

House District 19

Senate District 9

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

Log No: 28-0

For Legislature's Use Only

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 OF HAWAII, DEPARTMENT OF AGRICULTURE

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

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual:
Hawaii Agricultural Foundation
Dba:

Street Address: 667 Paikau Street, Honolulu, HI 96816

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

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name DENISE HAYASHI YAMAGUCHI

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:

TEN BY 2015 CAMPAIGN: AN INTEGRATED PUBLIC EDUCATION CAMPAIGN THAT LEVERAGES MOBILE, TELEVISION, SOCIAL MEDIA AND LIVE EVENTS TO MAKE "BUY LOCAL" TOP OF MIND FOR HAWAII CONSUMERS.

4. FEDERAL TAX ID #: _____

5. STATE TAX ID #: _____

7. AMOUNT OF STATE FUNDS REQUESTED:

FY 2012-2013: \$ 484,000

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 \$ _____

FEDERAL \$ _____

COUNTY \$ _____

PRIVATE/OTHER \$220,000

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

DENISE HAYASHI YAMAGUCHI
NAME & TITLE

1/31/2012
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 Agricultural Foundation (HAF) is a non-profit charitable organization created to promote agriculture and farming and to enhance environmental stewardship in the State of Hawaii, in-part by building consumer awareness on the critical role agriculture plays in the economic, environmental and public health of our local communities. Created in 2007, the HAF addresses the critical needs and services of farmers and the agricultural industry.

2. The goals and objectives related to the request;

The objective is to increase consumer purchases of locally grown agriculture products by 10% by 2015*. This can only be achieved by creating a high impact, multi-year public education campaign on the critical role Hawaii consumers play in supporting local agriculture. HAF is uniquely poised to do this having developed a mobile application that connects local agricultural products with consumers, our partnership with Oceanic Time Warner Cable and First Daughter MediaWorks, Inc. that gives us access to the nation's first locavore, 24/7 on-demand interactive food channel reaching more 250,000 Hawaii households, and our promotional partnerships with Foodland, KTA, and WholeFoods as well as multiple restaurant venues across the state. The collective impact of coalescing these resources will allow HAF to execute a high impact campaign that is efficient and cost-effective.

** While the grant period ends in fiscal year 2013, our goal at the end of the grant period is to create a sustainable plan for continuing the campaign to 2015.*

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

The economic, environmental and public health of Hawaii depends on increasing local agriculture production. However, Hawaii can't significantly increase production without FIRST increasing CONSUMPTION of local agriculture products. Farmers have a high risk burden: weather, pests and disease. They do not want to add market viability as another risk. To seed growth in the farm industry and entice a new generation of farmers, the consumer market needs to show growth. Consider this: From 2001 to 2010 as both the private and public sector

increased nutrition and healthy lifestyle initiatives, U.S. obesity rates and our consumption of processed food increased. Hawaii's agriculture sector depends on consumers buying fresh product and if the consumer trend of increased consumption of processed food continues upward, Hawaii will not be able to increase their market size for local agriculture. It is critical Hawaii develop a public campaign and program that informs the public on why buy local, where to buy local and how-to use local products. Besides the economic benefit of keeping more dollars in-state, having consumers shift their consumption of processed food will lead to healthier outcomes as 60% of all chronic illnesses are lifestyle related. The findings of the 2010 CDC study indicate our current approach to nutrition education and wellness is not working and we must find new ways to engage communities with food.

4. **Describe the target population to be served;**
Mothers, children ages 10 to 17, and Gen Y. Why? Eating is an inherently social behavior shared by all family members and to make significant change, we propose taking a holistic approach that will target families and the highly influential Gen Y demographic.

1. **Describe the geographic coverage.**
State of Hawaii

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;**
Design and build an integrated public education campaign that leverages mobile, television, social media, and live events to make "buying local" top of mind for Hawaii consumers. The key elements will be: 1) Design and implementation of 15 modules of cooking classes and workshops that can be accessed in-person and via live streams online, 2) develop a series of Know Your Farmer, Know Your Food" 30 sec. spots and video shorts 3) Create a comprehensive 18 month promotion with retailers and restaurants leveraging social, digital and mobile media around "Know Your Farmer, Know Your Food." Promotion will change every quarter to align with seasonal and holiday buying. 4) Develop a locavore "toolkit" for families that include family cooking activities, recipes and farm excursions.

