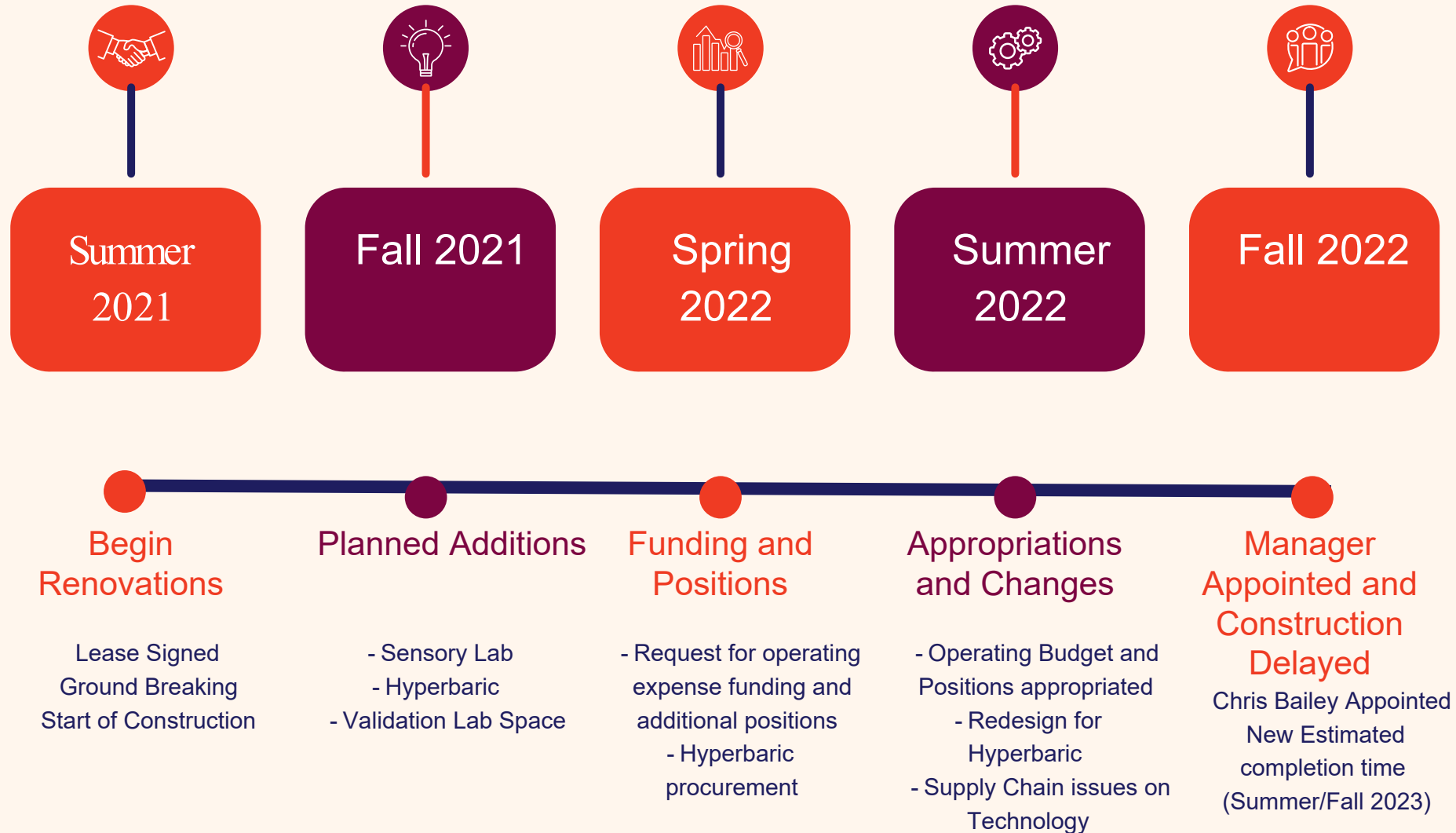




Wahiawa Value-Added Product Development Center (WVAPDC)
Opening in Fall 2023
Wahiawa Neighborhood Board Update 9.19.2022

