

**HAWAI'I**

**SPRING 2023**

# **RETAIL GROCER**

**THE MAGAZINE OF THE HAWAII FOOD INDUSTRY ASSOCIATION**

**LFC 2023 PRIORITIES**

**PSTURE TO PLATE  
AT PARKER RANCH**

**HFIA HAPPY DAYS  
SOCIAL**

**MORE BANG FROM  
DA BUX**





# 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](http://pashahawaii.com).



PASHA HAWAII®





# Mahalo



# HFIA

HAWAII FOOD INDUSTRY ASSOCIATION

**FOR 50 YEARS OF SERVING HAWAI'I!**

**KTA DOWNTOWN, HILO**

321 Keawe Street  
808-935-3751

**KTA PUAINAKO, HILO**

50 E. Puainako Street  
808-959-9111

**KTA WAIKOLOA VILLAGE**

Waikoloa Highlands Center  
808-883-1088

**KTA WAIMEA**

Waimea Center  
808-885-8866

**KTA KAILUA-KONA**

Kona Coast Shopping Center  
808-329-1677

**KTA KEAUHOU**

Keauhou Shopping Center  
808-322-2311

**KTA EXPRESS, KEALAKEKUA**

81-6602 Mamalahoa Highway  
808-323-1916



**WWW.KTASUPERSTORES.COM**



12



20



DEPARTMENTS

Chair’s Message .....6  
 Legislative Update .....8  
 NGA Update .....10  
 New Members .....18  
 Member News .....19  
 The Last Word .....22

FEATURES

'Da Bux' Support to Residents Increases 2,500% ..... 12  
 LFC Identifies Top Priorities for 2023 ..... 14  
 Hawaii Pasture to Hawaii Plate with Parker Ranch ..... 16  
 HFIA Happy Days Social ..... 20

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

Jay Higa  
 Jennifer Dorman  
 David Kanyuck  
 Stan Emoto

PUBLISHING AND PRINTING PARTNER

Trade Media Hui



Cover Images Courtesy Anthony Consillio for HFIA, and the Food Basket  
 Cover Design by Dustin Koda of Trade Media Hui

All editorial content ©2023 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.hawaiifood.com](http://www.hawaiifood.com)

Advertising inquiries? We're here for you! Please contact Jay Higa at [jay@tramediahui.com](mailto:jay@tramediahui.com) or call 808-738-4947.

Trade Media Hui, your full-service media partner.



# 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](http://ulupono.com)



Committed to a Sustainable,  
Resilient Hawai'i



# CHAIR'S MESSAGE

**Aloha HFIA Team,**

Spring is an exciting time for our Association, with lots of events and lots happening at our State Capitol.

We started off with the Annual Social on January 26. Working with our amazing Social Committee really was true to the Happy Days theme for me. The Committee, the sponsors, the prize and product donors, the game participants, and all the attendees made this such a special evening and I want to thank you all! There are lots of great pictures on page 20

But of course, it's not all fun and games. Right now, the 2023 Legislative Session is in full swing and HFIA is continuing to advocate for our package of priority bills and keeping members up to date on other bills that may impact their businesses. At the beginning of Session HFIA hosted our Legislative Talk Story Panel once again, which featured both the Speaker of the House Representative Scott Saiki, and the Senate President Ron Kouchi

along side industry representatives.

We're also very happy to be returning to in person Membership Meetings this year. Our first Membership Meeting for 2022 will be March 22 at the Honolulu Country Club. In addition to a Legislative Update from our President Lauren Zirbel we'll host expert speakers on worker retention, which is such an important topic right now. We'll be following that up with our Annual Golf Tournament at Pearl Country Club on April 28. It seems like our golf tournament gets, bigger, better and more fun every year and I know we're all looking forward to it!

With so much going on at our Association and in our industry right now it really underscores for me the value of not just being a part of HFIA, but being an active part of HFIA. The Association is such a valuable resource to keep us connected, keep us informed, and advocate for programs to benefit the industry, and the more we put into it the more we get out of it. Whether it's attending events, serving on a committee, or testifying



on legislation, being active is really the best way to get the most out of your membership and help HFIA have the biggest positive impact for our industry.

Mahalo,

Eddie Asato  
HFIA Chairman  
Director of Sales and Business  
Development, Pint Size Hawaii

# 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](mailto:archie.micro@gmail.com) • [micronesiaimports.com](http://micronesiaimports.com)



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](http://www.cswg.com)**



## HFIA's 2023 Proactive Legislative Platform includes measures supporting our three priority goals.



### INCREASING HAWAII CONSUMERS' FOOD BUYING POWER

#### Bills to exempt groceries from the GET:

SB1053, SB1118, HB1135, HB945, SB1555, HB1050, SB1348 SB241, HB623, HB687, SB1239, HB1483, SB1576 - Exempts gross proceeds derived from the sale of groceries and over-the-counter drugs from the general excise tax.

