

House District 26

Senate District 13

THE TWENTY-SIXTH LEGISLATURE
HAWAII STATE LEGISLATURE
APPLICATION FOR GRANTS & SUBSIDIES
CHAPTER 42F, HAWAII REVISED STATUTES

Log No: 33-0

For Legislature's Use Only

Rec'd JAN 28 2011

Type of Grant or Subsidy Request:

GRANT REQUEST - OPERATING

GRANT REQUEST - CAPITAL

SUBSIDY REQUEST

"Grant" means an award of state funds by the legislature, by an appropriation to a specified recipient, to support the activities of the recipient and permit the community to benefit from those activities.

"Subsidy" means an award of state funds by the legislature, by an appropriation to a recipient specified in the appropriation, to reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public.

"Recipient" means any organization or person receiving a grant or subsidy.

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN):

STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN):

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual:

Dbn: Hawaii Farm Bureau Foundation for Agriculture

Street Address: c/o 105 Rosebank Place, Honolulu, HI 96817

Mailing Address: P.O. Box ~~236010~~ Honolulu, HI 96823-3517

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name DENISE HAYASHI

Title Executive Director

Phone # (808) 386-2538

Fax # (808) 595-6788

e-mail denisehayashi@hawaii.rr.com

3. TYPE OF BUSINESS ENTITY:

- NON PROFIT CORPORATION
- FOR PROFIT CORPORATION
- LIMITED LIABILITY COMPANY
- SOLE PROPRIETORSHIP/INDIVIDUAL

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

HAWAII FARM BUREAU FOUNDATION FOR AGRICULTURE: PROGRAMS FOR A SUSTAINABLE FUTURE. THE HFBFA WILL REBUILD HAWAII'S AGRICULTURAL INDUSTRY THROUGH ITS PROGRAMS - PUBLIC AWARENESS CAMPAIGN, AG IN THE CLASSROOM, TECHNICAL AND EDUCATIONAL ASSISTANCE TO FARMERS AND FOOD SECURITY AND SUSTAINABILITY MESSAGING.

4. FEDERAL TAX ID # [REDACTED]

5. STATE TAX ID # [REDACTED]

7. AMOUNT OF STATE FUNDS REQUESTED:

FY 2011-2012: \$ 160,000

8. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:

- NEW SERVICE (PRESENTLY DOES NOT EXIST)
- EXISTING SERVICE (PRESENTLY IN OPERATION)

SPECIFY THE AMOUNT BY SOURCES OF FUNDS AVAILABLE AT THE TIME OF THIS REQUEST:

STATE \$ 160,000

FEDERAL \$ _____

COUNTY \$ _____

PRIVATE/OTHER \$ _____

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

[REDACTED]

DENISE HAYASHI, EXECUTIVE DIRECTOR
NAME & TITLE

JANUARY 28, 2011
DATE SIGNED

Application for Grants and Subsidies

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Background and Summary

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Include the following:

1. A BRIEF description of the applicant's background;

The Hawaii Farm Bureau Foundation for Agriculture (HFBFA) is a non-profit charitable organization created to further promote agriculture and farming, and to enhance environmental stewardship in State of Hawaii, through agricultural research, education, training, management and public outreach. Created in 2007, the HFBFA addresses the critical needs and services of farmers and the agricultural industry.

2. The goals and objectives related to the request;

The goal of the HFBFA is to sustain Hawaii's agricultural industry by connecting the farmers with the community and vice versa. Educational programs for the community and farmers, such as public awareness, marketing and technical support are necessary to sustain agriculture's viability in the future. Our primary goal is to create awareness about the importance of sustainability, self-sufficiency and food security in our Islands.

3. State the public purpose and need to be served;

Prior to Western contact, Hawaii was entirely self-sufficient in the production of food and supported a population as large as Hawaii's current population. As recently as 50 years ago, about half of our food was still produced locally. Today, it is estimated that 80 to 90 percent of our food is imported.

