

Social Media in Hawaii Agriculture

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College of Tropical Agriculture and Human Resources

June 2012



Social Media is only going to become more pervasive and as such become a critical factor in the success or failure of any business

Business in the past





Farmers Markets



Face to Face interaction

Photo: Travel and L



Retail / Wholesale

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CAUTION: VERY HOT

Decaf

☐

Milk

☐

Shots

☐

Custom

☐

Syrup

☐

Drink

☐

Custom preferences





Ample Competition

New Business Opportunity



- * Social Media
- * New generation of consumers
- * New Technology
- * Etc.

What is Social Media?

- * Web-based
- * Mobile based
- * Interactive
- * Dialogue
- * Bridges individuals, organizations, and communities



Social Media Types

- * Blogs and microblogs (e.g., Blogger, Twitter)
- * Content communities (e.g., YouTube)
- * Social networking sites (e.g., Facebook)
- * Collaborative projects (e.g., Wikipedia)
- * Virtual game worlds (e.g., World of Warcraft)
- * Virtual social worlds (e.g. Second Life)

Examples of Social Media:

Social Media Types

- * Social Networks
- * Microblogs
- * Blogs
- * Podcasts
- * Discussion Forums
- * Videos
- * Photo Sharing

Examples

- * Facebook.com & LinkedIn.com
- * Twitter.com
- * Blogger.com
- * Archive.org
- * Agriculture.com
- * Youtube.com
- * Pinterest.com & Flickr.com

Social Media Landscape



“Social networks and blogs continue to dominate Americans’ time online...”

Social media has grown rapidly-today nearly
4 in 5 active internet users visit social
networks and blogs

so
what?

89% of US internet users search online before they make a purchase, even when the purchase is made at a local business.

- Hubspot

70% of active adult social
networkers shop online

Social Media New Marketing Tool

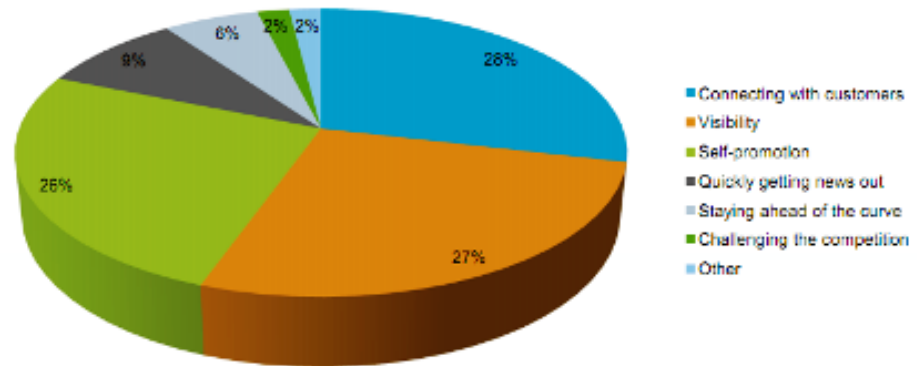
- * Marketing through social networks isn't as much about selling your product, as it is about **engaging your followers.**



Reasons Why Small Businesses Leverage Social Media

- * Connecting with customers
- * Visibility
- * Self-promotion

What is the most important reason your business leverages social media? Select one.



90% of marketers said social marketing was
important to their businesses

Exposure was the #1
reason for using
social media

Business Benefits of Social Media

Based on a Survey of 1,898 business owners



Agricultural Marketing

- * Referrals
- * TV
- * Newspaper
- * Magazines
- * Radio
- * Etc

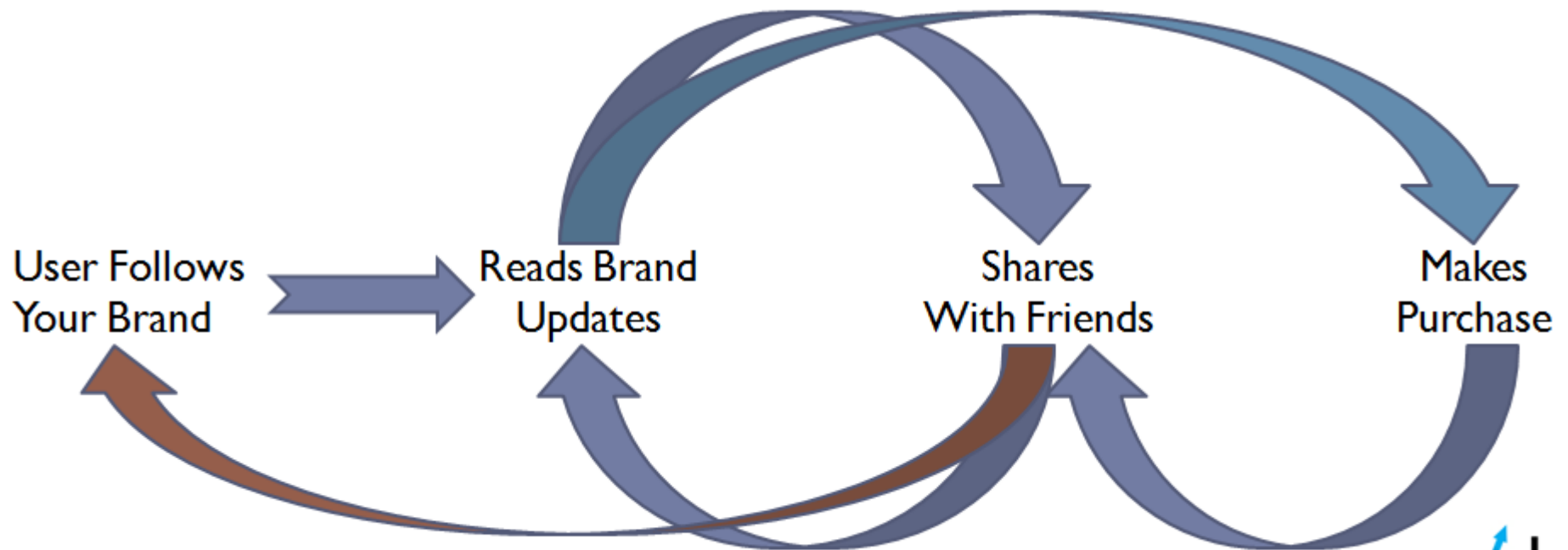
<http://www.hanahou.com/pages/magazine.asp?Action=DrawArticle&ArticleID=907&MagazineID=58>