HB947 and SB1266 – Establishes a food manufacturers tax.

HB607 - Creates an income tax credit for taxpayers who are farmers, or are producers of agricultural commodities, cooperatives, broad line distributors, or food hubs who ship products and agricultural goods between counties.

SB940 and HB740 - Establishes an additional minimum Supplemental Nutrition Assistance Program (SNAP) benefit of \$250 per month per person for SNAP-eligible households whose income is below 200% of the federal poverty level.

HB1248 - Appropriates funds to DOA for the continued administration of the Hawai'i healthy food incentive program (DA BUX double up food bucks program) and to provide matching funds to beneficiaries who participate in the supplemental nutrition assistance program.



### MAKING HAWAII FOOD SYSTEMS AND ENERGY USAGE MORE SUSTAINABLE AND RESILIENT

#### Bills to streamline the permitting process for renewable energy generation and storage systems:

HB195, SB1185, SB781 - Self-certification for solar distributed energy systems.

SB84 and SB420 - Establishes the Sustainable Food Systems Working Group within the Office of Planning and Sustainable Development to develop a plan for a more sustainable, resilient local food economy and to report to the Legislature. Includes HFIA as a member of the working group.

SB1289 and HB991 - Increases the cap for awards to assist businesses applying for the Small Business Innovation Research Grant Program and the Small Business Technology Transfer Grant Program. Adds purchasing of renewable energy systems as an eligible expense and clarifies that training on both new and existing manufacturing equipment is an eligible expense for the Manufacturing Development Grant Program.



### WORKFORCE DEVELOPMENT

#### Bills to create a job creation tax credit:

HB944, HB398 SB802 - Establishes a refundable job creation income tax credit for employers who increase the number of full-time employees in the State.

HB400 and HB1203 - Establishes an employer-provided or -sponsored child care income tax credit for employers that make available child care services to their employees. Establishes an employer child care property income tax credit for the cost of child care property purchased or acquired by an employer and put into service for employer-provided child care.

HFIA is also working with the Hawaii Technology Development Corporation to explore ways to maximize the positive impact of funding bills for their programs.



We started our legislative session this year with our Legislative Talk Story Panel. The panel featured Joe Carter and myself representing the food industry with House Speaker Representative Scott Saiki and Senate President Ron Kouchi participating from the Legislature. Representative Kirstin Kahaloa the Vice Chair of the House Committee on Agriculture and Food Systems and Senator Tim Richards, the Vice Chair of the Senate Committee on Agriculture and Environment also joined us to weigh in on some topics. Derek Kurisu of KTA once again served as our moderator.

Derek did a fantastic job of starting us off with a reminder why a thriving food industry is essential to our state. The panel touched on a range of topics and was a very productive exchange of ideas. We of course discussed HFIA's goals of bringing down food costs for Hawaii families, improving energy sustainability and resilience for our industry, and ad-

ressing workforce shortages. Speaker Saiki and President Kouchi talked about how one of the legislature's top goals is improving access to affordable housing and how that can be a key workforce development tool. All our legislators also weighed in on the importance of growing our local agricultural sector and the challenges of that endeavor.

One of our main priorities this year is helping families with food insecurity. As such we support removing taxes on groceries and increasing SNAP funding. The average thrifty spending family (a USDA metric) spends approximately \$1,794.60 a month on groceries in Hawaii. At our current 4.5% tax on groceries this means residents are paying approximately \$969 dollars a year in grocery taxes. Hawaii is one of only a few states that still imposes a highly regressive grocery tax on residents.

Many residents are struggling with their grocery budget due to inflation, but the State has pulled in a lot of extra revenue due to inflation.

In the first three quarters of 2022, The State of Hawaii's General Excise Tax revenues increased \$532.6 million or 19.8 percent from the same period of the previous year. Considering that the State has a nearly \$2B surplus, now is the time to get rid of our most regressive tax and help families with their grocery costs.

We understand the political willpower may not be where it needs to be to reduce grocery taxes this year, so we are also tackling Hawaii's food affordability and security issues by supporting increasing the double up food bucks program that provides additional SNAP benefits for the purchase of locally grown produce as well as increases to SNAP funding in general.

We are supporting measures aimed at improving the sustainability and resilience of our industry. A bill to create a sustainable food systems working group is currently moving and HFIA would be included in the group if it passes. Several versions of our bill to streamline **continued on page 10**





*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**





# THE FUTURE OF YOUR BUSINESS IS WHAT YOU MAKE OF IT

BY GREG FERRARA, PRESIDENT AND CEO, NATIONAL GROCERS ASSOCIATION

Mark Twain couldn't have been more correct when he said, "Prediction is difficult, particularly when it involves the future."

I'm sure that holds true for anyone trying to figure out how the year is going to pan out for grocery operators. Who could have predicted a global pandemic, war in eastern Europe and runaway inflation, all in a span of less than three years?