Major Milestones

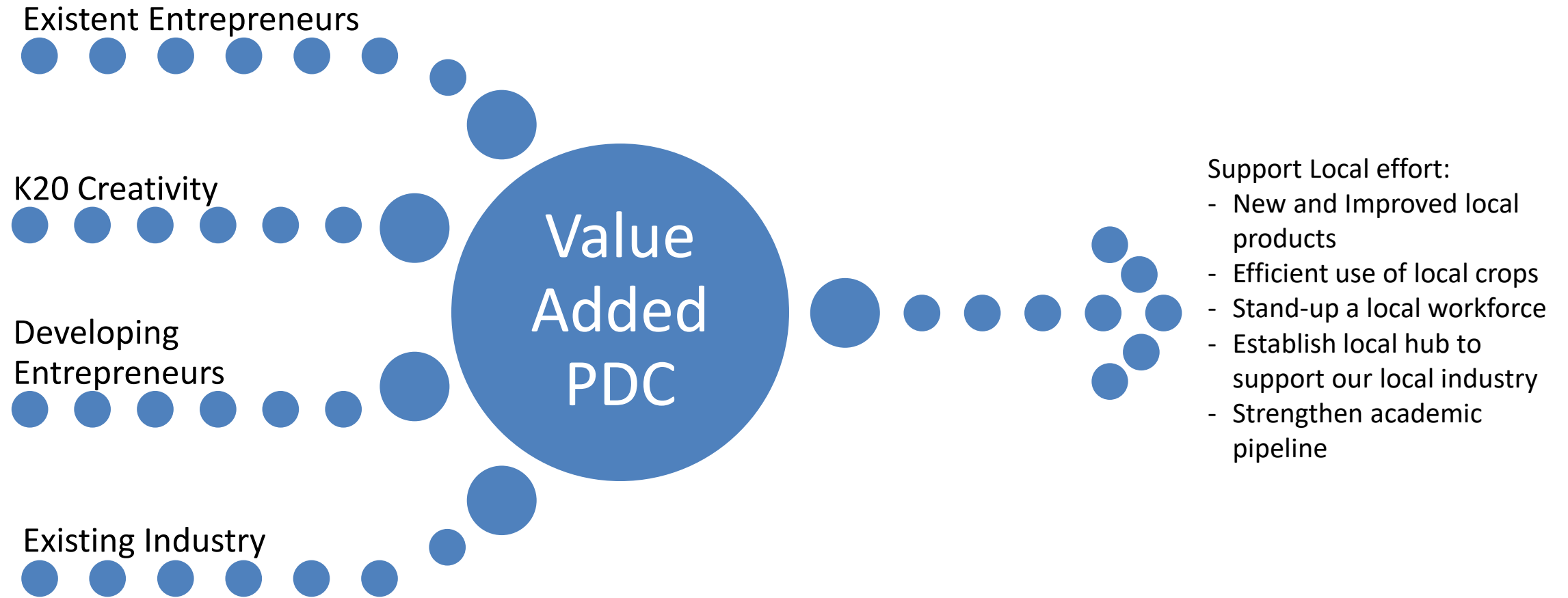


Welcome Chris Bailey!



- Active business developer, entrepreneur and research chef in product development, marketplace access and business foundations.
- Coming from Portland, Oregon where he has served as the Project Director for Community Co-Pack, a community-rooted contract-manufacturing production facility, which serves the Pacific Northwest's black, indigenous and people of color community.
- In addition to Community-Co Pack, Chris has been the Senior Business Advisor for the Portland Mercado, a small business incubator and market hall, where he has supported the accelerated growth of food businesses from startup to traded sector by providing one-on-one advising, product development and technical assistance.
- Chris has been actively engaged as a volunteer within the Portland community where he serves as a board member for the James Beard Public Market and Built Oregon to name a few.
- Chris earned his degree from Lewis and Clark College and is an alumnus of Punahou School.