Word of Mouth Advertising

New generation of consumers



78% of people trust the
recommendations of
other consumers

Customer Reviews Affect Purchases

Influence of Online Reviews	% of US Internet Users
Read product reviews	92%
-of which, influenced to purchase	46%
-of which, deterred from purchasing	43%
-of which decisions were unaffected	3%

Source: Channel Advisor, 'Through the eyes of the consumer: 2010 Consumer shopping habits survey' (31 August 2010)

58% increase in sales and
partnerships from using social
media



Social networking
sites are officially
more popular than
porn sites



Where do you
start?

Choosing The Right Apps

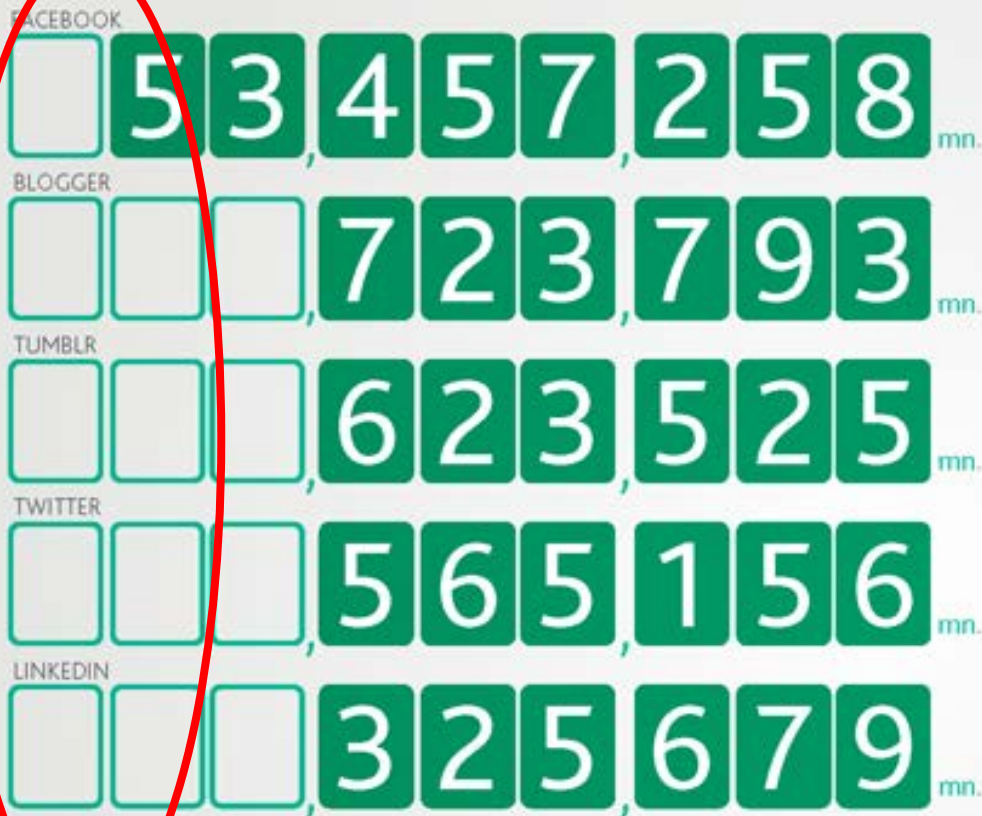
- * Application software
- * 10 billion downloaded –January 2011
- * 25 billion downloaded –March 2012



A billion thanks.
25 times over.

The App Store has reached 25 billion downloads. Thanks for getting us there.

Top 5 U.S. Social Networks and Blogs
Total minutes (000s), Home and Work (May 2011)



