

HAWAII

CONVENTION 2023

RETAIL GROCER

THE MAGAZINE OF THE HAWAIIAN FOOD INDUSTRY ASSOCIATION

LEADING
THE WAY
IN 2023

GARY
OKIMOTO

Sincerely,
Gary Okimoto

Central State Univ.
SAFEWAY

MIHF PREVIEW

2023 SPRING GOLF PHOTOS

MEMBER NEWS



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®



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

14



PHOTO: BRIAN HART OF FOOD GURUS HAWAII

20



PHOTO: ANTHONY CONSILIO

DEPARTMENTS

Chair's Message6
 Legislative Update8
 NGA Update10
 New Members20
 Member News21
 The Last Word26

FEATURES

MIHF Preview12
 Talk Story with HFIA's New Chair Garry Okimoto16
 Thank You to Our 2023 Convention Sponsors.....18
 HFIA Spring Golf Tournament22

HAWAII RETAIL GROCER

Hawaii'i 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
 Stan Emoto

PUBLISHING AND PRINTING PARTNER

Trade Media Hui



Photo by Brian Hart of Food Gurus Hawaii
 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.hawaiiifood.com

Advertising inquiries?
 We're here for you!
 Please contact Jay Higa at
 jay@trademediahui.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



Committed to a Sustainable, Resilient Hawai'i

CHAIR'S MESSAGE

Aloha HFIA Team,

This has been such a great year as Chair of HFIA. We've made some important positive progress at our legislature, which Lauren will cover more in the Legislative Update on page 8 and our events this past year have been informative, engaging, and lots of fun. As I write this we've just completed our 2023 Spring Golf Tournament which was a huge success, thank you so much to our very hard working Social Committee! They are now hard at work planning our 2023 Beach Party Convention, while the Made in Hawaii Festival team gets ready for the 2023 Made in Hawaii Festival at the Hawaii Convention Center.

During my career in Hawaii's food industry I've of course had the chance to work with many amazing people here at Pint Size Hawaii and so many of our partners. Working on these HFIA events has been a great chance to connect in new ways with members from all facets of Hawaii's food industry. HFIA has given me the chance to work with retailers

large and small, local and national; suppliers and distributors of all sizes; manufacturers; members from our local agricultural sector; and associate members from industries like transportation, promotions, media, and of course our friends at the Hawaii Foodbank.

Here in Hawaii, we all know the special ways that food brings us together. It creates opportunities for us to share, learn, and connect. HFIA creates those same opportunities in our industry. At our 2023 Beach Party Convention this year I'm really looking forward to seeing all of you. I'm excited to meet some of our new members and say hi to long time members who I haven't seen since last year. The Annual Membership Meeting this year will be a chance to continue our conversation about where we want to take our Association in the future. Our Panel will be a chance to learn about resilience in our industry and share our ideas for making it more resilient. Of course, Convention will also be when we welcome our new Executive Committee including our new Chair Gary Okimoto, Oper-



ations Specialist, Safeway. I know that Gary will do a great job in leading HFIA over the next year, and I hope he gets to have as much fun as I have.

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 • micronesiaimports.com

C&S Wholesale Grocers

Proud to Serve Your Business

C&S is proud to offer a wide variety of products for your business.
Including an array of seafood, poultry, and meats.
We give you the variety and freshness you deserve.



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



C&S
Wholesale
Grocers



Maile Miyashiro, Sr. Director Customer Experience

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



LEGISLATIVE UPDATE

BY LAUREN ZIRBEL

This legislative session HFIA pursued a new positive proactive approach to our advocacy at the capitol. We testified in support of only a limited number of positive bills. By narrowing our focus, we could target our message and communicate to legislators what were the top priorities for the industry as a whole. We continued to track a wide range of other legislation that had the potential to impact individual members. This allowed our members to stay up to date and testify on issues that could be important to their specific business. We also participated in several business groups and coalitions that worked to share expertise and industry perspectives on measures that could impact Hawaii companies.

Our legislative priorities were broken into three core areas this year: improving food affordability and accessibility; sustainability and resilience; workforce development and job creation. This was an unprecedented year for food related bill introduction overall and HFIA was successful in getting several bills with language we drafted introduced. Within our core area

of support we drafted and/or proactively supported bills on removing and lowering the GET on food, tax credits for local food producers and value added ag product manufacturers, and those that move these products around the state, funding for the Supplemental Nutrition Assistance Program (SNAP), and specific funding for the Double Up Food Bux program (DA BUX), funding for local food banks, assistance with safety certification for small local farmers, self certification for businesses that want to install solar and energy storage systems, job creation tax credits, and employee sponsored child care tax credits.

