

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 but asking AIP to train

Other farmer training variable quality and consistency

Non-Credit

Current farming sexiness

= opportunity to have new farmers

How turn lots of interest into lots of producers?

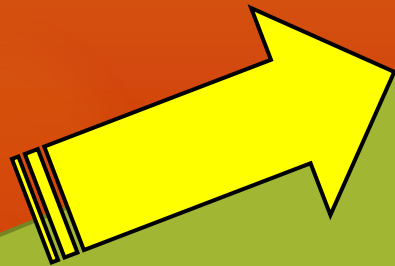
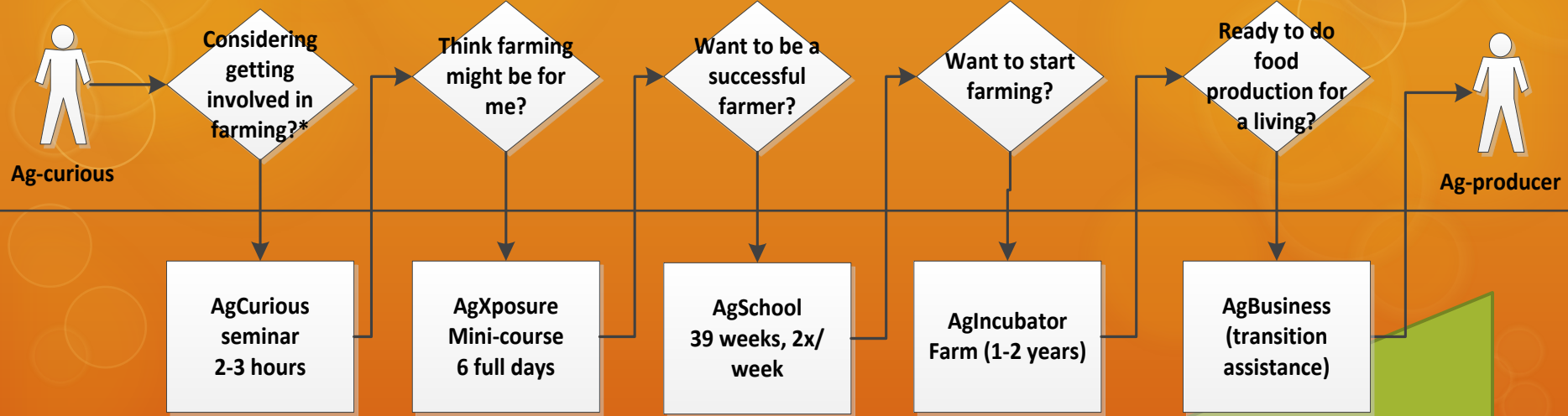
Practical/experiential, comprehensive, science-based farmer training

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

Form inclusive interest group...

Form focused WORKING group

GoFarm Hawaii



**Student commitment
Program resources**

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.

getting Buy-in

Landowners

Instructors

Include everyone Other programs

Funders

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?



UNIVERSITY of HAWAII®
WINDWARD
 COMMUNITY COLLEGE

\$\$, land, instruction,
 organization



KAMEHAMEHA SCHOOLS®

\$\$, land



instruction, organization



UNIVERSITY of HAWAII®
 MĀNOA
**College of Tropical Agriculture
 and Human Resources**

land, instruction,
 organization



\$\$

humans

Adam Reed, USDA-NRCS
 Albert Louie, HDOA
 Ali Fares, CTAHR
 Alton Arakaki, CTAHR
 Andrea Kawabata, CTAHR
 Ann Emmsley, UHMC
 Ann Marie Matsuzaki, KSBE
 Carl Evensen, CTAHR
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 Charles Reppun, Waianu Farm
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 William Sakai, UH Hilo



United States
 Department of
 Agriculture

 National Institute
 of Food and
 Agriculture

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

Credit for everyone! - Sum of the parts > whole

Action – We're DOING

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

Mahalo!



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GoFarmHawaii.org