Creating more, and more successful agribusinesses
What is the Agribusiness Incubator Program?

• Created 10 years ago through a USDA grant to serve the agribusiness incubation needs of the state
  • Transition from plantation = less business expertise
  • At Manoa, but clients on 6 islands
• Provides business consulting for startup and existing grower, food manufacturers, distributors and others in the ag value chain
• Connections to expertise, service providers, and resources
• Consulting focus, with some training
• No money, no land
What AIP does

Improve agriculture’s contribution to Hawaii’s economy, employment, and food security by creating More, and More Successful agribusinesses

- Strategic Plans
- Business Plans
- Marketing Plans
- Financial Systems
- Financial Analysis
- Project Management
- Industry studies
- Value-added guidance
- Agribusiness training
- Connections
- Websites, logos, brochures, grant applications, etc., etc...
Making a difference (8 year memory)

Agribusiness Clients
- 329 agribusiness assisted
- 76 new agribusinesses started
- 133 new agricultural products
- 151 Native Hawaiians (396 other minorities)

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<thead>
<tr>
<th>Average client improvement in:</th>
<th>FY’06-’14 average annual change</th>
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<tbody>
<tr>
<td>Revenue</td>
<td>+ 43%</td>
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<tr>
<td>Employment</td>
<td>+ 29%</td>
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<tr>
<td>Acres in production</td>
<td>+ 51%</td>
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<tr>
<td>Net income (profit)</td>
<td>+ 234%</td>
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Industry
- Trainings and workshops
- Hawaii Agribusiness Guidebook
- Interisland organic produce distribution
- Tea industry study
- Hawaii State Bioenergy Master Plan - Business partnering

Outreach
- Presented to groups on 6 islands
- Presented in 6 states
- Presented in 5 countries

Tohi fakahinohino kihe kau ngoue fo’ou ‘o Hawai’i
Ko ha ‘eia ma ke lingaliga ali ke ho’o kanaka ipuana
AIP noticed that, increasingly, clients that wanted to start farms *didn’t really know how to farm!* 

- The current “sexiness” of farming is an opportunity to have new farmers, but…
- Entrepreneurial Farming education (aka “being a farmer”) was not taught by UH on most islands.

- A number of private farmer training programs had started, and AIP was increasingly being asked to teach agribusiness, but…
- These programs were insufficient in comprehensiveness, science based curriculum, and consistency, and most didn’t require students to actually FARM!
Which prompted some questions:

- Wouldn’t it be neat if there was a program that developed new farmers by giving them comprehensive education and training in the fundamentals of the operation and business of farming?

- And wouldn’t it be swell if graduates could transition to commercial farming by incubating on farmland to gain experience and a business history? (the Agribusiness Incubator Program was a bit of a misnomer)

- And wouldn’t it be keen if this program were science-based, commercially-focused, not limited to organic, lasted beyond a single grant, and open to everyone?

AIP + CTAHR + WCC =
So what is GoFarm Hawaii?

- Capture the current interest in agriculture
- Develop commercial farmers
- Increasing commitment from both the participants and program
It takes a village (aka $, people, stuff)
GoFarm Hawaii: So far so good!

- Has become #1 in 2 years.
- Expanded to 3 program locations
- Applications submitted to 10 funders
- Over $300k in private funds received
- $150k private and state funds anticipated
- Over $1M committed (including in-kind)
- Hawaii Farm Bureau Federation resolution
- KS strategic partner for Adult ag education
- Over 350 reached at seminars
- 44 graduated
- 13 farming commercially (10 in incubator)
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