That's why trying to predict what's going to happen in the next 12 months is a shaky limb to sit on. Still, independent grocers historically do a good job preparing for feast or famine and pivoting as needed to best serve their communities.

At this writing, just a few weeks into the first quarter of 2023, the tough marketplace conditions of the past year persist. Inflation continues to impact food the hardest among all the consumer categories, though some are starting to see some relief. Gas prices that appeared to inch their way down around Christmas started to reverse course. And uncertainty about the nation's egg supply reached a fever pitch when the impact of last year's avian flu outbreak collided with the annual holiday spike in baking, resulting in price surges and shortages.

Even so, the egg market was expected to gradually normalize as the new year transpired. More good news at the end of 2022 came from the USDA, which reported that food prices are expected to grow more slowly

this year than last, between 3% and 4%.

There's even better news for supermarket operators: Food-at-home prices are expected to increase 2.5% to 3.5%, compared to food away from home, for which a jump of 4% to 5% is anticipated, according to the USDA. This confirms what we've always known, that grocery stores deliver more options and value than restaurants, especially

**Food-at-home prices are expected to increase 2.5% to 3.5%, compared to food away from home, for which a jump of 4% to 5% is anticipated, according to the USDA.**

in uneasy economic times.

Independent grocers are helping consumers maximize their value and continue to scour the marketplace for the best deals, despite inevitable price increases and pressure on historically low margins.

These pressures amplify the need for enforcement of antitrust laws, which continues to be a top NGA priority and heads the list of our ongoing advocacy activity in 2023.

In mid-January, NGA's Government Relations Committee met in Washington, D.C., to discuss top policy priorities for independent community grocers during the 118th Congress, which finally started to do business after a historic, protracted effort to elect a new

Speaker of the House.

The committee covered a variety of topics important to the independent grocery industry, including decreasing credit card swipe fees, DIR fee reform, labor and employment, and the 2023 Farm Bill, as well as antitrust reform.

Independent grocers are important to Hawaii's economy. The state's 143 independently owned and operated supermarkets account for \$1.6 billion in total economic impact and provide for more than 12,000 jobs, directly or indirectly to the grocery industry, surpassing \$587 million in total wages.

That's why it's important for Hawaii's independent operators, along with their peers on the mainland, to be on equal footing with their much larger chain competitors in the grocery industry.

You can join other independent retailers, wholesalers and state association executives on June 6-7, 2023, in Washington, D.C., for NGA's Fly-In for Fair Competition, to advocate for a level playing field in the grocery industry by calling for enforcement of the Robinson-Patman Act. It's an opportunity to meet with your representatives on Capitol Hill, discuss the issues most important to your business, and impact the policymaking process.

You'll have scheduled Congressional meetings, along with other NGA members and experienced advocates, and you'll have opportunities outside of those meetings to interact with lawmakers and their staffs.

In the words of Abraham Lincoln, the most reliable way to predict the future is to create it. As a member of NGA participating in the Fly-In for Fair Competition, you'll be helping to create a better future for your business and your community.

**For more information about the fly-in, visit [www.nationalgrocers.org/m/flyin/](http://www.nationalgrocers.org/m/flyin/).**

**LEGISLATIVE UPDATE continued from page 8** permitting process for the installation of solar and battery storage systems are moving. We worked with different legislators to create a few versions of this measure to help give it the best chance of success.

We are working closely with government leaders to advance grant funded approaches to addressing workforce shortages, manufacturing costs and energy costs. HB 947, "Increases the cap for awards to assist businesses applying for the Small Business Innovation Research Grant Program and the Small Business Technology Transfer Grant Program. Adds purchasing of renewable energy systems as an eligible expense and clarifies that training on both new and existing manufacturing equipment is an eligible expense for the Manufacturing Development Grant Program." We're happy to support these as this program can be a tool to address both

sustainable energy, workforce development in the form of training, and increasing local manufacturing of food to potentially make local food more affordable.

HFIA is building coalitions to address workforce shortages. We worked with the Chamber of Commerce to develop a job creation tax credit bill. Many states have successfully implemented this program and we know it could have similar positive effects for Hawaii employees and employers. As this moves through the legislature we're continuing to look at the best way to implement this concept here and we're open to pivoting to grants instead of tax credits or other options. HFIA is supporting measures to provide tax credits to employers that provide child care onsite or through a partnership. Lack of available childcare is an impediment for people entering or reentering the workforce and increasing available childcare options can help

to alleviate worker shortages.

In addition to the bills that HFIA will be supporting within our priority platform we'll continue to track the many bills that might impact some of our individual members. HFIA will keep members updated on this in our Weekly Updates. We encourage any members who have questions about these measures or would like assistance submitting their own testimony to reach out to us. We also want to encourage all members to respond to our Action Alerts and submit testimony on our priority bills. When our legislators hear directly from you, our members it helps amplify our voice and confirm for them the real impacts that these measures have on your businesses that are working to feed our state.

