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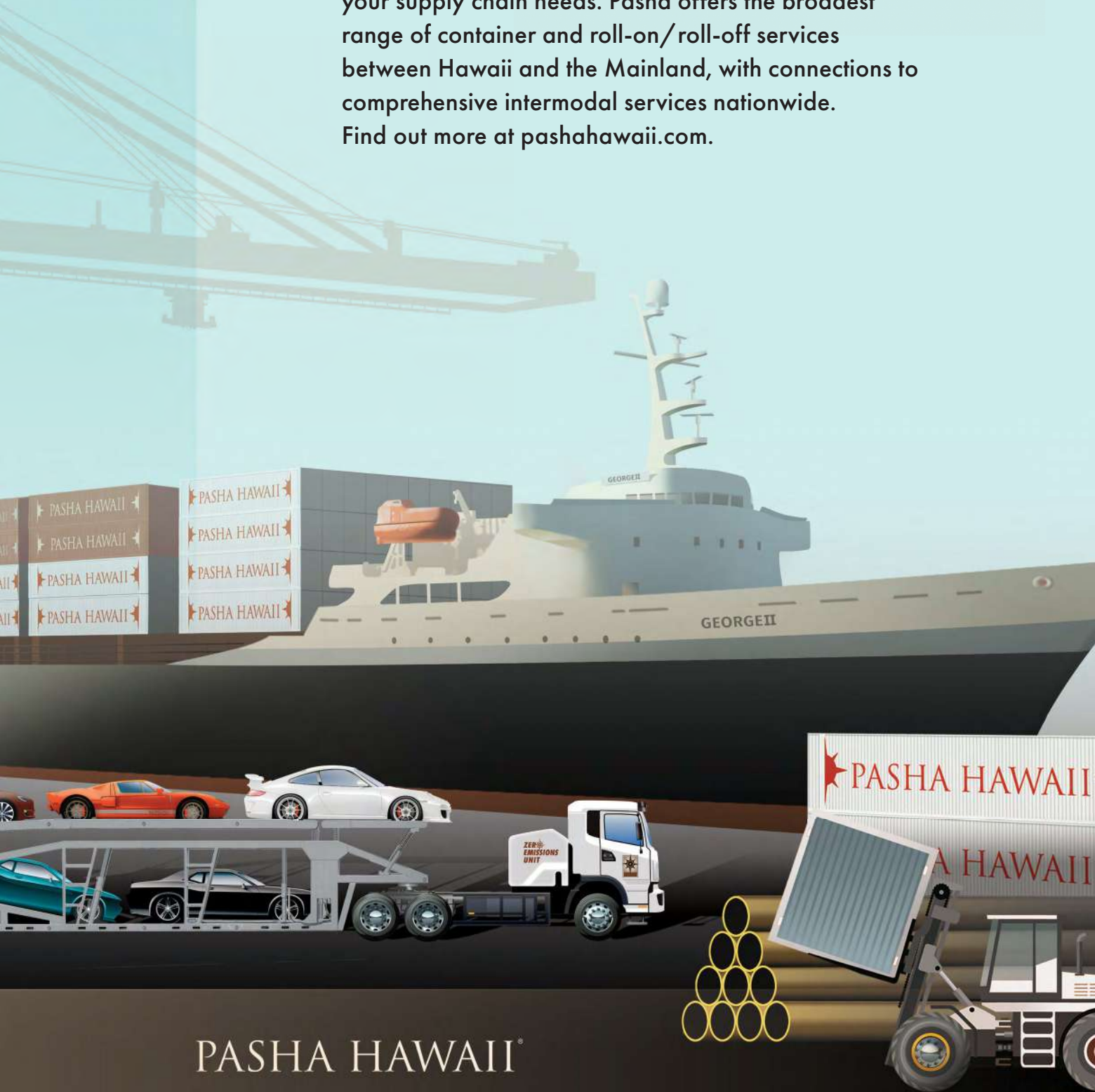
- HTDC SUPPORTING LOCAL MANUFACTURERS
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10



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14



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DEPARTMENTS

Chair's Message6
 Legislative Update8
 NGA Update12
 New Members28
 Member News28
 The Last Word30

FEATURES

Hawaiian Airlines Presents the 2024 HFIA Convention..... 14
 2024 Convention Panel 18
 Making it in Hawaii with HTDC 20
 Hawaiian Airlines Sponsors 30th Annual Made in Hawaii Festival 22
 Ulupono Aims to Boost Access to Impactful Federal Funds 24
 for Hawai'i State Agencies
 Hawaii Energy on Meeting New EPA Regulations 26

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PUBLISHER

Lauren Zirbel

EDITOR

Alexis Chapman

WRITERS

Alexis Chapman
 Jesse Cooke
 Lauren Zirbel

ART DIRECTOR

Dustin Koda

ADVERTISING

Stan Emoto
 Derek Ichiyama
 David Kanyuck

**PUBLISHING AND
PRINTING PARTNER**

Trade Media Hui



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

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

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 Please contact Jay Higa at
 jay@trademediahui.com
 or call 808-738-4947.

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PHOTO BY SEAN MARRS

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CHAIR'S MESSAGE

Aloha HFIA Members and all our Hawai'i Food readers,

It was wonderful to see so many of you at our HFIA Convention this June, it's an amazing event and such a special opportunity for our whole industry to come together and connect. I've enjoyed Convention for a long time and of course for me this year was extra special as I accepted the Chair's gavel from Gary Okimoto. I was first introduced to HFIA by another Chair, Beau Oshiro of C&S Wholesale Grocers. Beau had been involved with HFIA for some time and encouraged me to really participate in the Association and be a part of all it has to offer.

I went from coming to the occasional HFIA event, to being on the Social Committee with the C&S Team, to joining the Executive Com-

mittee, and now in little while I'll be helping to open the 30th Annual Made in Hawai'i Festival as HFIA's Chair! It's wonderful to be a part of this historic event. The Made in Hawai'i Festival Started small, and the majority of the vendors are very small businesses. But together HFIA, the Festival management team, the sponsors, the vendors, the attendees, and everyone who has supported and believed in the Festival and the value of Made in Hawai'i over the years, have created something truly monumental.

One of the things that I love most about working in the food industry is the positive contribution we are making to our customers and our community. Being a part of HFIA and all the things we do, including the Made in Hawai'i Festival, is a great positive extension of that.



I'm excited to continue to work of this great Association and find new ways to connect and advance our Food Industry community in the coming year as your chair.

Mahalo!

Maile Miyashiro
HFIA Chairman
Sr. Director Customer Experience,
C&S Wholesale Grocers



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- Clifford Tamura, Owner & CEO



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PHOTO COURTESY OF THE OFFICE OF GOVERNOR GREEN

For this historic Bill signing of Act 155 Governor Josh Green was joined by many stakeholders who helped support this legislation, including Senator Joy San Buenaventura, Chair of the Senate Committee on Health and Human Services; Hawaii Farm Bureau Executive Director Brian Miyamoto; Senate President Ronald Kouchi; First Lady of Hawaii Jaime Green; HFIA Executive Director Lauren Zirbel and Director of Operations Alexis Chapman.

HFIA is pleased to report that top priority bills that we proactively advocated for this session have been signed into law.

