



GOFARM
HAWAI'I

Progress Report 2015-2016

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Five years since conception, GoFarm Hawaii has grown to become one of the largest and most successful beginning farmer development programs in the Nation. This is a testament to many hands and minds, and the tremendous support of many partners. While the growth and progress of the GoFarm Hawaii program has been impressive, it is the new farmers that this young program has already produced that is most exciting for Hawaii's agricultural future.

BACKGROUND

In 2012, a group of professionals from the University of Hawaii met to discuss the need for a new kind of beginning farmer training program for Hawaii – one that had a science-based curriculum, included rigorous hands-on and business training, and was open to all willing adults – the kind of program that would prepare the growing population of those who were interested in farming with the knowledge, experience, and confidence to contribute to Hawaii's food security and economy as production farmers.

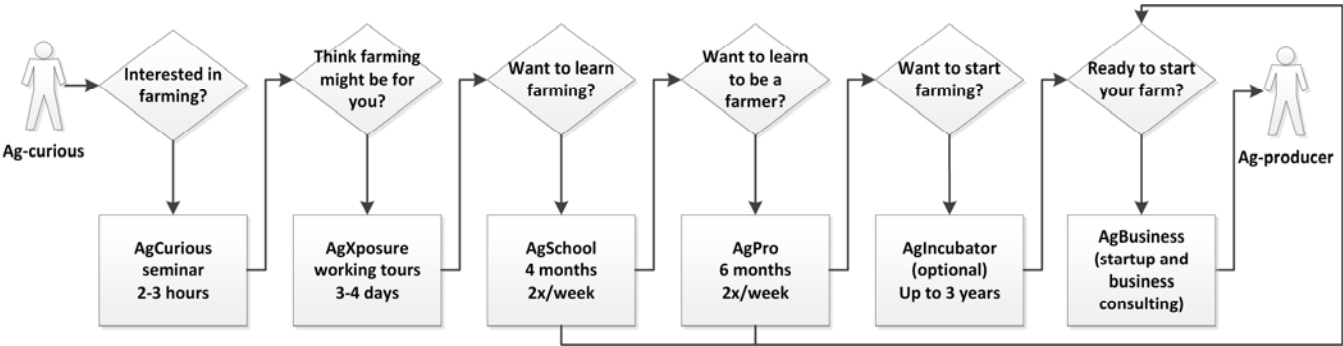
The timing was ripe: Farming and local food was in vogue and the group wanted to capitalize upon this newfound interest by developing at least some of this population into productive new farmers. A survey of beginning farmer training programs across Hawaii and the mainland U.S. led to an organized tour of some of the most successful examples, which was attended by the group from UH system as well as representatives from large landowners who had an interest in developing new farmers.

With increasing momentum and excitement, the group launched the GoFarm Hawaii program in late 2012 with a hastily arranged seminar at Windward Community College. The surprisingly large turnout reflected the great interest and demand in learning to farm.



THE GOFARM HAWAII MODEL

To capitalize upon the large interest in farming, while recognizing the inexperience of most of the interested, a multi-phased development model is used to turn the Ag-Curious into the Ag-Producer:



Currently, phases through AgSchool are offered at five program sites* across the four Counties of Hawaii, AgPro is offered at four sites, and AgIncubator at two. The optional AgIncubator allows qualified participants to start their own agribusinesses using land, facilities, and equipment provided by the program for a fee. The AgBusiness one-on-one guidance is provided by UH’s Agribusiness Incubator Program whenever participants are ready to start their agribusinesses.

This innovative phased model requires increasing commitment of its participants along with increasing resources from the program. It has proven effective and efficient in developing new farmers who are both realistic and prepared to face the demands and complexity of farming, and just as importantly, fosters the confidence necessary to commit to entrepreneurial farming.

* CTAHR’s Waimanalo Agricultural Research Station, Pioneer’s Waialua farm, Kauai Community College, UH Maui College, and The Kohala Center’s farm on Hawaii island.



PROGRAM TIMELINE, MILESTONES, AND FUNDING

2011-2014

7/2011-7/2012: New farmer development interest group formed of professionals from UH Maui College, UH Hilo, CTAHR statewide, Windward Community College, and the Agribusiness Incubator Program. A Nationwide survey of similar programs was performed and the current model of GFH was created. The now-expanded interest group (including Kamehameha Schools and the Center for Agricultural Success of Hawaii Community College) toured farmer training and incubation programs across the Northeast U.S.

9/2012-9/2013: GoFarm Hawaii name chosen and website launched. With U.S. Department of Labor funding provided to Windward Community College, the program officially started in 10/2012 with the inaugural **AgCurious** seminar which saw 90 people in attendance, exceeding all expectations. This was shortly followed by the **AgXposure** sessions held for 20 selected applicants and the first **AgSchool** cohort, which was held at WCC for 13 selected applicants. After graduating, selected applicants were allowed to participate in the **AgPro** phase, which was held at the newly-secured site at CTAHR's experiment station at Waimanalo.

9/2013-11/2013: Second **AgSchool** cohort begins at WCC, 3 AgPro graduates from Cohort 1 start in **AgIncubator**, and GFH partners with Green Wheel Food Hub and Waimanalo Health Center for a farmers market in Waimanalo. Hawaii Farm Bureau Federation passes resolution in support of GoFarm Hawaii.

