



## Summary

(By Vincent Mina and David Fisher)

**Purpose:** The conference was convened to design an agricultural system that invigorates the local economy through regenerative agriculture for a variety of reasons including:

- **Food Security** – We import over 85% of our food, and so are vulnerable to disruption due to spikes in transportation costs, financial markets instability, and more frequent storms due to global warming.
- **Economic Opportunity** – The University of Hawaii College of Tropical Agriculture and Human Resources estimates that close to \$7 billion dollars is currently spent on importing food. This represents a huge potential market for local growers, value added processors and a host of other agriculture related services. Besides the benefit of what it would be to our island economy to produce more here substituting a share of what is currently being spent on imports, there is an opportunity to export both high-end fresh and value added products, as well as developing the fledgling agro tourism sector.
- **Health** – there is a growing interest in consuming locally produced foods because of perceived greater nutritional value as well as the freshness and the accountability that comes from knowing who the producers are as evidenced by the growth and success of companies like Mana Foods locally and Whole Foods nationally. This is partially in response to a series of food and nutrition related health epidemics including obesity and diabetes.
- **Soil & Skills Depletion** – Both established and new farmers in Hawaii are reporting lower yields and higher input costs as a result of farming methods that have not paid appropriate attention to regenerating and building the vitality of soils. As a result these soils are more susceptible to compaction and erosion from heavy rains. This coupled with a downward spiral with the loss of our family farms viability, our young people have been making other career choices and so we are losing much of our knowledge and capacity to farm. If there were a disruption in supply lines today we would have a difficult time providing an adequate food supply.
- **Leveraging Interest in Alternative Approaches** – The conveners recognized that there are many different people, businesses, and organizations addressing the above challenges and opportunities, and that a profound benefit would come from bringing these people together.

**Approach** - After a series of communication exercises designed to introduce the participants to each other and to provide skills both for the conference and beyond, the participants identified 387 strategic issues (opportunities, threats, strengths and weaknesses), which we then consolidated in to 59 topics, which all the participants then ranked and consolidated further creating the top four focus areas:

Government Policy	Business Development
Future Farmers	Water and the Environment

We then spent the second half of the conference in these focus groups brainstorming and discussing solutions to respond to the strategic issues grouped in to the four focus areas. Below are short summaries of the recommendations coming out of the four focus areas.

The 387 strategic issues/tops and focus area report drafts are available at <http://MauiFoodWeb.com> a social networking site where ongoing discussion and refinement of the “Network of Networks” system design and database is continuing as well as planning for follow-up face-to-face gatherings both of the larger group as well as the focus groups. Both 5-minute and 40 minute video documentaries of the conference are also in the process of being edited and will be available on the Internet and on Akaku.

**Conveners** - Maui Aloha Aina, a non-profit organization led by Vincent Mina supported by Maui County Office of Economic Development and the community, organized The Maui Agriculture Design Conference. Maui Aloha Aina has successfully convened nine conferences over the same number of years under the banner “Body and Soil Health Conference” exploring the vitality of the soil, the human body, and their inter-relationship. Bringing a strategic planning perspective to design of the conference was David Fisher of Maui Venture Consulting LLC. Lance Giroux of Allied Ronin LLC facilitated the day-to-day dynamics of the conference. Also supporting the conference with donations were many farmers, value added producers, Mana Foods and other food retailers, as well as a cash donation from Biological Capital of Denver, Colorado. With the exception of the farmers, a pre-requisite for attending was a commitment to participate for all 5 days of the design conference.

**Participants** – There were over 45 participants in the conference including farmers, consultants to farmers, an international soil expert, Hawaii conservationists, Maui’s top Public Health official, Chair of the Maui County Council’s Planning Committee, representatives from the Tri-Isle Rural Conservation and Development organization, the vendor relations manager from Whole Foods, California’s foremost bio dynamic farmer, a professor who has co-developed a grass fed organic dairy and creamery operation at a California University, agricultural students, a chef with a DVD series who travels nationally teaching healthy cooking (who cooked three meals a day all five days with primarily local ingredients), renewable energy specialists, water advocates, representatives from several statewide sustainability groups, and several business development consultants including Michael Shuman, a national expert on investing locally, who participated via Skype video. Two videographers Tim Wolf and Brad Lind documented the event. See conference participant bios at end of report.

## **A. GOVERNMENT POLICY RECOMMENDATIONS (Group Reporter: Lynn Flaming)**

### **I. FIND THE EASY WINS WITH GOVERNMENT:**

Identify projects that are easy wins to build clout and gain traction. Select projects with credibility and high visibility that can demonstrate rapid short-term economic success, create new jobs and identify fiscal multipliers. Select current regulatory issues that are common sense changes that can be made on the county level.

1. **Produce Markets – Roadside Stands:** Approve the sale of produce from multiple gardens and wild harvest at roadside stands. The county would need to make changes to the law that presently does not allow a roadside stand to sell produce from land other than the land the stand is on. This is likely a zoning issue. The Health Department has already given their tentative approval on this.
2. **Harvesting Axis Deer as a substantial currently existing local meat and protein food source.** There is an overpopulation of axis deer on Maui which is considered an invasive species. The current population is estimated at 100,000 with a 50% annual growth rate. This is an increase of 40,000 deer in 1998 with a 30% herd growth rate. It is calculated that a minimum of 70 deer per day would need to be harvested just to maintain the current population. There is a governmental barrier for this food source to go to market. The hindrance here is that 1) the USDA requires pre and post-mortem inspection of the animal which are currently wild, 2) we have no inspectors on the island of Maui, and 3) the cost of flying the Oahu USDA inspectors in on their day off is cost prohibitive. Pre-mortem inspection is difficult and needs the approval of the county council to find an alternative. Alternate USDA approved programs currently exists that meet safety guidelines that could be done locally on Maui.
3. **Regional Commercial Kitchens for value added processing.** There is currently a state resolution stating that schools must open their kitchens on weekends for value added processing. This needs to move to the next step and become a bill. On the local level, several churches involved with FACE, have stepped forward and offered kitchens to support local job creation.
4. **Approve water catchments for agricultural uses in conjunction with water meters.** Clarify the existing code which does not prohibit this. This needs a public awareness campaign and Building Department buy in so that the permitting process is not so onerous. We need to identify the specifications of back flow shut off valves and design specifications. Agriculture Land Owners are currently experiencing greater than six months of delays in the permitting process for adding catchment tanks for agricultural use even when they are not grid or water meter tied so that there is zero potential for contamination. We would need county alignment for expediting permits.
5. **Regional cold and frozen storage for produce to facilitate distribution.** Again would need county alignment and expediting for permitting.
6. **Redefine that fallow land is not abandoned land.** This has specific impact on taro farmers.
7. **Allow for new housing requirements for farm works and agricultural tourism.**