Who Benefits?



Value Added Product Development Center

Education

- K12 Pipeline
- Short-term training
- Post Secondary Credentials
- Pipeline to Baccalaureate and beyond
- Seminars
- Business Development

Services

- Pilot and Development Laboratories
- Lab Services and Validation
- Product and Process Research and Development
- Sensory Analysis
- Consulting

Creative Hub

- Laboratory Spaces
- Professional Facilities
- Loft Display and Presentation Space
- Events and Work Spaces
- Network...

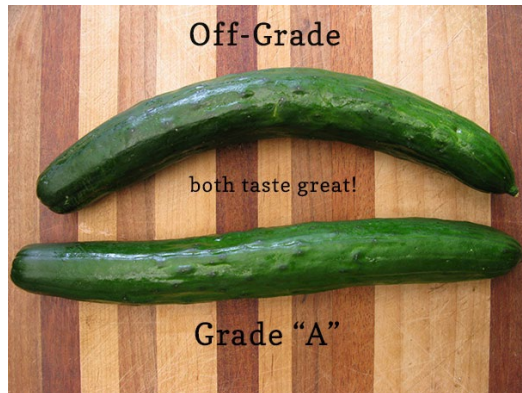
Where do we fit?

Maximize use
Reduce waste
Support new products



Maximize use
What to grow
How to distribute
Maximize Seasons

New Ideas
Reduce waste
Support new products



New Ideas
Longer shelf life
New variations
Business Development



Support businesses
Develop new products
Support sustainability

Credit Curriculum Pathway



UNIVERSITY of HAWAII*
LEEWARD
COMMUNITY COLLEGE

NEW Certificate of Competence (CO) in Agriculture-Based Product Development & Entrepreneurship – 12 credits

AG 100 Orientation to Hawai'i Agricultural Industry (1)*

CULN 112 Sanitation & Safety (2)*

CULN 242 Farm-to-Retail: Value-added Product Development (3)

ENT 120 Intro to Entrepreneurship (3)*

ENT 125 Starting a Business (3)*

Academic Subject Certificate (ASC) in Sustainable Agriculture – 26 – 29 credits

Certificate of Competence (CO) in Aquaponics Technician – 10 - 13 credits

Certificate of Competence (CO) in Sustainable Agriculture – 12 - 13 credits

Certificate of Achievement (CA) in Sustainable Agriculture – 25 credits

AG 100 – Orientation to Hawai'i Agricultural Industry (1)*

AG 104 – Food Safety & Post-Harvest Handling (1)*

AG 122 – Soil Technology (3)

AG 141 – Integrated Pest Management (3)

AG 264 – Plant Propagation (3)

AG 112 – Intro to Organic Agriculture (4) or

AG 200 – Principles of Horticulture (3) &

AG 200L - Principles of Horticulture Lab (1)

BOT 130 – Plants in the Hawaiian Env (3) &

BOT 130L – Plants in the Hawaiian Env Lab (1)

or AG 110 – Hawaii Horticulture & Nutrition

(3) & AG 110L – Hawaii Horticulture &

Nutrition Lab (1)

(6) Elective credits

Associate in Science (AS) in Sustainable Agriculture – 60 credits

Certificate of Achievement Requirements (25 credits) + the following courses:

AG 112 – Intro to Organic Agriculture (4) or

AG 251 – Sustainable Crop Production (4)

AG 293V – Agriculture Internship (1-4)

ICS 101 – Digital Tools for the Information

World (or higher) (3) or BUS 101 – Business

Information Systems (3)

ENT 125 – Starting a Business (3) or BUSN 164

– Career Success (3)

General Education Requirements (22)

Wahiawa Value-Added Product Development Center Initial Offerings Draft

I. Entrepreneurship Non-credit Courses – To be offered free online synchronous classes to community in Fall 2022.

- a. Workshop 1 - ***“What You Need to Start A Business Now!”*** – Tuesday, 10/11 from 6pm – 7:30pm
- b. Workshop 2 - ***“Create Your Vision for 2023”*** – Tuesday, 10/18 from 6pm – 8pm

Flyers with registration information to be sent to the Wahiawa-Whitmore Village Neighborhood Board from our Office of Continuing Education & Workforce Development (OCEWD) by 9/26.

