This project was supported by the Beginning Farmer and Rancher Development Program of the National Institute of Food and Agriculture, USDA, Grant # 2009-03896

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The Goal
To create 22 new farmers. If achieved, this will double the number of farmers in Hoomaluhia.

Objective 1:
Conduct agriculture educational program to develop skills of beginning farmers by applying predominantly experiential and “learn by doing” teaching techniques to train participants in crop production and business management.

Objective 2:
Conduct training on utilizing rental services for farm equipment needs and develop management handbook on equipment rental cooperative for homesteaders.
Justification for Project - Hoolehua Hawaiian Homes

- Over 7,800 acres of flat agricultural land
- State irrigation system with 2/3 prior rights to water
- Less than 5% of land in agricultural production
- Knowledge in agricultural production and business management identified as key impediments to increased production
- Farm population is aging
Prerequisites

• Hoolehua Hawaiian Homesteader
• Access to ag land under control of their immediate family.
• Access to agricultural water
• Half acre of land ready to be prepared for planting
• Less than 2 years farming experience
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The Strategy...

- Classroom
- Demonstration
- Hands-on
- Mentoring

“I like that there are three instructors, with three different teaching styles. Glenn’s teaching style is one that I am very receptive to because I really like absorbing the knowledge that he throws out there and he throws it out there at a fast rate. Alton is really hands-on...the kinesthetics. He wants us to get out and work in the field.” ~Marshall Joy, Class II
The Carrot...

• *Research* and Identify Your Crop
• Establish Your Market
• Create A Production Map for $\frac{1}{2}$ acre
• Implement Your Production Map
• We will bank-roll your $\frac{1}{2}$ acre demonstration project, and prepare an additional $\frac{1}{2}$ acre for you to farm after the end of the program
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Our Classroom

Is…

The Back of A Truck

In The Field

In the Office

Or Anywhere Else A “TEACHABLE MOMENT” Arises!

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Liming Fields
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Field Diagnostics Class
Making Seedling Mixes and Benches
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Identifying Viruses
Repairing the main line
Installing Drip Irrigation
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Anyone who’s thinking about farming and is serious should sign up. I feel the Beginning Farmer Program is effective. I appreciate the assistance from the agents. Yes, when they come to the farm they don’t always bring good news, but I see the bad as good. Learn from your mistakes, see how to recover, and move forward.” ~John Freeman - Class 1

Successes

Class 1:

- 14 participated in class and field training; 42.8% female
- 6 implemented Production Map
- 42% started farming
- Over 4.25 new acres of crops from participants, including eggs, butternut squash, bittermelon, eggplant, long beans, okra, wing beans, papaya, kabocha, watermelon, canteloupe, sweet corn, and microgreens
- Mentoring of Class 2 by Class 1 participants

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Organic Papaya
Planting Strawberries
Successes

Class 2:

• 16 participated in classes and field demonstrations; 37% female
• 50% completed production map
• 50% started farming
• Mentoring from Agents & Class 1 participants

“I think this is a wonderful program. I like all the teaching methods, but I like the hands-on the most. How to determine the windbreak layout and how to determine the angles of the windbreak and the irrigation layout was the best! I am very green, just learning about farming and I’m proud of fact that I learned how to do production mapping. Glenn doesn’t give us the answer to our questions; he guides us to find the right answer so we know where to go to find it the next time.”

~ Cora Schnackenberg, Class 2

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Growing Taro in Kalamaula
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Mentoring between Classes
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Laying plastic mulch
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Interdependence and Training
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Watermelon for Local Market
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Broccoli for Local Market
Pollinator Education Program

• Two rounds, 10 participants each = 20 total
• Jennifer Hawkins, Coordinator

Collaborators

• Ethel Villalobos, Scott Nikaido – UH Bee Project
• Brenda Kaneshiro – Molokai Meli

Intensive training in hive and bee management, collecting wild hives, augmenting nectar, pollen sources, and processing honey.
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Survey of Communication Methods
• 80% used cell phone as means of contact
• 60% used e-mail
• 60% stopped by the office

Survey of Learning Methods
• 70% of participants learned best through field activities where they could see and touch.

Rating of Program
• 90% of participants rated program ‘EXCELLENT’
Post-grant Activities

• Monthly BFP Newsletter
• Created a new farmers cooperative, Makakuoha Co-op and completed strategic plan
• Partnership with Kohala Center, Molokai Community Services Center, and Kuha’o Business Center
• Secured a $40,000 USDA Rural Business Enterprise Grant to haul green waste from land fill to be converted into compost.
• Secured a $32,475 USDA Small Socially-Disadvantaged Producer Grant for ongoing support and training of co-op
• Resource Library
• On-going one-on-one technical assistance
Partners and Collaborators

• Hikiola Cooperative
• Maui Community College-Molokai Farm
• UH Bee Project
• Molokai Meli
• Hoolehua Homesteaders Association – Tractor Service
• USDA Plant Materials Center
• Molokai Community Services Center
• USDA Natural Resources Conservation Service
• Department of Hawaiian Home Lands
• UH CTAHR CES – Manoa-based Faculty
• The Kohala Center
• County of Maui, Office of Economic Development, Kuha’o Business Center

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