



GoFarm Hawaii

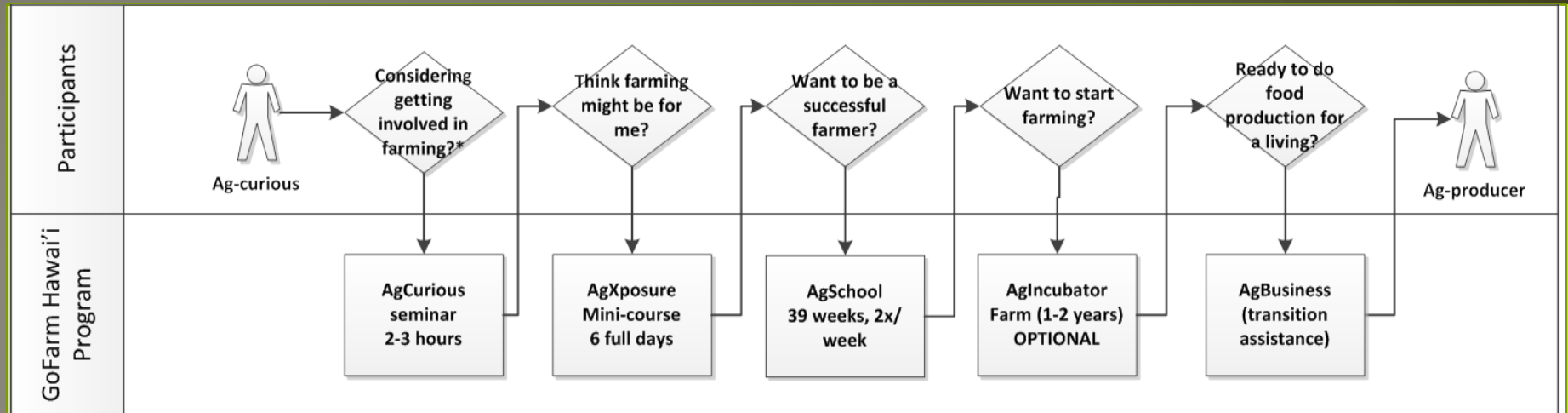
Growing Hawaii's next
generation of farmers

www.GoFarmHawaii.org

Overview

Our mission is to enhance Hawaii's food security and economy by increasing the number of local agricultural producers by offering those with an interest in agriculture a combination of knowledge, experience, and support designed to assist them in becoming viable production growers, and accomplish this in a manner that encourages sustainability.

Phased model



- Capture the current interest in agriculture
- Develop serious farmers
- Increasing commitment from both the participants and program

Program Phases

1. AgCurious (3 hour seminar)

- Attract those with interest in getting involved in agricultural production.
- Provide them with an overview of the industry in Hawai'i and its importance.
- Convey a sense of what is involved in farming, both as a farmer and farm worker, including: challenges and opportunities, costs and benefits, and lifestyle.
- Inform participants about various avenues to get started, but especially recruit those who want to know more about what it is like to be a farmer to the next phase (AgXposure).



2. AgXposure (5-6 Saturdays)

- Provide participants with experiences that convey the lifestyle and knowledge areas important to farming to expose them to what life would be like if they were to be a farmer.
- Recruit those who want to learn how to be a successful farmer and can make the necessary commitments to the next phase (AgSchool).



Program Phases

3. AgSchool (1 weeknight & Saturdays for 9 months, additional time may be necessary to maintain crops)

- Topics delivered by experts and specialists include: Soil nutrients and plant health management, Propagation, Variety selection, Farm equipment, Irrigation, Pest control (pathogens, insects, nematodes, and weeds), Post harvest storage and handling, Food Safety, Cost of Production, Crop and Business Planning, and Marketing.
- Participants acquire a fundamental understanding of the principals underlying a broad spectrum of production topics.
- Participants practice on-farm the techniques related to critical production skills.
- Participants practice techniques related to business management topics.
- Participants develop a business plan.
- Participants learn of the resources available to assist them and/or further their knowledge of farming and business management.



Program Phases

4. AgIncubator (optional: up to 2 years)

- Participants practice farming their chosen crop on land provided by the program for up to two years.
- Mentorship and monthly deep-dive technical workshops.
- Shared equipment and infrastructure.
- Opportunity to market through the AgIncubator CSA.



5. AgBusiness (anytime after AgSchool)

- Transition assistance to launch participants into viable agribusinesses.
- Assistance finding and securing land and financing.
- Business startup and planning consulting.



Background

- Established In 2012 as a consortium of University of Hawaii faculty

- Windward Community College
- UH College of Tropical Agriculture and Human Resources
- UH Agribusiness Incubator Program



College of Tropical Agriculture and Human Resources



- Major funders:

- Kamehameha Schools
- Ulupono Initiative
- U.S. Department of Labor
- USDA-NIFA



- Budget:

- 4 year: \$2.46M cash and in-kind

GoFarm Hawai'i is distinguished by:

- **Producing highly prepared graduates**
 - Classroom and experiential learning of production and business topics; Science-based curriculum taught by experts
 - Incubation phase, during which participants establish customers and business/credit history
- **Having long-term program viability**
 - Financial, land, and human resource commitments from major organizations
 - Multi-year funding with projected future self-funding
- **Statewide aspirations**
 - Development of distance education, minimizing resource requirements to serve other areas

Status

- **Current**

- Strong branding and awareness established.
- Currently operating out of WCC and CTAHR's Waimanalo Station.
- 170 people have attended its first two seminars, Cohort1 is farming at Waimanalo, Cohort2 has begun AgSchool.
- 3 P/T positions staffed, led by key people of the consortium.

- **Future**

- Major distance education development
- Seeking additional collaborators, especially other UH campuses



Contact



Steven Chiang

3050 Maile Way, Gilmore 115

Honolulu, HI 98622

Phone: 808-956-3530

Fax: 808-956-3547

E-mail: info@gofarmhawaii.org

web: www.GoFarmHawaii.org

facebook: fb.com/gofarm.hawaii