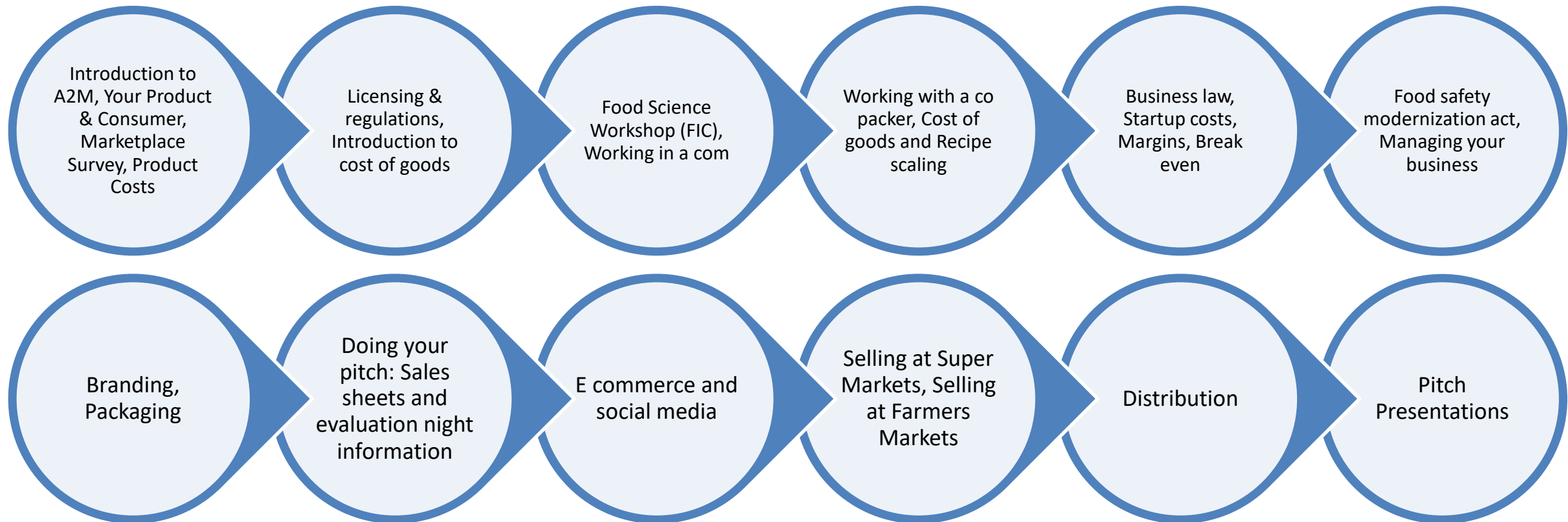
II. Farm to Retail: Value-Added Product Development Workshops – To be offered in-person to high school students in agriculture, business, and culinary arts in Fall 2022.

- a. Workshop 1 - ***“Sauces”*** – Saturday, 10/22 from 10am – 3:30pm at Leeward CC
- b. Workshop 2 - ***“Pickles”*** – Saturday, 10/29 from 10am – 3:30pm at Leeward CC
- c. Workshop 3 - ***“Sausages”*** – Saturday, 11/12 from 10am – 3:30pm at Leeward CC

Our culinary arts and agriculture programs will be contacting the high schools by 9/26.

“Bringing Your Product to Market: From ‘Āina to Mākeke”

This 12-week education program examines what it takes to become a successful food business entrepreneur. Workshop sessions guide the participant in how to scale-up a kitchen recipe into a commercial product that is ready for market.



