

Hawaii  
keiki & plow  
stay wild my child



# Mission

Inspire health, empower youth  
and connect community  
through sustainable  
agriculture.



# Programs

- Farm Play and Harvest
- Educational Tours



# Community Events

- Compost Program
- Workshops centered around sustainability, DIY gardening, health and wellness
- Art, music, story time
- Seasonal festivals



# U-pick ↪ Curbside

Challenges:

- Staff capacity/experience
- Infrastructure/tools
- Crop planning

Bonus:

- Provide a need within the community
- Collaboration with fellow farms
- Revenue stream



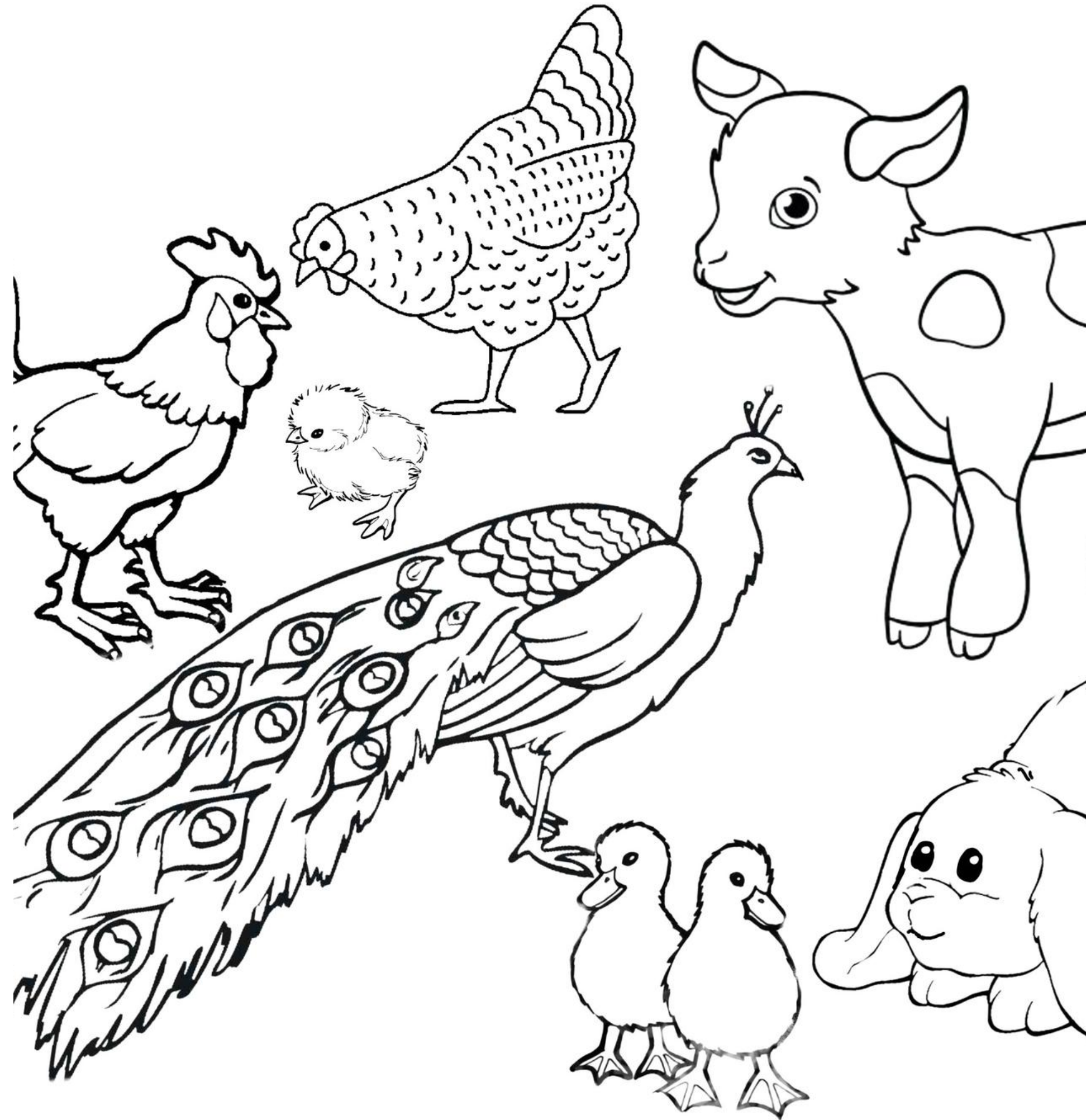
# Mahalo Essential Worker Program

Provide respite and  
appreciation to community  
heroes for their service during  
COVID-19



# Virtual Field Trips

- Provide connection and familiarity
- Enrichment education
- Highlight unique aspects of Keiki and Plow



# Private Playgroups

- Max 10 individuals
- Safely engage in socialization, nature and farm experience
- Opportunity to purchase produce



# Weekly Volunteer

- Small group
- Connection
- Focus on larger farm projects
- Community building and collaboration
- Distribute produce to volunteers



# Outdoor Yoga Flow

- Small group and safe gathering
- Community building
- Health/Wellness
- Opportunity to sell produce and diversify revenue stream
- Increase on site programming slowly and safely



# Farmers Market

- Community Engagement
- Adapt to where the market is
- Similar challenges as transition from u-pick to curbside  
(infrastructure/tools/staffing)



# Farm Projects

- Opportunity to execute larger renovation plans
- Clear new area for planting and expansion
- Maintenance
- Strategic planning
- Farm kitchen allows us to add on additional revenue streams ie. private bbq bookings, farm to table dinners, cooking classes, field trip snack activity



# Marketing and Partners

- Consistent social media engagement
- Importance of telling a story
- Collaboration
- Diversify Revenue streams
- Future partnerships
- Community Engagment
- Share via social media platforms



# Final Thoughts

- Strong brand and ongoing engagement have kept our business relevant
- Quick trial and error of new programs and willingness to adapt have created additional revenue streams
- Small team of dedicated employees
- Support of community partners
- Although we have been able to tread water we have also experienced a major financial loss and are looking for funding to keep us going



# Mahalo!

heather@keikiandplow.org

808-208-2740