### **II. PREEMPT POTENTIAL FEDERAL AND STATE LAWS THAT TEND TO BE BROAD BRUSHED AND DRIVEN BY LARGE INDUSTRIAL AGRIBUSINESS VIA THE PASSING OF COUNTY LAWS WITH HIGH STANDARDS THAT SUPPORT LOCAL FARMERS AND FOOD PROCESSORS WHICH ARE APPROPRIATE FOR LOCAL CONDITIONS.**

1. Federal Food Safety Bill – preempt it.
2. Growing sites must be regulated by the USDA preempt this.
3. Incentivize and subsidize the foods that are grown and eaten in Maui County.
4. Prioritize water for growing food that is consumed locally.
5. Watchdog Future Federal and State Laws that are detrimental to local food production and sustainability. Identify groups that are currently doing this (Maui Tomorrow, Sierra Club, Farmers Union, Political Action Committees, Council members, Pono Aquaculture Alliance, Food Watch) and finally seek funding to staff a person who is watching legislation.
6. Education: grant writing (NRRCR, Tri-Isle RC&D, Grant Station), testifying and presenting before the county council, strategic planning (SCORE).

### **III. INCENTIVIZING LOCALLY GROWN, LOCALLY CONSUMED FOODS:**

1. What is the ROI for local grown foods? What about food security. We need more farmers on the ground.
2. Demand accountability for ROI of existing tax breaks and subsidies to industrial agriculture and petrochemical companies.
3. Do away with enticements for businesses that damage the environment or deplete Maui's resources.
4. Quantify how many jobs can be created by stimulating local agriculture and food production.
5. Implement a Carbon Credits program.
6. Food Stamps at local farmers markets -Implement EBT so farmers can cash out at the end of the market.
7. Find funding to track this information and build a relational database for doing so.
8. 10% Solution Campaign: Stimulate the local economy by setting a goal to move 10% of our current food imports, currently valued at \$7,000,000,000 (\$7 Billion Dollars) and return \$700,000,000 (\$700 Million Dollars) back into our local economy.

Quantify the multiplies in the network of networks.

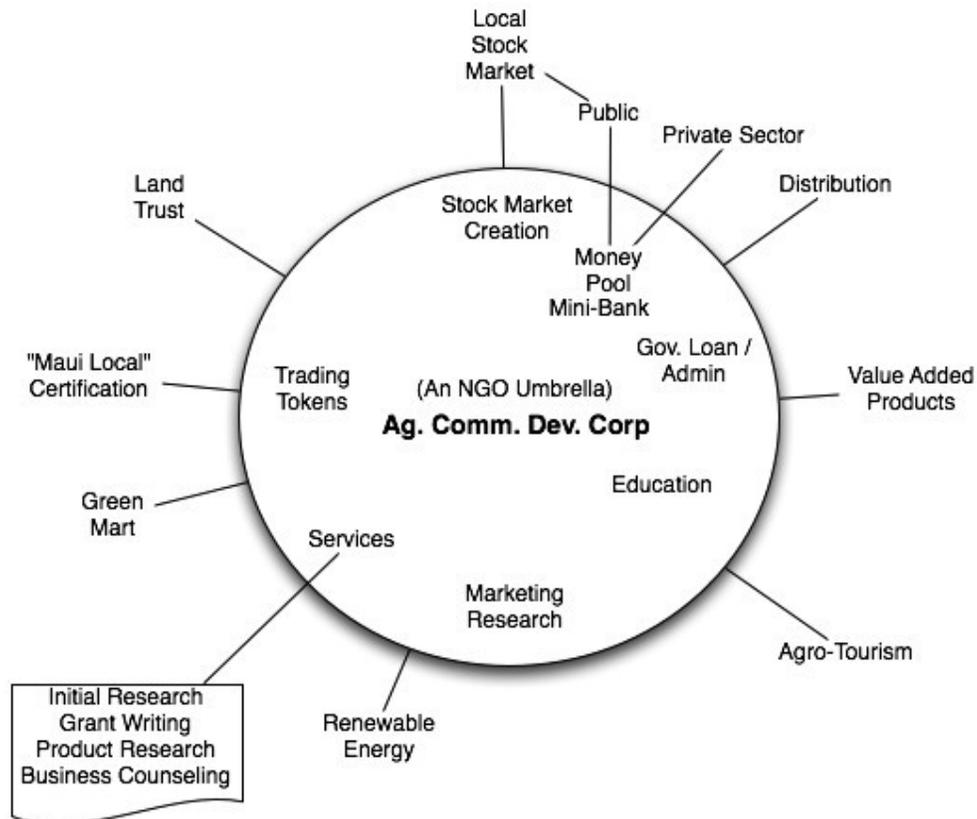
### **IV. REDEFINING and LANGUAGING IMPORTANT CONCEPTS:**

1. Public Servant rather than Politician
2. What is food security?
3. Defining Farmer/Defining Agriculture: There are currently only two legal definitions of agriculture – commercial and subsistence. Who are all of the people in between these two levels? What are the economic multipliers of agricultural business?
4. What is agriculture – as an industry? See the “Network of Networks” that was identified as necessary to make agriculture viable in Maui County.

## B. BUSINESS DEVELOPMENT RECOMMENDATIONS (Group Reporters: Wayne Axelson and David Fisher)

The business development group identified **50 gaps** in service or opportunities for both for-profit and non-profit businesses and began the process of analyzing them. See table at end of report.

A consensus evolved that there was a **need for a coordinating and facilitating business development entity**, which might be a community development corporation. This entity would both help to provide business education, analyze market leakage and infrastructure gaps, help with the development of business plans, and help set up financing programs including a local stock exchange. We began describing this entity as the ACDC or Agriculture Community Development Corporation although we noted that a "CDC" might not be the appropriate legal form, and it might be important to separate out functions that might have conflicts of interest or different financing sources.



We also created a **checklist for evaluating business ideas**.

- 1) What are the permitting challenges?
- 2) Is someone already doing it well elsewhere?
- 3) Is there an entrepreneur willing to champion the idea?
- 4) Are there customers willing and able to pay?
- 5) Can this be a profitable business with revenues exceeding expenses?
- 6) What are the entry barriers, particularly capital costs and initial working capital?
- 7) What is the projected return on investment?