Of the bills that we proactively supported we saw the most success in the area of improving food accessibility and affordability. SB1588 Appropriates funds to the Department of Agriculture to establish and implement a GroupGAP food safety training and certification program. As the measure explains, “The United States Department of Agriculture created the GroupGAP program in 2015 to assist small farms with attaining Good Agricultural Practices (GAP) certification. GroupGAP reduces the cost of food safety certification by spreading the training, technical assistance, and auditing costs between all farms in the group. Hawaii GroupGAP is the only comprehensive farm food safety training program in Hawaii that results in United States Department of Agriculture harmonized Good Agricultural Practices certification, the standard most closely aligned with the United States Food and Drug Administration’s food safety guidelines.” Farms with GroupGAP certification are able to sell to more retailers. Enabling more small farms to sell to more local retailers is a key component of increasing local

food production. HFIA has supported versions of this measure for several years and we’re excited that it has passed.

HFIA also worked hard this year to secure funding for the Double Up Food Bux program, or DA BUX, which doubles the purchasing power for SNAP users buying local produce. See our spring issue for more information on why this program is so beneficial. DA BUX was not funded this year but we requested that it be included in the Governor’s discretionary funds. Next year we are hopeful the bill will pass. We are proud this worthwhile bill made it all the way to conference and was supported by many stakeholders.

Several bills to support HFIA Member the Hawaii Technology Development Corporation (HTDC) were introduced and supported by HFIA. The measure that finally passed HB999 had several different versions and in its final form contained some important components that HFIA supports. While we did not see bills pass in all the areas we had hoped, we believe we’ve made important progress this session and laid a strong foundation for positive advocacy in the future. Many of the bills introduced this year had not been heard before but still made it far through the legislative process. We will continue to work with our board and members to understand what the legislative priorities for our industry should be, and fine tune our strategy to successfully advocate in those areas.

For questions or additional information please reach out to us at Info@HawaiiFood.com.



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



A GROCERY PERSPECTIVE ON THE 2023 FARM BILL

BY GREG FERRARA, PRESIDENT AND CEO, NATIONAL GROCERS ASSOCIATION

Work on a Farm Bill reauthorization is under way, and activity is ramping up toward the food and ag package that holds significant impact for independent grocers, especially those in historically underserved parts of the country.

Earlier this year, NGA outlined its 2023 Farm Bill priorities to the U.S. Senate Committee on Agriculture, Nutrition and Forestry, and U.S. House Committee on Agriculture, the entities driving this evolving legislation.

As Stephanie Johnson, NGA’s VP of government relations, aptly noted, “Independent community grocers are a linchpin for communities across the country by providing nourishing food to millions of Americans at an affordable price. Legislation must consider the critical role independent grocers play across America so they can continue expanding food access and supporting local economies.”

NGA’s team is working with lawmakers to ensure that the new Farm Bill reflects changes and technology in the grocery marketplace and addresses the needs of the communities that independent community grocers serve, looking to build on the inroads we have made since the previous Farm Bill five years ago.

To be sure, there are many challenges for the legislation as it advances through a divided Congress, with a House of Representatives controlled by a slim Republican majority. Namely, efforts to boost nutrition programs generally supported by Democrats face erosion by GOP members including some who favor work requirements for Supplemental Nutrition Assistance Program (SNAP) participants.

Partisan differences notwithstanding, SNAP is a fundamental safety net program for millions of Americans and has largely been a success due to the private-public partnership it shares with super-market operators.

SNAP, which helps low-income families to afford nutritious foods and reduces hunger, is responsible for more than 1,200 jobs in Hawaii across grocery and supporting industries, including agriculture, manufacturing, transportation and municipal services. The jobs required to administer SNAP at the grocery store level generate nearly \$50 mil-

SNAP, which helps low-income families to afford nutritious foods and reduces hunger, is responsible for more than 1,200 jobs in Hawaii across grocery and supporting industries, including agriculture, manufacturing, transportation and municipal services.

lion in grocery industry and related wages in the Aloha State. While SNAP purchases are not subject to sales taxes, sales helped generate additional tax activity – in Hawaii, that means \$10 million in state and local tax revenues and \$6.8 million in federal tax receipts.

At its core, SNAP improves access to food and encourages healthy eating behavior by providing incentives rather than restrictive mandates. These themes from previous Farm Bills should carry over to the new legislation.

To that end, NGA favors maintaining SNAP Choice, which offers flexibility to both retailer and participants, and ensures families can choose foods appropriate for their unique situation.

After successful piloting, NGA supports making SNAP online a permanent feature of the program and, to ensure it continues to operate as intended, providing technical support for retailers to properly implement and expand the service.