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

Phase I July 1, 2012 to October 31, 2012

Design and Discovery with input from community stakeholders, media platform partners and retail partners, map out all elements of 12 month campaign including class/workshop schedules and curriculum, topics for video spots, editorial calendar for TV channel and online, Facebook and Twitter online promotions.

Phase II November 1, 2012 to December 31, 2013

Execution and Launch. Live and online streaming of weekly cooking classes begin, launch of video and .30 promo spots, launch of digital and social campaign, release of toolkit, integrated promotional campaign with retailers launched, and training sessions to seed community based classes.

Phase III January 1, 2014 to March 31, 2014.

Reporting, sharing and development of business plan: The key technologies used for this campaign: mobile, online, interactive digital cable television allow for precise metrics on number of users and their behavior. Using this data, the project will produce a report on consumer behavior to share with key stakeholders in the food supply chain with the objective of creating better outcomes at the retail level. We will also leverage this data to create a sustainable business model to continue the campaign with funds from the private sector.

- 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**

As stated above, the technologies used for this project allow for precise and accurate measurement of user metrics and consumer behavior. We will submit quarterly reports and review data to allow the project to continuously adjust and refine itself based on user feedback. Additionally, the cooking class curriculum will use evaluations and work with a professional facilitator to review user satisfaction with classes.

- 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 effectiveness will be measured by:

- 1) Developing and creating 15 modules of cooking classes
- 2) Distribution of 8,000 cooking toolkits
- 3) 5000 monthly unique visitors to website

- 4) 50,000 per month visitors to digital cable channel
- 5) Self-reported (retailers) increase by 10% of local products as they align to seasonal promotions with campaign.
- 6) Creating a model for the campaign, that at the end of fiscal year 2013, can be sustained with private sector funds.

III. Financial

Budget

- 1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
- 2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2012-2013.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$209,000	\$125,000	\$125,000	\$25,000	\$484,000

- 3. The applicant shall provide a listing of all other sources of funding that they are trying to obtain for fiscal year 2012-2013.

Ulupono Initiative - \$200,000
 Hawaii Community Foundation, Innovation Grant - \$100,000
 Harold KL Castle Foundation - \$100,000
 Campbell Foundation - \$100,000

- 4. **The applicant shall provide a listing of all state and federal tax credits that have 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

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 Agriculture Foundation's mission is to promote the long-term viability and to increase awareness and appreciation of agriculture and farming in Hawaii. Its major accomplishments include:

Kunia Agricultural Park

The HAF established the Kunia Agricultural Park in 2011 created by a joint venture partnership between Island Palm Communities, Monsanto and the HAF. The goal of the Park is to help new farmers by providing lands at a slightly less than market value and to provide technical assistance through the experience and knowledge of other successful farmers. To date, the Kunia Agricultural Park has signed two lease agreements with two farmers that will be growing food for local consumption.

Ag in the Classroom

The HAF has provided funding to support Ag in the Classroom projects in Maui County. The funds are matched with Maui County funding and has served more than 400 students in the last three years.

Farm Fair

The HAF has worked with the Hawaii Farm Bureau to support educational programming at the Farm Fair. This has included Ag-tastic, featuring tastings of different local products, the Livestock Tent, a partnership with 4-H to showcase live farm animals and the Educational Booths, featuring agricultural displays on GMO, invasive species, importance of buying local and farming.

Hawaii Food & Wine Festival

The First Annual Hawai'i Food and Wine Festival – "Taste our Love for the Land" was held on September 29, 30 and October 1, 2011. The event was a tremendous success with more than 2,500 visitors and residents attending, thirty-two chefs coming from and around the world to participate and more than fifty farmers and local producers featured in the first food festival of this scale in Hawai'i. The Festival, envisioned to be an annual destination event for the state and people of Hawai'i, raised \$250,000 and was a benefit for the Hawaii Agricultural Foundation and the Culinary Institute of the Pacific.