## Business Opportunities Brainstorming – 50 Ideas from the Maui Agriculture Design Conference

Energy company	people of all	Help reach out to new
Dairy creamery	types (future	customers
Grain mill	farmers...)	
Bakery	Sustainable Packaging	
Meat processing	Nutraceuticals for medicine	
Farm equipment rental	and cosmetics	
For small scale, small	Vegetable based dyes	
acreage farmers	Business Development	
Examples: tractors,	Incubator – focus on	
harvesters, chipper	Agriculture and Value	
shredders	Added	
Fertilizer Ball Mill	Edible golf course design	
( <a href="http://www.grindermill.org/products/ball-mill.html">http://www.grindermill.org/products/ball-mill.html</a> )	Beneficial insects	
Chickens - Eggs	Breeding	
Organic seed	Training in use	
Composting	Insurance	
Green waste	Livestock consulting	
Maggot	Matching future farmers to	
Worm	farm land	
Fish Emulsion	Ethanol Fuel Production	
Composting toilets –	Community scale	
sales and installs	Permaculture based design	
Humanure composting	No waste	
( <a href="http://humanurehandbook.com">http://humanurehandbook.com</a> )	Integrated with	
Community	farm processes	
collection and	Source of other	
composting	valued products	
services	for inputs to other	
Bio Char	processes	
Adam Retorts	Wave Energy Hub	
( <a href="http://www.biocoal.org/index.html">http://www.biocoal.org/index.html</a> )	Dried Fruit	
Agri-Tourism	Bamboo Materials	
Surfing Goat Dairy	Silage and grass	
Lavender Farm	Employment Services	
Scenic By-ways	Waste Services	
Significant federal	Matching outputs from	
funding available	one operation to inputs	
Block development as	of another	
“unsightly”	Help to minimize	
Help encourage	waste of resources	
agricultural use (as	Flow Form Manufacturing	
“scenic”)	( <a href="http://www.californiaflowforms.org/index.html">http://www.californiaflowforms.org/index.html</a> )	
Very effective in	Waste Remediation	
Pennsylvania	John Todd’s Living	
Distribution Services	Machines	
Mushroom Farm	Co-operative Organizations	
(the one in Makawao	Create or partner with	
has gone out of	existing orgs	
business...?)	Renewable Energy	
Fermented soil amendments	Farm business teams	
Fermented foods	Example: Co-op	
Orchards	Food stand, Co-	
Cover crops	op Farmers	
Aquaponics	Market, Co-op	
Edible landscapes	commercial	
Install and maintain	kitchen	
Customers	Farm services	
Senior citizens	Leasing services	
Busy citizens	FET (generated by/at	
Inexperienced	Farms) (what is this??)	
	Create the “Maui Center for	
	Sustainable Food Systems	
	Marketing Services	

### C. FUTURE FARMERS (Group Reporters: Alan Brisley and Tova Callendar)

The Future Farmer Development discussion thread came from the perception that the implementation of the vision for a food secure future for Maui founded upon healthy, fertile soils and local regenerative agricultural practices requires both more farmers, gardeners and livestock producers working the land than exist today, and a shift in practices.

Our early conversation generated a shared understanding that traditional classroom based learning, while helpful, does not yield farmers, ranchers or agricultural entrepreneurs who are actually poised to begin effectively working the land with skill and confidence (unless the student grew up on a farm or had significant farm work experience in their background already.) Actual on-farm mentoring for a significant period of time seems to be a required element of success for farmers who did not grow up on farms, and the quality of that mentoring experience has the potential to lengthen or shorten the start-up farmer's learning curve.

We identified over 25 existing programs or initiatives that we knew of on the island of Maui who's mission related to the education or development of future farmers or gardeners. That list is a work in progress and is given in the full report at MauiFoodWeb.com. We agreed that this list should be developed to present a full picture of the existing training and education opportunities. We discussed the possibility of convening some kind of meeting of those involved in agricultural education. As we drilled deeper into the present picture of farming and gardening education and training seven major strategic issues were identified leading to the following proposed actions:

Action Steps:

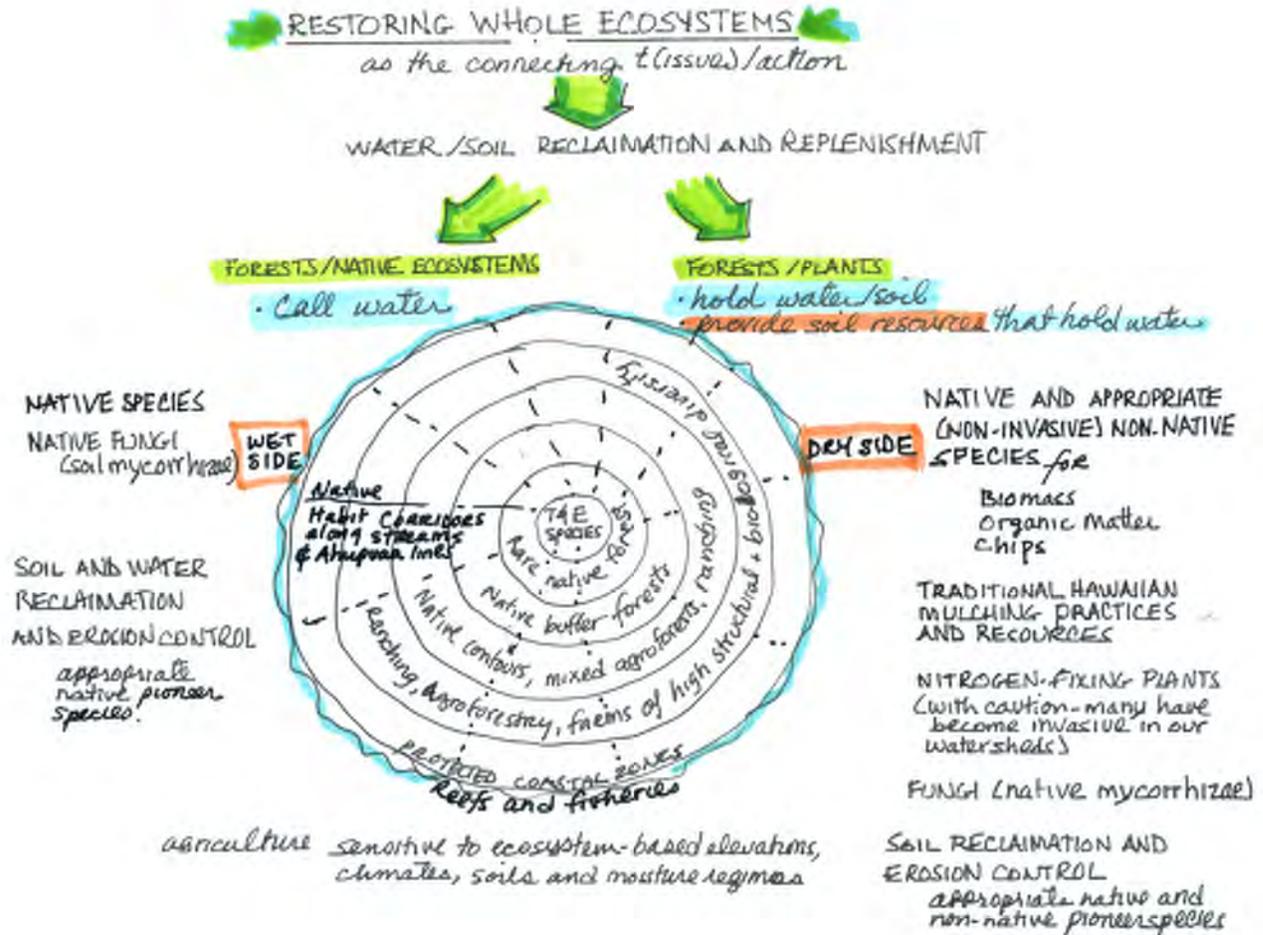
- 1) **Curriculum** - Research and inventory existing Hawaiian regenerative agriculture curriculum resources. Research and apply for funding to produce curricula for grade school, high school and undergraduate agriculture programs.
- 2) **Inventory: Paint the Picture of What Is** - Further develop the inventory of existing public and private education, internship and mentoring programs aimed at developing future agricultural producers. Generate a database with names, phone numbers and e-mail addresses. Dig a little deeper to understand the relative merits, needs and interrelationships of existing work in this regard.
- 3) **Develop a broad vision and plan to generate new agricultural producers on Maui** - Research and develop the concept of hands-on, training, incubation and start-up programs with the mission to train and install increasing numbers of financially successful agricultural producers on Maui. These producers will represent Maui's rich cultural diversity and use practices which build soil fertility, enhance the beauty and abundance of Maui's landscape and produce delicious nutrient-dense food for local consumption.

