



*Creating more, and more  
successful agribusinesses*



United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture



**What is the**



**Agribusiness  
Incubator  
Program**

**?**

- Created 10 years ago through a USDA grant to serve the agribusiness incubation needs of the state
  - Transition from plantation = less business expertise
  - At Manoa, but clients on 6 islands
- Provides business consulting for startup and existing grower, food manufacturers, distributors and others in the ag value chain
- Connections to expertise , service providers, and resources
- Consulting focus, with some training
- No money, no land

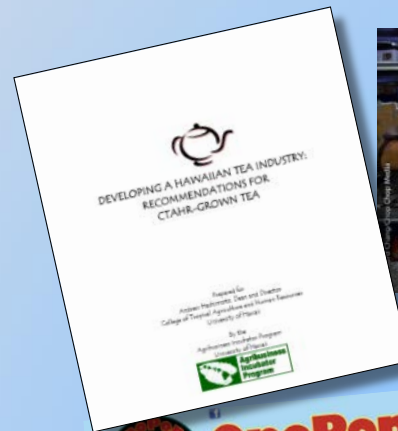




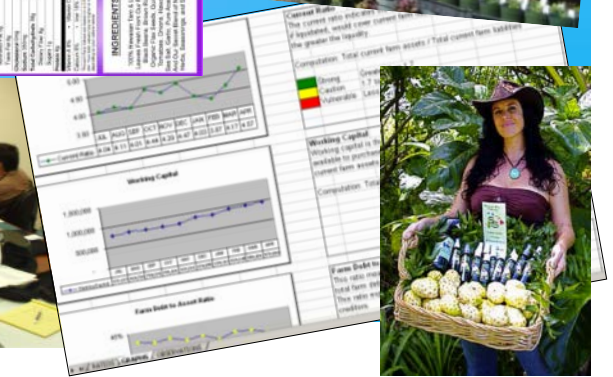
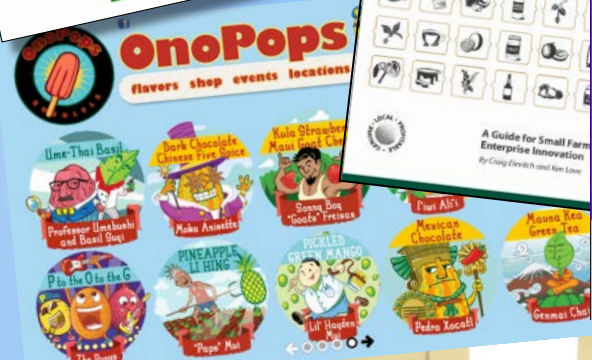
# What AIP does

Improve agriculture's contribution to Hawaii's economy, employment, and food security by creating **More, and More Successful** agribusinesses

- Strategic Plans
- Business Plans
- Marketing Plans
- Financial Systems
- Financial Analysis
- Project Management
- Industry studies
- Value-added guidance
- Agribusiness training
- Connections
- Websites, logos, brochures, grant applications, etc., etc...



Task Name	Duration
Determine Products for the Line (looking at 3 dis	8 days
Gather Bottling Logistics and Cost Information	19 days
Develop Creamy Honey Herb & Hawaii Sweet Onio	150 days
Finalize non-pasteurized recipes	72 days
Work with a food scientist to develop shelf st	5 days
Develop a large batch recipe for production	5 days
Determine product requirements for production	5 days
Determine initial batch requirements	5 days
Determine subsequent batch requirements	5 days
Assess Product Quality	131 days
Determine testing focus group	6 days
Organize testing	25 days
Conduct taste test	8 days
Analyze feedback	2 days
Determine product and recipe changes needed	5 days
Packaging & Bottling	140 days
Determine mainland or local bottling source	20 days
Determine bottle size and shape	20 days
Determine packaging for salad dressing - label d	16 days
Produce Labels	1 day





# Making a difference (8 year me

Tohi fakahinohino kihe  
kau ngoue fo'ou 'o Hawaii  
Ko ha founnga ke faingamalie ai ho'o kamata ngoue

คู่มือสำหรับเกษตรกรรายใหม่ในฮาวาย

វិធានការណ៍ដំបូងសម្រាប់អ្នកចូលរួមដំបូង

新農民指南

如何使你的第一種農場成功

ໃນຮາວາຍ:

ဟာວိုင်းနို  
လယ်လုပ်ငန်း လမ်းညွှန်

Hawai'i  
Guía para productores  
agrícolas principiantes:  
Como hacer de tu primera granja un éxito

"လုပ်ငန်းအဝစ၊ အောင်မြင်မှုက"

Hawaii Agribusiness Guidebook

Editor: Charles M. Kinoshita



College of Tropical Agriculture  
and Human Resources  
University of Hawaii at Manoa

## Agribusiness Clients

- 329 agribusiness assisted
- 76 new agribusinesses started
- 133 new agricultural products
- 151 Native Hawaiians (396 other minorities)

Average client improvement in:	FY'06-'14 average annual change
Revenue	+ 43%
Employment	+ 29%
Acres in production	+ 51%
Net income (profit)	+ 234%

## Industry

- Trainings and workshops
- Hawaii Agribusiness Guidebook
- Interisland organic produce distribution
- Tea industry study
- Hawaii State Bioenergy Master Plan - Business partnering

## Outreach

- Presented to groups on 6 islands
- Presented in 6 states
- Presented in 5 countries





## BUT...

**AIP noticed that, increasingly, clients that wanted to start farms *didn't really know how to farm!***

- The current “sexiness” of farming is an opportunity to have new farmers, but...
- Entrepreneurial Farming education (aka “being a farmer”) was not taught by UH on most islands.
- A number of private farmer training programs had started, and AIP was increasingly being asked to teach agribusiness, but...
- These programs were insufficient in comprehensiveness, science based curriculum, and consistency, and most didn't require students to actually FARM!

