

“MA‘O Organic Farms: Our Blueprint to Creating A Sustainable Local Food Movement”



Gary Maunakea-Forth MA'O ORGANIC FARMS
www.maoorganicfarms.org

MA`O - "mala 'ai 'opio"

**NON-PROFIT 501(C)3 "SOCIAL ENTERPRISE"
GROWING ORGANIC FOOD AND YOUNG
LEADERS WORKING FOR A SUSTAINABLE
HAWAI`I**

Product of Waianae Coast Redevelopment Corporation 2009

Our FOCUS is: Sustainable Agriculture is our Future

- * What will be needed to create stronger local and regional food systems that are less reliant on imports from elsewhere?
- * How can we (organizations that have a clear mandate to create sustainable industry) rise to meet our challenge
- * What is our role in developing our “indigenous” resources to empower local communities and businesses?

HOW DOES MA'OA RESPOND TO THESE CHALLENGES?

CHALLENGE 1: HOW DO WE GET LAND?

- ☑ **TO EXPAND WE APPROCHED PEOPLE AND ORGANIZATIONS REPRESENTING OVER 400,000 ACRES...BUT SECURED ZERO ACRES**
- ☑ **LUALUALEI NAVAL BASE OCCUPIES 7,500-ACRES, YET NOT STRATEGIC, NOT USED?**
- ☑ **BASE USES SPRING WATER APPROXIMATELY 1 MGD**

CHALLENGE 2: HOW DO YOU CREATE AN ENVIRONMENT WHERE YOUNG PEOPLE WANT TO FARM?

PLENTY OF LAND, PLENTY OF WATER?

- ✓ **HFBF REPORTS AVERAGE AGE OF HI FARMER IS OVER 60-YEARS**
- ✓ **NEW POTENTIAL YOUNG FARMERS SEE A HAWAII THAT IS**
 - ✓ **GENTLEMEN ESTATES**
 - ✓ **INDUSTRIAL AG -- GMO**
 - ✓ **\$1 MILLION FOR 11-ACRES AG LAND (\$150K CLEAN-UP)**
- ✓ **IN THE 1990'S THE WAIAHOLE CONTESTED CASE WATER HEARINGS – ILLUSTRATED NEAR CONTEMPT FOR LOCAL TARO FARMERS**
- ✓ **WHAT DOES THE ABOVE SUGGEST TO A BUDDING YOUNG FARMER?**

CHALLENGE 3: WE HAVE NO AGRI- “CULTURE”

- ✓ **FOR CENTURIES HAWAIIANS FED THEMSELVES, THEY WERE FOOD SECURE, WHY ARE THE VALUES, PRACTICES, RELATIONSHIPS OF THAT MODEL SIMPLY “DEMONSTRATION” PROJECTS, MUSEUM PIECES TODAY?**
- ✓ **WE’VE LOST OUR ABILITY TO GROW, COOK AND SHARE FOOD AND THE VALUE/BEAUTY OF THE LAND CONNECTION...**
- ✓ **LOCAL LEADERS AND THE STATE ENAMoured WITH THE INDUSTRIAL AGRICULTURAL MODEL -- GMO SEED PRODUCTION, BIOFUELS...**
- ✓ **NON-AG LAND USAGE ON AG LANDS – GENTLEMEN ESTATES...**
- ✓ **CAN WE RECONNECT? WILL THE TALK OF “SUSTAINABILITY” TURN INTO REAL ACTION?**

Our Response

- * Social Entrepreneurialism: bring wealth into our communities in a way that we control, in ways that fits our communities character, and in ways that promote excellence.
- * Youth Development: providing opportunities for young adults to develop their leadership capacity, academic proficiency, farming ability and recognize their kuleana

Become a modern iteration of a traditional practice

- * Our kupuna were agrarian- and were a part of a tradition that allowed Polynesians to survive in finite ecologies for thousands of years. Traditional models by definition were sustainable
- * There is no word for nature in Hawaiian- relationships with the land were not abstract
- * Removing the people from the land had an adverse impacted Hawaii's natural and social ecology- restorative actions must take both the land and people into consideration..