The continual importation of produce increases the changes of introducing harmful invasive species that could devastate our ecosystems and agricultural economy. Disruptions to our food supply lines, a natural disaster or labor dispute would leave us with food for less than one week. And, much of our "going out to eat" of about \$3 billion leaves our island economy. If we produced just 10 percent of that amount locally would keep \$300 million in our economy.

It is time for Hawaii to make a commitment to supporting local agriculture. We need to train our young people, build local markets, export more and create programs that allow all of us to meet the challenge before us.*

The HFBFA supports the Administration's Guiding Principles: Food and Agriculture

- Food security as the primary goal
- Entrepreneurial farming and jobs
- Preserving and advancing rural communities
- Sustaining natural resources
- Agricultural innovation
- Dialogue, planning and shared commitment

*Note: From 2010 Abercrombie for Governor "Food and Agriculture – An Agricultural Renaissance in Hawaii."

4. Describe the target population to be served;

The target populations to be served are the agricultural and farming communities, including ranchers, the general public and grade school students.

5. Describe the geographic coverage.

State of Hawaii

6. Describe how the request will, in the case of a grant, permit the community to benefit from those activities; or for a subsidy, reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public.

The grant will provide the needed funds to create the following programs that support the goals of the Administration to rebuild Hawaii's agricultural and farming industry. We will support the State goals through the following programs: "Branding and Public Awareness," "Ag in the Classroom," "Technical Assistance Farmer Educational Outreach," "Buy-Local Industry (Restaurant and Retailers) Certification," and "Promote Food Security and Sustainability Message." All programs promote the sustainability and revival of agriculture and farming in Hawaii through educational programs and messaging that benefit the community.

II. Service Summary and Outcomes

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request.

1. Describe the scope of work, tasks and responsibilities;

The HFBFA Executive Director and Chairman of the Board will ensure the implementation of the programs.

The grant will provide funds to build capacity to create the following programs:

a. Branding and Public Awareness Program will involve educating the general public of the importance of agriculture in Hawaii, the quality of local produce and environmental stewardship in the State. HFBFA will coordinate various educational workshops and events, including but not limited to programs at the Farm Fair and Farmers' Markets, for the general public. Workshop topics will include, among other things, understanding local products and produce and awareness of Hawaii grown plants and crops. In addition, the program will educate farmers and agricultural community by about branding and marketing their products. Specialized educational workshops and seminars will include how to effectively create a brand, how to take their product to market and the benefits of cooperatives.

b. "Ag in the Classroom" will educate Hawaii's youth in the classrooms and schools, similar to the Agriculture in the Classroom program coordinated by the U.S. Department of Agriculture. It will establish an educational program that will include, among other things, excursions to farms, production of educational materials on agriculture, informing students of the careers available in the agricultural industry, and contests to promote agriculture.

c. Technical Assistance and Farmer Educational Outreach will enhance and support the farmers and agricultural community by promoting and encouraging agriculture outreach, research, market development, and specialized agriculture education. The program will include coordination of specialized education workshops and seminars for farmers regarding business - financing, insurance, loans etc., food safety, and the best agricultural practices to improve efficiencies and other farming methodologies and techniques. The Kunia Agricultural Park, in partnership with Actus Lend Lease (Army Family Housing Hawaii) and Monsanto, is providing 180 acres of farm land to 8 – 10 farmers with at least two being new farmers. The Ag Park is part of this program.

d. Buy-Local Industry Certification Program will reward restaurants, grocery markets, and other industry-related entities that purchase a percentage of its

produce from local farmers. The program will also encourage and promote these other companies and organizations to buy local and create awareness of their commitment to supporting the local agricultural industry.

e. Sustainability and Food Security Message

2. The applicant shall provide a projected annual timeline for accomplishing the results or outcomes of the service;

HFBFA will create the programs in July of 2011 and provide results of the program in June 2012.

