ILIʻILI FARMS
OUR JOURNEY INTO AQUAPONICS

And all the help we got along the way
(Thank you)
ONE YEAR AGO
OUR BACKGROUND
ONE YEAR AGO
OUR BACKGROUND
OUR FIRST AQUAPONICS SYSTEM
OUR FIRST AQUAPONICS SYSTEM
TODAY
ILI‘ILI FARMS
STARTING A COMMERCIAL FARM

How to make money?
How to get your product sold

Considerations:
- Deciding on a Market
- Getting Certifications
- Controlling Pests and Disease
DECIDING ON A MARKET

- Delivery
- Location
- Volume
- Paperwork
- Standards
- Packaging
- Trends
TYPES OF MARKETS

Direct Marketing
- U-Pick
- Stand
- Restaurants
- Grocery Stores

Wholesale Marketing
- Co-op
- Wholesaler
- Broker

- Consistent quantity
- Consistent quality
CERTIFICATIONS: FOOD SAFETY (GAP)

- Food Safety Audits
  - Ranch vs.
  - Packing Facility (HACCP)
- Good Agricultural Practices
- Contaminants:
  - Chemical
  - Biological
  - Physical
CERTIFICATIONS: ORGANIC

- USDA National Organic Program
  - Farmers: gross sales of $5,000+
  - National List of Allowed & Prohibited Substances or OMRI
- Inputs: composition, source, use
- Accredited certifying agents
- Record Keeping & Traceback
  - Seed ➔ Plant ➔ Harvest ➔ Sold
CONTROLLING PESTS & DISEASES

- “You’re too late already” - Clyde
- Plan to contain or disinfect
- Prevention
  - Physical barriers
  - Beneficial insects
- Chemical Application
  - Safe for fish?
  - Sticking?
CHEMICAL APPLICATION

- Regulations
  - Approved for Hawaii?
  - Approved for specific crop?
  - Organic?

- Proper Application
  - Mix ratios
  - Re-entry intervals
  - Consumption limits
SUMMARY

Before you grow:
- Pick a Market
- Know Certification Requirements
- Plan for Pest & Disease Control

DON’T QUIT YOUR DAY JOB! (yet)
# THANK YOU

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<th>Fred Lau</th>
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<tbody>
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<td>Waianae Fire Dept.</td>
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