

“Hawai'i could create more than 2,300 jobs if we replaced 10% of food imports with locally produced goods.”



*US Department of Agriculture*

#### ABOUT

Our mission is to provide knowledge & capabilities that inspire the next-generation of farmers & agri-preneurs, and help make Hawai'i a global hub for agricultural technology and culinary innovation.

#### CONTACT US

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**The Future of Food & Agriculture Innovation in Hawai'i**

# Our Story

The Hawai'i experience is heavily reliant on its unique food culture developed over generations by the indigenous Hawaiians and the many ethnic groups that settled in Hawai'i.

The Taira family grew the King's Hawaiian brand from a small business to a national brand. While traveling around the world for business, the Taira family were struck by the fact that people associated Hawai'i with family, beaches, and vacations, but no one seemed to associate Hawai'i with its unique and special food. The realization that so many people were not aware of Hawaiian foods gave rise to an idea...

## What if we could help Hawai'i to be known as the global leader in culinary arts and innovative agriculture?

Excited that this was an opportunity to give back to Hawai'i, the Taira family and its representatives began meeting in 2014 with business, community, and education leaders in the state to explore the idea. They have met with more than 200 people who expressed enthusiasm for the concept and encouraged them to bring it to life. Additionally, many of these leaders built upon the original idea of an educational center, and the concept grew to become a vision of a campus that creates a complete food and agriculture innovation cluster in Hawai'i.

# Our Vision: **A food & agriculture innovation campus surrounded by farmland.**

Our vision is to support and accelerate our food industry and create a complete food and agriculture innovation cluster that serves as a hub for education, innovation, and entrepreneurship across 4 key pillars.



## A Public Market District

### Creating Community by Linking Urban & Rural Economies

We will create world-class market districts with supportive retailing opportunities for farmers, food merchants, restaurants and culinary students as well as a wide variety of complementary businesses. Public markets will provide a platform for local producers and entrepreneurs that preserves and sustains local farms, and offers authentic culinary and food experiences for visitors.



## Value-Added Food Processing

### Supporting Food Entrepreneurs from Concept to Commercialization

Food manufacturers will have the opportunity make their products in a certified commercial facility allowing farmers to profit from currently unused, unsellable produce while also providing entrepreneurs with the materials needed to develop authentic Hawai'i branded specialty products



## Visitor's Education Experience

### Teaching residents and visitors about Hawai'i's food and agriculture

This campus will serve as a global center for culinary and agricultural education in Hawai'i, offering engaging experiences that teach visitors about the significant role agriculture and food has played in the history of Hawai'i. The center will feature retail spaces for established and up and coming brands and offer genuine dining experiences by famous chefs.



## Research & Innovation Center

### Innovative incubator facilities for ag-tech start-ups

Our state-of-the-art education and research facilities will conduct grant-funded research and offer programs for farmers, food and beverage producers, University students, children and visitors. We will support local food production by offering facilities to agriculture technology start-ups and drive interest and investment by Hawai'i-based and international venture capital firms.