Wahiawa Value-Added Product Development Center Initial Offerings Draft

“Aina to Makeke” - Twelve Weeks Workshop Series – To be offered hybrid with in-person and online synchronous modalities starting January 2023 through June 2023

Weeks 1-4

- Introduction to Aina to Makeke, Your Product & Consumer, Marketplace Survey, Product Costs
- Licensing & Regulations, Introduction to Cost of Goods
- Food Science Workshop, Working in a Commercial Kitchen
- Working with a Co-Packer, Cost of Goods and Recipe Scaling

Weeks 5-8

- Business Law, Start-up Costs, Margins, Break-Even
- Food Safety Modernization Act, Managing Your Business
- Branding, Packaging
- Doing Your Pitch: Sales Sheets and Evaluation Night Information

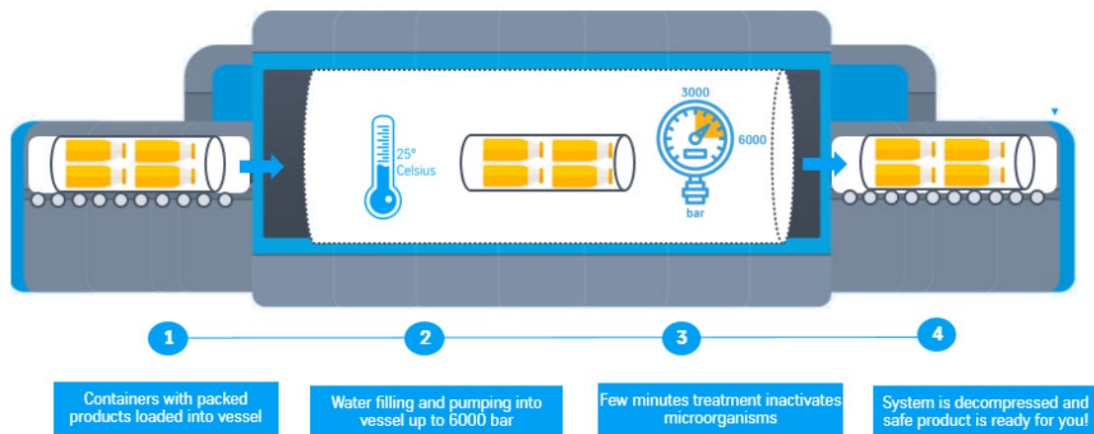
Weeks 9-12

- E-Commerce and Social Media
- Selling at Super Markets, Selling at Farmers Market
- Distribution
- Pitch Presentations