**For questions or additional information please reach out to us at [Info@HawaiiFood.com](mailto:Info@HawaiiFood.com).**





# 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 27 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: [healthyhawaii@doh.hawaii.gov](mailto:healthyhawaii@doh.hawaii.gov) • Phone: (808) 586-4613**







## ‘DA BUX’ SUPPORT TO RESIDENTS INCREASES 2,500% SINCE 2019

State funds are key to unlocking more federal and philanthropic dollars for this proven, high-impact program.

BY KEITH DEMELLO

Hawai‘i has seen a substantial increase in demand for food-assistance programs and funding since the start of the COVID-19 pandemic. Island households spend the highest percentage of their annual budget on food compared to those in other states, and this is compounded with the rising inflation that has increased food prices and overall cost of living in Hawai‘i by 6.6% and 7.4%, respectively.

Programs like the Double Up Food Bucks program, known locally as DA BUX, offer needed support for families facing food insecurity. The program provides Supplemental Nutrition Assistance Program (SNAP) participants with a DA BUX Access Card or voucher that reduces the cost of locally grown produce at participating grocery stores and farmers markets by half. Individuals using DA BUX double their purchasing power when

they buy locally grown fruits and vegetables. For example, \$10 of SNAP benefits would be worth \$20 when purchasing Hawai‘i-grown produce.

This provides a triple win by supporting residents facing food insecurity challenges, farmers and growers looking to expand their markets, and the local economy by keeping food dollars in the community.



## Expansion necessary to meet increasing need

In 2022, 12% of Hawai'i's residents received SNAP benefits. Low- to moderate-income households not receiving benefits may rely on cheaper — and often less healthy — alternative food options that put those individuals at a higher risk for health issues and associated expenses. Investments in food availability provide a solution for individuals that may be at risk of diet-related health issues and expenses due to the inaccessibility of affordable, fresh goods.

From 2019 to 2022, there was an estimated 2,500% increase in discounts provided through DA BUX to Hawai'i SNAP participants. This expansion was possible due to the partnership of Hawai'i's retailers along with philanthropic and government support, which helped secure available federal dollars to this highly impactful program.

Local produce sales to SNAP shoppers at participating farm direct retailers increased an average of 531% from 2019 to early 2022. DA BUX offers rewards at local retailers across the state. Participating retailers can be found at the program's "Find a Retailer" search tool: <https://dabux.org/find-a-retailer>

## More federal and philanthropic dollars available

Historically, the DA BUX program has been primarily funded by federal grants and philanthropic/private funding (representing almost all of total program funds). To date, the State of Hawai'i has only provided \$94,000 in actual state general funds, not including an allocation of \$500,000 in federal CARES Act funds to the program in which was matched in 2020 by another \$500,000 in philanthropic dollars. Ulupono Initiative, the Stupski Foundation, The Harry and Jeanette Weinberg Foundation, and Kamehameha Schools each joined in this philanthropic match.

This year, advocates are urging the Hawai'i Legislature to consider appropriating additional state funding for DA BUX that's needed to unlock federal and philanthropic funding matches. These state funds can generate significant leverage:

- Stimulate economic activity of \$19 million (6.3x of state funding) while increasing local food production for local consumption.
- \$3 million can be matched by \$3 million in federal dollars from a Gus Schumacher Nutrition Incentive Program (GusNIP) grant, as well as \$6 million from SNAP purchases, resulting in \$12 million going

toward local food purchases and supporting local farmers.

- Other states have recognized the benefit and impact of double up food bucks programs by investing state funds in expanding and sustaining their programs. There are nine states that have invested state funds in their double up food bucks programs, totaling approximately \$94.5 million from 2015 through 2021.

Given the impact achieved and successful track record of supporting families, local producers, and the local economy, State funding will be a worthwhile investment and position the DA BUX program for future federal funding that encourages a self-reliant Hawai'i.

**For more information about joining or expanding participation in DA BUX, visit [www.hawaiifoodbasket.org](http://www.hawaiifoodbasket.org).**



## Hawaii's Exclusive Distributor For Generac Generators and Power Generation Equipment.

Shortest Lead Times in the Industry. Dealer Trained Technicians on all Islands.

Generator Sizing Tool



**GENERATOR**  
& POWER SYSTEMS

**GENERAC**  
INDUSTRIAL  
POWER

761 Ahua st. Honolulu, HI 96819  
808-379-3888 | [www.generatorpowersys.com](http://www.generatorpowersys.com)  
[info@generatorpowersys.com](mailto:info@generatorpowersys.com)



# LOCAL FOOD COALITION IDENTIFIES TOP PRIORITIES FOR 2023 LEGISLATIVE SESSION

BY KEITH DEMELLO

With the 2023 Hawai'i State Legislative session underway, the Local Food Coalition (LFC) announced the group's priorities to further its mission to grow the state's local food system. Comprised of eleven members, LFC is a united hui formed in 2012 to support all agriculture and advocates on critical matters related to land, water, finance, energy, market development and other key concerns related to local food production. HFIA is an active member of the LFC.