As detailed under section V the designers of the project have produced more than 500 hours of award winning, nationally and internationally distributed educational programming on food, designed and executed Get Healthy Now Hawaii a multimedia campaign targeting students in K to Gr. 3 that reached 30,000 families and brought together HMSA, American Diabetes Association, HDOE and HDOA, developed the nation's first locavore focused on-demand television channel in partnership with Oceanic Time Warner Cable and produced three (3) mobile phone applications.

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.

Key Personnel:

Melanie Kosaka, is the president of First Daughter Mediaworks, Inc. (FDM), a media company established in 1997. FDM has produced more than 500 hours of television programming on food and cooking for PBS audiences across the U.S. and in 66 countries. Highlights of her experience:

- Developed ShareYourTable.com an online project exploring Hawaii from seed to plate with tie-ins to The Honolulu Advertiser, HIDOA, Hawaii Seafood Council and Sub-Zero and Wolf/Hawaii.
- Created and managed the online based kids anti-obesity campaign "Get Healthy Now Hawaii" which brought together HIDOE, The American Diabetes Association and HIDOA and reached 30,000 Hawaii Families and featured noted experts such Marion Nestle and Dr. Mehmet Oz.
- Developed the Teen Health Pass website for HMSA
- FDM's most recognized credits include Hawaii Cooks with Roy Yamaguchi, Double Happiness, and the 1999 James Beard winner for Best National Cooking Show, The Kitchen Sessions with Charlie Trotter.

Denise Hayashi is the Executive Director of the Hawaii Agricultural Foundation (HAF). Prior to HAF, Hayashi was a consultant for three years to the Hawaii Farm Bureau Federation where she helped develop the language, vision and mission of the Foundation. She has more than nineteen 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 experience includes development of long-term strategic plans for Hawaii Forest Institute, 3R's, Hawaii Farm Bureau Foundation for Agriculture, development of community relations strategies for NCL America and fund development, governmental relations and public relations to secure funds for Bishop Museum. Her past employers and clients include NCL America, Bishop Museum, Japanese Cultural Center, Hawaii Foodbank, U.S. Senator Daniel K. Inouye, 3Rs, Artisans' 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
- Executive Producer, Hawaii Food & Wine Festival

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. N/A

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.

N/A

B. Licensure or Accreditation

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

N/A

BUDGET REQUEST BY SOURCE OF FUNDS
(Period: July 1, 2012 to June 30, 2013)

Applicant: Hawaii Agricultural Foundation

BUDGET CATEGORIES	Total State Funds Requested (a)	In-Kind (b)	Other Sources (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 & Contingency	25,000			
3. Lease/Rental of Equipment	15,000			
4. Lease/Rental of Space	30,000			
5. Staff Training	15,000			
6. Supplies	5,000			
7. Telecommunication	2,500			
8. Utilities	9,600			
9. Project Director (contract)	65,000			
10. Adminsration (contract)	25,000			
11. Production Coordinator (contract)	40,000			
12. Accounting	12,000			
13. Online Production 12 (months)	36,000			
14. Video Content creation	55,000			
15. Cooking class instructors (contract)	30,000			
16. Digital engagement coordination	12,000			
17. Graphic Designer (contract)	12,000			
18. Media Coordinator (contract)	12,000			
19. Community Outreach	25,000			
20. Cooking Class support	20,000			
21. On-Demand Channel Space	20,000	120,00		
20. Mobile Application	15,000		100,000	
TOTAL OTHER CURRENT EXPENSES	484,000			
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	484,000			
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	484,000	Denise Hayashi Yamaguchi	808-386-2538	
(b) Secured fr. other sources	100,000		Phone	
(c) In-Kind	120,000		01/31/2012	
(d)		Signature of Authorized Official	Date	
TOTAL BUDGET	704,000	Denise Hayashi Yamaguchi, Executive Director Name and Title (Please type or print)		

**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 Agricultural Foundation
(Typed Name of Individual or Organization)



1/31/2012

(Date)

Denise Hayashi Yamaguchi
(Typed Name)

Executive Director
(Title)