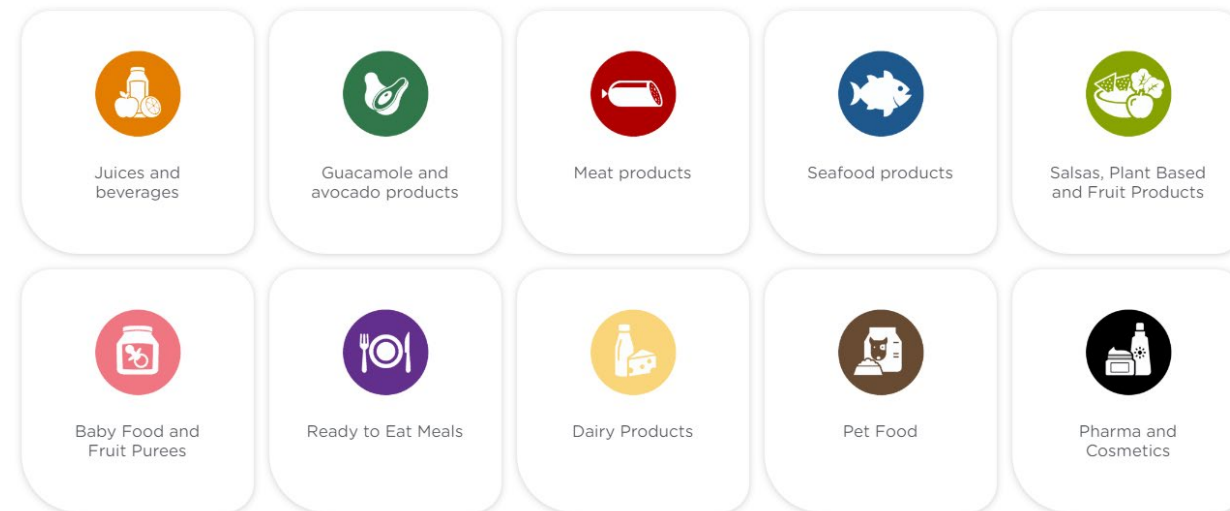
First Hyperbaric in Hawaii

Food and beverage preservation method that guarantees food safety and achieves an increased shelf life, while maintaining the organoleptic and nutritional attributes of fresh products.

How does High Pressure Processing work?



HPP TECHNOLOGY APPLICATIONS



Sensory Lab

WAHIAWĀ CENTER FOR WORKFORCE EXCELLENCE



SENSORY LAB

RECEPTION AREA The Sensory Lab will conduct testing services for consumer behavior research. The reception area will be a space to check in test participants and will also serve as a waiting room.

TEST KITCHEN The sensory lab will require a loading zone for offloading food and equipment. The test kitchen will require necessary utility connections for various cooking equipment and tools.

PREPARATION and STAGING ROOM The preparation and staging room is directly adjacent to the kitchen and the tasting booths and serves as the intermediary space where the food is served to the participants. A wall between the kitchen and booths will have passthroughs to each booth and countertops on both sides.

BOOTHS The booths room should be climate controlled and may require additional features such

as air filtration and the ability to change the color of the room.

DISCUSSION and VIEWING ROOM A discussion room and viewing room should be located adjacent to each other. The wall between the two rooms will require a one-way mirror. Staff will remain in the viewing room to observe pre- and post-participation conversations in the discussion room. The Sensory Lab will function in collaboration with the nearby Value Added Product Development Center. Because of the public library's proximity to the Sensory Lab, HSPLS has expressed interest in a collaboration with UHCC on a culinary literacy program.

CYBER TECHNOLOGY

The Cyber Technology program will have rooms that should be equipped with network and electrical connections to function for both cyber technology


