SUMMER EBT, SUN BUCKS

HB2430 was signed into law July 1st as Act 155. This creates the Summer Electronic Benefits Transfer for Children Program, now known as SUN Bucks, and appropriates \$2 million in state funds to cover half the administrative costs of the program. With that investment, the program will pull in another \$2 million in Federal funding to cover the rest of the administrative costs and up to \$18 million in Federal funds to cover the program benefits.

Days after the bill was signed it was announced that the SUN Bucks Program is accepting applications. The program provides \$177 per child per month for qualifying families during the months when school lunches are not available. Many kids rely on school lunch as an important part

“Many families with kids who rely on school lunch as an important part of their daily nutrition have a hard time stretching their food budgets—particularly in the summer when these lunches are not available”.

of their daily nutrition and in the summer when these lunches are not available families have a hard time stretching their food budgets. This program will provide vital assistance to help alleviate food insecurity for Hawaii keiki in the summer.

CONTINUED ON PAGE 10

HAWAI‘I FOOD PRICE DATA FOR THE USDA

Currently, food price data for Hawaii used by the Federal government is based on retail grocery prices in stores on Oahu, mostly in the metro Honolulu area. Due to Hawai‘i’s island geography, population distribution, and other uncontrollable factors prices of food can vary widely and be substantially more in some areas of the other three counties, and even on Oahu outside metro Honolulu. With this limited data usage, the Federal government had an incomplete picture of our state’s food prices. Because this data is used to calculate things like allotments for users of the Supplemental Nutrition Assistance Program (SNAP) this incomplete data

CONTINUED ON PAGE 10



New!

Lychee **LEMONADE**

Introducing Meadow Gold's Lychee Lemonade, a refreshing blend inspired by Hawaii's tropical flavors. This unique drink combines the sweet, floral notes of lychee with the tangy zest of lemons, capturing the essence of the islands.

 @meadowgoldhawaii
 mgdhawaii.com



Introducing
a twist on one of Hawaii's most memorable treats, lychee. Through the years, many local families have enjoyed lychee fresh from neighbors who have shared this delicious fruit from their own backyards. Now, everyone can enjoy this lychee-inspired lemonade that is delicious, refreshing and will bring back memories of sharing lychee with family and friends.



Celebrating the passing of DA BUX! A huge mahalo to our dedicated supporters: Rep. Greggor Illagan, HFIA Vice Chair Kit Okimoto of Okimoto Corp, HFIA Executive Director Lauren Zirbel, Rep. Kirstin Kahaloa, Good Food Alliance Project Director Saleh Azizi, Hawaii Farm Bureau Executive Director Brian Miyamoto, Department of Ag Chair Sharon Hurd, and Rep Richard Onishi.



PHOTOS BY CHARLENE IBOSHI COURTESY OF THE HAWAII FOOD BASKET

Thankful for our HFIA members who stand strong for DA BUX! Pictured: Steve Ueda from Suisan, Kit Okimoto of Okimoto Corp., Lauren Zirbel, and Toby Taniguchi of KTA. Together, we're creating a brighter future for local food and families in Hawaii.

LEGISLATIVE UPDATE CONTINUED FROM PAGE 8

It also injects much needed Federal funds into our food systems which will continue to circulate and have positive economic impacts.

HFIA was very proud to support this measure throughout session and join Governor Green and other stakeholders for the bill signing.

DA BUX RECEIVES LONG TERM FUNDING

For many years DA BUX has been a vital program to support local farmers and provide local Supplemental Nutrition Assistance (SNAP) users with access to more healthy fresh food. The program doubles the purchasing power for SNAP users when

buying local produce. Because the program is primarily funded with Federal grants and other matching programs it also has an important economic multiplier effect and pulls money into Hawaii's food systems.

This year, in order to secure the Gus Schumacher Nutrition Incentive Program (GusNIP) grant that is vital to the continued operation of the program it was necessary to show a stable funding source for the State's share of the program. HFIA, Ulupono Initiative, and range of other stakeholders advocated throughout session for funding for this great program.

We're pleased to report that funding has been included as a line item in the budget, which will ensure the long term continuation of DA BUX and its many benefits. 🌱

HAWAII FOOD PRICE DATA FOR THE USDA CONTINUED FROM PAGE 8

could have resulted in decreased SNAP allotments, and negative impacts for food security and our food systems in Hawaii.

In January of this year the U.S. Department of Agriculture (USDA) issued a request for information (RFI) related to food price data in Hawai'i. Per the RFI,

"The USDA Food and Nutrition Service requests comments from the public—including the food industry and research community—to help inform future policy and decisions about potentially updating Thrifty Food Plan (TFP) cost estimates for the State of Hawaii.

Specifically, FNS invites comments and ideas about food price data for the State of Hawaii—including communities in the state outside of the County of Honolulu—that may be available, potentially accessible to FNS, and of sufficient quality, format, sample size, and recent period to be used potentially by FNS to make cost adjustments for the State of Hawaii to the TFP pursuant to section 3(u)(2) of the Food and Nutrition Act of 2008, as amended."

HFIA responded to the RFI and encouraged members to participate. We are pleased to announce a proposed rule change that would consider the food price data for the entire state. "The proposed rule would update the price-of-food adjustment used to calculate the cost of the Thrifty Food Plan (TFP) for Hawaii in 7 CFR 273.10(e)(4) from an adjustment for the price of food in Honolulu to an adjustment for the price of food in the State of Hawaii. The proposed revisions would better align with the Food and Nutrition Act of 2008 (7 U.S.C. 2012(u)), which calls for the TFP to be adjusted for the cost of food in Hawaii and would enable the Department to use data that better reflects food prices throughout the State of Hawaii rather than data from Honolulu alone."

We believe this new rule will be enacted and will mean that in future the TFP will better reflect what Hawai'i families are actually paying for food. This will also help ensure that allotments for SNAP users in Hawai'i are more equitable compared to users in other parts of the country.



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INDEPENDENT GROCERS LEADING FIGHT FOR ANTITRUST REFORM

BY CHRIS JONES, NATIONAL GROCERS ASSOCIATION



IMAGE BY DUSTIN KODA

THE NATIONAL GROCERS ASSOCIATION FIVE PRINCIPLES FOR ROBINSON-PATMAN REFORM

- 1 Enhance Enforceability**
Robinson-Patman should be modified to enhance the ability of enforcers to act against those who violate the law;
- 2 Promote Clarity**
Compliance with the law should be clear to market participants in a way that preserves efficient behavior and constrains abuses of market power;
- 3 Address Discriminatory Loopholes**
Exclusionary behavior that discriminates against entire retail channels like grocery should be prohibited (e.g., club and dollar store packaging);
- 4 Prevent Food Supply Chain Coercion**
Legislation should deter large retail buyers from leveraging their “buyer power” to coercively squeeze food suppliers in a way that undercuts competitors and limits options for agriculture producers and food manufacturers.
- 5 Broaden View of Consumer Harm**
Antitrust policy should enhance price competition amongst retail competitors while taking into consideration other consumer priorities, including convenience (i.e., food deserts), quality, product diversity, and customer satisfaction.

In March 1936, more than 2,000 independent grocers rallied in Washington to advocate for price discrimination legislation. These activist grocers were responding to a new phenomenon in the marketplace, the rapid growth of a dominant chain store known as the Great A&P that was using its growing clout to drive smaller competitors out of business.

Thanks to their united efforts, the Robinson-Patman Act was signed into law just three months later.

Fast forward to today, and independent grocers find themselves in a mirror image of that fight, urging Washington to enforce a law that remains on the books but has been largely ignored for decades.