That expansion should come with maintaining the program under its current structure. Changes to SNAP that have been suggested in recent years, such as block granting or bulk food distribution boxes, threaten the viability of grocery stores in communities where food access is most vulnerable.

Further, NGA supports expanding and streamlining the Gus Schumacher Nutrition Incentive Program (GusNIP), the nutrition incentive program that has successfully boosted access to and consumption of fresh fruits and vegetables.

And finally, grocery retailers should not be subject to processing fees on EBT transactions or an EBT tax. With credit card transaction fees already among grocery retailers’ most onerous operating costs, further burdensome expenses would threaten their ability to serve communities most in need.

As negotiation toward a new Farm Bill continues, grocers need lawmakers to understand that its impact stretches far beyond the fruited plain, into the grocery aisles and the communities they serve, and the other businesses and organizations they support, driving growth and wellbeing of both rural and urban areas throughout the United States.

MOVING HAWAII EVERY DAY

YOUNG BROTHERS

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

Photo: Kalohi Channel by William Renio



*Hawai'i's Premier Retail
and Foodservice Broker for
more than 55 years.*



**Proud member of the
Hawaii Food Industry
Association.**

**www.rsmhawaii.com
1.808.487.6455**



For 2023 the Made in Hawaii Festival has a new home at the Hawaii Convention Center August 18th – 20th! We’re excited to bring the Festival to this great location which offers room for even more vendors and guests, a bright climate controlled space, and is walkable from so many areas. This year’s Festival will feature all the things that you love about Made in Hawaii, including Chef Demos and award winning entertainment from Outrigger. We’re also very excited to be adding on some innovative new components, including an exclusive fashion show featuring some of our favorite Made in Hawaii Festival designers.

We’re also pleased to offer extended hours, all day tickets and no timed entry. Buyer’s Hours for the Festival This year are Friday August 18th 8am – 10am. The Festival will be open to the public from 10am – 8pm Friday, 9am – 8pm Saturday, and 9am – 5pm Sunday. Check the MadeInHawaiiFestival.com and our social media for updated information as the Festival gets closer. We can’t wait to see you there!

WHAT DOES MADE IN HAWAII MEAN TO YOU?

The Made in Hawaii Festival would not be possible without the support of our Sponsors. Of course many of our HFIA Members are also Festival Sponsors, and we gave them a chance to tell us why the Made in Hawaii Festival is so important to them. Check our Fall Issue for a Festival recap and to hear from more of the amazing companies that make Made in Hawaii Possible through sponsorship.



Mahi Pono is guided by a firm commitment to Hawaii’s food security needs and reducing the state’s reliance on imports. With approximately 90% of Hawaii’s food currently being imported, Mahi Pono is working to move that needle while also helping to make locally grown food more accessible.

Before the end of this year, Mahi Pono and its team of 300 employees will reach a major milestone of planting 2 million trees across its 41,000-acre farm in Central Maui. Not only will this help to offset carbon emissions, it moves the company one step closer to becoming a climate-positive organization that has successfully transitioned from mono-cropped sugar cane fields into a thriving hub of diversified agriculture.

Since 2019, Mahi Pono has been working to increase local food production by growing



PHOTOS: ANTHONY CONSILIO



PHOTO COURTESY MAHI PONO

CENTRAL PACIFIC BANK

Member FDIC

Made in Hawaii Festival supports our local small businesses and entrepreneurs, not just survive, but thrive. Likewise, CPB has a long-storied legacy of helping all of Hawaii's

people and believes the greater diversity in the economy, the greater it is for the community as a whole. In fact, no other Hawaii bank does more to help small businesses than Central Pacific Bank. That's why CPB is pleased to be the "Official Bank of the Made in Hawaii Festival," providing financial resources for businesses to participate in the Festival. But its support of small business does not stop there. CPB founded the groundbreaking WE by Rising Tide program for women business owners providing

the knowledge, networking, and resources they need to take their operations to new heights. During the pandemic, CPB made more PPP loans to businesses than all other local banks. CPB is proud to have been recognized by the U.S. Small Business Association Hawaii District Office with the most awards and honors for making more loans to small businesses than all the other local banks combined. In addition, CPB was named the best bank in its category by Forbes and Newsweek because of the trust we inspire and our exceptional customer service. These are just a few of the reasons why CPB is where people like banking. Mahalo to the Made in Hawaii Festival organizers for creating an event that truly showcases the creative talents and exquisite craftsmanship that is unique to our islands and the aloha spirit.

high-quality products, including some of the top ten most imported commodities to the state -- onions, citrus, melons and more. Mahi Pono's responsible farming practices, aided by the integration of modern technology has enabled the company to use the island's natural resources more efficiently.