U.S. Internet Users Spend More Time on Facebook than Any Other Web Brand

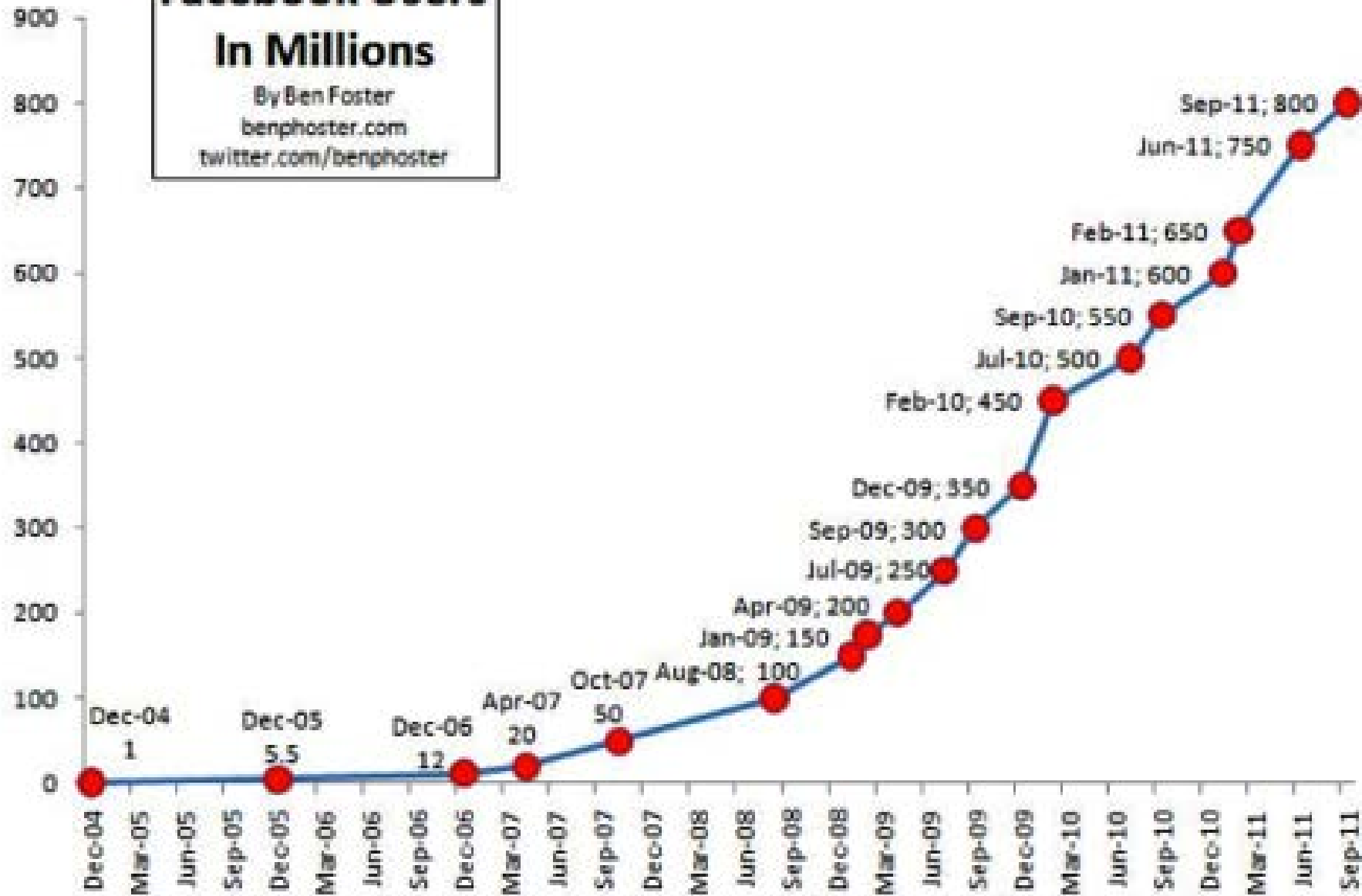
Facebook has become synonymous not only with social media, but with Web use more generally, as Americans spend more time on Facebook than on any other site.

Top 10 U.S. Web Brands by Total Minutes, in Billions, Home and Work (May 2011)



Facebook Users In Millions

By Ben Foster
benphoster.com
twitter.com/benphoster



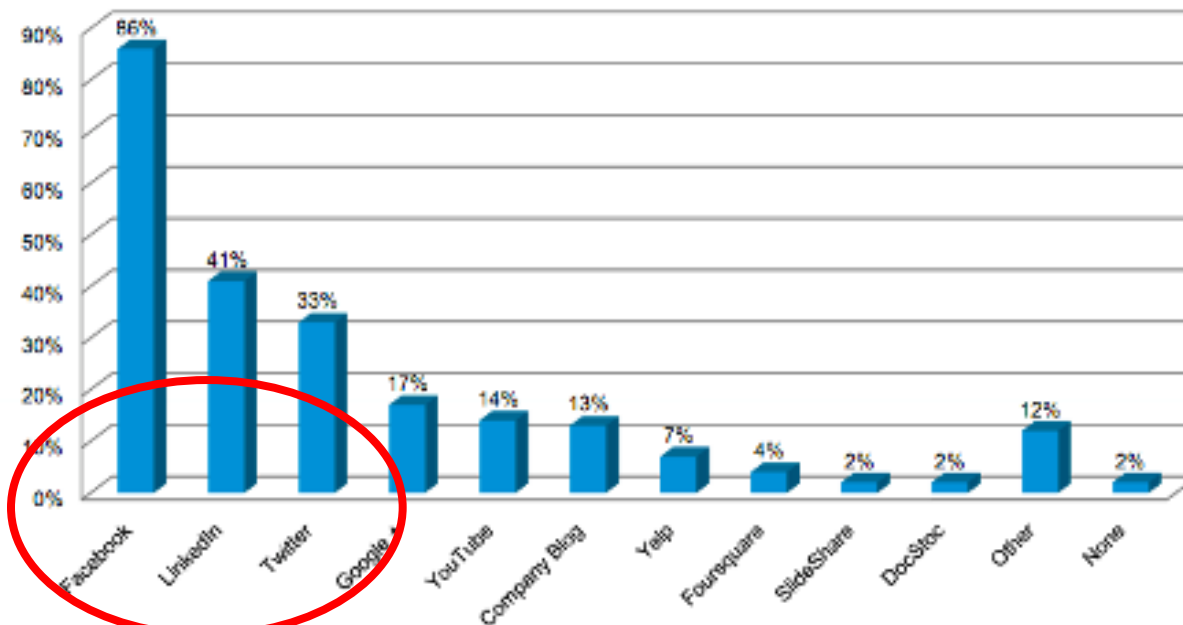
Facebook Facts

- * Reaches over 845 million people worldwide
- * 425 million people are mobile users
- * 1 in every 5 page views is FB
- * Average time spent on FB is 20 minutes/visit



Top Social Media Outlets

Which of the following social media outlets do you use to market to customers? Select all that apply.



Facebook, Twitter, LinkedIn and
blogs were the top 4 social
media tools

Facebook

- * Connects people with friends and others worldwide
- * In North America, 50.3% of the entire population uses FB
- * Americans spend more time on Facebook than any other website



U.S. Department of Agriculture

https://www.facebook.com/USDA

Facebook Tumblr University of Hawaii WebMail U.S. Department of Agriculture

facebook

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USDA

Government Organization

Wall U.S. Department of Agriculture · Top Posts

USDA U.S. Department of Agriculture
"At USDA, we are working with farmers, ranchers and forest owners to conserve land, plant stream buffers for cleaner water, and install other conservation practices." – Secretary Tom Vilsack

USDA Obama Administration Affirms Comprehensive Commitment to Clean Water
go.usa.gov
Obama Administration Affirms Comprehensive Commitment to Clean Water

54 minutes ago · Share

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USDA U.S. Department of Agriculture
Secretary Vilsack joined St. Louis Rams QB Sam Bradford to urge Native American youth to spend the summer pursuing healthy outdoor activities. Bradford, an enrolled member of the Cherokee Nation, participated with over 30 Native American students at USDA's People's Garden in planting a Native American garden, called The Roots of American Agriculture.