Robinson-Patman was designed to level the playing field for smaller retailers by prohibiting dominant retail buyers from using their muscle to unfairly secure more favorable supply terms and prevent competitors from doing the same.

Beginning in 2020, the National Grocers Association’s Board of Directors executed an aggressive plan to put antitrust at the forefront of our advocacy mission. As a result, Robinson-Patman has become an integral part of the mainstream antitrust conversation, and the Federal Trade Commission is reportedly ready to enforce Robinson-Patman for the first time in a generation.

Members of Congress from both parties are now pressuring the FTC to dust off Robinson-Patman during hearings, in letters and in their efforts to direct enforcement funding.

NGA has also notched wins with legislation that would make Robinson-Patman enforcement easier for state attorneys general.

While we have been building momentum, there is plenty to do. Our near-term goals include more congressional hearings that will lay the

groundwork reforming and revitalizing Robinson-Patman.

We know our efforts are working because Robinson-Patman opponents are escalating their attacks publicly and behind the scenes. Dominant retail power buyers and their allies have been lobbying Capitol Hill, running ads and releasing political hit pieces based on the same flawed arguments, outdated data and scare claims that enforcement will lead to higher prices.

NGA’s antitrust attorney Mark Meador correctly notes in his recent Federalist Society blog, “The belief that RPA enforcement leads to higher prices is oft-repeated but lacks empirical support. Consumers should not suffer because of economic speculation.”

The fact is that Robinson-Patman will lower prices by increasing competition. Small and medium-size businesses have been devastated by the lawless decision to collectively pretend that Robinson-Patman doesn’t exist.

A recent ad campaign produced by the NGA-led Main Street Competition Coalition points out that enforcing Robinson-Patman is about restoring fairness.

This fight is about you, and we can win it with your help.

Just as the independent grocers did in 1936, we hope our aggressive efforts today will persuade Washington to restore fairness to our markets. It’s time to end 40 years of lax antitrust enforcement and ensure the express will of Congress prevails over theories that have been proven wrong by hard economic reality. ❖

Learn more at www.nationalgrocers.org/antitrust.

Chris Jones is chief government relations officer and senior vice president of the National Grocers Association.

Nearly 60 years ago, **Greg Gomes** founded Webco Hawaii, a local, family-owned distribution company that grew from a one-brand operation out of the trunk of his car, to a successful business representing 100+ manufacturers and over 300 brands. Guided by his strong values and desire to serve the Hawaii community, Greg became a leader in the industry, displaying unwavering commitment to manufacturers and retailers as well as caring deeply for his employees.

His philanthropic nature led to the creation of the Webco Foundation, a non-profit that supports various community giving programs. He also turned his love of golf into a way to give back by establishing the annual Greg Gomes Memorial Golf Tournament held each July. Funds raised support the Foundation's Scholarship Fund at Saint Louis School, his beloved alma mater, and other local charities.

All who were fortunate to be in his presence knew his generous spirit and infectious joy! The Webco Hawaii 'ohana and the Gomes family are honored and humbled for his recognition in this year's Hall of Fame.

**2024 HFIA
HALL OF FAME
INDUCTEE**

Gregory Gomes

THE 2024 ANNUAL HFIA CONVENTION

SPONSORED BY HAWAIIAN AIRLINES WAS A WINNER!

We'd like to thank everyone who joined us for this fabulous weekend, and especially all our sponsors and donors who make this event possible, we're lucky to have you!

ALL PHOTOS BY ANTHONY CONSILIO



Left: HFIA's 2024 Hall of Fame Inductee was the late Greg Gomes, Founder of Webco Hawaii. HFIA Chair Gary Okimoto presented the award to Greg's Grandson and President and Chief Operating Officer of Webco Hawaii and Board Chair of the Webco Foundation, Patrick Sato-Gomes. Greg's great legacy lives on in his family, his company, the many connections in our Association and our industry, and the Webco Foundation and his stellar example of charitable giving. **Center:** Lauren Zirbel presented HFIA's Legislator of the Year Award to Representative Scott Nishimoto. Rep Nishimoto was integral in ensuring that critical funding for DA BUX was passed this year and that this valuable program would continue in our state. **Right:** Gary Okimoto Passing the Gavel to incoming Chair Maile Miyashiro. We thank you for your service Gary, and we're excited to welcome Maile as our Chair!

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EMPOWERING HAWAII'S FOOD FUTURE:

INSIGHTS FROM THE HFIA CONVENTION PANEL ON MAKING LOCAL FOOD MORE COMPETITIVE

BY ALEXIS CHAPMAN

Increasing local food production and making Hawaii more self-reliant when it comes to our food systems is an important goal for our state. Local food production is essential for making our state economically healthy, increasing sustainability, improving resilience after emergencies, preserving local culture, and ensuring food security for the present and the future. However, factors like the cost and availability of land, labor, and other resources mean that Hawaii food producers face challenges that producers in other places do not face. Over the years it's become clear that a multifaceted approach will be necessary to make progress on increasing local food production. One key to increasing local food consumption, and by extension production, is making local food more competitive compared to imported food.

"How to Make Local Food More Competitive" was the topic of the 2024 Convention Panel, and over the course of the discussion our expert panelists provided some valuable actionable insights.

INSIGHTS FROM THE PANELISTS

The panel, moderated by Derek Kurisu, Executive VP, KTA Super Stores, featured:

Chef Keoni Chang, VP and Chief Food Officer, *Foodland*

Tim Moore, Executive VP, Hawaii, *RNDC*

Chris Bailey, Manager, *Wahiawa Value Added Product Development Center*

Ethan West, CEO, *Piko Provisions*

Dr. Parwinder Grewal, Dean and Director, *University of Hawaii College of Tropical Agriculture and Human Resources (CTAHR)*

Chef Keoni Chang emphasized the crucial role of consumer perception and cost competitiveness. He made the important point that locals want to support local and recognize the value of Hawaii products, but often price points make it difficult for them to buy these products. When local food is competitive consumers will buy it first. He highlighted Foodland's commitment to integrating

local products and the positive impact on customer loyalty and sales, and how consumers can be engaged through tools like social media and community initiatives.

Tim Moore discussed the logistics of distributing locally produced liquor. He talked about the challenges that small local producers face in connecting with retailers and customers. A distribution company like RNDC can be essential in bridging those gaps. They provide support in areas like merchandising to help show consumers the value of these local products and other practical resources that can be challenging for small businesses.

Chris Bailey talked about how the Wahiawa Value Added Product Development Center (WVAPDC) is focused on empowering local entrepreneurs. The newly opened WVAPDC provides essential resources to help businesses upscale, compete effectively, access market opportunities, and eventually export locally made products. Some resources the WVAPDC offers include on-site expertise, non-credit courses, and state-of-the-art processing equipment such as Hawaii's first high-pressure processing machine. Chris also talked about the importance that creativity and innovation will play in increasing local food production, things like using off-grade local agricultural products to create new value-added products that are competitive.

Ethan West emphasized the value of collaborative innovation and getting buy in from a wide range of stakeholders to help tackle the problem. He talked about creating "square partnerships" with stakeholders across sectors including private, government, community, and investors. Working together to streamline and automate pro-



Moderator: Derek Kurisu, Executive VP, KTA Super Stores; Dr. Parwinder Grewal, Dean and Director, University of Hawaii College of Tropical Agriculture and Human Resources (CTAHR); Ethan West, CEO, Piko Provisions; Chris Bailey, Manager, Wahiawa Value Added Product Development Center; Chef Keoni Chang, VP and Chief Food Officer, Foodland; Tim Moore, Executive VP, Hawaii, RNDC

cesses, especially mid-level processes, can make a real difference in and reducing costs in some areas and freeing up capital to invest in other areas which is crucial for making local products more accessible without compromising quality.