The National Tropical Botanical Garden at Kahanu has an Horticultural Internship Program and has recently undertaken (. . .?)  
Wi Farm at Kapalua is uniquely positioned with over 300 acres of certified or transition to organic land to potentially provide land and water resources for all three tiers of such a program in West Maui. These two initiatives may represent the lowest hanging fruit in Maui County to partner with in this regard. Similar opportunities should be sought out or generated for Central, Upcountry, Lanai and Molokai. A county-wide organization could be considered to network and integrate the regional initiatives. Funding, economic drivers (and other incentives) and potential land resources need to be researched and key partners identified and brought together. Regulatory, economic and social obstacles need to be clearly identified and addressed. Best practices models need to be researched.

4) **Lahainaluna High School** Lahainaluna High School's agriculture program is an historical and cultural treasure. They have developed land and infrastructure but are currently struggling with an extremely limited operational budget and other concerns. Look into how a group of citizens interested in soil, food and community health might be able to lend support to energize the program and renew it with regenerative biological approaches to agriculture.

D. WATER AND ENVIRONMENT (Group Reporter: Penny Levin)

Water and Environment are inexplicably linked ~ each creates, forms, holds and releases the other. Changes in one are mirrored by changes in the other. The overall health of both are a direct reflection of our own actions and practices. In turn, we recognize water and environmental health are the source of our own health – on farm, in the food we produce and in our bodies.



The Water and Environment Group developed sets of long term and short term action for both water and environment. They also brainstormed two areas for demonstration and education oriented action projects 1) Keyline water systems and mob grazing, and "Project Pollution/Project Solution" looking at soil erosion. They also created a list of benefits of the proposed actions.

WATER Long term Actions:

1. Improve the water retention and percolation capacity of each ahupua'a by restoring whole forests/ecosystems, stream and spring corridor health.
2. Reduce native habitat loss and soil erosion in each ahupua'a.
3. Improve the capacity of our soils, particularly on ranching and agricultural lands, to capture and retain moisture for longer periods of time through improved soil composition and structure (ie. organic matter).
4. Increase ability to capture and retain storm runoff.
5. Survey and evaluate all water resources, including ancient water, to better understand their current state, replenishment rates, the impacts of drawing from those sources to overall ecosystem health (including ocean/reef health; potential salinization, deep soil dehydration and long term desertification, etc), to site specific aquifers, and their true long term carrying capacity.

6. Improve overall efficiency of all existing water use purposes, including on-farm, water acquisition and transportation systems, and residential users so that more public trust waters (surface and ground) can remain within and be re-allocated to each ahupua'a to replenish severely depleted aquifers.
7. Increase ability to recycle water at the whole household level, particularly in residential communities; allow for composting and no flush toilets within urban zoned communities.
8. Pro-actively plan for droughts by building up natural systems (soils, watersheds, aquifers) that will be there during dry times.
9. Develop Keyline water harvesting systems for ranch and agricultural lands in dry areas wherever possible.
10. Develop future potable water resources – including from existing non-potable sources.

#### WATER Short Term Actions:

1. Find grant money to subsidize small scale water capture and reuse systems for farms and households.
2. Make a film, “The Folly of the Flush” to increase awareness of water waste and water recycling needs.
3. Initiate a proposed rule change for Maui County to allow for water catchment and water meters on the same parcel.
4. Increase budget allocations for watershed restoration.
5. Initiate a proposal to the Maui County Council to create a tax credit for land owners and lessees who lower the native forest line on their properties (ie. expand existing native forest lines to lower elevations) to support the movement of rain and mist to lower elevations.
6. Gather research that measures and documents soil moisture loss on large tracts of open land and distribute to agencies to inform policy and practice decisions.
7. Increase participation of local farmers in the Soil and Water Conservation District organizations.

#### SOIL Long Term Actions:

1. More long term funding for invasive species control and education outreach.
2. A county-wide mandate or program for soil remediation.
3. Acquisition of large agricultural leases with subleases to small farmers to move large acreage into food production for local markets and consumers.
4. Evaluate and harness existing chip and organic matter resources on Maui and develop new resources for soil enhancement efforts (ie. municipal household compost collection, roadside mowing, conversion of invasive species biomass).
5. Build relationships with landowners to assist them in soil recovery.
6. Implement long term fallow rotations.
7. Cattle on cane lands for soil remediation.
8. Develop funding resources for landowners who need assistance to implement soil remediation BMPs.
9. Develop distributed, small scale constructed (new, man-made) wetlands for waste water filtering (ie. Living Machine projects).