Validation Lab

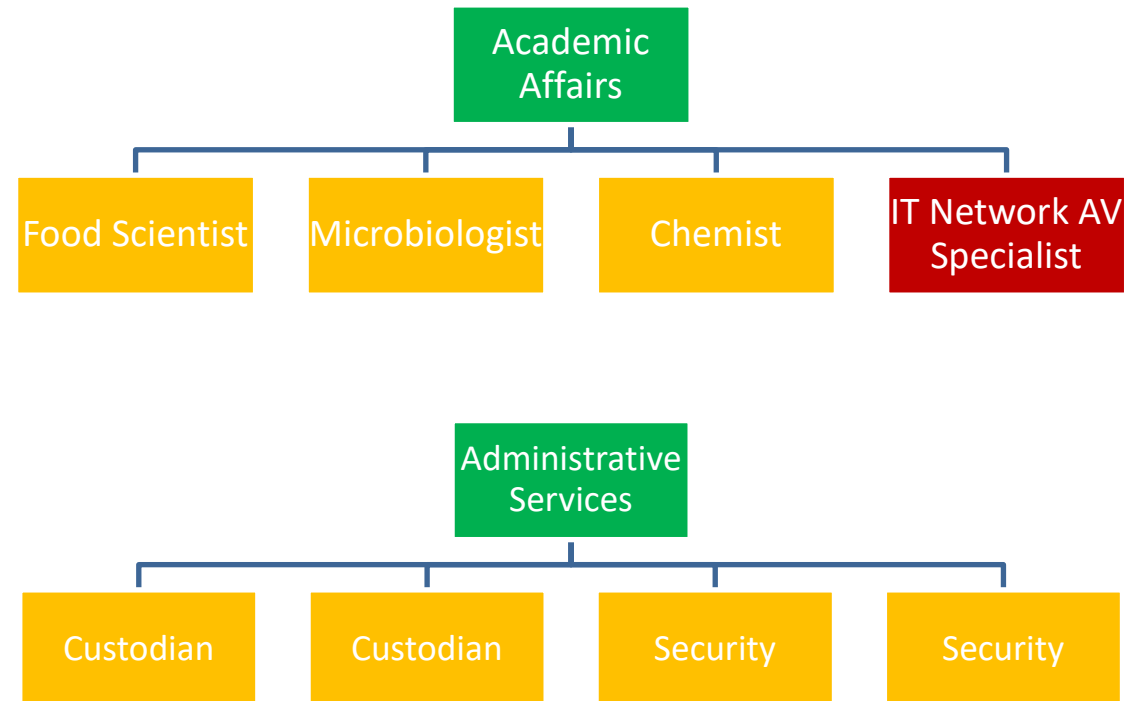
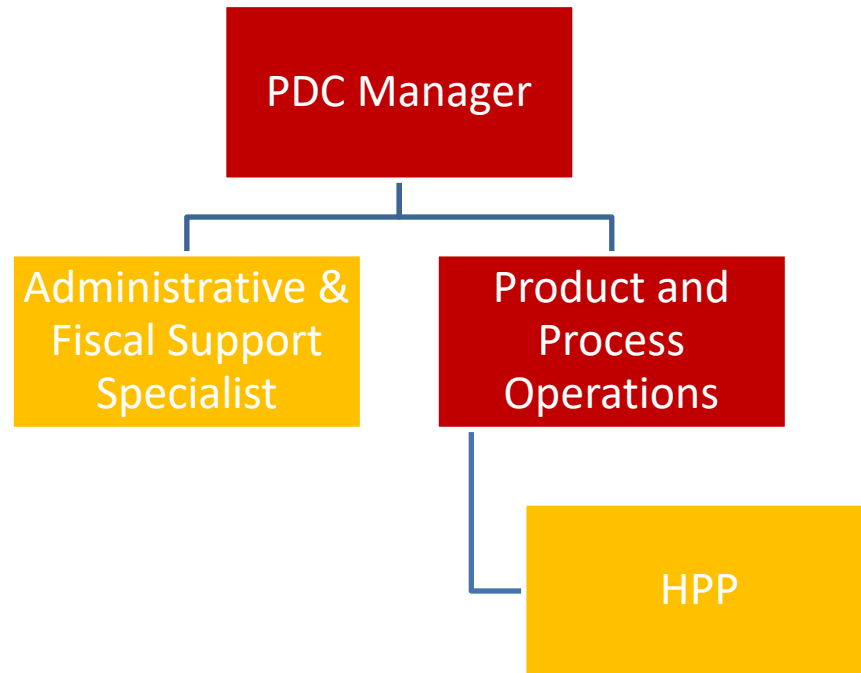


WAHIAWĀ CENTER FOR WORKFORCE EXCELLENCE

LAB SERVICES

 FOOD MICROBIOLOGY	 FOOD CHEMISTRY	 FOOD ALLERGENS	 NUTRITIONAL ANALYSIS
 SHELF LIFE STUDIES	 PESTICIDES	 VITAMINS & MINERALS	 CONTAMINANT IDENTIFICATION
 FDA IMPORT DETENTION SERVICES	 HACCP GUIDANCE & TESTING	 SPECIAL PROJECTS	 METHOD DEVELOPMENT
 NATURAL TOXINS	 ADULTERATION & QUALITY CONTROL	 SAMPLING SUPPLIES & PRODUCTS	

Staffing



What Next?



Visit Different Sites and Explore Opportunities

- Equipment
- Services
- Resources
- Expertise
- Partnerships



Get the word out and build excitement

- Workshops
- Presentations
- Community Presence
- Engaging Partners



Curate list of Fee for Services

- Labs Spaces
- Consulting
- Validation Studies



Hub and Spoke

- Statewide Impact
- Leverage resources



Mahalo



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LEEWARD
COMMUNITY COLLEGE