Dr. Parwinder Grewal spoke about the crucial role of the industry leaders, as well as research and education, and the Made in Hawaii brand. He stressed the university's part in supporting farmers with advanced agricultural techniques, pest management, and developing new crop varieties suited for Hawaii's unique climate. Dr. Grewal also made an important point about the fact that increasing local food production also has positive economic impacts in terms of keeping food dollars in the state.

KEY THEMES AND CHALLENGES

Throughout the discussion, several themes emerged:

- **Government Initiatives to Address Cost Competitiveness:** Addressing the cost disparity between local and imported goods remains a critical challenge. Panelists proposed exploring subsidies and efficiencies to level the playing field.
- **Collaborative Efforts:** Panelists emphasized the need for collaboration among government, private sector, and educational institutions to drive innovation and support local farmers and producers.
- **Consumer Awareness:** Educating consumers about the value of buying local and the benefits to the community emerged as a recurring theme. The "DA BUX" program, which incentivizes purchases of local products, was highlighted as a successful initiative.

LOOKING AHEAD

As the panel drew to a close, Moderator Derek Kurisu summarized the collective optimism and commitment of the panelists. He emphasized the need for continued dialogue, collaboration, and community engagement to sustain momentum and drive meaningful change.

The HFIA Convention Panel on making local food more competitive was not just a forum for discussion, but a call to action. It underscored Hawaii's potential to lead by example in sustainable agriculture and food sovereignty. By leveraging innovation, education, and community support, Hawaii can chart a course towards greater food self-reliance while preserving its unique cultural heritage. As stakeholders continue to unite behind these initiatives, the future of Hawaii's food industry looks promising. ❁



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MAKING IT IN HAWAII

How HTDC programs are empowering local manufacturers.

Manufacturing in Hawai'i presents many unique challenges. Many raw materials must be imported; power, water, real estate, and labor can be expensive; and the size of the Hawaii market means economy of scale is only achievable by exporting. Thankfully, there are some special advantages to making products here as well. Thanks to the Made in Hawai'i Festival, the Department of Agriculture's Made in Hawai'i with Aloha program, and the great reputations of our many established local brands, the value of Hawai'i made products is widely recognized. Hawai'i manufacturers have unique products, materials, and cultural influences to share. And, for Hawai'i manufacturers who are ready to grow the Hawaii Technology Development Corporation (HTDC) has valuable resources to share that have helped many local manufacturers find success.

INNOVATE HAWAII'

For local manufacturers that are ready to take the next step but need some assistance HTDC offers INNOVATE Hawai'i. This is the state's NIST Manufacturing Extension Partnership (MEP) National Network Center, which supports small and medium-sized manufacturers to enhance their productivity, growth, and technical performance through programs and services across the islands.

INNOVATE Hawai'i assists manufacturers looking to improve their business and are willing to invest time and resources to grow

their company. INNOVATE Hawai'i builds the strength and competitiveness of Hawai'i manufacturers through an array of programs and services, including coaching and training, consulting, collaboration-focused industry programs, and grant opportunities.

The team includes experienced business professionals with skills in manufacturing systems and methods, strategic planning and implementation, business development, process analysis, and technology commercialization. Technical assistance, training, and consulting services to manufacturers are available to program participants. INNOVATE Hawai'i administers the Manufacturing Assistance Program Grant (MAP) and the Hawai'i Small Business Innovation Research Grant (HSBIR).

A wide range of local brands, including many HFIA Members who are also Made in Hawai'i Festival vendors have utilized these programs in different ways.

MEADOW GOLD - LOCALLY MADE ICE CREAM AT SCALE

Meadow Gold is a family owned company with a long history in Hawai'i. In 2023 and 2024 they utilized the MAP to enable the company to produce ice cream here at commercial scale.

Meadow Gold Brand Development Manager Kimia Sadgehi talked about how MAP helped them stay competitive in a challenging market,

"Local manufacturing is a costly initiative, but it was a strategic move that we

knew would be wise for the long term. As a family-owned business, any assistance we can receive to stay at the forefront of innovation and technology is crucial for remaining competitive, especially against the pressures of mainland imports. Financial assistance for equipment and training allows us to maximize our resources when upgrading our equipment."

Of course, increasing local food production is not just important for local food producers. Our state's economic strength and resilience is increased by growing the food manufacturing sector. Kimia explained how programs like MAP fit in with the goal of increasing local food production, "For Hawaii to make significant progress in reducing reliance on mainland imports, local companies need assistance with scaling so that we can produce food products at prices that local people can afford."

She also offered some words of wisdom for other companies considering utilizing the program to be a part of Hawai'i's growing local food sector. "My advice for any company considering applying for the MAP grant is to demonstrate the ripple effect these investments will have on job creation and the local economy. We showed that receiving this grant would be highly impactful because we have proven demand, and by shifting production locally with the help of the MAP grant, we could create more jobs and benefit the local economy."



PHOTO COURTESY MEADOW GOLD

Left: POG Dream Bars in production; Right: "Kimia Sadeghi (front row center) and the Meadow Gold Team introducing Hawai'i to some of their new locally made ice cream products at the 2023 Made in Hawai'i Festival. They'll be back at the Festival with more new local products in 2024.

KAUI HEMP - ADDED VALUE AND LOCAL TALENT

In 2023 Kauai Hemp Company participated in MAP which had a ripple effect of positive benefits for their products, the company, their customers, and the labor force.

Founded in 2019 Kauai Hemp is a relatively new company. Since then, they have made significant investments in a range of manufacturing equipment, especially to help address packaging challenges.

Company President Judiah McRoberts talked about how MAP helped Kauai Hemp meet these challenges, "Packaging solutions consistently pose a challenge for many companies in Hawaii. To address this, we prioritized in-house packing capabilities and invested in several pieces of equipment, including a matrix bottler, label printer, and label applier. The grant was instrumental in offsetting some of the costs associated with these investments."

Receiving this assistance with their manufacturing costs enabled the company to invest resources in other areas, such as hiring more local talent. It has also helped them maintain the highest quality products for their customers.

Judiah explained how MAP impacted one of their signature product lines,

"This program has significantly impacted our line of organic broad-spectrum CBD products. These products require advanced remediation and solvent recovery equipment. By choosing to keep our products organic, we incur higher production costs, but this ensures they are free of harsh solvents. Being one of the few companies in the United States to offer organic broad-spectrum CBD products adds substantial value and sets us apart in the market."

This industry has seen rapid growth in recent years and many products are bought online from the mainland. For local customers knowing that they can consistently get high quality, locally made products is essential for a brand to succeed.

Judiah knows that many types of local manufacturers face similar challenges and urged persistence to those considering taking advantage of HTDC programs.

"I recommend that companies interested in applying for the MAP program first reach out to HTDC. The staff are incredibly helpful and an excellent resource. Secondly, it's important to understand that applying does not guarantee an award. Keep thorough records and remain persistent if you are not selected on your first try. We applied every year for the past three years and finally received our first grant this year!" ❁

YOUNG BROTHERS
Connecting People.
Connecting Hawai'i.