USDA Agriculture Secretary Vilsack, NFL Quarterback Sam Bradford Urge Native American Youth to Get Active
go.usa.gov

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16 mutual friends
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Grace Toledo
21 mutual friends
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Hanielyn Salvacion
20 mutual friends
Add as friend

Lawrence Acasio
23 mutual friends
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About
USDA is committed to providing safe and nutritious food, conservation, sust...
More

19,082
people like this

Likes

Chat (Offline)

Loading "https://www.facebook.com/USDA", completed 30 of 31 items

Facebook Tips for Businesses:

- * Encourage likes and fans
- * Keep it relevant
- * Respond to inquiries
- * Engage & interact with fans
- * Utilize Photos



Like



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President Barack Obama is the 44th President of the United States of America.

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Barack Obama



Organizing for America | Tell Congress to Support President Obama's Budget

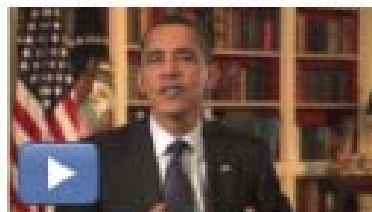
Source: my.barackobama.com

Call your elected representatives and tell them to support President Obama's budget. It's a bold plan that confronts the long-term threats to our prosperity and builds a new foundation for economic growth by investing in energy, health care, and education.

March 26 at 1:25pm · [Show Feedback \(34,171\)](#) · [Share](#)



Barack Obama The White House is inviting you to post your questions on the economy and vote on submissions from others. The President will answer some of the most popular in an online town hall on Thursday. Submit your questions at <http://www.whitehouse.gov/OpenForQuestions/>



Open for Questions: President Obama Answers Your Questions

Length: 1:27

March 24 at 7:18pm · [Show Feedback \(45,540\)](#) · [Share](#)



Barack Obama



3/21/09: Your Weekly Address

Source: www.youtube.com



- * Largest professional network on the internet
- * Members include:
 - * Executives from Fortune 500 companies
 - * Company Pages

Linkedin Tips for Businesses:

- * Promote your products & services
- * Join Groups
- * Ask for introductions
- * Recommend others
- * Share



[Companies](#) > Agricultural Research Council

The Agricultural Research Council (CRA) is a National Research Organization which operates under the supervision of the Ministry of Agriculture, with general scientific competence within the fields of agriculture, agroindustry, food, fishery and forestry.

The CRA has been established with the
... more

New Hire (1)

Employees (43)



Borsista
Teresa R.

Came from...

CHIMICA Srl, Tecnologa Alimentare

Agricultural Research Council has **55**
followers

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43 Employees on LinkedIn



Check out insightful statistics about
Agricultural Research Council
employees »

The Ladders

Find \$100K+ jobs in your area

P of Sales
225K

Blogger



- * Similar to an online journal
- * Host pictures, opinions, information, etc.
- * Interactive with readers posting



Connecting Farmers Markets to a New World of Opportunities

May 8th, 2012 at 2:36 PM by Debra Tropp, AMS Branch Chief, Farmers Markets and Direct Marketing

Editor's note: Cross-posted from the [USDA blog](#).



A young boy looks over the fresh fruits and veggies with his mother at a farmers market in Mississippi. By listing their market in the National Farmers Market Directory, market managers open their market up new customers. Photo courtesy Natalie Maynor

Spring is in the air and it's time to gear up for the outdoor market season. People are looking for fresh

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[The National Conversation](#)

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Access to Capital
Beginning Farmer
Business Tools c

Twitter



- * Mini-blogger
- * Post and read about:
 - * Stories, ideas, opinions, news, etc.
- * Does not exceed 140 characters/tweet
- * Members include:
 - * Global leaders such as Pres. Obama, the Dalai Lama, etc.
 - * 99% of America's top non-profit organizations



Food Safety Info Ctr

@FoodSafety Beltsville, MD

As part of the USDA National Agricultural Library, FSIC provides food safety information to educators, industry, researchers and the general public.

<http://foodsafety.nal.usda.gov>

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[NewReport] (!) Can't read content: We're sorry, content cannot be read. If you are the feed creator, something w... <http://goo.gl/0hRqb>

16 hours ago



FoodSafety Food Safety Info Ctr

[CanadianRecalls] Allergy Alert (shrimp) - Egg Custard (Chawanmushi) <http://bit.ly/gdEhuP>

16 hours ago



FoodSafety Food Safety Info Ctr

[AustraliaRecalls] Woolworths Supermarkets Ltd—Woolworths Almond Kernel <http://bit.ly/gtWnmo>

20 hours ago



FoodSafety Food Safety Info Ctr



About @FoodSafety

10,860

Tweets

901

Following

13,702

Followers

833

Listed

Following 901



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- * Video sharing
- * Free
- * User friendly
- * Visual
- * Reach large populations



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agriculture farming in usa



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USA: World without farmers - One Hungry Planet

Imagine a world without **farmers** ... Still think food comes from the grocery store? Watch our new video with lots of interesting facts about ...

by BASFAgro | 1 year ago | 51,461 views



Inside USA - The state of agriculture - 22 Aug 08 - Part 1

The big business of **farming** in the **US** is booming but undocumented migrants make up more than half of the **farming** workforce. They are ripe for ...

by AlJazeeraEnglish | 3 years ago | 11,943 views



ORGANIC AGRICULTURE - AGRICULTURA ORGANICA (DAN...)

PROCESO DE PACKING DE LECHUGAS BEBE (BABY LETTUCE)

by d0oxy | 2 years ago | 438 views



Inside USA - The state of agriculture - 22 Aug 08 - Part 2

The big business of **farming** in the **US** is booming but undocumented migrants make up more than half of the **farming** workforce. They are ripe for ...

by AlJazeeraEnglish | 3 years ago | 2,907 views



MONSANTO Taking Over Global Agriculture - Are you Eating...