#### SOIL Short Term Actions:

1. Coordinate a broad network of farmers and farm organizations to work with agencies towards a balanced solution to current state laws and county ordinances which hinder the ability of farmers to live on the lands they farm.
2. Work with the county to include long term fallow rotations as an allowable practice for lands accepted as eligible for farm tax credits.
3. Keyline water system demonstration for Central and South Maui (dry) agricultural lands.
4. Mob grazing demonstration project with contour grazing and forest/vegetation strip moisture regimes.
5. Bring expert teams together as resources for landowners and the mob grazing project.
6. Work with state agencies and County Council to increase funding for invasive species control and education outreach.
7. Develop an agricultural lands trust to facilitate increased protection of agriculture lands for our future self-sufficiency and sustainability.



Face-to-face Version Plus Schedule

# Maui Agricultural Design Conference 2010



## Process

Morning Session  
9 a.m. to Noon

Lunch, Networking  
Swim, Walk, Rest

Afternoon Session  
3 p.m. to 6 p.m.

Introductions and exercises in process - facilitated by Lance Giroux

Overview of where we are and where we are going

Producers Day

Analysis and Discussion of Scenarios with Opportunities and Threats for Ag on Maui and then Strengths and Weaknesses of Ag on Maui relative to above O's & T's

Brainstorm Strategies, resources required, barriers, options to overcome barriers

Analyze, Prioritize, organize and sequence strategies

Create Task Groups to create action plans, individual commitments

Action Plans including Plan for Follow-up

Short Term, Intermediate Term and Long Term (Ten Years) with Est. Budgets

Reflections on Process, Closing Remarks

Virtual Follow-Up Network

## Outputs

Create or add to online social networking group management site

Scenarios & Strategic Issue Analysis (SWOT)

Unranked List of Strategies with benefits & challenges

Prioritized and Organized Presentation of Strategies

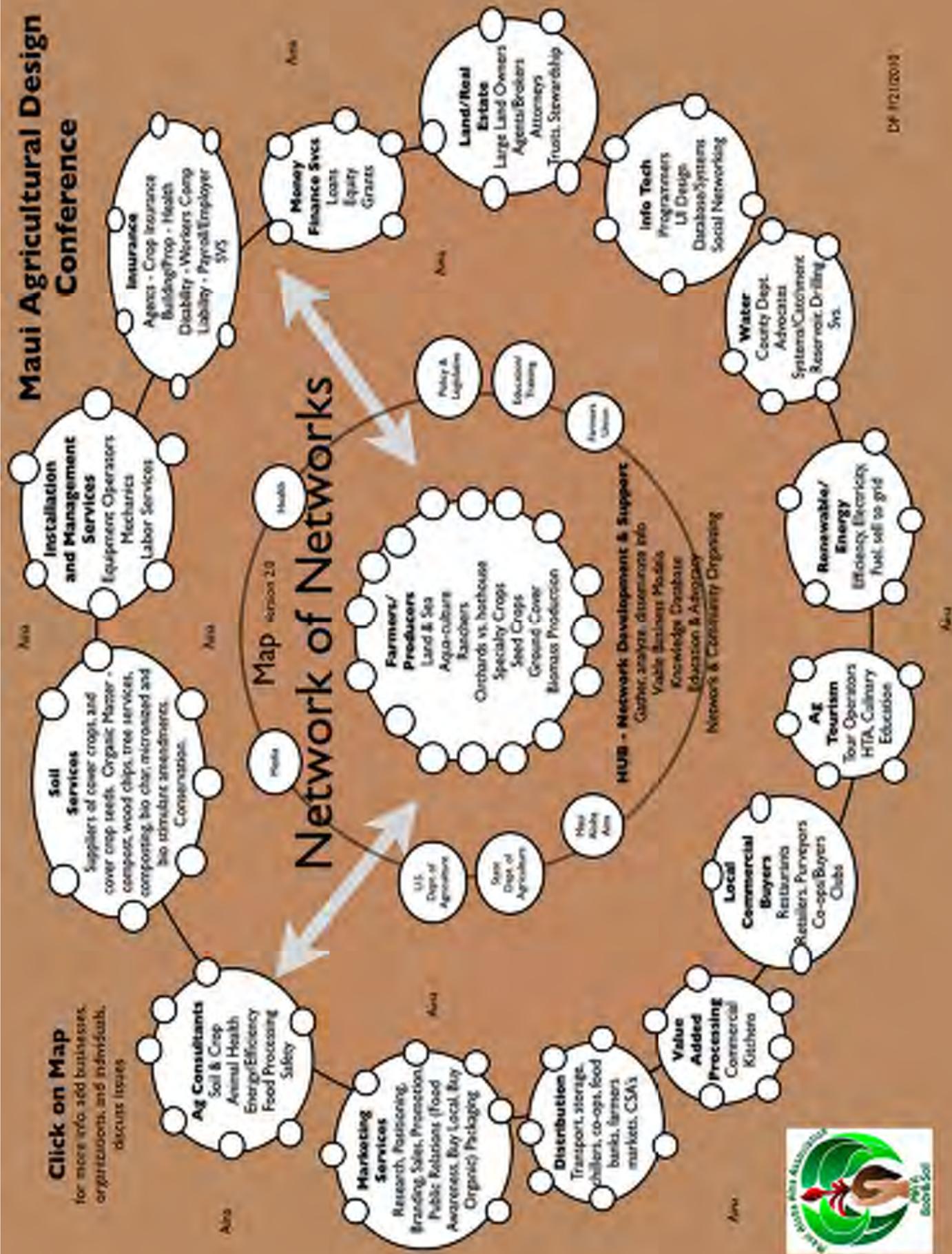
Action Plans

Virtual Parallel Conference

Design by D.B. Fisher - <http://MauiVenture.net>  
808-269-1031 - 7/21/2010



# Mau Agricultural Design Conference



# Organizers and Ma'a Board



Vincent Mina–

President and Co- Founder of Maui Aloha Aina Association Vincent along with his wife Irene own and operate along with their son Kekai and Kahanulani a family farm, Kahanu Aina Greens. Serving the community since 1993. In 2001 Vincent saw that his health was not its best along with other Organic growers he knew so he set off to explore the relationship between the "Body and the Soil" holding educational conferences each year.

This agricultural design conference is a culmination of all those years, with an intention to come up with a plan articulating a structure to support our local producers with an alternative agricultural system to what is existing today.