Safe, reliable, and frequent interisland shipping services.
www.YoungBrothersHawaii.com



Made with Hawaiian

Hawaiian Airlines Presents the 30th Annual Made in Hawai'i Festival

Hawaiian Airlines, the state's oldest and longest-serving carrier with roots as a small air tour operator, has been dedicated to supporting kama'āina 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. This year, Hawaiian Airlines is proud to be the Title Sponsor for the 30th Annual Festival.

Hawaiian Airlines presents the 30th Annual Made in Hawai'i Festival recently unveiled what's new for Aug. 23-25, 2024. Attendees will peruse more than 700 made in Hawai'i vendor booths from the state's most talented local artisans, makers and entrepreneurs. New this year, the festival will feature an array of new vendors launching brand new products, exclusive to the Made in Hawai'i Festival. Guests will also enjoy cooking demonstrations by local celebrity chefs including Kea-

ka Lee, owner of Kapa Hale and the newest member of Hawaiian Airlines' Featured Chef in-flight menu program, Nā Hōkū Hanohano Award-winning entertainment featuring Taimane, Jerry Santos & Kawika Kahiaipo and Frank DeLima, a beer garden, and a fashion show highlighting the latest designs from sought-after local designers Lex Breezy and Simply Sisters by Lola.

WHAT'S NEW THIS YEAR?

1. Hawaiian Airlines presents the Made in Hawai'i Festival 2024 will be the largest ever! This year's event spans more than 200,000 square feet and will occupy Exhibit Halls I, II and III at the Hawai'i Convention Center for the first time ever.
2. Visit the Hawaiian Airlines booth and shop Hawaiian Miles Buy & Fly partners including Jana Lam, Laha'ole Designs, House of Mana Up, La Tour Café, Hana Tea, Holey Grail Donuts, and Hawaiian Pie Company.
3. We're thrilled to announce that Hawai'i Foodbank is our selected charity for this year's Made in Hawai'i Festival! When you purchase your festival tickets, you'll have the opportunity to donate to Hawai'i

Foodbank directly at checkout. "For three decades, the Hawai'i Food Industry Association (HFIA) has proudly produced the Made in Hawai'i Festival, spotlighting the diverse talents and entrepreneurial spirit of our local community.

As we celebrate our 30th anniversary, we're thrilled to announce the expansion of the festival across all three exhibition halls at the Hawai'i Convention Center, featuring over 700 local vendor booths. Bigger and better than ever, we will harness and provide opportunities for businesses to grow and shape our local economy, transform communities and leave a legacy for generations to come," said Lauren Zirbel, President & Executive Director of the Hawaii Food Industry Association.

"The local business community plays a big role in making Hawai'i such a special place to live and visit, and through their products and services, more people have forged deep and genuine connections with these islands," said Robert Sorensen, vice president of marketing and ecommerce at Hawaiian Airlines. "As the hometown carrier, we relish being a sponsor of the festival and look forward to kicking off another fantastic Made in Hawai'i Festival!" ❄️



2024 BONUS BENEFITS

Membership with HFIA includes discounts on a variety of products and services, compliments of our partnering companies who have made these benefits available exclusively to HFIA members in good-standing. Members are invited to take advantage of the these exclusive discount offers. Discount codes available through your online member profile. Take advantage today and login at hfia.memberclicks.net/login.



EXCLUSIVE PPO HEALTH PLAN OFFER!

Through this partnership, HFIA members throughout the state can take advantage of preferred pricing with HMAA, making healthcare more affordable for businesses and employees alike.



MADE IN HAWAII FESTIVAL BENEFITS!

All HFIA Members are invited to attend Made in Hawai'i Festival Buyers Hours. HFIA Members who are Made in Hawai'i Festival vendors receive a \$100 rebate on their booth fees.



10% OFF TRADE SHOW DISPLAYS!

JPG Hawai'i is happy to offer a 10% discount on our trade show displays as well as free shipping to all HFIA members



ENJOY A 5% DISCOUNT ON COACH FLIGHTS!

Discount applied when flights are booked through the HFIA Preferred Affiliate Program. Other promotional offer made by Hawaiian Airlines are available to all HFIA members in good standing.



WESTPAC WEALTH PARTNERS FREE VALUATION!

WestPac Wealth Partners is offering a complementary business valuation to any HFIA member company! Learn what your business is worth using the world's leading patented online business valuation service, BizEquity™™

ULUPONO AIMS TO BOOST ACCESS TO IMPACTFUL FEDERAL FUNDS FOR HAWAII STATE AGENCIES



BY ULUPONO INITIATIVE

A new partnership between the state of Hawai'i and Ulupono Initiative is offering state government departments and agencies customized technical assistance toward maximizing their ability to apply for and secure federal funding awards — ultimately benefitting Hawai'i residents.

The partnership, announced in June, immediately gives momentum to Gov. Josh Green's existing Investing in Hawai'i's Future collaboration between federal, state, and community partners. Among the governor's primary goals is building state government's capacity to compete for available federal grants. Ulupono Initiative's role in the partnership will be funding tailored pro bono services to state of Hawai'i departments and agencies to help them successfully secure federal funds relating to renewable energy, local food, clean transportation and freshwater projects.

Founded in 2009 as a Hawai'i-focused impact investing firm, Ulupono Initiative's mission is to invest in improving and enriching the quality of life for Hawai'i residents

by supporting local efforts to improve the state's sustainability, self-sufficiency and resilience. Projects Ulupono Initiative supports through its investments adhere to the firm's four areas of concentration: increasing the amount of local-produced food, boosting renewable energy, enabling more clean transportation choices and better managing our state's freshwater resources.

In addition to helping state agencies and departments identify high-impact funding opportunities in its four focus areas, Ulupono Initiative's new one-year gift-of-services partnership with the state's Investing in Hawai'i's Future program will offer coaching and advisory support along with grant proposal writing assistance on projects within these areas. The intent is to fund all of these services for one year while state government works on funding and hiring its own internal staff of grant writers and grant administrators, a task that could admittedly take many months — or even years — to fill positions.

"We expect state departments and agencies to see a return on investment as

this partnership will provide them with the resources necessary to leverage the federal dollars available to them," said Jesse Cooke, Ulupono vice president of investments and analytics.

For government, Ulupono believes that return on investment (ROI) transcends mere financial gains, encompassing the fulfillment of core missions and meaningful societal impact. Agencies may measure ROI in terms of lives improved, communities strengthened, and legislative mandates realized — in pursuit of the greater good.

"Between 2014 and 2023, Ulupono provided grant-writer funding for Hawai'i nonprofits such as The Kohala Center, O'ahu Agriculture and Conservation Association, and the Hawai'i Farm Bureau, as well as for several large federal grants that ultimately brought in approximately \$140 million — or 100 times our full grant-writing investment," Cooke said. "We believe the State of Hawai'i will be able to achieve a substantial return on investing in full-time grant-writer positions in the future."

An example of a federally funded pro-

gram that provides more than financial gains is the “DA BUX” Double Up Food Bucks program. A program managed by The Food Basket, Hawai‘i Island’s food bank, DA BUX teams with food retailers statewide to lower the cost of Hawai‘i-grown fruits and vegetables by 50% for low-income recipients of federal food benefits from the Supplemental Nutrition Assistance Program (SNAP). Along with many others, the Hawai‘i Food Industry Association and Ulupono Initiative have long advocated for DA BUX, supporting the program’s encouragement of consumers to seek out, purchase and eat healthy food; assistance to local farmers by creating market demand; and promotion of food production in Hawai‘i. Earlier this year, state legislators recognized the value of DA BUX by appropriating \$1.5 million in recurring funds to the program each year. Just \$1.5 million in state funding for DA BUX will create annual market demand of approximately \$6 million for Hawai‘i-grown food at local retailers, or more than \$60 million over a decade. DA BUX provides both financial gains and meaningful societal impact by supporting struggling families.

