

Featured Farmer: Ho 'Ohana Ho Farms, Kahuku, O'ahu



Area under production: 30 acres

Years farming in Hawai'i: 18 years

Crops grown: long beans, cucumbers, squash, eggplant, and assorted tomato varieties

Production System

Fertility management: synthetic fertilizers, fertigation, and compost.

Pest Management: Crop-specific IPM, including net structures to exclude insects, above-ground culture in soil-less media, fruit fly traps and pesticide rotations to avoid the development of resistance.

Marketing Strategy

Pricing: Based on the cost of production.

Promotion: Website. Labels including our farm logo, food safety certification, and "Hawai'i Seal of Quality" are used on all boxes and bags. Perhaps most important, the family actively engages it's consumers by answering email and telephone calls and attending farmers markets.



Places you sell your products: Supermarkets, health food stores, farmers markets, and at a few restaurants.

How do you adapt your production to meet the needs of clients? Perhaps most importantly the farm responds to customer feedback. For example, one customer suggested keeping the leaves on daikon when selling it; when her suggestion was followed we noticed an increase in the amount of daikon sold. Also, a strong focus on quality, which includes high grading standards and use of moisture absorbers in packaging, generates return customers.

Could you give us an idea of the future for you operation?

What does sustainability mean to you and how to you plan to ensure Sustainability for your operation?

Conservation of farm resources by constantly improving efficiency; reducing disease incidence in soil through rotations and fallow periods; continuous innovation in production methods to improve efficiency and reduce waste stream.

What does the future look like for your farm?

With the rising cost of supplies and increased regulation we must produce higher yields with less land and resources to remain a viable business. The route for our future is in greenhouse infrastructure, giving us the means to produce products with the finest quality and yields. Meshing the efficiencies that technology can bring would also be top priority.

Visit Ho Farms website at: <http://www.hofarms.com/>

HOT TIPS from Ho Farms:



Focus on quality, and diversify crops so you are not solely reliant on a single commodity, especially in the local market.