MONSANTO Taking Over **Agriculture** - Are you Eating GMO Foods? Over 2000 **farmers** and others within the food industry are threatening to take ...

by 829speedy | 3 weeks ago | 758 views

Ads



2012 Economic Meltdown

See Weldemer's worrying charts and get a copy of Aftershock Now.

by NewsmaxTV | 99,332 views



Broadview Entertainment

Arts University - Salt Lake City Visual & Production Arts College

by BEAUsic | 14,778 views



Cropaid Frost Protection

Grower trial on apricot farm -6C 5 days frost protection in UK

by cropaidipa | 1,707 views



Sol Romero Campbell

Y did a LeaVe Official Video by RomeroSol | 493,293 views

Pinterest

- * Online billboard
- * Social photo sharing
- * Idea sharing
- * Online community development



The Rise of Pinterest

U.S. UNIQUE VISITORS

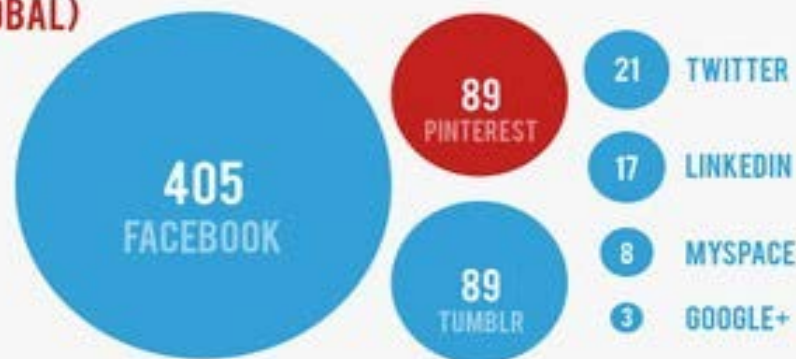
in millions



AVERAGE MINUTES PER VISITOR (GLOBAL)

January 2012

Pinterest



Pinterest

agriculture


Pinterest

About Login

Pinterest is an online pinboard.
Organize and share things you love.


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Bettye Natcher onto Recipe




Poppies
2 likes 7 repins

Andrea Rasmussen onto Greenery



agriculture


Sherry Bluemel onto Just for Troy Boy



Agriculture
12 likes 1 comment 85 repins


Tara Simpson onto Things That Make Me Who I Am

Suzanne Salley Grow something;-)




Hydroponics
5 likes 36 repins

Britney James onto Lesson Plan Ideas




Agriculture!
1 like 4 repins

Mavis Vanwyke onto Must Pin It




agriculture
1 like 10 repins

Johana Tran onto Curiosities



agriculture
2 repins

Laura Jones onto Kids sites



Leandro Portella onto Brazil is not just football Samba

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- * Quick Response Code
- * Matrix barcode
- * Fast readability
- * Accessible via phone devices





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Posted on September 6, 2011 by Chuck

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QR Codes Add Mobile Info To Farm Shows

See the funny looking black and white design in the picture? That's a QR code. If your mobile device has a QR Code reader on it, just point it at that image and voila, you'll be taken to the latest Boomer information on the web. It's that simple. Got your device with you now? Give it a try. It even works right off your computer screen right now! I saw a lot of these around the Farm Progress Show last week.



You'll notice that the picture also includes a New Holland Boomer. I can't forget to mention the [New Holland Boomer 555 Contest](#) we've been helping promote. New Holland is giving



ZIMMCAST
OFFICIAL PODCAST OF AGWIRED

New Holland Field Smart Blog
In this week's program Cindy talks with John Elliott, New Holland, about their new Field Smart blog.

The blog is part of the overall Field Smart marketing campaign that New Holland launched earlier this year.

Archives Subscribe

LISTEN to the ZIMMCAST



Announcing the New Holland Boomer 555 Contest Winners

Posted By Chuck January 5, 2012



Happy New Year from New Holland and thank you to everyone who entered our contest. A big congratulations to our eight regional winners who have been selected and are listed below. We sincerely hope you enjoy the use of your [Boomer tractor](#) protected by the industry-leading Boomer Guard-5 Warranty for the next five years!

- Daniel Del Vicario, Merrimack, NH
- Wounded Warriors In Action Foundation (WI), Apollo Beach, FL
- Joe Caffee, Geneva, IN
- Melissa Horejsi, Webster, MN
- Duncan Smith, Mtn. Grove, MO
- Standing Stone Brewing Co., Ashland, OR
- KR Equestrian, Schomberg, ON
- Tristen Crooks, Weyburn, SK

Categories: [Announcement](#)

3 Comments



Let's Get Social



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[Final Days of New Holland Boomer 555 Contest](#)

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- * Really simple syndication
- * Web feed in a standard format
- * Timely updates
- * Many feeds into 1 site



RSS Feeds

Type a webpage address, title, or bookmark

Ag Hawaii

10 Total

USDA-RD Single Family Housing Guarantee Loan Program (SFHGLP) BIFB Today, 4:36 PM

FAST FACTS for the USDA-RD Single Family Housing Guarantee Loan Program (SFHGLP) ð 102% FINANCING is still available ð NO DOWN PAYMENT required from buyer* ð CPR PROPERTIES are acceptable ð CONDOS are ok so long as they are approved by either the VA, Fanni Mae, Freddie Mac or FHA ð DHHL properties are [...] [Read more...](#)

HAWAII FARMERS AND RANCHERS TO RECEIVE TRANSPORTATION REIMBURSEMENTS BIFB Monday, 2:40 PM

WASHINGTON, D.C.—Farmers and ranchers in Hawaii who participate in a federal program designed to help those far removed from the marketplace will soon receive reimbursements to help defray the costs incurred from shipping their produce, meat and other products to the Mainland, Senator Daniel K. Inouye, Senator Daniel K. Akaka, U.S. Representative Mazie Hirono [...] [Read more...](#)

Honey Bee Health and Pollination Security in Hawaii Class on 4/20/2012 BIFB Apr 17, 2:35 PM

