

**THE THIRTIETH LEGISLATURE**  
**APPLICATION FOR GRANTS**  
**CHAPTER 42F, HAWAII REVISED STATUTES**

Type of Grant Request:



Operating



Capital

Legal Name of Requesting Organization or Individual: Db:

Feed Hawaii

Kohala Food Hub

Amount of State Funds Requested: \$110,411.30

**Brief Description of Request:**

Feed Hawaii DBA Kohala Food Hub's Poultry Egg Education and Production Program (PEEP) is modeled after successful PEEP programs implemented on Molokai and Kauai. It is designed to create a sustainable egg production model in the Kohala region, addressing the urgent need for local egg production and providing agricultural producers with the resources and education to operate viable small-scale egg farms, with incubation and technical assistance to support these businesses to scale post-grant period. Kohala Food Hub (KFH) will support 12 local producers in Kohala, each raising 35 chickens, for a total of 420 chickens and a projected 8,000-12,000 eggs/month for community consumption once hens reach peak laying age. The program will run over twelve months, with the first three months dedicated to planning, recruiting, screening, and enrolling producers, ordering supplies and equipment, finalizing contracts with participating producers, contracted educators and the contracted Program Manager, and providing initial education to participants. The remaining nine months will focus on raising the chicks into laying hens, providing education and ongoing support, and facilitating egg production, washing, packaging, marketing, and distribution.

Amount of Other Funds Available:

State: \$0

Federal: \$0

County: \$0

Private/Other: \$0

Total amount of State Grants Received in the Past 5

Fiscal Years:

\$203,213

Unrestricted Assets:

\$169,000

New Service (Presently Does Not Exist): ☐

Existing Service (Presently in Operation): ☐

Type of Business Entity:



501(C)(3) Non Profit Corporation



Other Non Profit



Other

Mailing Address:

PO Box 531, Hawi, HI 96719

City:

State:

Zip:

**Contact Person for Matters Involving this Application**

Name:

Maya Parish

Title:

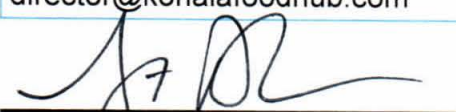
Executive Director

Email:

director@kohalafoodhub.com

Phone:

(808) 747-3277

  
Authorized Signature

Maya Parish, Executive Director

Name and Title

1/16/25

Date Signed

## Application Submittal Checklist

*The following items are required for submittal of the grant application. Please verify and check off that the items have been included in the application packet.*

- ☒ 1) Hawaii Compliance Express Certificate (If the Applicant is an Organization)
- ☒ 2) Declaration Statement
- ☒ 3) Verify that grant shall be used for a public purpose
- ☒ 4) Background and Summary
- ☒ 5) Service Summary and Outcomes
- ☒ 6) Budget
  - a) Budget request by source of funds ([Link](#))
  - b) Personnel salaries and wages ([Link](#))
  - c) Equipment and motor vehicles ([Link](#))
  - d) Capital project details ([Link](#))
  - e) Government contracts, grants, and grants in aid ([Link](#))
- ☒ 7) Experience and Capability
- ☒ 8) Personnel: Project Organization and Staffing



Maya Parish, Executive Director  
PRINT NAME AND TITLE

1/16/25  
DATE



STATE OF HAWAII  
STATE PROCUREMENT OFFICE

**CERTIFICATE OF VENDOR COMPLIANCE**

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs (DCCA).

**Vendor Name:** FEED HAWAII

**DBA/Trade Name:** Kohala Food Hub

**Issue Date:** 01/15/2025

**Status:** Compliant

Hawaii Tax#: 20017982

New Hawaii Tax#:

FEIN/SSN#: XX-XXX4749

UI#: No record

DCCA FILE#: 205522

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Exempt
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

**Status Legend:**

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	A status determination has not yet been made
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information



**DECLARATION STATEMENT OF  
APPLICANTS FOR GRANTS PURSUANT TO  
CHAPTER 42F, HAWAII REVISD STATUTES**

The undersigned authorized representative of the applicant certifies the following:

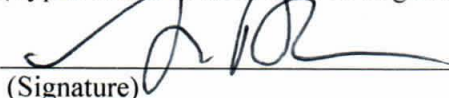
- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
  - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
  - b) Complies 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;
  - c) Agrees not to use state funds for entertainment or lobbying activities; and
  - d) Allows the state agency to which funds for the grant 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.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
  - a) Is incorporated under the laws of the State; and
  - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided; and
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
  - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
  - b) Has a governing board whose members have no material conflict of interest and serve without compensation.
- 4) The use of grant-in-aid funding complies with all provisions of the Constitution of the State of Hawaii (for example, pursuant to Article X, section 1, of the Constitution, the State cannot provide "... public funds ... for the support or benefit of any sectarian or nonsectarian private educational institution...").

Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant 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 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.

**Feed Hawaii**

(Typed Name of Individual or Organization)



(Signature)

**Maya Parish**

(Typed Name)

**1/16/25**

(Date)

**Executive Director**

(Title)

## **Public Purpose, Pursuant to Section 42F-102, Hawaii Revised Statutes**

- (1) The name of the requesting organization or individual;

Feed Hawaii, DBA Kohala Food Hub

- (2) The public purpose for the grant;

Kohala currently lacks large-scale egg producers, with only a handful of backyard operations serving the region. There are no known medium or large-scale egg farms in North Kohala, Waikoloa, or Waimea, and eggs for KFH's online marketplace must be sourced from Hilo and Pāhala. Despite these efforts, supply consistently falls short of demand. Compounding this issue, the ongoing Avian Flu outbreak in the continental U.S. has severely disrupted egg supply chains, leaving local retailers, including major outlets like Costco, without eggs. This crisis underscores the critical need for a program like PEEP to establish a sustainable and resilient local source of eggs in Kohala.

