GoFarm Hawaii

Multi-campus, interdisciplinary Farmer Training with public/private support

(Getting everyone to play and pay)
the Idea

Agribusiness Incubator Program (AIP) = Only ½ the solution (business) and no land for incubation

Public demand, but University did not teach “farming”

Other farmer training groups asking AIP to train but Other farmer training variable quality and consistency

Current farming sexiness = opportunity to have new farmers

Non-Credit

How turn lots of interest into lots of producers? Practical/experiential, comprehensive, science-based farmer training

Not a new idea... Reach out to others with same idea (internal and external)

Form inclusive interest group...

Form focused WORKING group
GoFarm Hawaii

Considering getting involved in farming?*

Ag-curious

AgCurious seminar 2-3 hours

AgXposure Mini-course 6 full days

Want farming might be for me?

Ag-curious

Want to be a successful farmer?

AgSchool 39 weeks, 2x/week

Want to start farming?

AgIncubator Farm (1-2 years)

Ready to do food production for a living?

AgBusiness (transition assistance)

Student commitment

Program resources

Think farming might be for me?

Want to be a successful farmer?

Want to start farming?

Ready to do food production for a living?
more Info

AgCurious Seminar
- Attract those with interest in getting involved in agricultural production.
- Provide them with an overview of the industry in Hawai‘i and its importance.
- Convey a sense of what is involved in farming, both as a farmer and farm worker, including: challenges and opportunities, costs and benefits, and lifestyle.
- Inform participants about various avenues to get started, but especially recruit those who want to know more about what it is like to be a farmer to the next phase (AgXposure).

AgXposure Mini-Course
- Provide participants with experiences that convey the lifestyle and knowledge areas important to farming to expose them to what life would be like if they were to be a farmer.
- Recruit those who want to learn how to be a successful farmer to the next phase.

AgSchool
- Participants acquire a fundamental understanding of the principals underlying critical production topics.
- Participants practice the techniques related to critical production topics.
- Participants practice techniques related to business management topics.
- Participants develop a business plan.
- Participants learn of the resources available to assist them and/or further their knowledge of farming and business management.

AgIncubator
- Participants practice farming their chosen crop on land provided by the program for up to two years.
- Mentorship and monthly deep-dive technical workshops.
- Shared equipment and infrastructure.
- Opportunity to market through the AgIncubator CSA.

AgBusiness
- Provide transition assistance to launch AgIncubator participants into viable agribusinesses.
- Provide assistance finding and securing land and financing.
- Provide business startup and planning consulting.

GoFarmHawaii.org
getting Buy-in

Include everyone
- Landowners
- Instructors
- Funders
- Other programs
- Departments/institutions

Cross-silo joint leadership

Generate excitement
- Trip to NE (learning, relationships, impetus)
- Credible, Aspirational (#1, statewide)
- Constant dialogue, status updates

Demonstrate momentum
- Key startup funding identified from existing compatible grant
- Kickoff and keep moving
making it Real

Identity ASAP
Spread the word
Startup, startup funding
Farm Coach key

READY, FIRE, AIM

$upport follows success
the Real (so far)

AgCurious (7/12): 90 attended

AgXposure (9/12): 35 applied, 20 accepted
the Real (so far)

AgSchool (1/13): 18 applied, 13 accepted

AgCurious II (7/13): 100+ already registered
Who?

Adam Reed, USDA-NRCS
Albert Louie, HDOA
Ali Fares, CTAHR
Alton Anakaki, CTAHR
Andrea Kawabata, CTAHR
Ann Emmesley, UHMC
Ann Marie Matuzakia, KSBE
Carl Eversen, CTAHR
Charles Nagamine, CTAHR
Charles Reppun, Waianu Farm
Claire Sullivan, Whole Foods
Cynthia Nazario-Leary, UHMC
David Ferrell, UHMC
David Ringuette, WCC
Desmond Ogata, CTAHR
Douglas Vincent, CTAHR
Erik Shintzu, AIP
Ethel Villalobos, CTAHR
Frederick Reppun, WCC
Glenn Teves, CTAHR
Helen Spafford, CTAHR
James Holleyer, CTAHR
Janel Yamamoto, AIP
Janice Uchida, CTAHR
Jari Sugano, CTAHR
Jim Cain, Kui i ka Mana
Jensberi Uyeda, CTAHR
Jody Smith, CTAHR
Jonathan Dekenik, CTAHR
Joseph DeFrenk, CTAHR
Kapu Smith, KSBE
Kawika Burgess, KSBE
Koon-Hui Wang, CTAHR
Linda Cox, CTAHR
Mark Nickum, CTAHR
Mark Wright, CTAHR
Michael Kawate, CTAHR
Robert Pault, CTAHR
Scott Nelson, CTAHR
Steven Chiang, AIP
Susan Kubo, USDA-NRCS
Theodore Radovich, CTAHR
Traci Sylvia, CTAHR
William Sakai, UH Hilo
Why?

**Credible** – University based, recognized partners

**Rouge** – atypical versus expectations of university bureaucracy and speed

**Agenda/Silo free** – Organi-conventional, Cross-campus/department/organization/island

**Sexy** – A way for funders and collaborators to support a popular area

**Success** – Positioning to be THE recognized source of farmer training in Hawaii

**Leveraged** – Instruction, land, money

**Credit for everyone!** – Sum of the parts > whole
Mahalo!

Steven Chiang, Director
Agribusiness Incubator Program
University of Hawai'i
(808) 956-3530
schiang@hawaii.edu

GoFarmHawaii.org