"As we all strive towards a sustainable and resilient economy for Hawaii, it is critical that we not only make a conscious effort to support locally grown products, but to also buy products that are made locally by Hawaii small businesses," said **Shan Tsutsui**, chief operating officer for Mahi Pono. "This year, we're honored to once again sponsor the *Made in Hawaii Festival* that showcases products made by locally-grown small businesses across the state. This annual festival connects more than 300 businesses with thousands of local residents and visitors - it's a win-win for all."



PHOTOS: ANTHONY CONSILLO



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
info@generatorpowersys.com



Hawaiian Airlines, the state's oldest and longest-serving carrier with roots as a small air tour operator, has been dedicated to supporting kama'aina businesses for 94 years. From featuring island-made products inflight to showcasing the stories of Hawai'i's burgeoning entrepreneurs, Hawaiian Airlines welcomes travelers from around the world with an authentic and award-winning Hawai'i experience.

Hawaiian has proudly served as the Made in Hawai'i Festival's Official Airline sponsor since 2019 and has supported exhibitors with seamless and timely cargo services between the Neighbor Islands since 2016.



COURTESY HAWAIIAN AIRLINES



PHOTOS: ANTHONY CONSILIO

CONGRATULATIONS TO GARY OKIMOTO AND THE NEW HFIA BOARD

CALL US TO FIND OUT ABOUT OUR NEW BRANDS!

808-487-0030

DISTRIBUTION SOLUTION FOR FROZEN, CHILL AND AMBIENT PRODUCTS

ISLAND COUNTRY MARKETS

Ko Olina Resort
Located at the Ko Olina Station across from the Aulani Resort

Congratulations
GARY OKIMOTO
Safeway

Special Thank You
EDDIE ASATO
Pint Size Hawaii

Phone (808) 671-2231 | islandcountrymarkets.com | f t velp i



Join us in Congratulating

GARY OKIMOTO

as the new Chairman for the
Hawaii Food Industry Association.



Gary has been with Safeway since 1999,

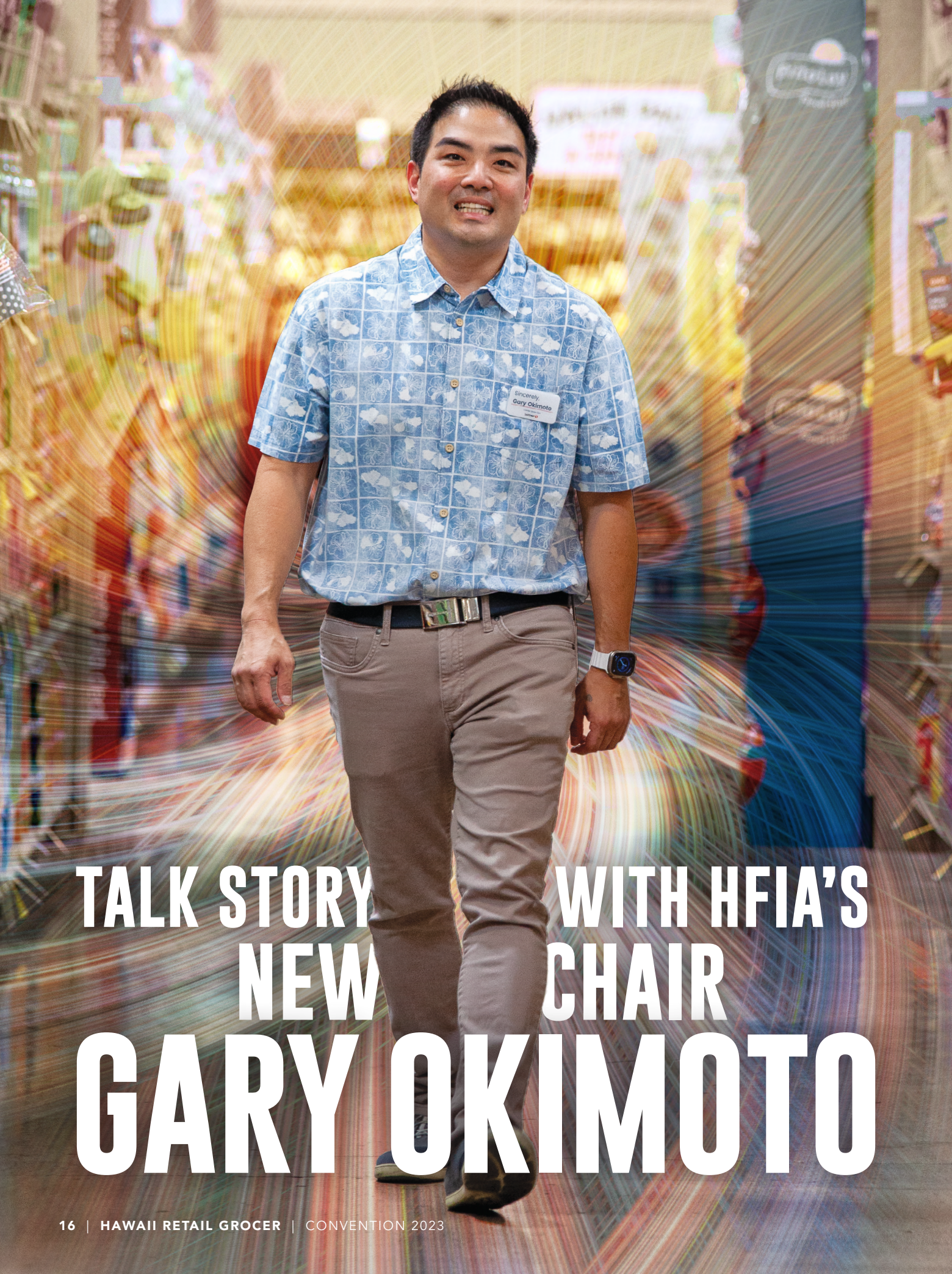
where he started his career at the original