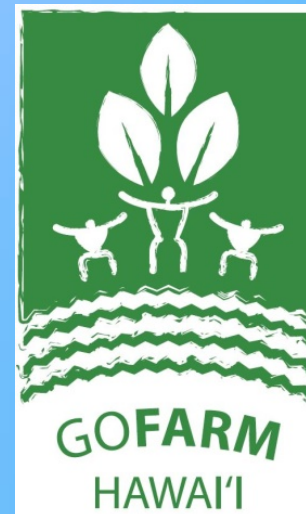




## Which prompted some questions:

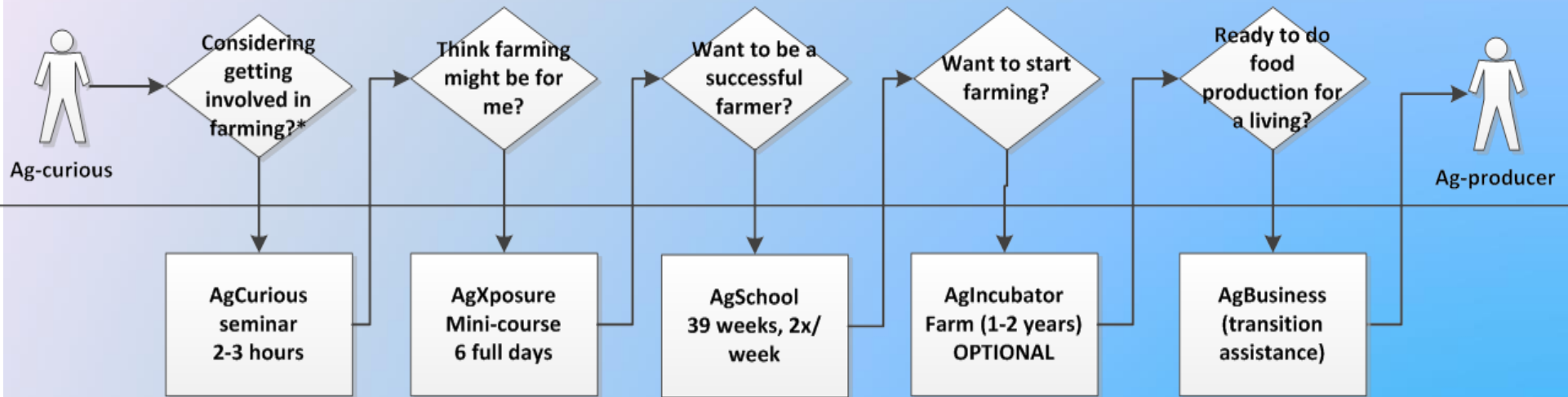
- **Wouldn't it be neat if there was a program that developed new farmers by giving them comprehensive education and training in the fundamentals of the operation and business of farming?**
- **And wouldn't it be swell if graduates could transition to commercial farming by incubating on farmland to gain experience and a business history?** (the Agribusiness Incubator Program was a bit of a misnomer)
- **And wouldn't it be keen if this program were science-based, commercially-focused, not limited to organic, lasted beyond a single grant, and open to everyone?**

**AIP + CTAHR + WCC =**





## So what is GoFarm Hawaii?



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



# It takes a village (aka \$, people, stuff)

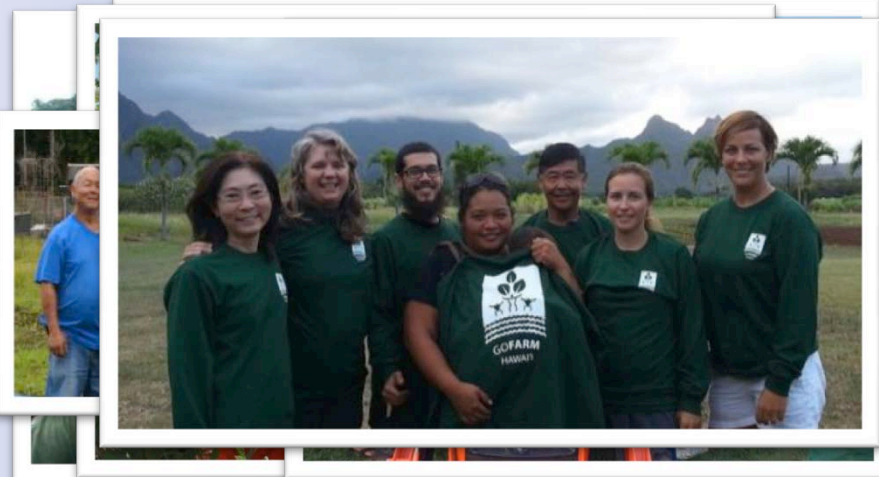




so far so good!



- (Native Hawaiian)
- 44 graduated
- 13 farming commercially (10 in incubator)





**Mahalo!**

**Steven Chiang, Director  
Agribusiness Incubator Program  
University of Hawaii  
808-956-3530  
[schiang@hawaii.edu](mailto:schiang@hawaii.edu)**



**<http://aip.hawaii.edu>**

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