The PEEP program will directly address these challenges by supporting 12 local producers to establish egg production operations, collectively producing between 2,000-2,800 eggs per week. The eggs produced will not only support KFH's retail marketplace but also supply free food programs like Veggie Rx, Farm to Family, Kaukau for Keiki and others, ensuring equitable access to protein for underserved households.

The program also addresses economic needs by providing producers with the education, tools, resources, and guaranteed markets to establish a sustainable revenue stream and diversify their existing agricultural businesses. By integrating technologies such as roll-out nesting boxes and automated feeding systems, the program will enhance productivity and efficiency, supporting producers in building viable and scalable egg businesses. KFH will manage egg washing, packaging, and distribution utilizing a commercial egg washer to be installed in our existing commercial kitchen, eliminating significant time commitments and barriers for producers and allowing them to focus on production.

- (3) The services to be supported by the grant;

- Farmer education
- Start-up supplies and resources for beginning or growing a poultry egg business
- Building a sustainable protein source for Kohala residents
- Increasing equitable access to healthy local food
- Marketing, receiving, washing, packaging, cold storage and distribution of fresh local eggs produced through the program.

- (4) The target group;

The program will serve two primary populations:



Producers: 12 agricultural producers in North Kohala who will receive education, start-up supplies, ongoing resources, advanced technologies, and training to establish poultry egg operations, diversifying their farms and increasing income potential. These participants will be carefully screened and selected based on demonstrated interest and experience in caring for animals, in possession of long term leases or owning the property where they will raise the chickens, strong track records of managing successful businesses, commitment to participating in all educational workshops, and the ability to build their own coops after having been provided with materials and plans, ensuring a strong foundation for success.

Consumers: Residents of North and South Kohala, particularly those in underserved households, will benefit from increased access to locally produced eggs. Programs like Veggie Rx, Farm to Family, and Kaukau for Keiki will ensure these eggs reach low-income families and other food-insecure populations. Marketing and sales will also be conducted to grocery stores and other markets in the region, ensuring residents outside of Kohala Food Hub's program participant pools will also be served.

(5) The cost of the grant and the budget.

\$110,411.30 is requested for the proposed program. \$27,454.73 for personnel, \$39,300 for program supplies, \$13,200 for program equipment, \$20,095 for contracted program management and education, \$5,397.25 for telecommunication, utilities, and rent combined, \$2,318.32 for contracted bookkeeping services, \$1,050 for insurance, \$700 for minor contracted plumbing and electrical to install program equipment, and \$896 for four key personnel to undertake an informational gathering trip prior to program implementation to sister food hub Malama Kauai for hands-on learning from their similar program.

Feed Hawaii, DBA Kohala Food Hub  
Name of Organization



Signature of Authorized Representative

Maya Parish, Executive Director  
Name and Title

1/16/25  
Date

## **II. Background and Summary**

### **1. A brief description of the applicant's background;**

Feed Hawaii DBA Kohala Food Hub (KFH) was established in 2019 as a community-driven initiative to develop infrastructure supporting agricultural producers in Kohala. Initially a project of HIP Agriculture, KFH became an independent organization under Feed Hawaii in January 2024 due to significant growth. Our mission is to increase local food infrastructure, coordination, and access for a resilient and abundant Kohala.

Today, KFH serves over 135 local producers, including small to mid-scale farmers and value-added food businesses, the large majority of whom are based on Hawai'i Island. We operate Hawai'i Island's largest 100% local food marketplace, offering fresh produce, proteins and prepared goods through an online platform. Customers can access our offerings via six satellite pick-up locations, two delivery routes across North and South Kohala, and our primary facility in Hāwi.

In 2023, KFH facilitated significant revenue growth for its producer network while improving equitable access to locally grown and made foods. Programs such as Veggie Rx, Farm to Family, and Kaukau for Keiki provided free, nutrient-dense local foods to underserved households. We were the first food hub in the State to receive approval from the FNS to process SNAP online payments, and as a result we now accept SNAP payments from customers at all satellite locations and delivery routes, offering a 50% DA BUX discount on local produce, making healthy, local food more accessible to low-income families.

In July, 2024, KFH opened its fully equipped commercial kitchen, providing accessible low-cost rentals of commercial space and equipment to producers and community members. Kohala Food Hub's staff provides technical assistance on processing to standards, food safety practices, labeling, process flow, and regulatory compliance to its users, free of charge. KFH will also launch its mobile market project in Q2 of 2025, reducing wifi and transportation barriers to accessing our services and increasing community access to fresh, locally produced food.

KFH has a strong track record of implementing successful programs and fostering impactful collaborations. Our leadership team brings expertise in food system value-chain coordination, regulatory compliance, program management, marketing, and community engagement. Our long-term vision is to cultivate a thriving regional food system that supports producers, increases access to local foods, and enhances the overall well-being of Kohala's residents.

### **2. The goals and objectives related to the request;**

The Poultry Egg Education and Production Program (PEEP) aims to:

- Build a scalable, sustainable model for local egg production in Kohala to address the region's demand for nutrient-dense protein.