BEI Hawaii has announced an upcoming class on honey bee health and security in Hawaii. This educational class being sponsored by BEI Hawaii is open to all growers. Honey Bee Health and Pollination Security in Hawaii Danielle Downey, State Apiarist, HDOA Friday, April 20, 2012 5:00-6:00PM Waimea Civic Center Conference Room 67-5189 Kamamalu Road [...] [Read more...](#)

“Pesticide Risk Reduction Education” short course for Oahu (Pearl City) BIFB Apr 17, 1:39 PM

“Pesticide Risk Reduction Education” short course for: * Oahu (Pearl City) *May 21-23, 2012 (2.5 days) * Registration deadline: May 7 * Fee for registration: \$100 / person * Fee for study packet (if you need one): \$35 / packet. Please refer inquiries to me cynagami@hawaii.edu , 808-956-6007 and/or to this webpage: <http://pestworld.stjohn.hawaii.edu/pat/schedule.html> Charles Nagamine Pesticide Risk [...] [Read more...](#)

New Employee Rights Posting Requirements for April 30, 2012 BIFB Apr 17, 1:05 PM

This new NLRA posting regulation applies to all private-sector employers who fall within the jurisdiction of the National Labor Relations Board (NLRB). The poster is available free from their web-site. Employees, exporters, non-profits...You may be subject to these regulations...You do not have to have 100 employees or be part of a union for these rules to apply...The Board has statutory [...] [Read more...](#)

Farmers Market Promotion Program Grants Available BIFB Apr 5, 2:44 PM

Farmers Market Promotion Program Grants Available USDA Office of Communications sent this bulletin at 04/05/2012 12:00 PM EDT You are subscribed to USDA Office of Communications. Release No. 0117.12 Contact: Gwen Sparks, gwen.sparks@ams.usda.gov (202) 260-8210 Farmers Market Promotion Program Grants Available WASHINGTON, April 5, 2012 – Agriculture Deputy Secretary Kathleen Merrigan announced today that the [...] [Read more...](#)

Calling Hawaii's Value-added agricultural producers BIFB Apr 4, 3:47 PM

2012 Value Added Agriculture Product Manufacturing Grant is OPEN! Hawaii companies: Would your product benefit from dehydration? juicing? pulverizing? concentrating? purée? How about making a tea from your product? a nutraceutical? a fruit leather? a cosmetic? dye? Can you bottle it? add seasonings to make a new product? GREAT opportunity for Hawaii agricultural value-added producers! [...] [Read more...](#)

Farming the Youth in Hawaii BIFB Apr 2, 1:06 PM

Reblogged from The Harvest Gypsies: Hilda from MA'O Organic Farms is one of the four-year program participants. She recently graduated from MA'O's two-year program and is currently pursuing a Bachelor of Arts at the University of Hawaii while working at MA'O as a manager. The drive to MA'O Organic Farms in Waianae on the West [...] [Read more...](#)

April 2 - National Peanut Butter and Jelly Day BIFB Apr 2, 11:24 AM

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Ag Hawaii

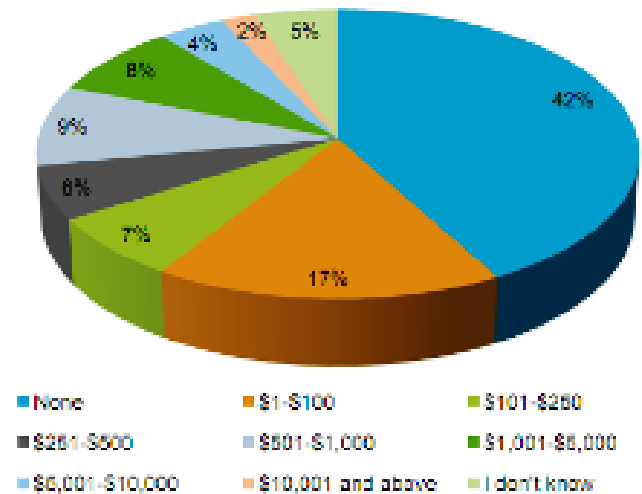
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Why Use Social Media Marketing

- * 60% of all small business decision-makers spend less than \$100 on social media marketing

Approximately how much money does your business spend to market to customers using social media?



zoomerang
Online Surveys & Polls

Advantages of Social Media

- * Low Cost Investment
- * Global Reach
- * Increase Brand Awareness
- * Interactive Engagement
- * Monitor Market



Local Businesses That Utilize Social Media

- * Slow Food Maui
- * Hawaii Organic Farmers Association
- * Abundant Life Natural Food and Café
- * Big Island Bees
- * Greenwell Farms
- * Otsuji Farm Fresh Veggies
- * Ma'o Organic Fruits and Vegetables
- * Royal Hawaiian Honey
- * Holualoa Kona Coffee Company
- * Haleiwa Farmers Market
- * Maunakea Tea
- * Noni Biotech International

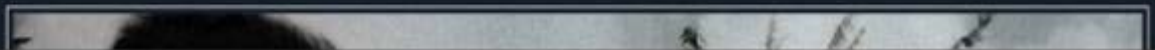


OTSUJI FARM OVER 50 YEARS OF TRADITION

[ABOUT](#)[TOURS](#)[WHAT'S NEW?](#)[RECIPIES](#)[ORDER VEGGIES](#)[VIDEO](#)[CONTACT](#)[HOME](#)[VOLUNTEER](#)

OTSUJI FARM was founded in 1954. At the young age of 19 Kakuji Otsuji father of Edwin Otsuji came to Hawaii by himself on a boat from Kagoshima Japan with the hopes of building the American dream. With no English skills and a burning desire for the good life, Kakuji made a living as a black smith. Kakuji soon met his wife, Fumie and had 5 children, Richard, Masa, and Edwin. It was Fumie that had the vision to start Otsuji Farm. With much persistence Fumie convinced Kakuji to take their life savings and begin farming in Hawaii Kai. Not only did it provide well for their family, it was also the bread and butter for all of their children. Edwin, the youngest of the three children now has taken over the responsibility of running the farm. Edwin's children Derek, Marcus, and Jonas have worked the land from the time they were old enough to walk. Jonas Otsuji, the youngest has plans to take over the farm when his father retires.