12/2013-6/2014: Ulupono Initiative provides \$160K of funding, Kamehameha Schools provides \$98K. GoFarm Hawaii expands to Kauai Community College and Leeward Community College, which start their first cohorts. WCC starts its third cohort and sees 7 AgPro graduates start in AgIncubator.

7/2014-12/2014: Hawaii Community Foundation, Doc Buyers Fund provides \$25K, Kamehameha Schools provides an additional \$110K, the Hawaii Department of Agriculture provides \$75K, and GoFarm Hawaii receives \$712K grant from USDA, bringing total program-specific financial commitments to almost \$1.2M.

2015-2016

1/2015-12/2015: GoFarm Hawaii expands to UH Maui College. Windward holds its fifth cohort, Leeward its third, and Kauai its second. GoFarm Hawaii is featured in National and local media and TEDx Honolulu's main event of the year. Hawaii Department of Agriculture provides an additional \$75K, and Kamehameha Schools provides an additional \$111K.

1/2016-12/2016: GoFarm Hawaii partners with The Kohala Center to establish a program on Hawaii island. The Leeward Community College program moves to Pioneer's Waialua farm and adds AgPro and AgIncubator phases. Kauai and Maui add AgPro phases. Windward holds its seventh cohort, North Shore (formerly Leeward) its fourth, and Kauai its third. Maui hold its first AgPro cohort. Doc Buyer's Fund provides an additional \$18K, Kamehameha Schools provides an additional \$225K, Ulupono Initiative provide an additional \$62K, bringing total program-specific financial commitments to almost \$1.7M. The Director of GoFarm Hawaii is appointed to the USDA's Advisory Council for Beginning Farmers and Ranchers. GoFarm Hawaii co-hosts the first Statewide conference for beginning farmer programs.



IMPACTS (THUS FAR!)

- Offering five programs on four islands
- Attracted almost \$1.7M in federal, state, and private funding
- Almost 1000 reached at seminars
- 151 graduated from AgSchool, 68 from AgPro
- Over 40 farming or working in agriculture. Selling to restaurants, retailers, wholesalers, and individuals.
- Over 25,000 pound of produce harvested and sold just within AgSchool/AgPro.

Detailed Metrics

Year	2013	2014	2015	2016
AgSchool Enrolled/ Graduated	14 / 13	59 / 41	61 / 57	42 / 40
AgPro Enrolled/ Graduated	8 / 7	22 / 19	26 / 22	22 / 20
Average Age	41			
Production, pounds	1010	4985	12,855	6230
Production, dollars	\$3500	\$17,500	\$45,000	\$22,000
Acres farmed by graduates	Not tracked	Not tracked	Not tracked	~15
Farming or employed in agriculture	41			

ZIP Codes: 96701 (11), 96703 (3), 96706 (4), 96707 (9), 96712 (5), 96717 (6), 96730 (3), 96734 (16), 96741 (3), 96744 (14), 96746 (3), 96752 (1), 96756 (1), 96766 (1), 96782 (1), 96789 (11), 96791 (7), 96792 (6), 96794 (1), 96795 (9), 96797 (5), 96813 (10), 96815 (4), 96816 (13), 96817 (8), 96819 (5), 96821 (6), 96822 (10), 96825 (5), 96826 (9), 96734 (1)



FUTURE PLANS

GoFarm Hawaii offers training in all four counties of Hawaii, but experience has shown that offering the advanced phases (AgPro and AgIncubator) significantly impacts the likelihood of participants to make the commitment and transition to commercial farming. Toward this end, we have added phases to some of the existing programs and over the next three years hope to find suitable land and funding to offer all phases at all programs.

GoFarm Hawaii has done much to standardize its curriculum and policies to ensure consistent quality and efficiency of operation. As we have grown,

however, it has become obvious that part-time/volunteer management is insufficient and we therefore hope to add management staff if resources permit.



The GoFarm Hawaii model has proven to be innovative and successful, both in Hawaii and when compared to our peers Nationally. Even so, we recognize that we do not provide education and training in all forms of agriculture (e.g., livestock, aquaponics) and recognize the value of

other development models (e.g., mentorship, apprenticeship). However, we believe that clarity of mission and focused efforts are critical to our success and will therefore seek strategic partnerships with other organizations to enhance the opportunities for our students and aspiring farmers across Hawaii. Together with The Kohala Center, we also hope to establish and cultivate a Statewide network of beginning farmer development organizations for mutual benefit through leverage and collaboration.

We need more farmers. Finding those who are interested in farming is rare. Becoming a farmer is a difficult and long journey, and we will continue to seek supporters that understand the importance of new farmers for Hawaii and of supporting the development of the rare individuals willing to GoFarm!



PARTNERS

GoFarm Hawai'i would not be possible without the generous support and collaboration of the following organizations:



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<http://www.gofarmhawaii.org/programs.html>

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By check:

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P.O. Box 11270
Honolulu, HI 96828-0270
Please specify "for the benefit of GoFarm Hawaii"

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COLLABORATE

Contact the program at the contact information below.



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