BERETANIA SAFEWAY STORE AS A COURTESY CLERK.

From there, he has grown across multiple positions serving the communities of Kapahulu, Aiea, Kailua, Kaneohe, and Kahului.

We are proud to watch Gary fulfill his goal to champion HFIA's mission to promote the strength, sustainability and resilience of Hawaii's food and beverage industry.





TALK STORY WITH HFIA'S
NEW CHAIR
GARY OKIMOTO



PHOTOS: BRIAN HART OF FOOD GURUS HAWAII

This year we welcome our new Chair Gary Okimoto. While Gary is relatively new to HFIA, he's been with Safeway in Hawaii for nearly a quarter century. We recently sat down to talk story with the new Chair.

How did you get your start in the food industry?

I've been with Safeway for 23 years. I started working in the food industry in 1999 at the original Beretania Safeway store as a courtesy clerk. From there, I was promoted to Grocery Manager, Person in Charge, Assistant Store Director, and Relief Store Director. I have worked at many stores serving Kapahulu, Aiea, Kailua, Kaneohe, and Kahului before becoming Center of Store Operations Specialist for Safeway Hawaii stores in 2016 after attending the prestigious Food Industry Management Program at USC.

How long have you been involved with HFIA?

I have been involved with HFIA for the past two years since serving as HFIA Treasurer. Recently serving as Vice Chair this past year of 2022.

What is your favorite thing about being part of Hawaii's food industry?

My favorite part about being part of Hawaii's food industry is serving our customers and community. Safeway has been proudly serving Hawaii since 1963. Our associates are deeply rooted in the neighborhoods we serve at our 23 locations across the state, and they take a lot of pride in providing great customer service to create customers for life.

Why is HFIA important to you and Safeway?

I enjoy building relationships and connecting with other professionals in the industry. It's important for Safeway to be part of HFIA to stay engaged in advocacy efforts and be represented on policy issues impacting our industry.

What are your goals for the year as Chair of HFIA?

I bring a diverse perspective representing a large grocer while acting like an owner to overcome challenges and obstacles that are unique to store operations in Hawaii. I've learned a lot the past few years supporting our store teams

throughout the pandemic and assisting our communities during natural disasters. My goal to champion HFIA's mission to promote the strength, sustainability and resilience of Hawaii's food and beverage industry.





THANK YOU EARLY BIRD CONVENTION SPONSORS!

Our 2023 sponsors are the life of the party and their generosity made this Convention possible! Huge Mahalo to all our 2023 Beach Part Convention Sponsors including the early bird sponsors listed here. See our banners, signage, screens and event page for the full list of Sponsors whose support made this event a success!

SATURDAY ENTERTAINMENT SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



BRONZE SPONSOR



COOKING CONTEST SPONSOR



SATURDAY BREAKFAST SPONSOR



BINGO SPONSOR



BEACH BLANKET BINGO SPONSOR



"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 | tamurasupermarket.com



@tamurasupermarket



Coca-Cola HAWAII

BOTTLING OF

A SUBSIDIARY OF THE **ODOM** CORPORATION

DISTRIBUTING THE BEST IN BRAND NAME BEVERAGES

Coca-Cola
CREATIONS

TASTE A
DREAMWORLD
LIMITED EDITION FLAVOR

Coca-Cola
ZERO SUGAR
Dream Flavored

WHITE CLAW
HARD SELTZER

Surf
CITRUS YUZU SMASH

BRING THE WAVE

INTRODUCING
WHITE CLAW SURF

A COLLISION OF FLAVORS
FOR A TASTE LIKE NO OTHER

Please Drink Responsibly. Hard Seltzer with Flavors. All Registered Trademarks. © 2019 White Claw LLC. For more information, please visit www.whiteclaw.com.