For issues related to land, LFC members will be looking to support the following priorities:

- Implementation of Act 90, SLH 2003, which calls for the transfer of certain lands from the state Department of Land and Natural Resources to the state Department of Agriculture (DOA). Fully executing on this 20-year-old law will help ensure potentially productive lands, including "lands designated as intensive agricultural use, special livestock use, and pasture" are used as they are intended.

- Enabling the state DOA to extend the agricultural park lease of any lessee who holds a lease with a remaining term of 15 years or less, provided that the land covered by the lease is 25 acres or less and located in a county with a population of less than 500,000. For example, LFC has provided testimony in support of House Bill 307 and Senate Bill 647, which enable these long-term leases so farmers are better able to obtain financing to invest in their operations and make infrastructure improvements to increase productivity.



LFC will also be advocating on the following matters related to taxes:

- Creation of an income tax credit to alleviate the high costs of production for farmers, ranchers and fishers and incentivize growth in the agricultural sector in the state. The amount of the tax credit shall be equal to the qualified expenses of the eligible farmer, up to a maximum of \$10,000.
- Creation of a General Excise Tax (GET) exemption on groceries. Residents in 37 states do not pay taxes on groceries and six other states have reduced taxes on groceries. Only seven states tax groceries as much as or more than Hawai'i, but these other states have a lower cost of living than Hawai'i.

In addition, LFC will support the following programs:

- Continued funding of the University of Hawai'i's College of Tropical Agriculture and Human Resources (CTAHR) Aquaculture Disease Diagnostic Lab in partnership with the state DOA, which is critical for the continued development and expansion of the industry. At this time, aquaculture samples are sent to the University of Arizona for testing, which creates delays and prevents timely industry action.
- Establishment of a Hawai'i Child Nutrition Program (HCNP) in the office of the auditor, a grant program to support the funding of certain initiatives for the state's public schools and funding for three permanent full-time positions.
- Establishment of the Hawai'i Agricultural Investment Program to support local agricultural producers. The program may be utilized for awarding grants to farmers, acquiring land for agricultural development, improving farming infrastructure, and other general uses aligning with the State of Hawai'i's commitment to local agriculture production. The program requires a 25 percent match.

The Local Food Coalition brings together farmers, ranchers, livestock producers, investors, food manufacturers, and other leading organizations:

- **Hawai'i Food Industry Association**
- Hawai'i Aquaculture & Aquaponics Association
- Hawai'i Cattlemen's Council
- Hawai'i Farm Bureau Federation
- Hawai'i Farmers' Union United
- Hawai'i Food Manufacturers Association
- The Kohala Center
- Land Use Research Foundation of Hawai'i
- Maui Farm to School Network (Maui F2SN)
- Ulupono Initiative
- University of Hawai'i at Manoa College of Tropical Agriculture and Human Resources

## MOVING HAWAI'I EVERY DAY



**YOUNG BROTHERS**

FREQUENT, AFFORDABLE  
INTER-ISLAND SERVICE SINCE 1900  
[www.YoungBrothersHawaii.com](http://www.YoungBrothersHawaii.com)

Photo: Kalohi Channel by William Renio

# EXPAND YOUR BRAND

Effective Print Marketing  
Increases Sales & Exposure

FLYERS • MAILERS • BROCHURES  
• NEWSLETTERS • RACK CARDS •  
POSTERS • PROGRAMS

*Publishers of  
Building Industry Hawaii magazine,  
Building Management Hawaii magazine  
and Hawaii Hospitality magazine*

LOCALLY  
OWNED AND  
OPERATED  
FOR OVER 65  
YEARS

PRINTING  
FOR OVER  
40 PUBLISHERS  
AND EXPANDING  
OUR SERVICES  
TO PROVIDE EVEN  
MORE!





Cattle at Parker Ranch roaming their pasture and grazing on a wholesome diet of nutrient rich Kikuyu and Pangola grasses.

PHOTOS COURTESY OF PARKER RANCH

# HAWAII PASTURE to HAWAII PLATE with PARKER RANCH



**P**arker Ranch, one of the largest working cattle ranches in the United States located on the Island of Hawai'i, continues to be committed to preserving the Paniolo (Hawaiian cowboy) culture and legacy by operating a sustainable cattle business within the Waimea plains and along the slopes of the majestic Mauna Kea and Kohala Mountains.

In 1817, John Palmer Parker I, married Kipikane, the granddaughter of King Kamehameha I, head of the Hawaiian monarchy who united the Hawaiian Islands as one kingdom in 1810. The relationship between the Parker family and the Royal Family was sustained and strengthened over the years not just through

holy union, but also by shared values of family, loyalty, and love of the land.

