this goal sustainably by growing cacao where rain is plentiful on land previously cleared for sugar cane.

We purchased 20 acres on Hawaii's Hamakua Coast in 2011 and began planting cacao seedlings twice each year during vacations from our engineering and environmental jobs. In 2015, we moved from Denver, Colorado to Pepeekeo, Hawaii. Since then, we have been planting trees, harvesting pods, and fermenting and drying beans. In 2018 our hard work paid off and we earned the "Best Cacao" award at the Big Island Chocolate Festival. Chocolate made from our cacao is also winning awards.

**FOR MORE INFO ABOUT HFIA MEMBERS AND MEMBERSHIP BENEFITS
PLEASE VISIT US AT
WWW.HAWAIIFOOD.COM/MEMBERSHIP/**

MEMBER NEWS



PEPSICO AIMS TO SET NEW STANDARD IN WATER STEWARDSHIP

PepsiCo's Global Research & Development team designed a method to recover more than 50% of the water used during the potato chip cooking process. Potatoes are 80% water, and frying them releases that water as steam. This new process captures that steam, condenses it and cleans it to safe drinking standards. That water can then be reused to wash new potatoes as they arrive from the farm and power other processes at the plant, such as air conditioning and refrigeration.

The technology has been implemented in PepsiCo's Kolkata, India, facility, and the company plans to adopt it in nearly 30 others in high-water-risk areas by 2030. Early results show the process can save approximately 60 million liters of water per year at each facility that adopts this method.



KING'S HAWAIIAN BUYS SHAKA TEA

The Taira family behind King's Hawaiian, the global family-owned food manufacturer founded in Hilo, Hawai'i, announced that Shaka Tea, the Hilo-based beverage company, has joined the King's Hawaiian family of companies. Known for its teas brewed with sustainably grown, Hawaiian mānaki leaves,



CREATING A WORLD WITHOUT WASTE THE COCA-COLA COMPANY TEAMS UP WITH BILL NYE TO DEMYSTIFY RECYCLING

The Coca-Cola Company breaks down the ins-and-outs of plastic recycling to demystify the process in a new animated film narrated by science icon Bill Nye.

Mackinnon & Saunders, created the stop-motion film featuring an animated—and recycled—likeness of Nye who explains the end-to-end recycling process. With Nye narrating in his signature, straightforward style, the film takes viewers on the circular journey of a plastic bottle, starting from the time it's placed in a recycling bin to returning to the shelf as a 100% recycled bottle (excluding cap and label).

"As we know, we need to reuse plastic," says Bill Nye. "That's why I'm partnering with The Coca-Cola Company to show the science behind the process of recycling and how we can continue to address the global plastic waste crisis, together."



MASHED NAMES MINIT STOP THE BEST GAS STATION FOOD IN HAWAII

Foodie website Mashed published their 2022 list of "Best Gas Station Food in Each State" in April and HFIA member Minit Stop snagged the top spot in Hawaii. The article mentioned several local favorites. "In Maui, Hawaii, Minit Stop is a great place to stop for unconventional gas station treats like massive potato wedges, pork, and chicken adobo. The best thing on its extensive menu has got to be the chicken skewers, huge chunks of juicy, fresh chicken meat slow-roasted in spice over a hot flame."



7-ELEVEN HAWAII FIRST TO ACCEPT ONLINE EBT PAYMENT

Earlier this year 7-Eleven Hawaii launched a new program working with Vroom delivery which allows users of Supplemental Nutrition Assistance Program (SNAP) benefits to order and pay online. 7-Eleven Hawaii is the first convenience store in the U.S. to enable SNAP user to pay online with the Electronic Benefits Transfer (EBT) card. Users purchasing both SNAP eligible and other foods and other items can split payment for their order.



HFIA SPRING 2022 GOLF TOURNAMENT

THIS PHOTO JOE GEDEON - JPG MEDIA / ALL OTHER PHOTOS BY ALEXIS CHAPMAN

HFIA's Spring 2022 Golf Tournament was a great success! With a range of food and drink tents from our members and great prizes for everyone this event is always a big win for players and our association. We'd like to thank everyone who came out to participate and make this day so fun.

We'd also like to thank our tireless Director of Golf (D.O.G.) Mike Kaya for once again doing all the heavy lifting to make the tournament possible. And thank you to Justin Yoshino and the team at Market Advantage for facilitating the on-course tents that make the

tournament so special.

A big thank you to all our tent and product sponsors: Acosta Sales and Marketing, Armstrong Produce, Bean Suntory, Coca-Cola Bottling of Hawaii a Subsidiary of the Odom Corporation, Constellation Brands, Fresh Aloha Direct with Aloun Farms, Frito-Lay, Hawaii Food Products, Hawaiian Airlines, Hawaiian Springs Water, Heineken, HMAA, J.B. Gottstein, JPG Hawaii, Kikori Whiskey, KYD Inc., Market Advantage, Molson Coors, Monster Energy, Pepsi, Pint Size Hawaii RNDC, Sierra Nevada, Y. Hata, Zippy's, and 7-Eleven Hawaii.





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 | etamurasupermarket |

THANK YOU GOLF SPONSORS!