Applicant: Feed Hawaii (DBA Kohala Food Hub)

- Support 12 agricultural producers through individualized assistance, each raising 35 chicks to establish a local egg production system capable of producing approximately 420 eggs daily once hens reach laying age.
- Integrate automation technologies such as roll-out nesting boxes, solar lamps to extend daylight, and automated feeding and watering systems to improve efficiency and sustainability.
- Reduce reliance on imported eggs, addressing disruptions caused by Avian Flu and other supply chain challenges.
- Strengthen the local food system and increase access to locally produced, high-quality fresh eggs for Kohala residents.
- Empower participants with hands-on education and provide a guaranteed market for eggs, creating sustainable revenue streams and reducing food miles.
- Address the high cost of imported chicken feed, which is a significant barrier to profitability for small-scale egg producers, by teaching program participants methods to supplement chicken nutrition through composting and larvae cultivation.

### **3. The public purpose and need to be served;**

Kohala currently lacks large-scale egg producers, with only a handful of backyard operations serving the region. There are no known medium or large-scale egg farms in North Kohala, Waikoloa, or Waimea, and eggs for KFH's online marketplace must be sourced from Hilo and Pāhala. Despite these efforts, supply consistently falls short of demand. Compounding this issue, the ongoing Avian Flu outbreak in the continental U.S. has severely disrupted egg supply chains, leaving local retailers, including major outlets like Costco, without eggs. This crisis underscores the critical need for a program like PEEP to establish a sustainable and resilient local source of eggs in Kohala.

The PEEP program will directly address these challenges by supporting 12 local producers to establish egg production operations, collectively producing between 2,000-2,800 eggs per week. The eggs produced will not only support KFH's retail marketplace but also supply free food programs like Veggie Rx, Farm to Family, Kaukau for Keiki and others, ensuring equitable access to protein for underserved households.

The program also addresses economic needs by providing producers with the education, tools, resources, and guaranteed markets to establish a sustainable revenue stream and diversify their existing agricultural businesses. By integrating technologies such as roll-out nesting boxes and automated feeding systems, the program will enhance productivity and efficiency, supporting producers in building viable and scalable egg businesses. KFH will manage egg washing, packaging, and distribution utilizing a commercial egg washer to be installed in our existing commercial kitchen, eliminating significant time commitments and barriers for producers and allowing them to focus on production.

### **4. Describe the target population to be served;**

Application for Grants - State GIA 2025 - Feed Hawaii



Applicant: Feed Hawaii (DBA Kohala Food Hub)

The program will serve two primary populations:

1. Producers: 12 agricultural producers in North Kohala who will receive education, start-up supplies, ongoing resources, advanced technologies, and training to establish poultry egg operations, diversifying their farms and increasing income potential. These participants will be carefully screened and selected based on demonstrated interest and experience in caring for animals, in possession of long term leases or owning the property where they will raise the chickens, strong track records of managing successful businesses, commitment to participating in all educational workshops, and the ability to build their own coops after having been provided with materials and plans, ensuring a strong foundation for success.
2. Consumers: Residents of North and South Kohala, particularly those in underserved households, will benefit from increased access to locally produced eggs. Programs like Veggie Rx, Farm to Family, and Kaukau for Keiki will ensure these eggs reach low-income families and other food-insecure populations. Marketing and sales will also be conducted to grocery stores and other markets in the region, ensuring residents outside of Kohala Food Hub's program participant pools will also be served.

#### **5. Describe the geographic coverage.**

The program will focus on North and South Kohala, encompassing the communities served by KFH's marketplace and food distribution programs. Eggs will be distributed via KFH's primary facility in Hāwi, six satellite pick-up locations (including Waimea, Waikoloa Village, and Kawaihae), and two delivery routes. The initiative will also explore contracts with institutions such as Kamehameha Schools, charter schools, grocery stores, resorts, and potentially the Department of Education to further expand geographic reach.

### **III. Service Summary and Outcomes**

#### **1. Describe the scope of work, tasks and responsibilities**

The Poultry Egg Education and Production Program (PEEP) is modeled after successful PEEP programs implemented on Molokai and Kauai. It is designed to create a sustainable egg production model in the Kohala region, addressing the urgent need for local egg production and providing agricultural producers with the resources and education to operate viable small-scale egg farms, with incubation and technical assistance to support these businesses to scale post-grant period. Kohala Food Hub (KFH) will support 12 local producers in North Kohala, each raising 35 chickens, for a total of 420 chickens. The program will run over twelve months, with the first three months dedicated to planning, recruiting, screening, and enrolling producers, ordering supplies and equipment, finalizing contracts with participating producers, contracted educators and the contracted Program Manager, and providing initial education to participants. The remaining nine months will focus on raising the chicks into laying hens, providing education and ongoing support, and facilitating egg production, washing, packaging, marketing, and distribution.



Applicant: Feed Hawaii (DBA Kohala Food Hub)

Program participants will submit applications to KFH staff, who will carefully vet them to ensure all screening criteria are met. KFH will provide each participating producer with the necessary infrastructure and supplies to establish their poultry operations, including a 10x15 chicken coop (designed for 50 hens), roll-out nesting boxes, building materials (lumber, chicken wire, hardware cloth), feeders and waterers, and chick brooder supplies. Producers will also receive 35 chicks (1-day to 1-week old), and an initial supply of feed for chicks, pullets and adult hens to support the transition to full egg production. Additionally, each producer will be given branding supplies, such as a logo stamp and ink pad, to allow them to stamp their egg cartons with their farm's brand.