July 2011: Develop outlines for the Public Agriculture Promotion and Awareness program, Ag in the Classroom program and Technical Assistance and Farmer Educational Outreach program

 Create job descriptions for a new Educational Program manager position that will implement the programs

August 2011: Hire Educational Program Manager

September 2011-
June 2012 Implementation and delivery of programs

July 2011 –
June 2012 Quarterly reporting of results to board of directors

June 2012 Final Reporting of outcomes and results

3. The applicant shall describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and

For all programs, HFBFA will create an evaluation survey that will ask participants for feedback on the effectiveness of the programs. HFBFA will also track the number of participants and attendees. HFBFA will generate quarterly reports for the board of directors to ensure delivery and evaluation of programs.

4. The applicant shall list the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the

measure(s) of effectiveness will need to be updated and transmitted to the expending agency.

The results will be measured by:

- The Public Agriculture Promotion and Awareness program will develop and deliver a Hawaii Food & Wine Festival that will promote local agriculture to the residents and visitors through a three-day event to be held on September 29, 30 and October 1.
- The Ag in the Classroom program will implement this program in at least four different grade schools.
- The Technical Assistance and Farmer Educational Outreach will help and assist at least 50 farmers through one-on-one assistance and through workshops and educational programs. In addition, the program will assist at least two farmers it selects for its Kunia Agricultural Park.
- The Buy-Local Industry Certification Program will develop Lei Fresh which will reward retailers and restaurants that sell local produce and products. Lei Fresh is a social media campaign that promotes buying local and sustainability in Hawaii by connecting farmers to the community through innovative technologies. A “charity-check-in” mobile application will be the core technology giving consumers real-time, geo-targeted access to *fresh, local* products and will leverage networks of farmers, retailers and consumers. In addition to encouraging local buying, check-ins will take social responsibility to another level with sponsors donating funds for every check-in to agricultural programs.

It should be noted that the HFBFA will sustain this program in future years through funding from private grants, corporate sponsors and through individual contributions.

III. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.

See Budget Forms.

2. The applicant shall provide its anticipated quarterly funding requirements for the fiscal year 2008-2009.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$50,000	\$50,000	\$50,000	\$50,000	\$200,000

IV. Experience and Capability

A. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

The Hawaii Farm Bureau Foundation for Agriculture has been in existence for the last 3 years. It has been successful in developing the educational programs for the Hawaii State Farm Fair and "Ag in the Classroom" on Maui. In addition, it has secured a strategic planning grant from the Hawaii Community Foundation to develop a five year strategic plan to ensure that the goals and objectives of the Foundation are relevant and reflect the needs of the community. The plan will be completed in mid-February.

B. Quality Assurance and Evaluation

The applicant shall describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate and improve their results.

The Hawaii Farm Bureau Foundation will provide quarterly reports to its Board of Directors. The Board of Directors will, in turn, evaluate progress and make recommendations to improve the program.

B. Facilities

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities. Also describe how the facilities meet ADA requirements, as applicable.

N/A

V. Personnel: Project Organization and Staffing

A. Proposed Staffing, Staff Qualifications, Supervision and Training

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

The Hawaii Farm Bureau Foundation for Agriculture will be managed by the Executive Director (ED) and the Chairman of the Board. See qualifications below:

Dean Okimoto, Chair, Hawaii Farm Bureau Foundation for Agriculture

Dean Okimoto, Dean Okimoto is the owner has been a farmer for more than twenty five years. He has been instrumental in changing the face of agriculture in Hawaii through his business and partnerships with local chefs and restaurants, Farmers' Markets and retailers. Highlights of his career include:

- One of the first farmers to partner with local chefs and restaurants
- Creation of the Farmers' Markets in Hawaii
- President of the Hawaii Farm Bureau Federation and key strategiest in passage of Important Ag Lands

Denise Hayashi, Executive Director, Hawaii Farm Bureau Foundation for Agriculture