In 2022, Parker Ranch celebrated 175 years of strength, service, and resilience. Through their continued commitment to the community of Waimea they have not only survived but continue to thrive and contribute to the community's health, education, and overall well-being.

The importance of sustainable food sources for the state of Hawai'i is a monumental issue. Parker Ranch undertook a renewed effort to foster statewide local beef production in 2014. The program known as "Pasture to Plate" would bolster food security and infrastructure

statewide, which became particularly important during the Covid-19 pandemic when Hawai'i experienced significant disruptions to food distribution networks. The goal of the Pasture to Plate program, beyond minimizing the environmental impact of imported food, was to provide proof of concept that independent brands and producers could supply 100 percent fresh, local beef for local people year-round.

The Pasture to Plate initiative led to the creation of the Parker Ranch Black Label grass-fed beef program, and the Paniolo Cattle Company grass-fed beef program – making local grass-fed beef available statewide in 2014 and



improving the overall quality of beef available in Hawai'i markets. Parker Ranch raised beef is meticulously crafted from inception, through its thoughtful and meticulous breeding and genetics program. Cattle are carefully tracked from birth and verified by trusted third-party auditors, so customers can trust the quality of pasture-raised, non-hormone treated, 100% natural beef knowing where they came from and what they were raised on. This makes for a superb, locally grown product.

The demand for grass-fed beef has grown significantly in the last decade. The health attributes of natural, grass-fed beef are attractive to discerning consumers seeking a unique high-quality choice.

Supporting local businesses while supplying food for the state of Hawai'i is a primary focus for Parker Ranch and their various brands of beef. There are more than 22 beef cuts marketed through the Parker Ranch Black Label and The Paniolo Cattle Company programs. Their premium beef can be found at KTA Super Stores located on Hawai'i Island, the four Commissary locations on Oahu, and the 23 Safeway stores found on every major island in the state.

This food supply chain could not succeed without the many hands of its community partners working together. Parker Ranch works

closely with a wide variety of local companies to bring these products to market including Hawaii Beef Producers, Kulana Foods, Coenens Trucking, Veritiv, Waimea Butcher Shop, Hawaii Foodservice Alliance and the local grocers who support the vision and the mission.

### About Parker Ranch

Parker Ranch is one of the largest and oldest cattle ranches in the United States. Parker Ranch is beneficially owned by Parker Ranch Foundation Trust with four non-profits as beneficiaries including North Hawai'i Community Hospital, Hawai'i Preparatory Academy, Parker School and Hawai'i Community Foundation. To learn more, please visit [www.parker-ranch.com](http://www.parker-ranch.com).

### About Paniolo Cattle Company

In 2014, Ulupono Initiative partnered with Parker Ranch to create the Paniolo Cattle Company, a joint venture aimed at statewide local beef production. The pasture-to-plate enterprise taps into a growing demand for high-quality, affordable, locally raised beef. In 2022, Parker Ranch, Inc. acquired an equity interest in Paniolo Cattle Company, making it a wholly owned entity of Parker Ranch. To learn more, please visit [paniolocattle.com](http://paniolocattle.com).



PHOTO COURTESY OF PANIOLO CATTLE COMPANY

Sizzling steaks from locally raised cows, ready to be enjoyed locally are the delicious end product of Parker Ranch's efforts.



*"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  
808-696-3321 | [tamasupermarket.com](http://tamasupermarket.com)



@tamasupermarket



# NEW MEMBERS



## KEAAU FILIPINO FOOD STORE

Keaau Filipino Food Store is fully-owned and operated family business on Hawaii Island. We've been serving our Puna community since 1980, by offering Filipino and Asian food products and home goods. Today, we're known for our halo-halo and kankanen, or Filipino desserts.



## CONSUMER BRANDS ASSOCIATION

The Consumer Brands Association champions the industry whose products Americans depend on every day, representing more than 1,700 iconic brands. From household and personal care to food and beverage products, the consumer packaged goods industry plays a vital role in powering the U.S. economy, contributing \$2 trillion to U.S. GDP and supporting more than 20 million American jobs.



## S&K SALES HAWAII RETAIL BROKER & DISTRIBUTOR

Our successful cross functional team allows for S & K Sales Co. to provide assistance from warehousing your goods to placing them in numerous retailers across Hawaii. We have proven performance with many CPG companies, a highly trained and seasoned sales force that covers all classes of trade, not to mention our optimal warehouse management system, all in one location. We pride ourselves on being innovative and effective and also on being the first broker on island to provide a dedicated Walmart team.