To ensure producers are equipped with the knowledge to succeed, KFH will provide seven mandatory workshops on business planning, budgeting, chick, pullet and hen care, chicken coop construction, and egg production best practices. GoFarm Hawai'i will provide an intensive 2-day in-person workshop on budgeting and business planning specific to running a successful poultry egg business, and will further support program participants with one-on-one business consultations throughout the program period. Maxine Asagi of Asagi Hatchery will run six workshops focused on the poultry egg production side as well as provide one on one follow-up with producer participants and KFH's PEEP Program Manager. These workshops will be supplemented with educational resources, including books and instructional guides, to help participants build their knowledge and skills.

Once the hens begin laying, expected to result in a minimum of 8,000–9,000 eggs per month across all producers, accounting for some loss due to start-up error, sickness and predators, KFH will manage egg washing, packaging, marketing, and distribution, allowing producers to focus on production. Eggs will be marketed through KFH's retail market, satellite pick-up locations, and delivery routes across North and South Kohala. KFH will require agreements with all participating producers to guarantee purchase of a minimum of 50% of their total egg production for two years once their hens become productive, ensuring that KFH will receive a steady supply of eggs for our markets while providing flexibility for the producers to keep up to 50% of their eggs if they desire for home use, barter, trade, and sale at farmer's markets. Kohala Food Hub will guarantee purchase of 100% of the eggs produced from this program, if the producers wish, ensuring a reliable market for their eggs. KFH will guarantee producers a purchase price between \$6-\$6.50 per dozen of raw unwashed eggs.

In addition to direct retail sales, KFH will pursue partnerships with local institutions, including Kamehameha Schools, charter schools, grocery stores, and Kohala coast resorts, to secure contracts and expand sales opportunities. This will help ensure continued demand for eggs and increase the sustainability of the program. KFH will also work to increase access to locally produced eggs through free food programs like Veggie Rx, Farm to Family, and Kaukau for Keiki, ensuring that underserved households benefit from this new local protein source.

KFH will provide all necessary supplies for egg packaging, including egg cartons, transportation trays, and promotional materials such as branded flyers and banners. A commercial egg washer will be installed at KFH's facility to streamline egg processing and ensure high-quality standards

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Applicant: Feed Hawaii (DBA Kohala Food Hub)

for packaging and distribution. The program will also focus on sustainability, with plans to integrate locally produced feed in future program expansions to address the high cost of imported feed.

Throughout the program, KFH will monitor participant progress, track egg production rates and market demand, and provide ongoing technical assistance to participants. Ultimately, the program aims to establish a reliable, sustainable source of local eggs for the Kohala Region, increase and diversify revenue streams for local farmers, serve as an incubator for program participants to scale their businesses during or after the program period, and improve food access for residents of North and South Kohala.

KFH's PEEP program is modeled after successful PEEP programs implemented for multiple years by sister food hubs Sustainable Molokai and Mālama Kaua'i. Through running the PEEP program on their respective islands, both organizations significantly increased the production of eggs for community consumption, built a sustainable protein source, and incubated several businesses that have since scaled their production considerably, contributing to greater food self-sufficiency and security in their regions. Sustainable Molokai and Mālama Kaua'i Program Directors have shared their program designs, budgets, best practices and lessons learned with KFH, and as such, we are confident that this program will have the same outcomes in Kohala. An information gathering trip for 4 key KFH program personnel to Mālama Kaua'i to learn from their program staff in a hands-on capacity will further ensure the success of our program.

**2. Provide a projected annual timeline for accomplishing the results or outcomes of the service**

Quarter	Activities
Q1	<ul style="list-style-type: none"><li>• Contract with PEEP Program Manager and contracted educators.</li><li>• Finalize program design and implementation plan.</li><li>• ED, OD, PEEP Program Manager and KFH Manager travel to Mālama Kaua'i to observe and learn from their program design and implementation.</li><li>• Conduct community and producer outreach to recruit 12 producer participant applications.</li><li>• Finalize participant screening criteria, review applications, interview applicants and select 12 participants.</li><li>• Develop, sign and countersign program participation and egg purchasing contracts with participating producers.</li><li>• Host Workshop #1: Introduction to Chickens, led by Maxine Asagi of Asagi Hatchery.</li><li>• Distribute initial educational resources to program participants.</li><li>• Conduct a 2-day intensive in-person Business Planning &amp; Budgeting Workshop, led by GoFarm Hawai'i, mandatory for all producer participants.</li></ul>

Applicant: Feed Hawaii (DBA Kohala Food Hub)

	<ul style="list-style-type: none"><li>• Order and secure coop building materials, and order all other program equipment and supplies including commercial egg washer, chicks, feed, and chicks/pullet/hen support supplies.</li><li>• Conduct Workshop #2: How to Raise Chicks to provide foundational knowledge for participants.</li></ul>
Q2	<ul style="list-style-type: none"><li>• Conduct Workshop #3: Coops &amp; Essentials - Designs, Roosts &amp; Nesting Boxes.</li><li>• Distribute coop building materials and plans to participants.</li><li>• Participants construct their coops with support from the PEEP Program Manager.</li><li>• Distribute 35 chicks per producer along with chick and pullet care supplies.</li><li>• Conduct Workshop #4: Methods of Raising, Composting, and Predator Management.</li><li>• Monitor chick growth and producer progress with site visits and support.</li><li>• Install the commercial egg washer in KFH's existing commercial kitchen.</li><li>• Conduct Workshop # 5: Chicken Health, Sanitation, Pests, Rx.</li></ul>
Q3	<ul style="list-style-type: none"><li>• Market and secure additional contracts with institutions beyond Kohala Food Hub's existing retail markets (e.g., grocery stores, schools, restaurants, resorts).</li><li>• Conduct Workshop #6: Egg Production - Egg Quality, Rules &amp; Regulations, Labeling, Packaging, Marketing.</li><li>• Producers' hens reach laying age; oversee the first month of egg production, providing 1:1 support and follow-up.</li><li>• Manage egg receipt, washing, packaging, and distribution through KFH's network.</li><li>• Conduct site visits to all participating farms to assess operations and provide troubleshooting support.</li><li>• Continue institutional outreach for long-term sales contracts.</li></ul>
Q4	<ul style="list-style-type: none"><li>• Continue managing egg receipt, washing, packaging, marketing, sales and distribution through KFH's network.</li><li>• Continue providing 1:1 support to program participants.</li><li>• Evaluate program outcomes, including egg production volume and participant feedback.</li><li>• Refine program implementation strategies based on collected data.</li><li>• Prepare for program scaling and secure funding for future expansion.</li><li>• Finalize and report on sales, distribution, and community impact metrics.</li></ul>