MA'O's OPPORTUNITIES

STRONG BUSINESS PLAN ALLOW US TO GET LAND

- ✓ **NEIGHBORS SOLD US 11-ACRES**
- ✓ **POSSIBLE EXPANSION IN COMMUNITY**
- ✓ **237 ACRES – NAVY LEASED IN THE PAST**
- ✓ **7,500 ACRES – CURRENT NAVY BASE**
- ✓ **POTENTIAL NEW PARTNERSHIPS**



Product of Waianae Coast Redevelopment Corporation 2009

MA'O's OPPORTUNITIES

PLANNING ALLOWED US TO ACCESS THE CAPITAL TO EXPAND

ATTRACTED OVER \$2.5 MILLION FOR EXPANSION

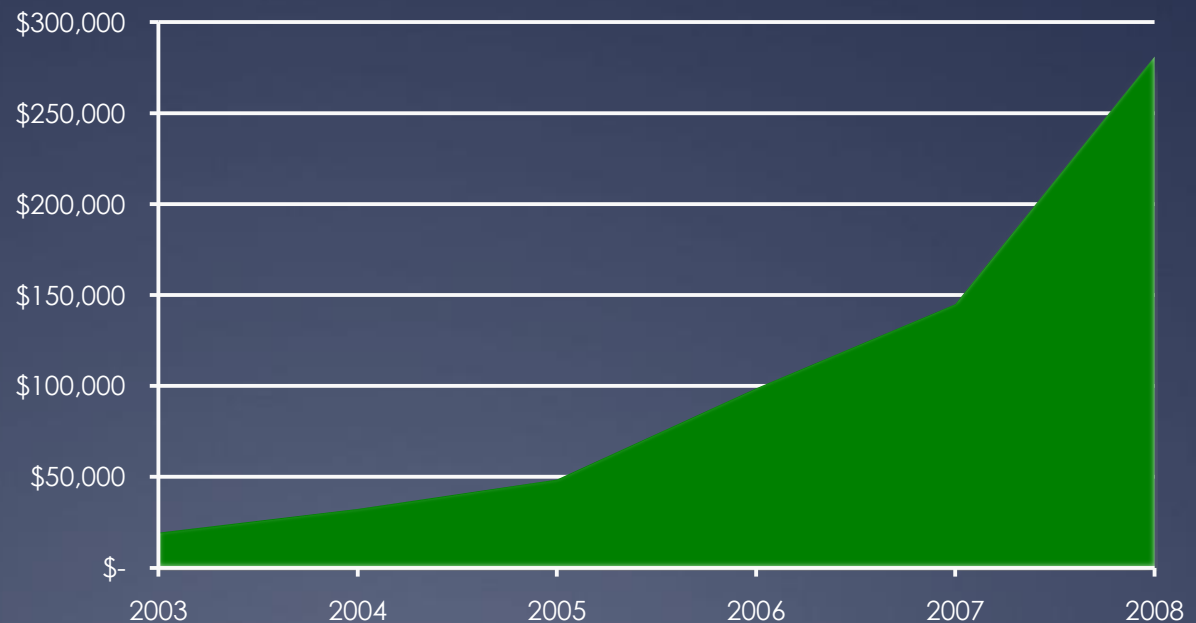
- ✓ **STATE LEGACY LANDS \$737,000**
- ✓ **OMIDYAR FAMILY \$750,000**
- ✓ **FEDERAL ADMINISTRATION FOR NATIVE AMERICANS \$1.1 MILLION**

MA'O's OPPORTUNITIES

**WHEN PROPER MARKETING MEETS QUALITY
PRODUCT YOU GET.....DEMAND!**

- ☑ **WEEKLY 2-3 CALLS PER WEEK DEMANDING PRODUCT**
- ☑ **FARMER'S MARKETS CONTINUE TO GROW**
- ☑ **SUCCESS OF CO-PRODUCERS TOWN, DOWNTOWN,
ALAN WONG'S**
- ☑ **WHOLEFOODS**