Bring home the festive favorite

Coca-Cola
ZERO SUGAR
ZERO CALORIE COLA

KONA BREWING CO.

Go with the flow with
FIRE ROCK
Pale Ale

FIRE ROCK

MADE TO GO DRINKING BEST BEFORE 11/2022 KONA, HAWAII © 2022 www.KonaBrewingHawaii.com

NEW MEMBERS



50TH STATE POULTRY

Hawaii's freshest chickens

As Hawaii's leading supplier of fresh chickens, 50th State Poultry has the proven expertise, service, safety, pricing and quality to be the freshest chicken in Hawaii. The fact is, fresh chicken is tastier chicken.

Each week, we process over 200,000 pounds of fresh and frozen chicken direct from the farms of America's top producers. Ninety percent of our business is chicken – you might say we're Hawaii's chicken experts.

Because we do so much volume, we have shipments of fresh and frozen chicken arriving 4-5 times a week. This frequency means from the time a chicken is slaughtered, it can arrive at our facility up to a week faster compared to other suppliers.

Fresh chicken is tastier chicken. And nobody does "fresh" better than we do.



AIRCARBON FOODWARE

AIRCARBON FOODWARE

AIRCARBON FOODWARE is the world's first foodware made from air and greenhouse gas. After more than a decade developing the technology that brings AIRCARBON FOODWARE to life, AIRCARBON FOODWARE is on a mission to fundamentally change how everyday products impact the world, putting a collective force for change into the hands of consumers. For more information about AIRCARBON FOODWARE, please visit www.aircarbonfoodware.com.



WAIĀKEA HAWAIIAN VOLCANIC WATER

Waiākea® was founded in Hilo, Hawai'i in 2012 as the first Hawaiian volcanic water and triple bottom line premium water of its kind, adapting an unparalleled platform of healthy, sustainable, and ethical attributes and initiatives. We put people and planet before profit.

Our mission is to sustainably provide naturally healthy Hawaiian volcanic water, while contributing to and promoting clean water access, conservation, and education for those in need throughout the islands and around the world.

PREFERRED Transportation Services

PREFERRED TRANSPORTATION SERVICES, INC.

Established on August 2, 2016, Preferred Transportation Services is a full service trucking and warehousing company based in Honolulu on the island of Oahu.

What started out as a single truck, two man operation, has since grown to include a modern diverse fleet of dry and refrigerated box trucks, flatbed trucks, trailers, parcel vans, and day cab tractors. We deliver everything from apparel, auto parts, building materials, produce, retail merchandise, temperature controlled freight and more.

Our Honolulu facility is located less than a mile away from the Daniel K. Inouye International Airport (HNL) and within two miles from the Port of Honolulu, which enables us to provide timely recovery of freight from all air and ocean cargo carriers, seven days a week. In addition to our local trucking services, we also provide dry and refrigerated warehousing/storage options.

We are licensed by the Hawaii Public Utilities Commission (PUC #2398-C) and the U.S. Department of Transportation (U.S. DOT #2926199).

WAIHAWĀ VALUE-ADDED PRODUCT DEVELOPMENT CENTER

The Waihawā Value-Added Product Development Center (WVAPDC) is a project of the state of Hawai'i and Leeward Community College to contribute to the growth of Hawai'i's agricultural industry and entrepreneurial community.

- The WVAPDC will:
- Increase the opportunity for local farmers and growers to sell their products to value-added producers.
 - Build residents' capacity to develop entrepreneurial skills and incubate their business through access to small business resources, production kitchens and in-house product development.
 - Provide premier education to students and community members, supporting Hawai'i's entrepreneurial ecosystem for generations to come.

The WVAPDC is scheduled to open during summer of 2023. Subscribe to our mailing list for updates and information.

KAILUA SEASONING COMPANY

INSPIRED BY THE FLAVORS OF HAWAII

KAILUA SEASONING COMPANY

Made in Kailua. Rooted in Tradition.

Kailua is a small, beach town on the Hawaiian island of O`ahu. This area was once home to cattle and its waters have been fished for years upon years. The community has grown since those days but the spirit of community amongst its residents is still strong.

The spirit of Kailua is rooted in tradition, family, and community. We have worked hard to retain these values which can be seen in the strong sense of "local" you find in the land between Kailua beach and the Ko`olau Mountain Range.