Prior to working for the HFBFA, Hayashi was a consultant to the Hawaii Farm Bureau Federation where she helped craft the language, vision and mission of the Foundation. She has more than eighteen years working as a consultant and executive with non-profit organizations specializing in strategic planning, fund development, marketing, government affairs, public relations and community relations. Her past employers and clients include NCL America, Bishop Museum, Japanese Cultural Center, Hawaii Foodbank, U.S. Senator Daniel K. Inouye, 3Rs, Artisens' Farmers Alliance, Durrant Media Five, Hawaii Institute for Public Affairs, Hawaii Farm Bureau Federation, Coast Guard Foundation, Hawaii Forest Industry Association, Hawaii Forest Institute, Hawaii High School Athletic Association, U.S.S. Battleship Missouri Association and the State of Hawaii Procurement Office. Highlights of her career include:

- Development of a long-term strategic planning for Hawaii Forest Institute
- Development of community relations strategies, key messaging and educational programs for NCL America

- Fund development, governmental relations and public relations strategies to secure funding support for Bishop Museum including the Mamiya Science Adventure Center, ADA facility compliance, Amy Greenwell Ethnobotanical Garden (Hawaii Island), a new Magnet School from the State, and Hawaiian Hall.

B. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organizational chart that illustrates the placement of this request.

The Executive Director reports to the Chairman of the Board and its Directors.

VI. Other

A. Litigation

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

None.

B. Licensure or Accreditation

Specify any special qualifications, including but not limited to licensure or accreditation that applicant possesses relevant to this request.

None.

BUDGET REQUEST BY SOURCE OF FUNDS
(Period: July 1, 2011 to June 30, 2012)

Applicant: Hawaii Farm Bureau Foundation for Agriculture

BUDGET CATEGORIES	Total State Funds Requested (a)	(b)	(c)	(d)
A. PERSONNEL COST				
1. Salaries*				
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
TOTAL PERSONNEL COST				
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	3,000			
2. Insurance	5,000			
3. Lease/Rental of Equipment				
4. Lease/Rental of Space				
5. Staff Training	2,000			
6. Supplies	2,000			
7. Telecommunication				
8. Utilities				
9. Printing	20,000			
10. Design	10,000			
11. Tech Assist / Research	30,000			
12. Marketing/Publicity	30,000			
13. Ag in the Classroom Programs	30,000			
14. Consultant(s)	68,000			
15.				
16.				
17.				
18.				
19.				
20.				
TOTAL OTHER CURRENT EXPENSES	200,000			
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	200,000			
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	200,000	Denise Hayashi	808-386-2538	
(b)		Name (Please type or print)	Phone	
(c)			1/28/2011	
(d)			Date	
TOTAL BUDGET	200,000	DENISE HAYASHI, EXECUTIVE DIRECTOR Name and Title (Please type or print)		

BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: Hawaii Farm Bureau Foundation for Agriculture

Period: July 1, 2011 to June 30, 2012

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
N/A				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				
JUSTIFICATION/COMMENTS:				

**DECLARATION STATEMENT
APPLICANTS FOR GRANTS AND SUBSIDIES
CHAPTER 42F, HAWAI'I REVISED STATUTES**

The undersigned authorized representative of the applicant acknowledges that said applicant meets and will comply with all of the following standards for the award of grants and subsidies pursuant to section 42F-103, Hawai'i Revised Statutes:

- (1) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant or subsidy is awarded;
- (2) Comply with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
- (3) Agree not to use state funds for entertainment or lobbying activities; and
- (4) Allow the state agency to which funds for the grant or subsidy were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant or subsidy.

In addition, a grant or subsidy may be made to an organization only if the organization:

- (1) Is incorporated under the laws of the State; and
- (2) Has bylaws or policies that describe the manner in which the activities or services for which a grant or subsidy is awarded shall be conducted or provided.


Further, a grant or subsidy may be awarded to a non-profit organization only if the organization:

- (1) Has been determined and designated to be a non-profit organization by the Internal Revenue Service; and
- (2) Has a governing board whose members have no material conflict of interest and serve without compensation.

For a grant or subsidy used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant or subsidy was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant or subsidy used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Hawaii Farm Bureau Foundation for Agirculture
(Typed Name of Individual or Organization)



(Signature)

1/28/2011

(Date)

Denise Hayashi

(Typed Name)

Executive Director

(Title)