FARM SALES



MA'O's OPPORTUNITIES

WITH DEMAND COMES INCREASED PRODUCTION

- ✓ **SALES: 93% INCREASE FROM LAST YEAR FARMING EXACTLY SAME SQUARE FOOTAGE**
- ✓ **PER ACRE INCOME >\$100K AND ROOM TO IMPROVE**
- ✓ **INCREASED MECHANIZATION (e.g. BED SHAPING), IMPROVED ORGANIC TECHNIQUES (e.g. WEED BURNING)**
- ✓ **ABLE TO RECRUIT LARGER NUMBER OF INTERNS: WE NOW EMPLOY THE YOUNGEST FARMERS IN THE STATE WHILE SENDING THE LARGEST NUMBERS OF YOUNG ADULTS FROM OUR COMMUNITY TO COLLEGE (26).**

MA'O's OPPORTUNITIES

LABOR

- ✓ **26 COLLEGE YOUTH AS NEW FARM CO-MANAGERS, over 100 APPLY EACH YEAR**
- ✓ **40+ HIGH SCHOOL YOUTH GAINING TECHNIQUES, SKILLS, EXPERIENCE**
- ✓ **500+ INTERMEDIATE AGED YOUTH IMMERSED IN THE ORGANIC CULTURE**



Product of Waianae Coast Redevelopment Corporation 2009

MA'Ō: Social ENTERPRISE

- * **24-ACRE CERTIFIED ORGANIC GROWER
FRUITS AND VEGETABLES**

- * **5-ACRES LEASED FROM CHURCH**

- * **19-ACRES PURCHASED VIA
GRANTS/SOCIAL INVESTORS**

- * **NON-PROFIT WCRC OWNS 100% OF
THE FARM**

- * **ENTERPRISE PROVIDES YOUTH WITH
UNIQUE AND PERTINENT
EXPERIENCES IN A COMMUNITY WITH
HIGH POVERTY, UNEMPLOYMENT AND
LOW BUSINESS OWNERSHIP**



MA'O - SOCIAL enterprise

- * **YLT (Youth Leadership Training) Program**
 - * **Recruit young adults from our community to work on farm: 20 hours a week, MWF 7am-12pm**
 - * **EXCHANGE FOR SWEAT EQUITY: FULL TUITION WAIVER TO LCC, \$500.00 MONTH STIPEND**
 - * **THEIR RESPONSIBILITY IS TO MAINTAIN THE FARM, TEACH OTHERS, IMPROVE THE COMMUNITY**
 - * **SPECIFICALLY DESIGNED TO CREATE NEW LEADERS/NEW FARMERS**



PLAN, AND EMPOWER EMPLOYEES



CREATE BRANDABLE PRODUCTS



Product of Waianae Coast Redevelopment Corporation 2009

SHOOT FOR PREMIUM QUALITY



Prodcut of Waianae Coast Redevelopment Corporation 2009

TELL THE STORY



Product of Waianae Coast Redevelopment Corporation 2009

EMPOWER STAFF



Product of Waianae Coast Redevelopment Corporation 2009

naeorganic.com

MA'O

IMPACT YOUR COMMUNITY



Product of Waianae Coast Redevelopment Corporation 2009

Leverage Success to Develop Political Capital



Product of Waianae Coast Redevelopment Corporation 2009

MEET YOUR CUSTOMER



Product of Waianae Coast Redevelopment Corporation 2009

Partnership to Empower



Product of Waianae Coast Redevelopment Corporation 2009

CO-PRODUCE



Product of Waianae Coast Redevelopment Corporation 2009

CO-PRODUCE



Product of Waianae Coast Redevelopment Corporation 2009

EVALUATE, ANALYZE, CRITIQUE



Product of Waianae Coast Redevelopment Corporation 2009

LOOK GOOD



Product of Waiānae Coast Redevelopment Corporation 2009

WORK (AND HAVE SOME FUN)!



Product of Waianae Coast Redevelopment Corporation 2009

FARM + COLLEGE + KULEANA = LEADERS



Product of Waianae Coast Redevelopment Corporation 2009

Mahalo nui!

MA`O ORGANIC FARMS

P.O. Box 441

Wai`anae HI 96792

808-696-5569

www.maoorganicfarms.org

No panic, go organic!!!