The Kailua Seasoning Company was started to encourage the sharing of the local Kailua spirit and our blends and salts have been inspired by that same. Kailua is just a small part or a larger picture of the Hawaiian Islands.

Hawai`i is a melting pot for culture and food. All of our salts are curated from a small producer on the island of Molokai. Since ancient times, Moloka`i has been the center of salt production in the Hawaiian Islands.

We hope that you enjoy the flavors of Hawaii though the Kailua Seasoning Company as much as we do!

Enjoy!



E2GO

E2GO is a local company that specializes in creating compostable alternatives for single-use disposable foodware products.

Since the ban on single-use plastics went into effect in 2020, E2GO has been at the forefront of providing local businesses with alternatives including PLA, Bagasse, Paper and PFAS Free products.

Their line of products are made from these renewable resources and compliant with local ordinances throughout the state.

MEMBER NEWS



NEW SPICY GARLIC SPAM MUSUBI

7-Eleven Hawaii continues to innovate with surprising combinations catered to local tastes. Their Spicy Garlic Butter SPAM Musubi is made daily using an exclusive recipe that uses three types of garlic. This item, originally introduced as a limited offering became so popular that it is now an everyday item.

Matson.



MATSON INCREASES SUPPORT FOR LOCAL FOOD BANKS TO \$10 MILLION

Hawai'i Foodbank has received a commitment from Matson to provide another \$5 million in cash and in-kind shipping services to support food banks in Hawai'i, Alaska and Guam.

The new commitment extends Matson's earlier pledge to provide up to \$5 million in assistance over 2021, 2022 and 2023 as part of its pandemic response plan, committing another \$5 million in support for the next three years, and comes at a time when local families are facing new hardship with the ending of federal SNAP benefits in the

midst of an inflationary environment. Currently, one in six Hawai'i residents continues to struggle with hunger.

Since the start of the partnership, Hawai'i Foodbank has been able to draw on this support to transport nearly 200 containers of food from the mainland to Hawai'i, allowing the nonprofit organization to redirect roughly \$2 million in transportation costs to program support and the purchase of additional food to support the needs of communities on all islands. This has translated into providing food for more than four million meals.

"This partnership has saved Hawai'i Foodbank millions of dollars in the last few years, which is money that – instead of paying for shipping – is going directly into providing more food to our local community."

— Amy Miller Marvin,
president and CEO of Hawai'i Foodbank



MEALS OF ALOHA

This spring Foodland worked with the Salvation Army to create the Meals of Aloha program.

Foodland shoppers were able to donate via cash or credit card, Makai points, or by rounding up their grocery bill. Donations were turned into \$20 Meals of Aloha Gift Certificates that were distributed by the Salvation Army.

"We have many thoughtful and generous customers who are always looking for easy ways to support those in need," said Jenai S. Wall, Foodland Chairman and CEO. "We are proud to partner with them and The Salvation Army to share our aloha and provide much needed meals to Hawaii families."

CRYSTAL FARMS
— DAIRY CO. —

CHEESE FROM
— THE HEART OF —
DAIRY COUNTRY

MIDWEST FARMS FOREVER

We are on a mission to source 100% of our cheese from Midwest Dairy Farms.

See more about our commitment here
CrystalFarmsCheese.com



HFIA SPRING

GOLF TOURNAMENT

The 2023 Spring Golf Tournament at Pearl Country Club was a huge success!

We'd like to thank Mike Kaya, HFIA's long time D.O.G. (Director of Golf) for passing the torch to our new golf team leads. So many members of our volunteer Social Committee dedicated their time and expertise to make this happen and we are very grateful for all their hard work that made the tournament a success!

We'd also like to thank our wonderful tent sponsors, product donors, and prize donors whose donations make this such an enjoyable day!

PHOTOS BY ANTHONY CONSILIO

Waialua Fresh Eggs	Kauai Coffee	HFA	C&S Wholesale Grocers	Okimoto Corp.	Trade Media Hui
Pernod Ricard	Coca-Cola Bottling of Hawaii a Subsidiary of the Odom Corporation	Safeway	Pint Size Hawaii	Hawaiian Host	Zippy's
Beam Suntory	Monster Energy	Times	Pasha	Foodland	Unicold
J.B Gottstein	Patron	Conagra	KOHA Foods	Y. Hata	Hawaii Pie Co.
Molson Coors	Bacardi USA	HMAA	Dole Foods	Ken's House of Pancakes	Hawaii Gas
Heineken USA	Anheuser-Busch	JPG	Tamura Super Market	Young Brothers	May's
Boston Beer	RNDC	Hawaii Tea Chest	Edward Jones	American Savings Bank	Aloha Shoyu
Maui Brewing	PepsiCo	Meadow Gold	Frito-Lay	Odom	ABC Stores
Constellation		Fresh Aloha Direct	LH Gamble	Rainbow Sales and Marketing	ITO En
Sierra Nevada			Matson		

And of course thank you to our sponsors!