GOLD SPONSORS



EMERALD SPONSORS



DIAMOND SPONSORS

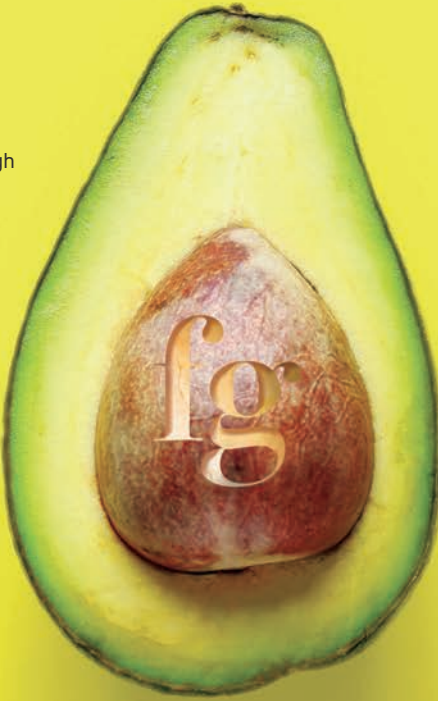


fg

FOOD GURUS

HAWAII

Packaging, Thought Through



WE MOVE YOUR BRAND OFF SHELVES AND INTO HEARTS

With a tremendous level of experience in Consumer Packaged Goods (CPG), we have the know how to take your product from logo development and package design to the consumer's shopping cart.

From building brand messaging and appeal to engaging customers with modern design elements, our approach sparks consumer imagination and emotion in order to educate them about the product use and company history, all while enhancing repeat purchases.

"Over the past 16 years, Food Gurus Hawaii has always gone the extra mile to do what's right by us and our brand. They understand and support who we are at KTA and the communities we serve."

Toby Taniguchi
President, KTA Super Stores



Contact us for a free consultation - Doug Harris - doug@digivortex.com 808-9456-4626

Congratulations
HFI
HAWAII FOOD INDUSTRY ASSOCIATION
50 Years

BY LAUREN ZIRBEL

Our 50th Anniversary Year has been one like no other. This special moment in HFIA's history has come at a time when our industry has been challenged like never before. Because we are essential businesses our customers, our communities, and our state have very high expectation for our local food industry. Food industry employees will work when others are ordered to stay at home, grocery shelves must be stocked even if global supply chain is in turmoil, and our businesses will do whatever they can to keep the doors open even in the face of unprecedented inflation and labor shortages.

As the voice of Hawaii's Food and Beverage Industry, HFIA has always known how important our industry is. We pride ourselves on providing support and resources so that our member businesses can survive and thrive no matter what obstacles our industry faces.

Here in Hawaii our food and beverage

industry is built on strong historic foundations. HFIA Founding Members like Rainbow Sales and Marketing continue to serve our state and be an active part of HFIA. Businesses like Maui Soda and Ice works have been manufacturing locally for over 100 years. And heritage companies like KTA

By building on the foundations of our past and learning from the present, we know we can create the best opportunities for the future.

Super Stores, Tamura Enterprises, Okimoto Corp., and Tamura Super Market have been anchors in our industry and their communities for generations.

These companies and all our HFIA



Members inspire us to always be looking for new ways to serve and support our industry. Of course none of us know what the future will hold. As we overcome the challenges of today, new obstacles will take shape. By building on the foundations of our past and learning from the present, we know we can create the best opportunities for the future.

To all our members, we thank you for allowing us to be your voice for the last 50 years, and we look forward to serving you for the next 50 years and beyond! Mahalo and Happy Anniversary!

HFIA NATIONAL LEGISLATIVE UPDATE

BY LAUREN ZIRBEL

In addition to our work at the state level HFIA also got involved in some important federal legislation this spring. As HFIA's Executive Director I was proud to participate in the National Association of Convenience Stores (NACS) 2022 Virtual Day on the Hill. During this online event NACS lobbyists and representatives from trade associations like HFIA meet with national lawmakers to advocate for industry positions on high priority issues.

This year the topics included the following:

PAYMENT AND SWIPE FEES

As retailers know, the year after year increase in swipe fees has created a situation where fees can exceed pre-tax profits.

NACS Day on the Hill teams asked Congress to create a market-based solution and pass legislation requiring there be two network routing options on a credit card, just like what already happens on debit. This would give retailers a choice, and more competition on credit cards would save American consumers and businesses.

Bipartisan legislation (H.R. 6338) has been introduced in the House that would remove the SNAP hot foods restriction, giving SNAP customers the ability to buy hot foods from SNAP eligible retail stores when needed.

SNAP HOT FOODS

Convenience stores play a vital role in SNAP by providing essential access to nutrition for low-income Americans, particularly those in rural and urban America.

Convenience stores are often the only establishments easily accessible by walking or public transportation, or the only food retail locations open for business with extended or 24-hour service. Bipartisan legislation (H.R. 6338) has been introduced in the House that would remove the SNAP hot foods restriction, giving SNAP customers the ability to buy hot foods from SNAP eligible retail stores when needed. This legislation would give low-income Americans commonsense flexibility when it comes to feeding themselves and their families and will help stores more easily comply with program requirements. NACS Day on the Hill teams asked Congress to co-sponsor this bill and support removing the SNAP hot foods restriction.

ELECTRIC VEHICLE CHARGING INFRASTRUCTURE

NACS Day on the Hill teams worked on educating members of Congress on the importance of competition in the EV charging market. Allowing the private sector to compete is the best way to spur investment in, and development of, electric vehicle charging infrastructure.

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!

WHILE ALL OF HAWAII SHELTERED,
YOUR COURAGE, DEDICATION, AND PROFESSIONALISM,
KEPT HAWAII FED.

thank you!



Hawaii Foodservice Alliance LLC
www.HFAHawaii.com

CONGRATULATIONS ON 50 YEARS!



NO MATTER HOW FRAGILE THE CARGO, WE MANAGE TO STAY COOL.



If you're shipping perishable goods to Hawaii, no one in the business has more expertise in handling chilled and frozen cargo. We offer online tracking, a national refrigerated cargo sales team, and the largest quantity of top-quality, advanced refrigeration equipment in the trade.

For more information, speak to one of our shipping experts at **(800) 4-MATSON** or visit **Matson.com**.



Matson®