

Hawai'i Agri-Tourism Mini-Grant: Market Opportunity



Presented by:
Pomai Weigert
AgBusiness Consultant
cweigert@hawaii.edu

Place Based Communication

Innovate & Collaborate

1. Are you Ahead or Behind?
- Economic Opportunity
 - Diversify (Multiple Rev Streams)
 - The Multiplier Effect/PPP (WIN-WIN)

2. Activate Your Aloha Skills
- Contacts & Collaborations
 - Community & Cultural Relations
 - Leadership & Good Vibes



**Major
Keys
to Success**



The Nicher,
The Richer

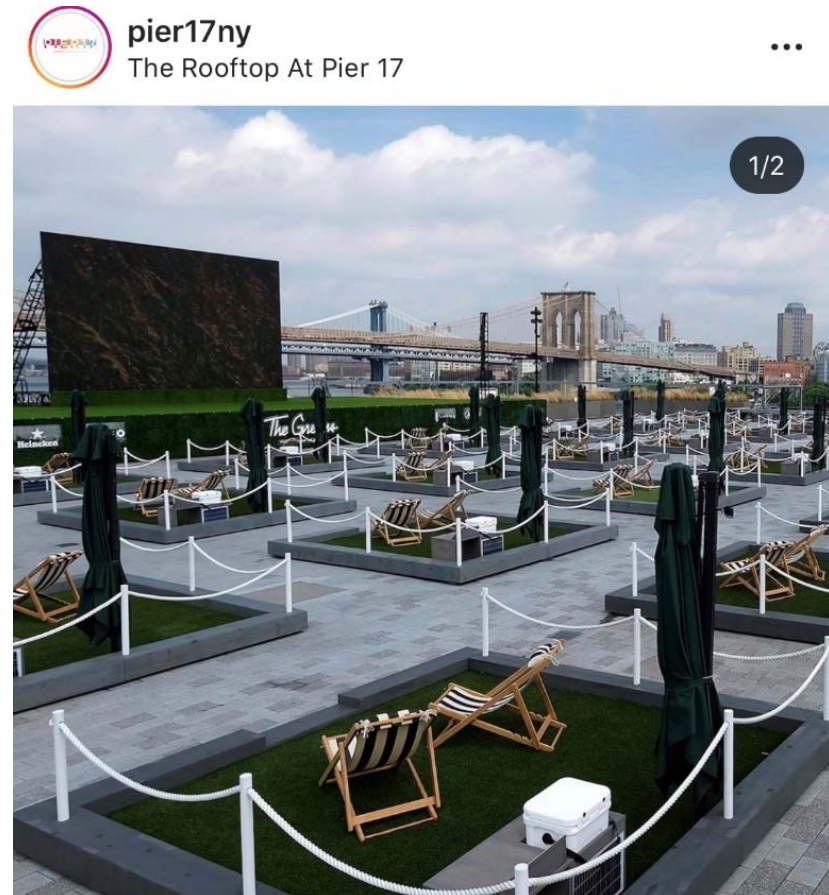
Location Is
Everything

3. What's Your Expectation?
- Start Small
 - Capital & ROI
 - Buying the Brand

4. Is there a Ready Made Market?
- Market & Competition
 - Production & Consumption
 - Compliance

Relevance is Everything!

- Assessing your Operation
 - What Do You Do?
 - Are you ready?
 - What have you changed to be better?
- Assessing your relevance to the Community (to the Place)
 - Who is your audience?
 - Where do you find them?
 - How can you innovate?
 - Who can you collaborate with?
 - *Look outside of your industry
- Assessing your relevance in the economy
 - How much will it cost?
 - How much will you make?
 - How does this help me market?
 - How does this help me develop more market?



Offering an Experience: Farm to Table



Option 1



Option 2



Option 3

Offering an Experience: Farm to Table



Mount Fuji, Japan



Sydney, Australia



Maui, Hawaii

“Agritourism gives people access to the culture, the stories, and authenticity that they crave, but rarely get.”

-Lani Weigert
Executive Director
Hawaii Agritourism Association

Mahalo & Safe Travels