PLATINUM SPONSORS



EMERALD SPONSORS

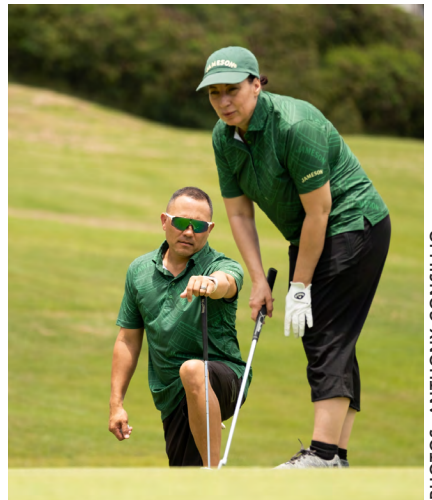


GOLD SPONSORS





PHOTOS: ANTHONY CONSILLO



PHOTOS: ANTHONY CONSILIO





FOOD GURUS

The *art* of
Food Marketing,
done right.

UNIFYING STRATEGY, RESEARCH, CREATIVITY, ANALYTICS AND MEDIA TO FORM
ONE DYNAMIC AGENCY.

We are data-driven marketers with the creative touch needed to break through in the food and beverage arena. We pull on years of food industry experience to create viral-worthy marketing strategies and campaigns that will contribute to your growth.

Digitally Powered by
digiVORTEX
Award Winning Websites

THE LAST WORD

BY LAUREN ZIRBEL

Convention is always such a special event for us. I love to get to see so many of you in person, check out all the new products in our hospitality room, meet new members, and create a place for our members to connect with each other. This year's Beach Party theme is especially fitting since we've been able to bring the Convention back to our traditional summer date of the first weekend in June.

At last year's Convention we had a unique opportunity to participate in an interactive exercise to help set our priorities and direction for HFIA's future. Everyone had such great feedback and ideas about what they'd like to see from HFIA and we're pleased to be working to implement those. One of the most common requests was for an HFIA member app. As many of you know we've recently upgraded to a better membership management platform, GrowthZone, which includes our soon to be launched HFIA app. This new platform will also enable us to provide more resources, information, and educational materials on

the HFIA website for members, which was another priority we talked about during our meeting.

Networking was another area we touched on last year and we're working to create more targeted networking events for the second half of 2023. Our golf tournament is one of our most fun networking events and this year we were pleased to be able to bring back an important community relations aspect, fundraising for the Hawaii Foodbank and Hawaii Pacific University (HPU). Thank you so much to all our players who participated and donated!

We are looking forward to our 29th Annual Made in Hawaii Festival being held on our traditional Statehood Day Weekend of August 18-20th at the Hawaii Convention Center! In this issue we've been able to show a sneak peek of some of the great products you'll see at the Festival including several HFIA members, as well as a feature on the HFIA Members who sponsor the Festival. The way that our different members are a part of the Festival in so many different ways really highlights the importance of our industry and our Association for Ha-



waii. HFIA Members are the ones that work to feed Hawaii every day, and they do so much more. Our members businesses are essential to a strong diverse economy with local foundations, they create jobs, they support fellow local businesses and their communities, and they push our industry and our state forward.

This October we'll be having our first ever HFIA Board Retreat. This will a dedicated space for our board members to reflect on some of the changes we've made in the last years and will be a chance for the board to help shape our priorities for the coming year. I'm excited for this opportunity to connect with our board and discuss the most impactful ways that HFIA can continue to support our industry and all our members.

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
- No fixed enrollment period
- Value-added healthcare solutions
- Telehealth services through HiDoc®



hmaa.com/healthplans • 808.791.7616



Statewide
FSMA Compliant
Cold Chain

Serving Every
Grocer, Club & Retailer,
On Every Island
Every day

Source to Shelf
Statewide
Inventory
Management

West Coast
Consolidation
To Hawaii
Air and Ocean



HFA

DSD
Guaranteed Sales
Programs

HAWAII'S
SINGLE SOURCE SOLUTION

Inter-Island
Consolidation
& Logistics
Services

Shelf Design
Schematics &
Reset Execution

Operating
24 - 7 - 365
Across Hawaii

Delivering
OVER 40 LOCAL
Producers to Market
Across All Islands



HFAHAWAII.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 with one of our shipping experts at **(800) 4-MATSON** or visit **Matson.com**.



Matson[®]