



*Kula Haven Farms*  
*John Dobovan*  
*Kula, Maui*

## WHO WE ARE/Mission

We are Hawaii's first and only (as far as I know), commercial rainbow trout aquaponics facility.

My dream is to build partner farms who would come into our program for a year to learn the system...and then build a footprint similar to what we have right now. A farmer could make \$100,000 a year off of a third of an acre of land.

## WHY WE FARM

- In the back of my mind I have always wanted to be a farmer. I've been a backyard farmer my whole life.
- I visited an aquaponics operation and became interested in the process and in 2010, I bought some property to start my own aquaponics farm
- I'd researched rainbow trout and watercress and found that both are nutritious, very economical to raise, and are high value products
- I have supplemental income through social security so I don't do it because I have to, I do it because I love it: the people, fish, farming, etc.

## OUR FARM FUTURE

- In the process of getting watercress distribution going.
- Scale up to 2,000 lbs. of fish a month.
- Operating at a scale that allows me to buy the land I farm on, have a big enough hatchery to support other farms and provides enough income to live comfortably.
- Increase the number of interns from programs like Farmers Union.
- Developing a network of partner farmers selling live trout. I'd love to have a hundred partner farms, and we could all do watercress and trout. I really see a huge market for smoked trout filets... not just in Hawaii, but around the world.

## Word to the Wise

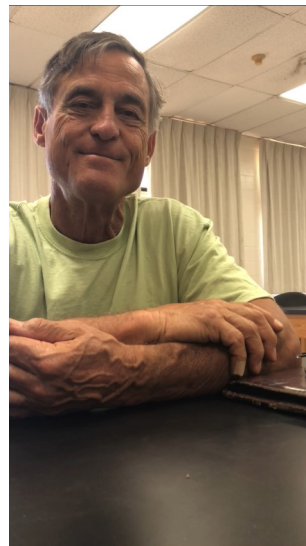
- “Don't overextend your crop selection...We made that mistake and were spread so thin.”
- “Being in agriculture requires you to problem solve constantly. Expect problems. Count on it, and deal with it. You just can't quit.”
- “Access to capital and being allowed to live on your farmland are crucial.”
- “Agriculture is not for the weak.”
- “I like to define farming as long periods of tedium interspersed with brief bursts of sheer terror and panic.”

## WHAT WE GROW & OFFER

- Rainbow trout (sells to Mama's fish house)
- Watercress (sells to restaurants in bulk, as well as 6 oz.

## WHERE YOU CAN FIND US

- <http://kulahavenfarms.com/>



**GOFARM**  
**HAWAII**  
UNIVERSITY OF HAWAII  
**ALUMNI**