



Counter Culture Organic Farm
Rob Barreca & The Counter Culture Crew (Gabe, Daniel, Laarni)
Organic Food & Ferments
North Shore, O'ahu

WHO WE ARE/Mission

CERTIFIED ORGANIC FOOD AND FERMENTS FROM WAIALUA

Satisfy your taste buds and your gut with our organic, Waialua-grown kimchi, sauerkraut, tempeh, cornmeal, eggs, and fresh produce.

WHY WE FARM

- We're shot-gunning & seeing what sticks.
- Surviving long enough for people to remember who we are.
- Being apart of the resilient food system and proving to ourselves that we can do that... do that locally and provide food to the local market.

OUR FARM FUTURE

- Expanding into more diversified Ag: Livestock, Bananas, Eggs
- Expanding to a new 6 acre parcel

WHY GOFARM HAWAII

- Was kinda burnt out on the tech world.
- Wanted to get into Ag.
- Needed to do a 180 and get away from the computer.

GREATEST OPPORTUNITY

Honestly, I just want to say Everything!



WORD TO THE WISE

You gotta want it and you gotta stick it out. Realize what you want to do and find success...cause it won't come easy.

WHAT WE GROW & OFFER

- Carrots
- Bok choy
- Kale
- Chard
- Beets
- Corn
- Cabbage
- Radish
- Egg Plant
- Herbs

WHERE YOU CAN FIND US

- Instagram @culturedhawaii
- www.counterculturehawaii.com
- Watch Counter Culture Organic Farm full interview at www.gofarmhawaii.org
- Farm Link Hawaii
- Kaka'ako Farmers Market
- Selected Restaurants & Grocers



GOFARM
HAWAII
UNIVERSITY OF HAWAII
ALUMNI

GFH Site: Windward GFH Level: AgSchool Cohort: 3 Status: Full-time Farmer Acreage: 10 acre KS parcel