## GIOVANI PASTRAMI

Giovanni Pastrami is Waikiki's premier New York-Style Deli, Pizzeria, and Sports Bar. Established in 2007 and locally owned, we've built our reputation on providing a one-of-a-kind dining experience. We select only the finest cuts for our corned beef, pastrami and brisket, and serve only the freshest gourmet pizza ingredients with dough made the very same morning. Enjoy a delicious meal while watching your favorite sports team on one of our 22 HD and 4-k definition flat screens and listening through our wireless tabletop speakers comfortably at your table. A dining experience for the whole family unlike any other, Giovanni Pastrami is a local favorite and a must-try for island guests.



## BOSTON BEER FOR THE LOVE OF BEER

The Boston Beer Company has always shared a common passion for bringing great Samuel Adams beers to beer lovers everywhere.

Boston Beer's creativity has allowed Samuel Adams to stay ahead of its competition, while at the same time helping grow the world of craft beer. At Boston Beer, we're not bound by traditional modes of thought and our brewers continuously strive to think outside the kettle.

Fundamental to Boston Beer's continued success is a sense of awe at all there is yet to accomplish and create. As a brewery, Samuel Adams looks at the world as one without limits, in which it is free to explore, grow, create, and enjoy. Although proud of what we've achieved thus far, we look forward to the opportunities and possibilities that lie ahead.



## HAWAII'S CHOICE

"Hawaii's Choice®" represents the new generation of the Li Hing candies, a favorite local flavor known throughout the islands since the early 1900s. Its founder is a third generation member of the Yee family known for creating the Yick Lung brand and changing the landscape of snacks in Hawai'i.

Hawaii's Choice® candies come in five flavors: Li Hing Plum and Li Hing Mango in compressed tablets (available in 1.41oz shakers); Li Hing Sour Plum individually wrapped hard candies (4.2 oz bags) and Li Hing Roselle (hibiscus) individually wrapped chews and newly introduced to the lineup is Cool Li Hing Lemon Peel.

Products can be found at retailers across Hawai'i including Foodland, Times Supermarket, Don Quijote, Longs, 7-11, Aloha Petroleum Island Mini Mart, KTA, Minit Stop, as well as online. Available through K&K Distributors and A.C. Lyau Company.



## INDA

INDA is the national trade association representing manufacturers of nonwoven fabrics, which includes hundreds of end-use consumer products such as wipes, diapers, menstrual products, filtration, and PPE. Founded in 1968, INDA member companies represent the entire nonwovens value chain including raw materials and roll goods producers, machinery manufacturers, converters, and brand owners. INDA provides thought-leadership in Innovation & Technology through conference content, recognition awards, and industry reports; protecting markets that are important to our members through focused Product Stewardship; advocating for industry sectors impacted by regulatory or consumer-driven issues; and organizing face-to-face interaction through industry expositions and events.



## BRANCO CONSTRUCTION

Branco Construction is a family-owned business with a highly skilled team and decades of experience in the construction industry. We are committed to operating with Integrity, Accountability and a High Expectation for Customer Satisfaction. Over 80% of our business is made up of returning customers. We take pride in what we do, and it shows in both our work and our reputation.



# MEMBER NEWS



## *Hawaiian Host* KOHO

### KOHO IS A NEW LUXURY LINE OF ISLAND-INSPIRED ARTISANAL CHOCOLATES

KOHO is a new luxury line of Island-inspired artisanal chocolates that combines craftsmanship, innovation, and sense of place. Hailing from Hawai'i, KOHO features visually enticing bonbons infused with exotic ingredients from the Islands. Flavors range from classics, including Liliko'i Caramel & Macadamia Praline, to the latest Spring flavors, Vanilla Caramel and Cherry Blossom Caramel. To learn (and taste) more, head to KOHO's flagship boutique in Waikiki (2335 Kalakaua Ave) or visit [hawaiianhost.com/pages/koho](http://hawaiianhost.com/pages/koho).



### STARRY™ LEMON LIME

Introducing the next choice of the new generation: Starry™ Lemon Lime Flavored Soda. Made to speak to Gen Z, this crisp, refreshing formula with bite offers up a delicious, caffeine-free escape that's also available with zero sugar.



## *la tour café*

### LA TOUR CAFÉ OPENS NEW CONCEPT, "PLANTED BY LA TOUR CAFÉ" IN AINA HAINA

La Tour Cafe's newest concept, "Planted by La Tour Cafe," will feature a full plant-based menu. They have opened a pop-up that took over the current La Tour Cafe in Aina Haina at 830 W Hind Dr #1291. It is a plant-based expression of the food La Tour Cafe is already known for - sandwiches, salads, soups and baked goods including macarons and kouign amanns. Proteins, cheeses and sauces do not contain animal products and fresh produce is locally sourced whenever possible. Current hours of operation are Sunday thru Thursday from 10am to 3pm and Friday and Saturday from 10am to 8pm. Dine-in and online order options are available.





