

*Rowena's Produce
John Mullen
Local Produce Farm and Store
Haiku, Maui*



WHO WE ARE/Mission

A local produce store and a farm, trying to offer what Whole Foods can't with unique products.

WHY WE FARM

- 2nd generation on Maui. I love the island and the community so I decided to stay and become a farmer.
- My parents got a plot of land in Haiku and started farming and I have been farming for basically my whole life.
- Farming helps build a connection with the community. You feel involved and like you're doing something good.
- You get to be your own boss.

OUR FARM FUTURE

- Transitioning into running the family farm and business

WHY GOFARM HAWAII

- Being a farmer is difficult; the knowledge that GoFarm can give you helps prepare you for the life and puts you in a position to succeed.
- GoFarm helped me "fill in the gaps" in my farming knowledge.
- It allows you to experiment with different crops and processes.
- It's a great networking opportunity.
- I'm learning how to become a more efficient and profitable farmer.

WORD TO THE WISE

Understand your cost of production. You need to make sure that you're making money, and that you love what you're doing.

WHAT WE GROW & OFFER

- Bananas
- Dragonfruit
- Mango
- Avocados
- Star apple

WHERE YOU CAN FIND US

- Haiku
- Kahului, across Honda/Hyundai? dealer
- Kihei, across from Kukui Mall



**GOFARM
HAWAII**
UNIVERSITY OF HAWAII
ALUMNI

GFH Site: Maui GFH Level: AgPro Cohort: 2 Status: Part time Farmer Acreage: 8 acres