OTSUJI FAMILY



Greenwell Farm: Facebook

facebook

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Life-ctahr Extension Find Friends Home

Create a Page

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Truvia

Coffee beans come from plants. So should your sweetener.

Like · 71,460 people like this.

Samsung Home Appliances

Now you can control your washer from your Smartphone. Samsung Smart Washer. Check it out.

Like · 352,815 people like this.

Reach friends on their phones and know when they see your messages. Learn more.

Coffee Authorities

Dane Wicker

Donna R. Ching

Douglas L. Vincent

Eden A. Perez

Halina Zaleski

Jari Kaneshiro Sug...

Jari Sugano

Jim Hollyer

Kelvin Sewake

Ken Leonhardt

Lesa Wiser-Fender

Michelle Gallimba

Ming Chou

Sabina Swift

Shawn Steiman

Ted Radovich

Valeria Gaudry

Search

Come Visit Greenwell Farms & Take a Tour!

Greenwell Farms

3,568 likes · 10 talking about this

Like Message

Food/Beverages

Greenwell Farms produces 100% Kona Coffee. All of Greenwell Farms products are available to purchase at Greenwell's retail store in Kona and also at Greenwell's online store. Also, when visiting Kona, be sure to come take a free tour at Greenwell Farms!

About

Highlights

Recent Posts by Others on Greenwell Farms

See All

Tara Yantz

My family toured your farm almost two weeks ago. W...

1 · 19 hours ago

Big Island Bees: Facebook

facebook [Life-ctahr Extension](#) [Find Friends](#) [Home](#)



Big Island Bees
78 likes · 9 talking about this · 34 were here

Food/Beverages
We produce pure and organic Hawaiian honey, and honey related products. Follow our bees around the island as they chase the island's three blooms.

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Truvia

Coffee beans come from plants. So should your sweetener.
Like · 71,461 people like this.

Samsung Home Appliances

The Samsung Smart Washer with Speedspray™ technology. Work smarter not harder. Learn more.
Like · 352,817 people like this.

Highlights

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Recent Posts by Others on Big Island Bees [See All](#)

 **Ronald Fessenden**
Honey and Health Event - On May 26 from 4:00 to ...
1 · May 7 at 7:00am

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Kahuku Brand: Twitter

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Fine Country Gifts, Goodies, and Farm Tours.
Kahuku, HI · <http://www.kahukufarms.com>

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33 FOLLOWING
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Tweets

Kahuku Farms @KahukuFarms 30 Mar
Aloha Friends. See you tomorrow for Early Easter Egg Hunting!
[@HiAgTourism](#) [#KFEarlyEasterWknd](#)
Expand

Kahuku Farms @KahukuFarms 24 Mar
[@jamarilyn](#) Thanks! wish you could be there [#KFEarlyEasterWknd](#)
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Kahuku Farms @KahukuFarms 24 Mar
[@WFMKahului](#) Mahalo for the shout out! [@princesspomai](#) [@AKLMaui](#)
[@hiagtourism](#) [#KFEarlyEasterWknd](#)
View conversation

Kahuku Farms @KahukuFarms 29 Dec
[@bakabreath](#) [@TheLittleFoodie](#) We love the way you think!
View conversation

Kahuku Farms @KahukuFarms 29 Dec
[@TheLittleFoodie](#) Mahalo for sharing! Come & visit us. This weekend's special holiday hours are Fri & Sat 11am-3pm.
View conversation

Go to @KahukuFarms/following on this page

Ma'ō Farms: Blog

| Search the Blog

MA'O Blog

World Premiere of Ingredients Hawaii



Grab this rare opportunity to meet people instrumental in creating Oahu's new local food community, and see the world premiere of the highly anticipated follow up to the acclaimed documentary, Ingredients.

Ingredients Hawaii Part One illustrates Oahu's emerging local food community as an alternative to imported and processed foods. The film illustrates the ways we are

MA'O Events

MA'O Ma Town Fundraiser
[READ ALL](#)

MA'O News

World Premiere of Ingredients Hawaii
[READ ALL](#)

MA'O Programs


Applications for the 2011 college-level Youth Leadership Training program are now available! [More Info](#) or [Download Application](#)

MA'O Shop



One error in opening the page. For more information, choose Window > Activity.

Slow Foods Maui: You Tube



**slowfoodmaui** [+ Subscribe](#)



5 subscribers700 video views



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ActivityComments

**Melissa Panzarini, Maui Cocktail Catering**1 year ago
Melissa Panzarini of Maui Cocktail Catering setting up for the Mixology session at the Slow Food Maui Taste Education event at the Maui
165 views
 slowfoodmaui uploaded

**Shonna Pinheiro Talks About OCEAN Vodka**1 year ago
Shonna Pinheiro with Hawaii Sea Spirits LLC talks about OCEAN Vodka.
122 views
 slowfoodmaui uploaded

**Roxanne Tiffin and Kathy Becklin, Slow Food Maui**1 year ago
Roxanne Tiffin, owner of Kula Fields talks to Kathy Becklin talk about Slow Food Maui at their fundraiser and membership drive event at Whole
199 views
 slowfoodmaui uploaded

**Tylun Pang talks about Slow Food Maui**1 year ago
Tylun Pang, Executive Chef of The Fairmont Kea Lani, talks about Slow Food Maui at their fundraiser and membership drive event at Whole
81 views

About slowfoodmaui
Slow Food Maui aligns with Slow Food USA to support locally grown food & cultural diversity, culinary practices for health, Island food security & pleasure.
 slowfoodmaui.org

by slowfoodmaui

Latest Activity	Mar 30, 2011
Date Joined	Jun 11, 2010
Country	United States

Photo: Screen shot. Slow Foods Maui You Tube

Mauna Kea Tea Online Shopping

Mauna Kea Tea

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- Oolong Tea
- Teaware
- Ordering - Policies

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* indicates required

Email Address

First Name

Last Name

Newsletter Contents

☐ Local Events, News and Promotions



☐ News and Promotions

Green tea, Oolong tea

Welcome to Mauna Kea Tea online shopping page.
Shop online for our teas, pots, cups, accessories and more..

