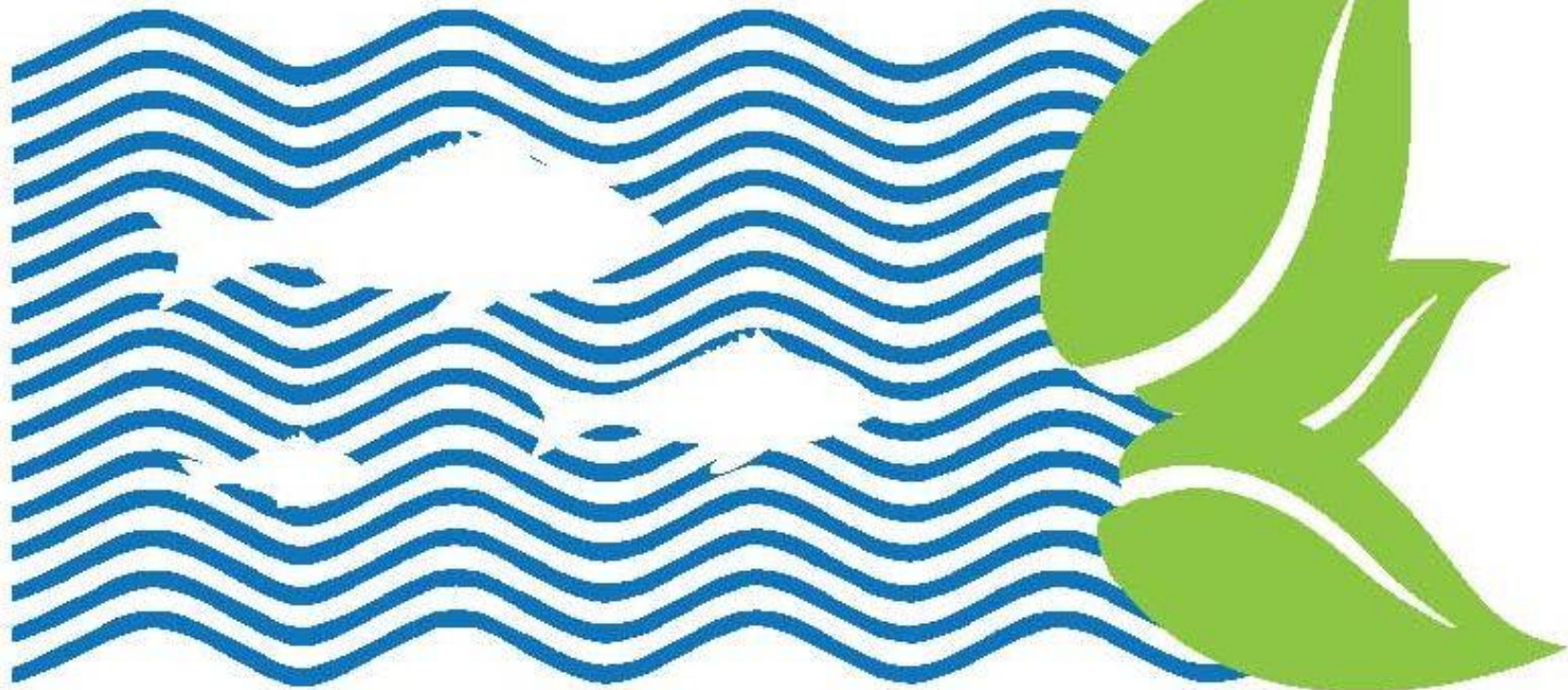


# ILI'ILIFARMS



**ORGANIC AQUAPONICS**  
**Waianae, Hawaii**



# ILI'ILI FARMS

## OUR JOURNEY INTO AQUAPONICS

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**And all the help  
we got along the way**

(Thank you)

# ONE YEAR AGO OUR BACKGROUND



# ONE YEAR AGO OUR BACKGROUND



# OUR FIRST AQUAPONICS SYSTEM

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# OUR FIRST AQUAPONICS SYSTEM

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# TODAY ILI'ILI FARMS



# TODAY ILI'ILI FARMS





# STARTING A COMMERCIAL FARM

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How to make money?

**How to get your product sold**

Considerations:

- Deciding on a Market
- Getting Certifications
- Controlling Pests and Disease

# DECIDING ON A MARKET

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- Delivery
- Location
- Volume
- Paperwork
- Standards
- Packaging
- Trends



# TYPES OF MARKETS

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## Direct Marketing

- U-Pick
- Stand
- Restaurants
- Grocery Stores

## Wholesale Marketing

- Co-op
- Wholesaler
- Broker

- Consistent quantity
- Consistent quality

# CERTIFICATIONS: FOOD SAFETY (GAP)

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- Food Safety Audits
  - Ranch vs.
  - Packing Facility (HACCP)
- Good Agricultural Practices
- Contaminants:
  - Chemical
  - Biological
  - Physical



# CERTIFICATIONS: ORGANIC

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- USDA National Organic Program
  - Farmers: gross sales of \$5,000+
  - National List of Allowed & Prohibited Substances or OMRI
- Inputs: composition, source, use
- Accredited certifying agents
- Record Keeping & Traceback
  - Seed → Plant → Harvest → Sold

# CONTROLLING PESTS & DISEASES

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- “You’re too late already” - Clyde
- Plan to contain or disinfect
- Prevention
  - Physical barriers
  - Beneficial insects
- Chemical Application
  - Safe for fish?
  - Sticking?



