

Featured Farmer: Ned and Marta Whitlock Moloa'a Organica'a, Anahola, Kaua'i

Area under production: 4 acres vegetables, 16 acres fruit, 4 acres hardwoods and bamboo.

Years farming in Hawaii: 9 years.

Crops: Lettuce, kale, broccoli, eggplants, sweet corn, herbs, beets, carrots, green beans, okra, fennel, radicchio, taro, yacon, radishes, collards, Swiss chard, bananas, papayas, mangos, citrus, avocados, pitayas, jack fruit, soursop.

Fertility management practices: compost, meat and bonemeal from Island Commodities, IMO, Sustane 4-6-4, spirulina, biochar, foliar seaweed, and fish.

Pest Management: crop rotation, Pyganic, Neemix, biological sprays such as BT and Serenade, M-pede, foliar applications of EM and Iron, Oxidate for fungi.

What does Sustainability mean to you? Being economically viable and enhancing beneficial biology on the farm.



Moloa'a Organica'a, Anahola, Kaua'i



Ned Whitlock and Koon-Hui Wang, CTAHR nematologist, discuss their joint on-farm nematocidal trial.

How did the next generation successfully integrate into the family farm?

They are still integrating through farm work and marketing. Cy (age 16) mows, and Saisha (20) harvests vegetables and does farmers markets.

How do you price your products?

Competitively based on other vendor prices at farmers' markets.

How do you promote your product(s)?

Organic certification.

How do you adapt your production to meet the needs of clients? I try to grow what they want, if it is not too hard to grow.

Where do you market your products?

Farmers markets, natural food stores, restaurants.

What does the future look like for your farm?

Expanding production through maturing orchards and better fertility management in the vegetable fields.



Ned checks temperature levels on his compost pile.



HOT TIP from Moloa'a Organica'a: Daily cash flow from diverse crops keeps a stable labor pool going which avoids farmer burnout.

Moloa'a Organica'a on Facebook

Mahalo nui loa Ned and Marta Whitlock for this interview and for photographs.