Irene Plunkett–

Mina, Co-owner Kahanu Aina Greens, Owner, Aloha Flavors, Co-founder Maui Aloha Aina Association. Irene was born and raised on Maui, is a kanaka maoli biological farmer who assists other farmers in promoting fresh island produce in the marketplace. She also promotes and works to increase soil fertility in Hawaii through education, outreach programs, seminars and conferences. Irene serves as an officer of Maui Aloha Aina Association. She has served as Special Events Coordinator for Maui County Farm Bureau for 5 years, and is currently a member and organizer of Maui Farmers Union. Irene is a recent graduate of the Agriculture Leadership Program of Hawaii. She loves working her family farm, with her husband Vincent, son Kekai and daughter Kahanulani.



Jim Hall–

Vice President Maui Aloha Aina Association currently employed at Maui Electric Company. Interested in alternative energy.

David Fisher–

I have been doing business consulting on Maui for 21 years, 19 as the director of the UH Small Business Development Center. Last year I went out on my own to create Maui Venture Consulting working primarily with green companies. See <http://MauiVenture.Net>. I represented Maui Island on the Governor's Community Based Economic Development Advisory Board and am currently on the boards of Akaku Maui Community Television and the Hawaii Venture Capital Association. I live on 2.3 acres in Huelo and now that I am working primarily from home am making progress on land stewardship including gardening while researching chickens, goats, ducks and maybe cows and fish. Need help.



## Facilitators and Council Member



### Sol Kaho'ohalahala–

Sol Kaho'ohalahala is seventh generation Lanaian and is currently in his third term on the Maui County Council as Chair of the Planning and Land Use Committee. Sol also represented his district during two terms in the State Legislature, and has served as the Executive Director of the Kaho'olawe Island Reserve Commission. Sol is currently running for Mayor of Maui County.

### Lance Giroux–

A graduate of the U.S. Military Academy at West Point is the Founder and Managing Director of *Allied Ronin, Leadership Training & Consulting*. Since 1975 he has specialized in leadership, communication, teambuilding, human potential and personal/professional effectiveness training and consulting. From 1975 through 1994, he facilitated hundreds of seminars and developed curriculum while working exclusively for an international seminar company. He was elected to their Board of Trustees in 1983, and became their Vice President for Training and Instruction in 1989.

In 1994, Lance founded Allied Ronin and began serving organizations large and small including: The United Nations Secretariat; AIESEC International; Alcatel USA; Verizon Wireless; AsiaWorks Limited; Environmental Chemical Corporation; PE Biosystems; Societe Generale' Corporate & Investment Banking; California Bank & Trust; Nokia; Sports Associated, Inc., Lindora, Inc.; University of San Francisco; Texas A& M University; Oklahoma State University; Westminster College; University of Nevada Las Vegas; the US Army and US Navy; US Social Security Administration; and the Federal Reserve Bank of San Francisco, and others.



## Mainland Experts



### Chad Adams–

Mr. Adams a certified planner, landscape architect, and landscape ecologist. He brings industry-leading sustainable design and planning expertise to every Bio-Logical Capital investment project. His insight and creativity is key to understanding complex site issues and turning problems into significant value opportunities. Mr. Adams previously worked with the international award-winning firms Andropogon, EDM Environmental Design and Management, Wallace Roberts & Todd and Scenic

Hudson. Mr. Adams is a Fulbright Fellow and has lectured at numerous institutions, including Harvard, Yale, University of Pennsylvania, Beijing Forestry University and the Agricultural University of Norway. He received his bachelor's degree in plant and soil science from the University of Delaware Honors Program and his master's degree in landscape architecture from Harvard University's Graduate School of Design.

### Jerry Brunetti–

Jerry is a highly demanded lecturer and speaker, both nationally and internationally, on topics that include soil fertility, animal nutrition and livestock health. As a result of healing himself of a life threatening episode of cancer utilizing holistic modalities, he is often speaking to audiences about the relationship of “Food as Medicine” and “Farm as Pharmacy.” Jerry bridges natural and scientific understandings of plant and animal “ecosystems,” such as digestion in soils (decomposition), digestion of foods (fermentation) and the digestion that takes place in the GI tract of animals/humans. Jerry’s “connect-the-dots” systems approach helps farmers and ranchers understand how the health of people and their communities are linked to healthy land, healthy animals and healthy produce. In 1979, Jerry Brunetti founded Agri-Dynamics with a vision of providing a line of holistic animal remedies for farm livestock, equine and pets.





### Cindy Daily–

Cindy runs the Organic Dairy Farm at California State University in Chico, CA, a program designed to promote and demonstrate integrated organic livestock and cropping systems. The dairy is now into its 4th year of organic production. To close the food loop, Cindy is working to develop a small-scale farmstead creamery to produce organic/grass-fed dairy products to support a growing local food network in the Chico area (+100,000 populations).

The College also supports local food through the Center for Sustainable Food Systems, a program designed to provide area farmers with educational programs on direct marketing, business planning for on-farm value-added food production, and direct marketing, together with the Center for Economic Development. Cindy has been actively involved in value-added agriculture through her research in nutritional benefits of grazing and the value of pasture-based systems to nutrient cycling. For more information on the COA organic dairy unit: <http://www.csuchico.edu/ag/farm/dairy-unit/index.shtml>.

Cindy was raised on a diversified farming operation in the Mid-West and continues to be active in the livestock community as an active partner on her livestock operation in Northern California.

### Gena Nonini– Marian Farms

Marian Farms was started in 1990 when Gena Nonini, the farm steward, left her job as an export commodity trader with a Fortune 500 company to form Marian Trading Ltd. During the first four years, the focus of the business was split between farming and export trading. However, changing market circumstances, coupled with a changing heart, altered the face of Marian Trading Ltd. Beginning in 1995, Marian Trading Ltd. added the name of Marian Farms to its listing, and the main focus of the company quickly turned to farming, marketing and distributing their own products. Three years prior to the shift in business focus, Gena was introduced to Biodynamics. This introduction quickly led to travels overseas to see first hand the practices and effects of Biodynamics in a viable production setting. The first set of Biodynamic preparations was used in December 1992. Today, years, and hundreds of Biodynamic preparation applications later, the knowledge and understanding of how Biodynamics truly works and an ever-evolving faith in its results are the foundation from which the farm and its business enterprise evolve.