The new partnership between the state of Hawai‘i and Ulupono Initiative was created to immediately acknowledge a critical need in seeking out and securing monies while historic levels of federal funding are being made available to states nationwide through the Infrastructure Investment and Jobs Act and the Inflation Reduction Act.

Through the new partnership, Ulupono Initiative has already assisted the state of Hawai‘i Agribusiness Development Corporation (ADC) in submitting its application for a Defense Community Infrastructure

Program (DCIP) grant offered by the U.S. Department of Defense. Among the purposes the federal grant was created to address are deficiencies in community infrastructure supportive of military installations. If awarded DCIP grant funding, the ADC intends to utilize it for road and bridge improvements near the Pacific Missile Range Facility, which would also ensure vi-

The new partnership between the state of Hawai‘i and Ulupono Initiative was created to immediately acknowledge a critical need in seeking out and securing monies while historic levels of federal funding are being made available to states nationwide through the Infrastructure Investment and Jobs Act and the Inflation Reduction Act.

tal access to West Kaua‘i agricultural lands for large farming equipment on an existing cane haul road.

“This was a major milestone for the ADC as it was our first federal grant application in our 30-year history,” said Agricultural Development Corporation Executive

Director Wendy Gady of the organization’s DCIP grant request. “We are truly humbled by Ulupono Initiative’s support in applying for federal dollars for Hawai‘i. We are a small staff and these grant-writing resources helped vet the opportunity, providing us with project management and feedback through the entire process. We’re eagerly waiting to find out if we will be awarded the grant funding.”

A Hawai‘i-focused Federal Funds Summit, hosted in July by Governor Green, his federal funds team and the state of Hawai‘i Department of Transportation as part of the Investing in Hawai‘i’s Future initiative, also helped spread word and provide tools for attendees seeking to maximize federal funding available to them. The three-day summit gathered federal, state, county and community partners for discussions, workshops and technical assistance designed to give state grant teams the skills, knowledge and partnerships to competitively apply for and secure investment monies created by the Inflation Reduction Act and Bipartisan Infrastructure Law. Grant teams attending the summit were also offered opportunities to meet directly with federal partners to determine specific federal programs available that could possibly support current state needs.

For example, federal government fire-prevention grants could fund a portion of firefighter salaries and equipment purchases for county fire departments statewide. The Federal Emergency Management Agency’s Assistance to Firefighters Grants (AFG) program and Staffing for Adequate Fire and Emergency Response (SAFER) grant program target the needs of fire-service personnel in staffing, training and purchasing of personal protective equipment. Rhode Island, with a population of 1.1 million residents, has thus far received more than \$55 million in SAFER grant funding compared to Hawai‘i, population 1.4 million, which has received just over \$5.5 million. Given the devastation wrought by the Maui wildfires of 2023, this is federal funding county fire departments can take advantage of to supplement their state and county funding.

“There is an opportunity for a once-in-a-generation amount of federal funds available right now,” said Sharon Hurd, chairperson of the Hawai‘i Board of Agriculture. “The initiative enhances our ability to tap into these resources, which can help state government address important issues related to Hawai‘i agriculture and local food production ranging from access to capital for farmers and ranchers, to needs in biosecurity.” ❁



PHOTOS COURTESY ULUPONO INITIATIVE

Jesse Cooke, vice president of investments and analytics at Ulupono Initiative, joined panelists Nicole Milne, director of the Hawaii Good Food Fund at Hawaii Good Food Alliance, and Amanda Shaw, executive director of the Oahu Agriculture and Conservation Association, in a panel discussion focusing on “Return on Investment: Case Study Insights” at the State of Hawaii’s Federal Funds Summit in July 2024.

KEEP IT COOL AND COMPLIANT

BY HAWAII ENERGY

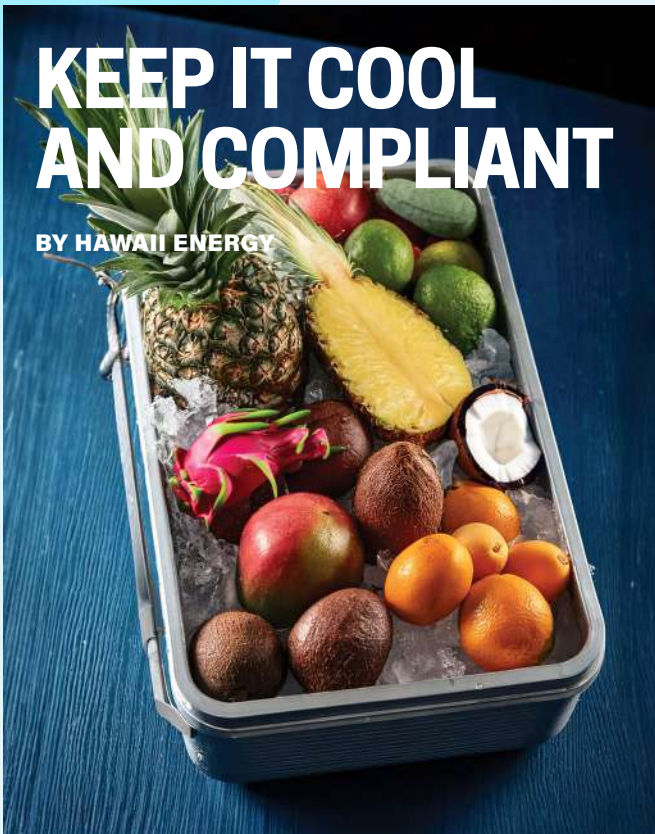


IMAGE BY DUSTIN KODA

Ever wondered how the upcoming refrigerant regulations will impact you, your food retail, grocer, and supermarket peers?

The modern world often takes fresh food, chilled beer, and air conditioning for granted, but none of this would be possible without refrigerants! They are the magic behind keeping things cool, from massive data centers to our homes and cars, to the food in our refrigerators, to the vaccines in our hospitals. But not all refrigerants are created equal. They each have unique characteristics that determine how well they work and their impact on the planet.

Some of you may recall when chlorofluorocarbons (CFCs) and hydrochlorofluorocarbons (HCFCs) were the refrigerant of choice. With time we learned, they were major culprits in depleting the ozone layer and were eventually banned. That's when Hydrofluorocarbons (HFCs), another family of refrigerants, came into play. Because of their excellent thermodynamic properties, they were quickly adopted as the most prevalent refrigerant across all HVAC and refrigeration applications. Unfortunately, HFCs are also greenhouse gasses (GHG) that are thousands of times more potent than carbon dioxide, so when they leak, they have a significant impact on our climate and environment.

Refrigerant leaks happen. In fact, all refrigeration and air conditioning systems eventually leak. Some happen slowly over time, while others result from a catastrophic failure where most, if not all, of the refrigerant leaks out in a single event. This is one of the reasons why international regulations were introduced to reduce the environmental impact of HFCs and drive the adoption of more climate friendly alternatives.

So, what do you need to know?