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

Monitoring, evaluation, and improvement plans include:

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Applicant: Feed Hawaii (DBA Kohala Food Hub)

- Regular communication between KFH's management team, the contracted PEEP Program Manager, the contracted PEEP educators, and PEEP program participants to quickly address any challenges and share solutions across the cohort.
- Brief surveys administered to program participants by KFH management staff after each educational workshop to evaluate effectiveness and improve content delivery.
- Development of a PEEP tracking log to record critical production metrics, including chick survival rates, final flock counts, total egg production volume, and the percentage of eggs sold to KFH by producer participants and to various markets by KFH.
- Use of QuickBooks for data entry and record keeping on all PEEP-related egg sales revenue through Kohala Food Hub, tracking producer revenue growth over time.
- Comparing pre- and post-program sales revenue for participating producers to assess financial growth and sustainability.
- Farm visits to assess producer operations, provide hands-on support, and ensure compliance with best practices for egg production and biosecurity.

**4. List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency).**

Program effectiveness will be assessed based on the following effectiveness measures:

- 75% cohort graduation rate, with at least 9 out of 12 participants successfully completing the program.
- Achieving 8,000+ eggs/month once hens reach laying age.
- A 30% or greater increase in revenue for participating producers pre- and post-program participation.
- A 50% increase in KFH's retail egg sales.
- A 50% increase in KFH's wholesale and institutional egg sales.
- At least 75% of graduating program participants adhering to the agreement to sell a minimum of 50% of their total egg production to KFH for two years.
- At least one participant scaling their operation to 75+ laying hens post-grant period.
- Securing additional funding to launch a second cohort of the PEEP program.

## **IV. Financial**

### **Budget**

Application for Grants - State GIA 2025 - Feed Hawaii

**BUDGET REQUEST BY SOURCE OF FUNDS**


Period: July 1, 2025 to June 30, 2026

Applicant: Feed Hawaii (DBA Kohala Food Hub)

	Total State	Total Federal	Total County	Total Private/Other
	Funds Requested	Funds Requested	Funds Requested	Funds Requested
	(a)	(b)	(c)	(d)
<b>PERSONNEL COST</b>				
1. Salaries	\$18,874.73	\$0.00	\$0.00	\$0.00
2. Payroll Taxes & Assessments	\$5,700.00	\$0.00	\$0.00	\$0.00
3. Fringe Benefits	\$2,880.00	\$0.00	\$0.00	\$0.00
<b>TOTAL PERSONNEL COST</b>	<b>\$27,454.73</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER CURRENT EXPENSES</b>		\$0.00	\$0.00	\$0.00
1. Airfare, Inter-Island (1 educational day-trip for 4 key KFH personnel to Malama Kauai to learn from their program practices prior to implementation)	\$676.00	\$0.00	\$0.00	\$0.00
2. Insurance (15%)	\$1,050.00	\$0.00	\$0.00	\$0.00
3. Lease/Rental of Equipment	\$0.00	\$0.00	\$0.00	\$0.00
4. Lease/Rental of Space (15%)	\$3,072.25	\$0.00	\$0.00	\$0.00
5. Staff Training	\$0.00	\$0.00	\$0.00	\$0.00
6. Supplies - \$2,900 start-up egg business supplies per producer for 12 participants, includes tax and shipping + \$4500 for KFH start-up supplies (egg cartons, labels, ink pad and custom stamp, paper, printer ink, egg washer auxiliary supplies)	\$39,300.00	\$0.00	\$0.00	\$0.00
7. Telecommunication	\$975.00	\$0.00	\$0.00	\$0.00
8. Utilities (15%)	\$1,350.00	\$0.00	\$0.00	\$0.00
9. Contractual - PEEP Program Manager (300 hours - 25 hours/month @\$40/hour)	\$9,600.00	\$0.00	\$0.00	\$0.00
10. Contractual - Poultry Egg Educator (Asagi Hatchery) - 6 workshops + supplies consultation and sourcing support, includes prep time, workshop time, and follow up 1:1 support with program participants	\$7,995.00	\$0.00	\$0.00	\$0.00
11. Contractual - Bookkeeper - Aonyx Consulting, LLC - 10% of annual contract	\$2,318.32	\$0.00	\$0.00	\$0.00
12. Contractual - Go Farm Business Planning and Budgeting Educational Workshop (2-day intensive workshop, includes travel and compensation for 2 instructors + Go Farm admin time to consult with KFH on curriculum)	\$2,500.00	\$0.00	\$0.00	\$0.00
13. Contractual - Electrician to install a 240v outlet in KFH's commercial kitchen for commercial egg washer	\$350.00	\$0.00	\$0.00	\$0.00