# Participants



Dr. Lorrin Pang–

[Short CV for Lorrin Pang, MD, MPH](#)

Born Hawaii

Chemistry Degree with honors from Princeton University

MD and MPH degree from Tulane University

Retired from Army Medical Corp after 24 years

(20 years with Walter Reed Institute of Research)

Consultant to the World Health Organization since 1985

Consultant to Glaxo Smith Kline Pharmaceutical firm

Over 5 dozen published articles in medical journals regarding diagnosis, drug treatment and vaccines for a variety of tropical diseases

Selected as one of Americas Best (top 3%) Doctors Listing

Wayne Axelson–

Has a B.S. in Chemistry from Florida State University. He is a licensed electrician in Hawaii and has been an electrical contractor in Hawaii and Massachusetts. He worked on automation controls for the Gillette Company and later for the Boeing Company as a controls engineer at the Maui Space Surveillance Complex on Haleakala. Wayne has had a life long interest in energy efficiency and alternative energy, and built a very energy efficient home on Maui 5 years ago. In the past few years he has become quite passionate about developing a sustainable lifestyle and helping others to do the same. He currently serves as the Chair of the Energy Infrastructure and Transportation working group for the Maui County Energy Alliance.



Alan Brisley–

I have 25 years of commercial organic row crop farming experience and have been a community activist, organizer and educator variously on local and global peace, environment, labor, social justice, food and land use issues for all of my adult life. My most current passions and influences are farming, nature awareness mentoring, village-scale systems, regenerative design (permaculture) and the connection between cultural restoration and ecological restoration. I retain a deep connection to my family's

mainland 40 acre farm. I currently devote myself to a manageable market garden with my wife Kelley, while helping clients of my "garden support" business improve the food production potentials of their back yards here on Maui. I am the father of Daisy (9) and Linden (13.) I am currently writing a book on the necessity, resilience and practicality of village modeled systems and cultural mentoring patterns for the restoration and regeneration of both ecology and culture.



**Tova Callender–**

Social Investments Manager for weFarm@kapalua, a 15 acre but rapidly expanding organic farm with a research and community outreach component. She was on the founding team for the previous operation Kapalua Farms and has worked in and studied sustainable agriculture on the mainland and overseas. She is a graduate of the Hawaii Ag Leadership Foundation and as such is trained in facilitation, collaboration and consensus building. In 2008 and 2010, she was/is co-chair for the state wide Hawaii Agricultural Conference aimed at presenting cutting edge ideas relevant to the diversity of players in agriculture in the state. She is active in the community garden movement and recently formed a non-profit to facilitate the formation of more gardens. As a systems thinker, she is working towards a future for Maui with a higher level of food self sufficiency, improved resource stewardship and greater prosperity for those engaged in the sector.

**Eve Clute–**

As the vice president of West Maui Sustainability, and a doctor of public health, I support safe farming to achieve sustainability in Hawaii. I want to put my knowledge and experience to work for you as candidate for County Council. Please vote in the Primary Election on Sept 18.



**Michael Drescher–**

I'm an entrepreneur and ecological consultant who have spent much of the last year working with and learning from a successful aquaponic family farm on the Hamakua Coast of the Big Island. Now I'm driven to expand aquaponics (the organic, low water, low energy technique of growing food like leafy greens, tomatoes etc.. in a closed loop aquatic system growing lots of edible fish too) here on Maui and beyond. I have a background in journalism, green business, and ecological design. I'd like to help you and all of Maui builds resilient, appropriate and durable systems and networks to create the food security, water security and ecological health we all desire now and projecting far into the future.

**Lynn Flaming–**

20+ years experience designing and implementing business development strategies, identifying and reporting key performance indicators and improving operational efficiencies and market penetration in a variety of businesses from conceptual international eco-villages to Fortune 50. Born and raised in a Mennonite community in Oregon from a lineage of farmers she then spent 20 years in California, mostly in the San Francisco Bay Area. She has lived in Hawaii since 2000 where she was a sales executive in the tourism and real estate industries. In 2008 she moved to the rural jungles of Maui where she lives off the grid and is presently remediating soil from old cane and pineapple fields and beginning to grow her own food.



**Mike Gagne–**

Community activist in Haiku, living in Huelo for 32 years, woodworker, gardener, tinkerer, father of Claire, married to Pat, pick any three.....



**Evan Ryan Goldstein–**

I am an organic farmer and permaculturist on Maui. In addition to doing agriculture consulting and design work, I teach workshops on sustainable agriculture. I am also a founder and the communications officer for Heartwood Forests, a timber company that operates in Costa Rica, planting mixed specie plantations that utilize natural succession to permanently reforest previously cleared land. I love this planet!

**Greg Hopkins–**

Humanure composter and consultant since 2000. Ongoing Ag student in Univ. of Hawaii system. Current food waste composter and consultant. Member of Maui Farmer's Union.



**Michael Howden–**

Born and raised in San Francisco, when it was still surrounded by country and rich in public parks. Spent time in the sierras and backcountry, both in California and New England and Japan. Worked on a number of communal farms in Japan and met Masanabu Fukuoka early on. Was Bill Mollison's host at on earth (findhorn gathering) on Maui in early 80's and sponsored/organized a 3-week introductory training/design course with Mollison the following year. Am presently working both in permaculture design and acupuncture. Presently chair of the Maui county board of water supply and the Hawai'i state board of acupuncture.

**Michael Hylton–**

Remote sensing and geographic information systems (GIS) mapping and modeling technologies interest me most at this time. Remote sensing and geo-referenced maps and models can facilitate rapid transformation of conventional food production and consumption practices into increasingly integrated, ecologically sustainable, resource smart and humane agriculture systems.



My academic background combines conservation biology, sustainable urban planning and landscape design. I have managed preserves, monitored, restored and managed sensitive invasive species programs.

I am also a permaculture designer, community gardener and have integrated natives and edibles into landscape design, installation and maintenance projects. I have designed green roofs, CSA farms, educational outreach programs, and systems for compost, recycling, grey water, and multimodal transportation.



**Keone Kealoha**

Executive Director of Malama Kauai a non profit org. that promotes sustainable communities



### Charlotte King–

I've lived on Maui for 23 years. In the early years, I worked in the health food business, where I learned that food is medicine. I completed the Horticulture program at Maui Community College, was a supervisor at an experimental hydroponic facility in Kula, and worked at Biological Applications in Paia. There, we experimented on herbicide drift effects. I later facilitated horticultural therapy with developmentally disabled adults at Ka Lima O Maui Plant Nursery. I entered social work in late 1991, and became a certified substance abuse counselor in 1996. I obtained my BA in Psychology (Human Relations in Organizations) through the UH Manoa outreach in 1997, and worked as a life coach and counselor for 12 years. In 2008 I completed a Permaculture Design Certification course and began participating in Upcountry Sustainability, the Hawaii Farmers Union and the Sierra Club.