Well, to help mitigate climate change, the U.S. Environmental Protection Agency (EPA), guided by the American Innovation and Manufacturing (AIM) Act, is moving full speed ahead with new strict regulations aimed at dramatically reducing both production and consumption of HFC refrigerants. In addition, these regulations are

also elevating the effective management of HFCs including reporting, record keeping, leak detection, and reclamation requirements, and mandating the transition to technologies with lower global warming potential (GWP) or natural refrigerant alternatives. Starting January 1, 2025, all refrigeration and HVAC systems will be required to comply with these regulations or face significant penalties. In fact, the EPA has announced that the enforcement of refrigerant regulations will be a top priority through 2027, with violations listed as \$57,617 per day, per violation.

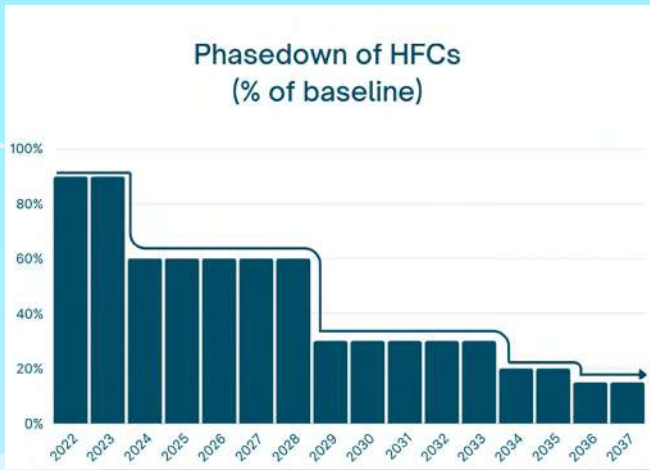
Bottom line, ignoring these changes, or assuming your business-as-usual practices will cover you, is not going to work. Regulations are going to impact everyone, and compliance requirements will change the way we design, install, maintain, and decommission our refrigeration and HVAC systems throughout the entire food system, including restaurants, grocery stores, food manufacturing and distribution spaces.

For Hawaii's food system specifically, our dependence on imported goods requires an extensive network of cold storage options. Because of this, it's crucial that we not only understand how to comply with these regulations, but also invest in highly efficient systems. Additionally, environmentally friendly refrigerants help further support statewide sustainability efforts.

Where do I go for more information?

If you're interested in learning more about the upcoming regulations, we encourage you to visit the EPA's website (epa.gov). You can also reach out to Hawaii Energy for more information (see below). Here are relevant insights and actionable information to help you prepare for the incoming changes:

- Starting January 1, 2025, all **new** HVAC equipment regardless of charge size will be required to use a GWP refrigerant of ≤ 700 .
- On January 1, 2026, all **new** VRF systems must be installed and charged with a refrigerant that has a GWP of ≤ 700 .
- On January 1, 2025, all **new** self-contained refrigeration stand-alone units and vending machines must have a GWP limit of ≤ 150 .
- On January 1, 2027, all **new** retail food supermarket rack systems with a charge >200 lbs must have a GWP limit of ≤ 150 , and those with a charge <200 lbs must have a GWP limit of ≤ 300 .
- **Existing** high-GWP refrigeration and HVAC equipment systems can continue to operate with existing refrigerants, but it will be expensive to keep your equipment maintained and charged! Under the AIM Act, refrigerant manufacturers are given a financial incentive to drive down production of high-GWP refrigerants in favor of lower-GWP refrigerants... Ignoring the cost of legacy refrigerants is not an option for any of us. The phasedown schedule for HFCs shows how quickly this is anticipated to take place.
- **All existing and new equipment** must comply with EPA's emissions reduction and reclamation rules that state:
 - You will be required to inventory, report and keep records of your leaks and repairs for any systems ≥ 15 lb. charge of refrigerant with GWP ≥ 53 . 15 lbs. This includes your remote condensing units for walk ins, reach-in coolers and freezers and your HVAC!
 - You will be required to invest in improved monitoring and leak detection systems for any process refrigeration appliances with charge $\geq 1,500$ lbs.
 - Starting in 2028, you will be required to use reclaimed HFC refrigerants to service and/or repair any HFC-based systems as well as for the initial charge of new equipment.



COURTESY ENVIRONMENTAL PROTECTION AGENCY

Phasedown of Hydrofluorocarbons

In order to ensure compliance, we all will need to stay informed and ensure our refrigeration contractors are up to date with the latest regulatory changes. This can include stringent leak detection, repair protocols and refrigerant recovery for existing systems, best practice training and knowledge around maintaining new or more complex systems with lower-GWP refrigerants that require different handling procedures. Ultimately, investing in preventing problems is always going to be the cheapest route.

So, what can you do now to ensure you're prepared and protected?

- Start talking with your team about these regulations in the same way you'd deal with any other compliance requirement.
- Inventory your stores and add all HVAC and refrigeration appliances with 15-49 lbs. of any type of refrigerant to your record keeping.
- Create a calendar schedule for all your reporting requirements so that you don't get fined for "missing a leak inspection".
- Pay attention to the price of refrigerants and think strategically about how you're going to deal with shortages of R-404A and R-507.
- Create a prioritized investment strategy for equipment upgrades and identify which of your high-GWP systems can be retrofitted or replaced with systems that use natural refrigerants or refrigerants under the EPA HFC phasedown.
- Ask your suppliers if they have lower-GWP equipment available now.
- Start training your service contractors on compliance reporting.
- If you're already reporting, confirm it's aligned with compliance requirements.
- Identify who is responsible for compliance.

Need support?

Hawaii Energy is here to help. They serve Honolulu, Maui, and Hawaii counties and can provide your business with free, customized advice on equipment, designs, and strategies to maximize your refrigeration and HVAC efficiency. Their support makes it easier to adopt low-GWP refrigerants and compliance requirements. ❄️

Making Great Food For 100+ Years

CONAGRA BRANDS

100% NATURAL
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SOME OF OUR BRANDS

WWW.CONAGRABRANDS.COM

NEW MEMBERS



OHANA FOODS

Located on the Island of Hawaii, Ohana Food, Inc. started in Naalehu, Hawaii, as Carl & Amy's Naalehu, LLC, opening its first store in 2012. Since then, the company has evolved into Ohana Foods, Inc. opening four small grocery, convenience, deli, and fueling stores. The company's motto is "Great Food, Great Value, and Friendly Employees". Visit us at www.ohanafoods.com.

Carl was also a member of HFIA with a former employer, and President of the Board in 1995-1996, welcome back Carl! We're excited to have you and Ohana Foods as part of the HFIA Ohana!

RETURNING MEMBER



SHAKA TEA

Based in Hilo, Hawai'i — Shaka Tea is brewed with one of the rarest herbal teas in the world, only found in the Hawaiian Islands: māmakī. Shaka Tea practices direct trade, sourcing māmakī leaves from local farmers that are sustainably-grown in volcanic, mineral-rich soil. Our teas are infused with premium botanicals in refreshing, tropical flavors to share with the world and provide herbal hydration to support your wellness journey.



MALAMA ECO PRODUCTS

Malama Eco Products are a full line of compostable, biodegradable, degradable and/or sustainable products, and include lunch and dessert plates, luau trays, carry out containers, bowls, utensils, chopsticks and resealable freezer and storage bags in quart and gallon sizes. Every Malama Eco Product is designed to have little or no impact on our environment, yet affordable for everyone every day.