2025 GIA\_Feed Hawaii (DBA Kohala Food Hub) PEEP Program Budget

14. Contractual - Plumber to install dedicated water line in KFH's commercial kitchen for commercial egg washer	\$350.00	\$0.00	\$0.00	\$0.00
13. KOA Parking, fuel and rental car costs for Malama Kauai Trip	\$220.00	\$0.00	\$0.00	\$0.00
TOTAL OTHER CURRENT EXPENSES	\$69,756.57	\$0.00	\$0.00	\$0.00
EQUIPMENT PURCHASES	\$13,200.00	\$0.00	\$0.00	\$0.00
MOTOR VEHICLE PURCHASES	\$0.00			
CAPITAL	\$0.00			
(a) Total State Funds Requested	\$110,411.30	Budget Prepared By:  Maya Parish (808) 747-3277 Name Phone  Signature of Authorized Official 1/16/25 Maya Parish, Executive Director Date Name and Title		
(b) Total Federal Funds Requested	\$0			
(c) Total County Funds Requested	\$0			
(d) Total Private/Other Funds Requested	\$0			

<b>BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES</b>				
Period: July 1, 2025 to June 30, 2026				
Applicant: Feed Hawaii (DBA Kohala Food Hub)				
<b>POSITION TITLE</b>	<b>FULL TIME EQUIVALENT</b>	<b>ANNUAL SALARY A</b>	<b>% OF TIME ALLOCATED TO GRANT REQUEST B</b>	<b>TOTAL STATE FUNDS REQUESTED (A x B)</b>
Executive Director	FTE - 100%	\$87,528.00	7.50%	\$6,564.60
Operations Director	FTE - 100%	\$70,335.00	7.50%	\$5,275.13
Manager	FTE - 100%	\$57,500.00	5%	\$2,875.00
KFH Associate #1	FTE - 100%	\$41,600.00	5%	\$2,080.00
KFH Associate #2	FTE - 100%	\$41,600.00	5%	\$2,080.00
				\$ -
<b>TOTAL:</b>				<b>\$18,874.73</b>
<b>JUSTIFICATION/COMMENTS: 7.5% of ED and OD salaries to provide oversight of/coordination with Project Manager , grant management and reporting, financial oversight, outreach and partnership management/networking, maintaining community support throughout program period. 10% of KFH Manager time to provide oversight and direction of 2 KFH Associates + Customer Communications, 10% of two KFH Associates' FTE salaries to wash, pack, label and transport eggs at 4 hours/week each in program Q3 and Q4 only.</b>				



Applicant: Feed Hawaii (DBA Kohala Food Hub)					
	DESCRIPTION	NO. OF	COST PER	TOTAL	TOTAL
	EQUIPMENT	ITEMS	ITEM	COST	BUDGETED
	Commercial Egg Washer	1	\$13,200.00	\$13,200.00	\$13,200.00
				\$13,200.00	\$13,200.00
JUSTIFICATION/COMMENTS:					
Power Egg Scrubber - complete washing package with LED Candler, Turntable w/ Side Conveyor, Packing Table, and One Drying Fan - price includes tax and ground transportation and shipping from Pennsylvania.					

**GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID**

Applicant: Feed Hawaii DBA Kohala Food Hub

Contracts Total: 281,534

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/ Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	Food Hub Pilot Program	9/6/23-9/6/26	HDOA	State of Hawaii	203,213
2	Certified Kitchen Infrastructure	11/27/24-8/31/26	R & D	Hawaii County	78,320
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Application for Grants



Applicant: Feed Hawaii (DBA Kohala Food Hub)

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2026.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$40,057.83	\$43,925.92	\$13,213.83	\$13,213.72	\$110,411.30

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2026.

At this time, we have not requested funding from other sources for this program. However, we are committed to securing additional resources from other sources to ensure the long-term sustainability of the PEEP program after this successful pilot.

4. The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.

N/A

5. The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2026 for program funding.

No other funding for this program is being requested or under contract from the federal, state or county government. Government contracts issued over the last five years are included in the attached budget form.

6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2024.

\$169,000

## **V. Experience and Capability**

### **1. Necessary Skills and Experience**

KFH boasts 5+ years of proven expertise in local food aggregation, marketing, distribution & program administration. KFH has recently grown from a staff of 3 F/T and 1 P/T to a staff of 5 F/T and 1 P/T, adding vital capacity to implement and manage its programs and projects. Recent verifiable related KFH projects include: KFH's Online Market Expansion, Wholesale Account growth, Veggie Rx, CSA, Farm to Family, equipping supplying, and improving KFH's commercial kitchen and offering technical assistance to producers renting the space, Certified Kitchen Infrastructure Project, Mobile Market, and Kaukau for Keiki.

Executive Director Maya Parish has been directing Kohala Food Hub since November, 2021. Under Maya's leadership Kohala Food Hub grew from \$101K in total annual revenue in 2021 to \$919,567 in 2024. Maya oversaw the financial and administrative components of Kohala Food Hub's transition from a project of the 501(c)(3) HIP Agriculture to an autonomous nonprofit under Feed Hawai'i. She has successfully developed and implemented numerous impactful programs and projects, including exponential growth for KFH's Online Market, KFH's Multi-Farm CSA program, the Veggie Rx program, 3 consecutive years of Kaukau for Keiki, fundraising, equipping, supplying and technical assistance provision for KFH's shared-use community commercial kitchen, KFH's Farm to Family program, KFH's Mobile Market program, and KFH's Certified Kitchen Infrastructure project. Prior to directing KFH, Maya provided Project Direction for HIP Agriculture, including producing and directing their educational series 'Āina Lessons, their fundraiser 'Āina Fest for 3 consecutive years, and their Seed to Market program.