### Jashana Kippert–

I developed a desire to see Agricultural Land Trusts be the next wave of 'development' and to pursue educating people on eco-villages. I also have a strong interest on pursuing a local currency such as Maui Money or ParadiseDollars. (I have done a lot of research on the current alternative systems.) I have been in the conversation of pioneering new ag products on the island and have faced the various challenges in doing ag business here for the past 9 years. I have written grants for our company for each new phase of our growth, so I am also somewhat aware of the resources currently available. My degrees are in Environmental Science, Anthropology, with a Masters in Social Ecology and PhD in Philosophy.



### Derrick Kiyabu–

Derrick of MA`O Organic Farms has a B.S. in Agriculture from the University of Hawai'i and has studied Sustainable Food Systems at Michigan State University. He is interested in organic, sustainable, and integrated farming systems. He has worked in various capacities in the nonprofit community development field in Hawai'i for over 10 years. He is a member of the Hawaii Farmer's Union and also serves on the board of the Hawai'i People's Fund.

### Selene LeGare–

MPH LMT is a coordinator for the *Communities Putting Prevention to Work* program, administered by the Maui District Health Office. She grew up enjoying the Concord grapes, backyard gardens and dairy farms of Western Pennsylvania. Her background includes experience in public health research, health education, and program management with The Guttmacher Institute, WebMD, and Oregon DHS. Before moving to Maui, she designed and implemented worksite wellness programs for ODS Health Plan in Portland, Oregon. She is currently a volunteer with the Nutrition and Physical Activity Coalition, Maui County Health Volunteers and Waste Not, Want Not.



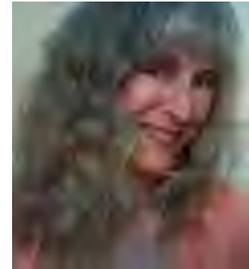


**Penny Levin–**

Lives in Wailuku and is grower of traditional Hawaiian kalo varieties. Penny is also a conservation planner and restoration ecologist who works with individual landowners, agencies, and whole communities on habitat restoration efforts. She is a member of the Taro Security and Purity Task Force established by the state legislature in 2008 and executive director of E kupaku ka 'aina - the Hawaiian Land Restoration Institute. She will be a translator/recorder for the Maui Agricultural Design Conference.

**Ms. Lorayne Lipps–**

Respected for her unique ability to harness and leverage social capital. Social capital is a useful way to exchange services and create partnerships between organizations and individuals in these difficult economic times when work and business must continue to be done while funding may have decreased.



She innovatively incorporates her background as a former art director in Beverly Hills, award winning graphic designer, illustrator, product developer, community builder, conservationist, and social architect. Her specialty is an integrative economic marketing design. Through the leveraging and pooling of resources she reduces or eliminates start up capital budgets, creates advantage through professional alliances and harnesses the respective skills and resources. The results produce efficiency, target mutual strengths, leverage resources and outreach, and often diversify income streams.



**Chris Mentzel–**

Lives on Maui since 1990 and is a renewable energy expert. He works with the Mayor's working groups, Public Utilities commission, writes for Maui Weekly and hosts public meetings in Kihei to further the use of renewable energy and get Maui off oil by 2020. Websites: [CleanEnergyMaui.com](http://CleanEnergyMaui.com), [FIT-Hawaii.com](http://FIT-Hawaii.com). Email: [c.mentzel@cleanenergymaui.com](mailto:c.mentzel@cleanenergymaui.com). Phone 205-0392.

**Robert Mitnick–**

Our family has lived on Maui for twenty-eight years. I founded and run our family business The Maui Taro Company. We produce and sell The Maui Taro Burger, a value added vegetarian product, made from mostly local Hawaii harvest. My wife Flo and I have been married for forty-seven years and have 3 children and 5 grandchildren.



**Mark Sheehan–**

For my first 10 years in Hawaii I taught the full range of Arica Trainings, from the 40 Day to the Domains of Consciousness, etc. I have spent the past 25 years dividing my time between real estate brokerage and environmental activism, most of that with Maui Tomorrow Foundation. I have focused more and more on food sustainability issues for the past 5 years. I have 14 organic acres in Haiku with a wide range of fruit trees and vegetables.

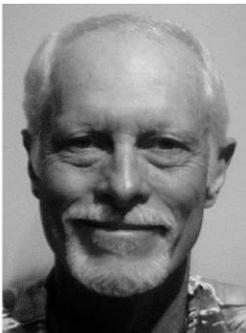


**Leo Smock-Randall–**

Was Raised in the small town of Belmont, located in the Lakes Region of New Hampshire. He graduated from the University of New Hampshire earning a Bachelor's of Science in Environmental Science. During college he focused on Organic Gardening, helping to start the first student-run Organic Farm on University property. It was there he earned his Permaculture Design Certification from Humastacia Gardens of Maine. In 2007 Leo moved to Maui as a Soil Conservationist for the USDA Natural Resources Conservation Service. He has served there working on natural resource management and conservation planning for farms and ranches ranging from an acre to several thousand. Leo continues to work with the owners and operators of a variety of Maui's farms to develop resource management systems to improve their operations.

**Chris Taylor–**

Love for nature, education and technology provides a solid foundation to support many fields. From founding companies and community organizations to serving as an advisor to politicians, startups and established businesses Chris enjoys the challenge of working with diverse needs. The intersect of technology and the environment is an area of great interest and he received his degree from University of Hawaii Maui College in Sustainable Technology. Currently Chris owns Maui Consulting, a computer repair and design company. In addition to running a successful business, he is the administrator for [MauiFoodWeb.com](http://MauiFoodWeb.com) and a contributor to the Maui Farmers Union. "I understand the importance of growing food locally and want to do everything I can to support self sufficiency and food independence."



On Maui, Toma continues to do water resource management, stay active in permaculture, food production, renewable energy technology, research and education, communication technology and the promotion of cultural and community sustainability.

## Chef & Assistant



### Susan Teton Campbell–

Known as the Green Chef, took her advocacy in the kitchen after years of lecturing about food, health and the environment with her award-winning book “The Healthy School Lunch Action Guide” and curricula motivating kids to make healthier food choices. Recently she produced Chef Teton’s Essential Cuisine, a 6 –Set DVD food show series highlighting Raw, Cooked and Cultured Foods. As Chair of Slow Food Maui, Susan is inspired to help create a vibrant whole systems approach to farming, dining, and health.

### Arianna Feinberg–

A rising junior at Columbia University, majoring in Sustainable Development. In New York she is treasurer of Columbia University Food Sustainability Project, an organization which runs a community garden and advocates for just food systems. This summer Arianna interned for Maui County's Planning Department in the Long Range Division and last summer she interned for Kaho'olawe Island Reserve Commission. Arianna graduated in '08 from Seabury Hall and her favorite accomplishment is founding 'Earth Friends' an environmental volunteering and activism group.