# HAPPY DAYS SOCIAL



This year's Happy Days Social Presented by Coca-Cola Bottling of Hawaii a Subsidiary of the Odom Corporation was a rockin' good time with the whole gang! We want to thank all our sponsors, prize donors, product donors, our Social Committee, and all our attendees for making this evening so special. It was a fantastic way to start off the year! Mahalo for all your support!

PHOTOS BY ANTHONY CONSILLIO

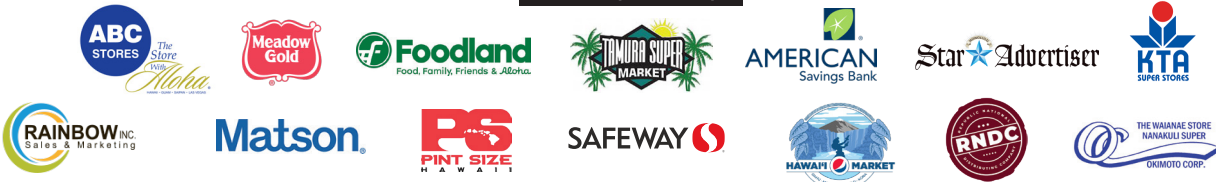
### Presenting Sponsor



### Title Sponsors



### Fonzie Sponsorship









## THE LAST WORD

BY LAUREN ZIRBEL

This year working on HFIA's more focused and proactive legislative platform has been a great opportunity for myself and our organization to closely examine what the top legislative priorities for our industry are. Of course there are so many areas where legislation can potentially have an impact on our industry from agriculture, to manufacturing, shipping, labor, packaging, and others. Now, rather than trying to touch on everything with limited impact we've been thinking critically about where we, Hawaii's Food Industry Association, want to focus our advocacy efforts to achieve maximum positive impact for our industry.

This has been rewarding, challenging, and enlightening. It's also been an opportunity to strengthen our relationships with those that share our goals, and build new relationships. We've received support for our bills from many long-time allies but also some unexpected places, and we've faced setbacks both foreseen and

unforeseen. What has made this worthwhile is knowing that we are working to secure important changes that can directly benefit our industry and our member businesses.

Working on our priority issues I am continuously reminded of our Mission Statement, "The purpose of the Association is to improve conditions in the Hawaii food and beverage industry by actively pro-

**Our members are not just experts in this industry, but also leaders, that have helped guide us through the challenges of the last few years and driven the industry forward.**

moting the strength, sustainability and resilience of Hawaii's food and beverage retailers and suppliers through highly effective advocacy, networking, education, and industry and community relations."

As we move through this legislative session with our proactive legislative agenda



we are also thinking about the future and other areas where we can work to accomplish that mission. I'm looking forward to continuing working with our members to learn more about what priorities our association can effectively champion at the legislature. Our members are not just experts in this industry, but also leaders, that have helped guide us through the challenges of the last few years and driven the industry forward. I'm excited to work with you all to leverage that expertise and leadership to create positive change for our members, our industry, and our state.

**HFIA**  
HAWAII FOOD INDUSTRY ASSOCIATION

**BECOME A MEMBER**

**THIS IS A CALL TO ACTION!**

JOIN HFIA ONLINE TODAY!  
[HAWAIIFOOD.COM/MEMBERSHIP](http://HAWAIIFOOD.COM/MEMBERSHIP)

## WHY JOIN?

Because, HFIA is...



### Your Liaison Between Government and Industry.

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



### Your Professional Networking Hub

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

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





# Coca-Cola HAWAII

BOTTLING OF

A SUBSIDIARY OF THE **10dom** CORPORATION

## DISTRIBUTING THE BEST IN BRAND NAME BEVERAGES

**Coca-Cola**  
CREATIONS

TASTE A  
**DREAMWORLD**  
LIMITED EDITION FLAVOR

**Coca-Cola**  
DREAMWORLD LIMITED EDITION  
ZERO SUGAR  
Dream Flavored

**WHITE CLAW**  
HARD SELTZER

*Surf*  
CITRUS YUZU SMASH

BRING THE WAVE

**INTRODUCING  
WHITE CLAW<sup>®</sup> SURF**

A COLLISION OF FLAVORS  
FOR A TASTE LIKE NO OTHER

© 2019 White Claw Seltzer, LLC. All Rights Reserved. Trademark used under license by White Claw Seltzer, White Claw, Chicago, IL. For more information please visit us at www.whiteclaw.com

Bring home the  
festive favorite

**Coca-Cola**  
ORIGINAL TASTE  
ZERO SUGAR

DELICIOUS & REFRESHING  
ZERO CALORIE COLA

**KONA**  
BREWING CO.

Go with the flow with  
**FIRE ROCK<sup>®</sup>**  
Pale Ale

**FIRE ROCK**

MADE WITH DRINKING WATER FROM THE KONA VOLCANO, HI. © 2019 KONA BREWING CO. WWW.KONA-BREWING.HAWAII.COM





**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**<sup>®</sup>