KFH Director of Operations Sandra Romer formerly directed operations and educational programs at the 501(c)(3) Legacy Reef Foundation & controlled documents for the recent Kona Village Resort build-out, bringing vast administrative experience. Additionally, she has previously held various roles in procurement and commodity management as well as in the home automation field. Sandra also operated her own food cart business and she has also raised chickens for egg production, giving her valuable insights from the producer's perspective.

PEEP Program Manager Jesse Rubendall brings years of project management, communications, and logistical planning experience, having worked as a corporate event planner before transitioning to the agricultural industry 5 years ago. Jesse has planned, coordinated, and managed dozens of programs and educational workshops focused on regenerative agriculture and local food production in Hawai'i. This includes community farmer training programs and apprenticeship programs for HIP Agriculture, immersive farm tours, and project management of a multi-million dollar property renovation. Jesse currently oversees a 3-acre permaculture farm in North Kohala and manages communications for Kohala Food Hub, and is well versed in working directly with our management team.

Maxie Asagi from Asagi Hatchery brings substantial subject matter expertise and experience as a generational professional hatchery owner/operator and longstanding educator. She supported



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the Sustainable Molokai PEEP program with educational workshops and supplies coordination and procurement and provided chicks and consultation for Malama Kauai's PEEP program as well. Maxie will offer the same services to Kohala Food Hub's program, ensuring program and participant success.

Go Farm Hawai'i has provided farmer training, agricultural business planning and budgeting education and incubation for 12+ years. As a UH CTAHR program, GoFarm Hawai'i has grown to become one of the largest and most successful beginning farmer development programs in the country. Go Farm Hawai'i has developed specific poultry egg production business curriculum through partnerships with Sustainable Molokai's PEEP program and developing their own poultry course with J. Ludovico, and will offer this specific curriculum in addition to their business planning and budgeting curriculum to KFH's PEEP program participants during a mandatory 2-day in-person intensive workshop.

KFH Manager Travis Travers has spent a decade honing his skills in the food and beverage industry. Travers progressed from the role of expeditor to supervisor to General Manager at the fast-paced restaurant Table 6 in Alaska. Travis also has experience managing a retail store and later transitioned to a role as a top sales and distribution manager in the wholesale business sector. Since joining the KFH team, Travis has leveraged his extensive food, beverage, and managerial expertise to develop KFH's certified kitchen project and technical assistance program. Travis lives and works on weekends on a long-time Kohala ranch with his wife and her family, where they raise horses, chickens for egg production, vegetables, fruit and herbs.

KFH contracts with a third-party accounting professional, Aonyx LLC - Claire Muskopf CNAP [Certified Nonprofit Accounting Professional] and QBO Advanced Certified Proadvisor, who assists in managing KFH's QBO software, reconciliations, tracking (and releasing with ED approval) restricted funds, sets up accounts receivable and payable procedures, and helps track all grant awards with specific account line items that match the grant award budgets.

KFH's two F/T Associates Isabella Alejo and Nicholas Quinn have experience with local produce and protein receiving, portioning, packing, and distribution. They will be trained in egg washing and packing procedures by KFH Manager Travis Travers, with support from KFH's information gathering trip to Mālama Kaua'i to learn from their program implementation.

## **2. Facilities**

KFH's facility is located at Kohala's previous chicken and egg farm on Ho'ea Rd. in Hāwī. The facility has all elements needed to support KFH's PEEP program. Facilities include a large warehouse with a receiving bay, a 330 square foot walk-in refrigerator, and a 63 square foot walk-in freezer, a certified wash pack and handwashing sink, a dry storage room where inventory is held, an upper bay where an additional 10x20x8 Coolbot Walk-in Cooler will be installed in the next 2-3 months as a part of KFH's Certified Kitchen Infrastructure project, providing ample cold storage for eggs produced in KFH's PEEP program, an office with a printer and multiple laptop computers, and a commercial kitchen with 3-compartment sink,

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handwashing sink, floor drain, stainless steel tables, hot and cold water, and other commercial processing equipment. The commercial egg washer included in the PEEP budget will be installed in the existing KFH commercial kitchen, requiring minimal contracted work from a plumber and electrician, providing the last element needed to successfully implement the program.

## **VI. Personnel: Project Organization and Staffing**

### **1. Proposed Staffing, Staff Qualifications, Supervision and Training**

The PEEP program will be managed and implemented by a team with extensive experience in food systems, agriculture, program management, and business operations. The staffing structure ensures that program participants receive support, training, and oversight while maintaining efficiency in egg washing, packaging, and distribution.

The ED, Maya Parish, oversees all program operations, financial management, and strategic implementation to ensure alignment with KFH's mission. She has extensive experience managing food system projects, fundraising, and developing community partnerships, making her well-equipped to supervise the PEEP program at a high level.

The Director of Operations, Sandra Romer, reports directly to the ED and provides administrative oversight and coordinates logistics for the PEEP program. She will also supervise and coordinate wholesale and institutional egg accounts for KFH.

The PEEP Program Manager, Jesse Rubendall, serves as the lead on producer communication, workshop scheduling, logistics, and farm check-ins. With years of experience managing agricultural programs for HIP Agriculture, Jesse will be the primary point of contact for program participants.