Ordering - Please read the ordering page about online shopping guide, order processing, shipping, payment and return policy.
Please select items from below.

Mauna Kea Tea - Green Tea

Product Description	Price (USD)
 Organic Premium Green Tea - 2012 First Flush - 15g Hand Picked / Hand Processed	\$23.00 Add to Cart
 Organic Premium Green Tea - 15g Hand Picked / Hand Processed	\$16.00 Add to Cart



OUR NEWSLETTER

Would you like the latest news about all of our coffees? We'd love to send you our newsletter.

Email *

Name *

First Name Last Name

SUBMIT FORM

Upcoming Events

- ➔ **Ka'u Farmers Market**
Across from the Punalu'u Bake Shop in Na'alehu, in the Ace Hardware parking lot.
7:30 a.m.-noon, Wednesdays and Saturdays, except for December 17
- ➔ **Kino'ole Farmers Market**
1990 Kino'ole St., Hilo
6:30 a.m.-noon Saturdays
- ➔ **KCC Farmers Market**
4303 Diamond Head Rd., Honolulu
7:30 a.m.-11:00 a.m., December 17

Latest News

 0 items



Want to Meet Us in December?

Posted on November 21, 2011
by Rusty's Hawaiian

If you'll be on the Big Island or in Honolulu during the month of December, we'd love to see you in person! Here's a list of our upcoming events: KINO'OLE FARMERS MARKET 1990 Kino'ole St., Hilo Saturdays 6:30 a.m.-noon KA'U FARMERS MARKET Across from the Punalu'u Bake Shop in Na'alehu, in the Ace Hardware parking ...

[Continue Reading](#)



We craft award-winning coffees by him, we baby our beans with love in competitions and reviews. For you?

About Rusty's Hawaiian

Rusty Obra had a big dream:

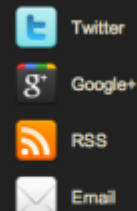
Turn Hawaii's Ka'u District into a celebrated coffee region. After his death, his wife vowed to fulfill his vision.

Lorie Obra transformed the farm, mill and roastery into a model of passion and artisanal quality. She is the Specialty Coffee Association of Europe's 2010 Outstanding Producer, as well as Grand Champion of the Hawaii Coffee Association's 2011 and 2010 statewide cupping competitions.



Rusty and Lorie Obra

Want to connect?



Twitter

Google+

RSS

Email

Photo: Screen shot. Rusty's Hawaiian website

Lei Fresh Mobile App

Hawaii Agricultural Foundation

- * Mobile app
- * Up-to-date
- * Inventory of locally available produce, beef, poultry and other products





University of Hawai'i at Mānoa
College of Tropical Agriculture & Human Resources



[LIFE Overview](#) [Outputs](#) [LIFE Programs](#) [Staff of LIFE](#) [Training Materials](#) [Articles](#)



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Kamuela, HI 96743
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Welcome to the Local and Immigrant Farmer Education Program.

The goal of this program is to: 1) increase the viability and sustainability of commercial farms in Hawaii, 2) integrate more farmers into mainstream agriculture, and 3) help drive Hawaii's diversified industry forward.

[LIFE Website](#)

The Power of Social Media

- * Change.org: Petition to Bank of America to drop \$5 fee
 - * 300,000 customers join the petition
 - * Bank of America removes proposed fee
- * Facebook.com: Organ donor program with Donate Life America.
 - * After day 1: over 6,000 people had enrolled
- * Farmville: Support Save the Children's Japan Earthquake Tsunami Emergency Fund
 - * Purchase of program = over \$2.2 million raised

Portable devices allow us to access
information anytime, any place,
at our convenience and in a
manner which
we choose to obtain it

New Technology: Smart Phones

- * Cellular telephone with built-in applications and Internet access
 - * Digital voice service
 - * Text messaging
 - * E-mail
 - * Web-browsing
 - * Still and video cameras
 - * Music player
 - * Video viewing
 - * Mobile computer
 - * Etc.



Ipad

- * Tablet style computer
- * Mobile
- * Internet capabilities
- * Business, office, games and social media apps
- * Multi-media device



You can buy attention (advertising).
You can beg for attention from the
media (PR). You can bug people one at
a time to get attention (sales).
Or you can earn attention by creating
something interesting and valuable
and then publishing it online for free.

David Meerman Scott, Best-Selling Author & Speaker

Is Social Media right
for your business?

Yes!

Social Media in Your Creative Organization: Where to Start?

Get Started



be simple, be social:

**DON'T
MAKE
THEM**

THINK



Engage them!



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Communicate & Participate

Ideas so far

PRODUCT IDEAS

- 22,192 Coffee & Espresso Drinks
- 924 Frappuccino® Beverages
- 6,850 Tea & Other Drinks
- 10,006 Food
- 4,681 Merchandise & Music
- 6,479 Starbucks Card
- 6,851 Other Product Ideas

EXPERIENCE IDEAS

- 5,454 Ordering, Payment, & Pick-Up
- 9,387 Atmosphere & Locations
- 7,844 Other Experience Ideas

**SHARE.
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DISCUSS.
SEE.**

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple – we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

Most Recent Ideas

- 5 Hour(s) Ago Strawberry Shortcake
- 5 Hour(s) Ago Reusable Cups
- 5 Hour(s) Ago Gift card/resards card
- 6 Hour(s) Ago Cinnamon Bun Latte
- 6 Hour(s) Ago Free Caramel Sauce for Gold

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mystarbucksidea.com

A brand is no longer what we
tell the consumer it is – it is
what consumers tell each
other it is.

–Scott Cook, co-founder Intuit

So...

Put Your Business
Out There

Engage &
be social

Keep Moving Forward