# CHEMICAL APPLICATION

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- Regulations
  - Approved for Hawaii?
  - Approved for specific crop?
  - Organic?
- Proper Application
  - Mix ratios
  - Re-entry intervals
  - Consumption limits



# SUMMARY

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Before you grow:

- Pick a Market
- Know Certification Requirements
- Plan for Pest & Disease Control

**DON'T QUIT YOUR DAY JOB!  
(yet)**



# THANK YOU

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Harry Ako

Clyde Tamaru

Jim Hollyer

Jensen Uyeda

Jari Sugano

PingSun Leung

Kanae Tokunaga

Theodore Radovich

Kai Fox

Fred Lau

Waianae Fire Dept.

You Soukaseum

Prasong Hsu

Albert Louie

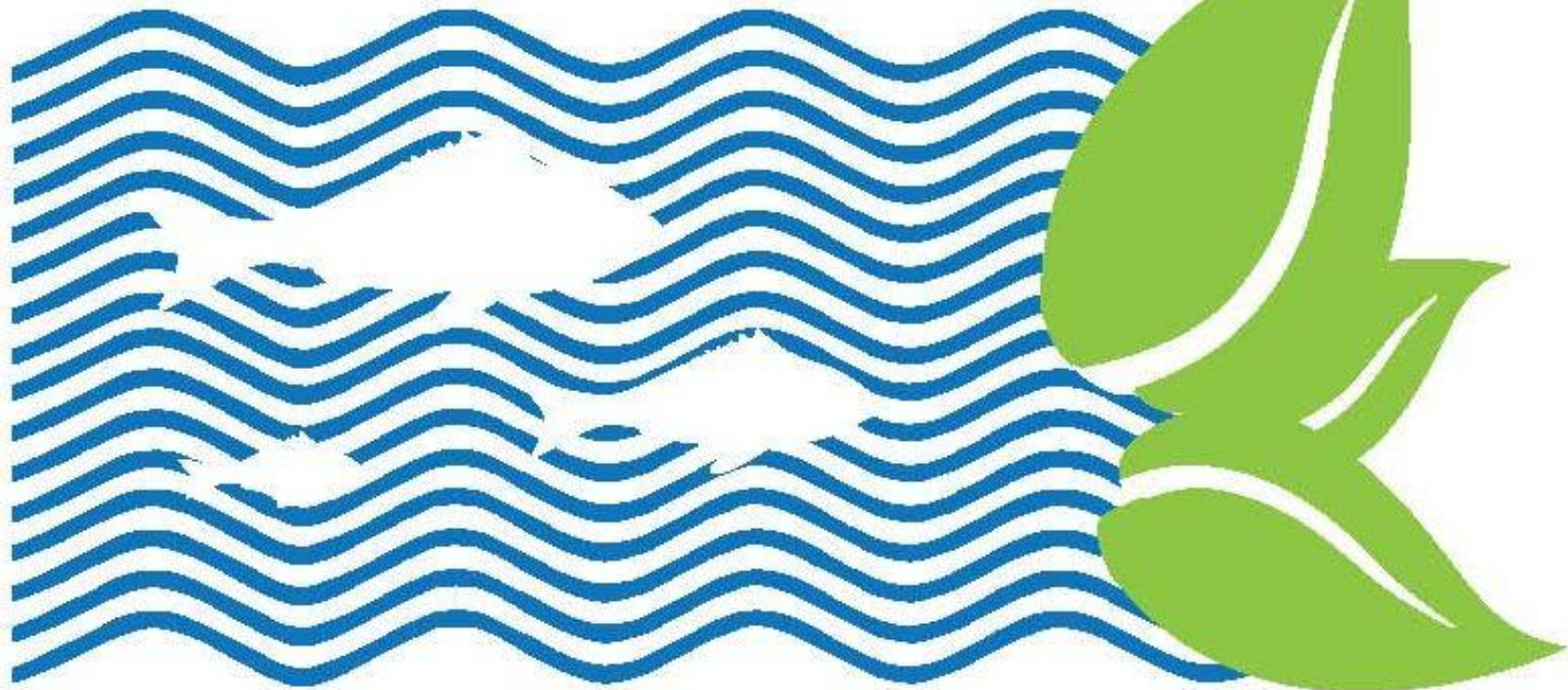
Ron Takahashi

Daniel Leung

Inkdrops LLC

Dr. Harry Ako lab

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