

Featured Farmer: Mike & Patricia Hodson WOW Farm Inc. Waimea, Hawai‘i Island



Area under production: 48, 2000 ft² hoop house houses on 10 acres

Years farming in Hawai‘i: We have been farming since 2005

Crops grown, animals raised, other products/services: About 95% of what we grow are tomatoes, but we also do some cucumber production.

Number of employees and/or family members involved: We have 5 full time employees.

Production System

Fertility management: While the farm isn't certified organic, we rely primarily on organic fertility inputs such as seaweed cream, humic acid, neem cake, and fish emulsion.

Pest Management: Our two main strategies for pest management are maintaining a short growing cycle implementing sanitation practices. Limiting the growth period for each crop to 6 months means we get a strong first few months of harvest, then get rid of older plants before they start to get infested with pests and diseases. Removing diseased plants and residues and ensuring the area is weed free helps us minimize the spread of pest and disease. If necessary, we will occasionally use organic- compliant pesticides to control pests.



Food Safety: We received training by the CTAHR Food Safety Program and exercise Best Management Practices based on the Primus Lab Certification. WOW Farm is also inspected annually by Whole Foods Market to ensure we are in compliance with their food safety protocols as well.

Production planning: We are continuously planting new seedlings and removing old plants to ensure a constant supply of product.



Strategies for controlling costs:

As a local, Native Hawaiian company with a high quality product, our demand exceeds our supply.



Marketing Strategy

Pricing: We’ve been able to main consistent prices for years by using cost cutting strategies.

Promotion: Once a year Patricia visits current and potential customers to highlight and promote our product.

Places you sell your products: Whole Foods, restaurants and several farmers market.

Could you give us an idea of the future for you operation? We plan on expanding production so we can meet demand.

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

Sustainability starts with you- take care yourself first, then you can support others. The better we are, the better family or family is, the better we can support our neighbors, which leads to a better community.

New products or services you are planning:

We are working to develop an Ag park with 200-300 farms. This would include a distribution center and serve as a model for future agricultural communities.

HOT TIPS from WOW Farm Inc:

Be consistent, persistent, and disciplined in everything you do! Strive to increase production without increasing costs.