The primary PEEP Educator, Maxie Asagi, provides hands-on expert training to producers in poultry management, coop construction, and chick, pullet and hen care. Maxie will work closely with program participants to ensure successful flock management.

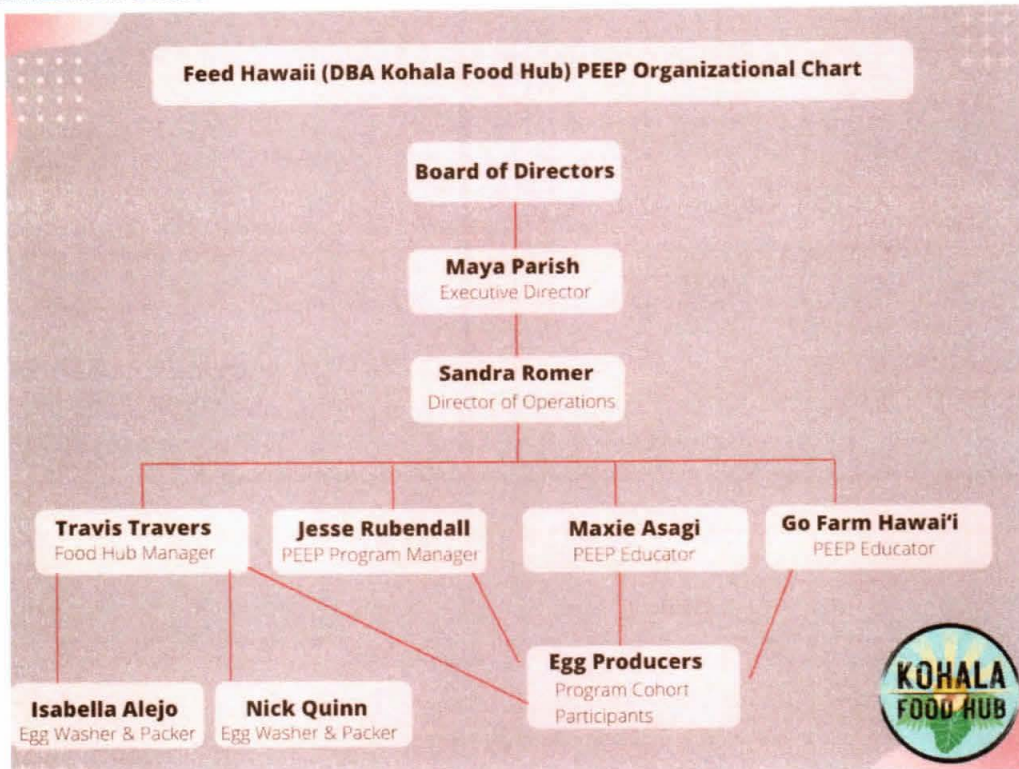
The secondary PEEP Educators, Go Farm Hawai'i, provide rigorous business planning and budget education to program participants, specific to running a poultry egg business.

The Food Hub Manager, Travis Travers, plays a key role in the post-production side of the program, managing egg washing, packaging, and distribution logistics. He will work closely with producers to coordinate egg distribution, retail customers purchasing eggs, and will oversee two dedicated staff members, Isabella Alejo and Nick Quinn, who will be responsible for egg washing and packing in compliance with food safety standards.



Applicant: Feed Hawaii (DBA Kohala Food Hub)

## 2. Organization Chart



## 3. Compensation

Executive Director: \$87,528

Director of Operations: \$70,335

Manager: \$57,500

## VII. Other

### 1. Litigation

N/A

### 2. Licensure or Accreditation

Feed Hawaii DBA Kohala Food Hub maintains two valid Food Establishment Permits with the Hawai'i Department of Health, for its warehouse activity, and its manufacturing activity in its commercial kitchen. The organization maintains a Wholesale Produce Dealer's License with the Hawai'i Department of Agriculture (HDOA), and its large volume Titan B Series scale is certified each year by HDOA as well. All program personnel hold valid Hawai'i Food Handler Certificates.

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### **3. Private Educational Institutions**

N/A

### **4. Future Sustainability Plan**

Our plan for sustaining the Poultry Egg Education and Production Program (PEEP) beyond fiscal year 2026 centers on equipping program participants with essential skills and resources for long-term success. In collaboration with GoFarm Hawai'i, the program offers a comprehensive business planning and budgeting workshop, along with materials, plans, and hands-on training for building fully equipped coops. Participants will also receive chicks, as well as supplies for chick, pullet, and hen care, ensuring they have a strong foundation to succeed beyond the grant period. The careful participant screening process carried out by KFH's staff, coupled with the benefit of six free egg production educational workshops from a subject matter expert, will ensure they are well-prepared to manage and grow their egg production businesses independently.

To sustain their operations post-grant, producers will manage flock replacement and maintenance of coops using revenue generated from egg sales to Kohala Food Hub and other markets. KFH's profit margins from egg sales revenue and online market revenue will cover our ongoing expenses such as staff time for egg washing, packaging, labeling, marketing, and distribution, as well as utilities and rent for warehouse and commercial kitchen facilities and maintenance and repair of the commercial egg washer. Additionally, to address the high cost of imported feed, we plan to integrate locally produced feed into future program expansions, further reducing costs and increasing sustainability for producers.

We anticipate that a number of participants will scale their egg production enterprises post-grant period after the considerable support from the program and ongoing marketing assistance from Kohala Food Hub. This growth will not only enhance their profitability but contribute to sustainable protein production for the North and South Kohala region and beyond.