Some benefits include:

Affordable: Less than most other paper-made products

Strong: Will not bend or leach when hot items are placed in it

Durable: Will not leak even with hot chili

Compostable: Items will break down based on ASTM D/6400 standards, on average this is six to nine months to breakdown

Tree Free: Made from processed sugarcane. Leave trees to make clean air

We created Malama Eco Products to help people of Hawaii save money on products they buy every day. Currently Hawaii buys over 100,000,000 lunch plates per year. That is enough trees to cover the island of Kauai cut down every year, and this is only for lunch plates. This does not include dinner, snack plates, bowls, or luau tray. Save the aina and save money with Malama Eco Products.



ALOHA SUNRISE GRANOLA

We bake an artisan granola Mindfully with Love in Hawaii using organic, local, and natural ingredients. Our granola is hand-crafted in small batches and never contains preservatives, additives, fillers, dyes, or chemicals. We carefully select our ingredients based upon their ability to complement one another and their individual health benefits.

You can find us in most Foodland locations on all islands, Mari's gardens, Hoku Natural Foods, Down To Earth (King St), Ali'i Kula Lavender Farms, Kuau Store, and we do private label for The Royal Hawaiian hotel.



HAPPY FRUIT COMPANY

Happy Fruit Company works hard to provide the freshest in wholesale, local, and mainland produce for the people of Hawaii.

Get Happy!



MEMBER NEWS



Safeway Opens New Fuel Station in Kona

Wednesday, July 3, 2024 marked the opening of Safeway's newest Fuel Station Express in Kona, Hawaii, located at 75-961 Henry Street. Perfectly timed for the holiday weekend, the station allows locals and visitors to refuel and explore the Kona Safeway. The inauguration included a traditional blessing by Kumu Keala Ching. The station also boasts a convenience

store filled with an assortment of quick snacks and self-service drink choices.

Fuel Station Information:

5:00 AM - 11:00 PM
75-961 Henry St
Kailua-Kona, HI 96470
(808) 339-9155
Fuel Station Manager:
Zachary Burcena

Fuel Station Services:

- Air Station Available
- Convenience
- Food/Merch Available
- Diesel
- Ethanol Free Gas
- One Touch Fuel App
- Propane
- Water Station Available
- Self-Checkout

This represents a cumulation of Safeway's investments to better serve its customers and communities. This is the second Safeway fuel station on the Big Island. Safeway currently operates four fuel stations in Hawaii including Hilo, Ewa Beach, Kahului, and a new fuel station is under construction in Lahaina.

Conagra Unveils Over 50 New Products

Conagra Brands, Inc. (NYSE: CAG), one of North America's leading branded food companies, has unveiled an exciting line-up of



innovation this summer, bringing more than 50 new items to grocery shelves. With compelling arrivals in single-serve and multi-serve frozen meals, frozen vegetables and snacks, the new

offerings from Conagra build on the company's impressive portfolio of industry-leading brands.

"We have a diverse collection of new food that offers something for every taste," said Burke Raine, President, Refrigerated & Frozen for Conagra Brands. "Our team has worked hard to craft delicious new recipes, and we look forward to consumers trying them for the first time."

NEW TOBACCO LAW

Chapter 245, Hawai'i Revised Statutes

Wholesalers, dealers, and retailers of
electronic smoking devices (ESDs) and e-liquids

This law affects your business and business taxes

“Tobacco product” definition now includes:



Electronic Smoking Devices
(ESDs, e-cigs, vapes, etc.)



E-Liquids
(vape juice, pods, etc.)

The Hawai'i State Department of Taxation requires:

Wholesalers/Dealers to:

- Obtain a tobacco license
- File a monthly tax return
- Report monthly shipments
- Pay an excise tax of 70% of wholesale pricing
- Keep records of sales, prices, and taxes payable

Retailers to:

- Obtain a retail tobacco permit (for each retail location)
- Keep complete record of tobacco product inventory

For more
information,
scan to view:



Hawai'i State Department of Health
Chronic Disease Prevention and Health Promotion Division
Tobacco Prevention & Control Section



GROWING FOOD SECURITY, LOCALLY

BY LAUREN ZIRBEL

HFIA is pleased to announce that Hawaii Foodbank is our selected charity for this year's Made in Hawai'i Festival! When guests purchase a ticket they'll have an opportunity to make a donation to the Hawaii Foodbank. HFIA and the Hawaii Foodbank have a long history together, many of our HFIA member events also have fundraising components that collect donations for the Foodbank, and I've been a proud member of the Hawaii Foodbank Board for several years. Promoting donations through the Made in Hawai'i Festival ticketing website is a great opportunity to make it easy for Festival attendees to give and support Hawaii Foodbank's work to promote food security. Furthermore, this partnership helps highlight the connections that HFIA and others have been working to strengthen between local agriculture, local food manufacturing, and food security in our state.

As we discussed in our Legislative Update, a big part of HFIA's 2024 Legislative Platform was focused on improving food

security. Programs like Summer EBT (now called SUN Bucks in Hawaii) and DA BUX are vital in combating hunger in our state by increasing the grocery budgets of users. They also bring Federal funds into Hawai'i's food systems that have an economic multiplier effect. DA BUX supports local agriculture by doubling users purchasing power when they're buying local produce. This incentivizes local agricultural producers to grow fruits and vegetables not just for restaurants in tourist areas, but also for local buyers of all income levels to access at grocery stores. Many HFIA members have participated in this program and helped make it a success. KTA Super Stores was one of the early retailers to be part of the DA BUX and helped lead the way. Piko Provisions baby foods made with locally grown fruits and veggies is one of the first value added products that is eligible for DA BUX.

Piko Provisions CEO Ethan West was one of our panelists at our Convention Panel on How to Make Local Food More Competitive and Derek Kurisu of KTA Super Stores Moderated. As we discuss in the article on pg 18, programs like DA BUX and other forms of government support for local agricultural producers will likely be a crucial component in making locally manufactured food more cost competitive. For local manu-



facturers, including many of our HFIA Members who are also Made in Hawai'i Festival Vendors, additional support from agencies like the Hawaii Technology Development Corporation (HTDC) can also help them thrive as we discussed on pg 20.

HFIA, the Hawaii Foodbank, HTDC, our many local food producers and food industry members, Made in Hawai'i Festival customers and sponsors are all invested in supporting local food. We believe that investment pays off in a variety of ways. It makes our economy more diverse and stronger; it makes our state more resilient to supply chain disruptions; and it's crucial in maintaining Hawai'i's unique food culture. Perhaps most importantly growing local food and growing local food manufacturing means increasing food security for Hawai'i. ❁

HFIA
HAWAII FOOD INDUSTRY ASSOCIATION

BECOME A MEMBER

THIS IS A CALL TO ACTION!

JOIN HFIA ONLINE TODAY!
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!

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

Statewide
FSMA Compliant
Cold Chain

Source to Shelf
Statewide
Inventory
Management

West Coast
Consolidation
To Hawaii
Air and Ocean

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



FROM OUR REFRIGERATORS TO YOURS.

Three times a week, Matson delivers Hawaii's produce, dairy, and pharmaceuticals in temperature-controlled, refrigerated containers to ensure consistent top quality. It's all part of our long-standing 24/7 commitment to fulfilling the needs of our community with reliable and efficient shipping services.

For more information, call (800) 4-MATSON or visit Matson.com



Matson[®]