

Feature Farmer

Dylan & Tamara Butterbaugh

Manoa Chocolate

Kailua, Oahu

Area under production: 1 acre demonstration farm

Years farming in Hawai'i: 9 years

Crops grown, animals raised, other goods & services? Manoa Chocolate is a local Craft Chocolate maker. Think of craft chocolate making as the fine chocolate version of craft beer brewing. Manoa Chocolate's motto is bean-to-bar. Meaning that they source their seeds directly from local and international farmers. Having the ability to source direct from farmers (direct trade) benefit the farmers because the farmer's see more profit from sales of their seeds, which turn out to be greater than that of the fair-trade markets. Additionally, because Manoa Chocolate has relationships with its farmers, they can provide some of the worlds best tasting chocolates.



Why craft chocolates?

They saw a potential market. Hawaii has the right climate, there were a few producers and wanted to create an option for cocoa farmers to get their crops to the market.

Number of employees and/or family members involved?

In addition to the two of us, we have 25 employees

Production System

Manoa Chocolate sources high quality cocoa seeds that have been already fermented and dried by the farmer. They taste test every batch that enters their factory. As the seeds are roasting, the seeds are taste tested all throughout the roasting process. This makes sure that they roast the seeds perfectly to unlock the seeds unique chocolate profiles of stringency, bitterness, and tones.

Pest Management

We use primarily use Neem Oil for our demonstration farm to mitigate pest pressure

Local Support:

Manoa Chocolate sources as much high quality local seeds as possible. Their passion and commitment to developing Hawaii's cocoa industry has evolved allowing Manoa Chocolate to develop various services to assist new and existing farmers. They provide a seed analysis where they will analyze the quality of the farmers seeds and provide a three page analysis report with recommendations and insights into the different qualities of the farmers seeds. This helps the farmers develop products that are high quality, which in turn help the local chocolate industry maintain standards of excellence. As a result, Hawaii producers have been recognized and are winning awards internationally.



Strategies for controlling costs:

Sells chocolate bars direct to the retail market to ensure that they are realizing healthy profits and growth.



What inspires you guys?

Planting trees and growing businesses in Hawaii! They are inspired by helping develop an industry for Hawaii that is based in agroforestry, and produces high quality value-added products that are made here in the islands. The cocoa also an industry that can people about Hawaiian islands, the Ahupua'a system, and adds to the Hawaii sense of place -- through chocolate! This is something that everyone can connect to.

Places you sell your products:

Manoa Chocolate Hawaii
12th Ave Grill
Goofy Cafe & Dine
Whole Foods Markets
PARIS.HAWAII
Tiki's
Hyatt Regency Waikiki
Four Seasons Resort at Manele Bay
Four Seasons Resort at Hualalai . . . and more

Promotion and keeping up with market trends:

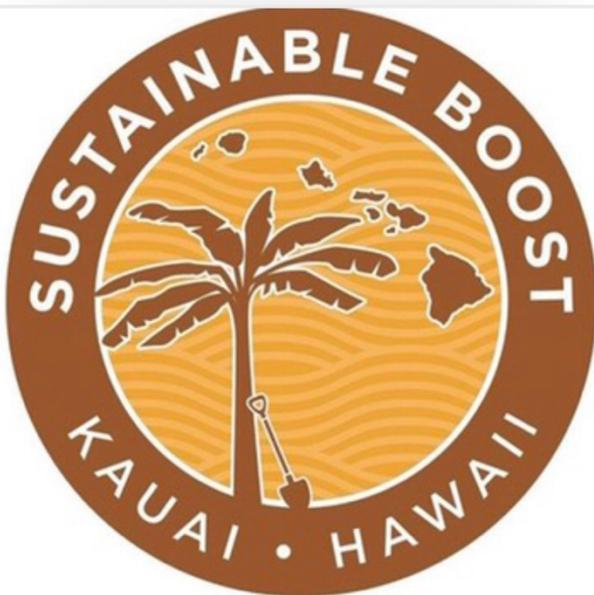
Give us an idea of what the future holds for your farm!

New products or services you are planning:

Dehydrated, flavored, whole crickets coming soon! Flavors are being sourced locally and will include powdered seasoning from Uncle D's BBQ on Kauai and others.

What advice you would give to other aspiring farmers?

You have to be willing to work your booty off, and yet find a way to do it strategically. Start small. Understand your crop fully and completely, including how it grows in your environment. Try to mimic nature's models to help control pests and diseases. Help your crops grow in harmony with the local ecosystem. Start small and then scale up as it feels comfortable to you.



Links

Sustainable Boost Website:

<https://www.sustainableboost.com/>

UN FAO Edible Insects Website:

<http://www.fao.org/edible-insects/en/>