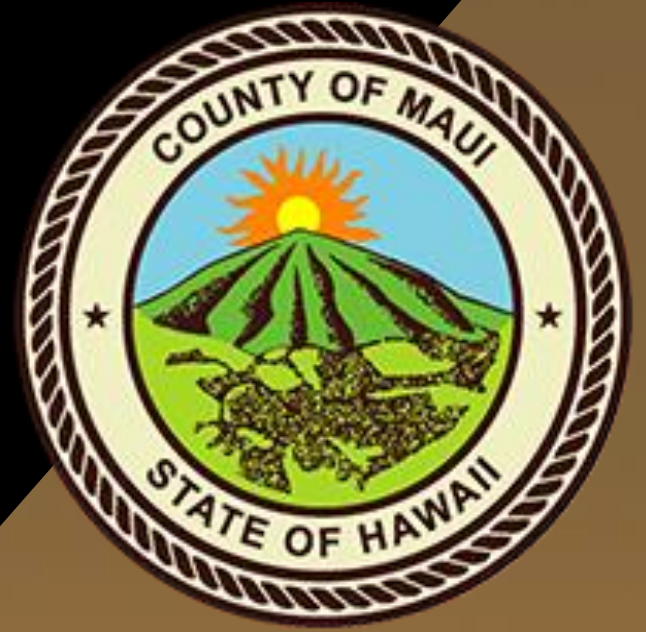


# AGRICULTURAL TOURISM



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BILL 24-172



# TITLE 19.030A.010

- **19.30A.010 - Purpose and intent.**

- A.Purpose.

- The purpose of the agricultural district is to:

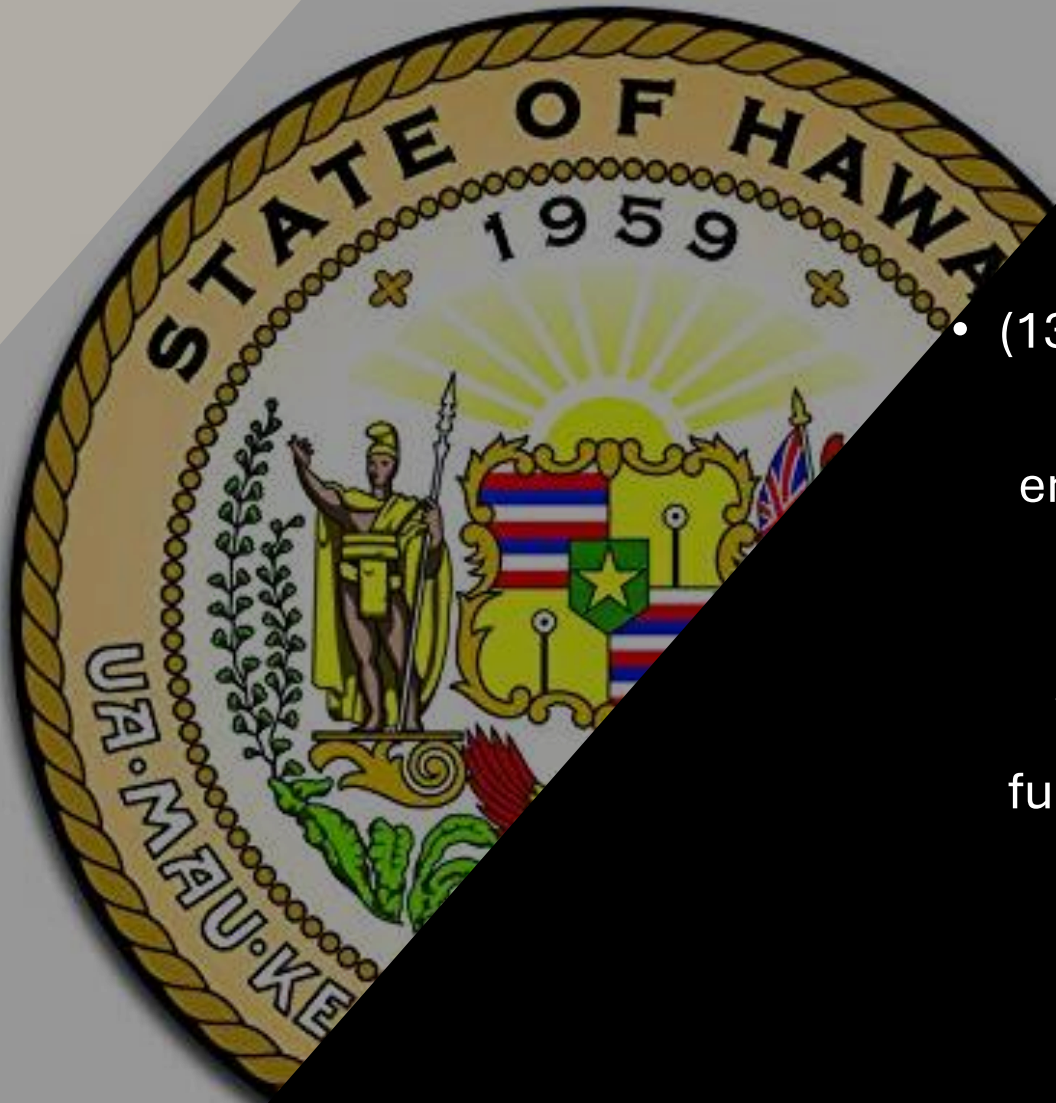
*1. Implement chapter 205, Hawai'i Revised Statutes, and the goals and policies of the Maui County general plan and community plans;*

- 2. Promote agricultural development;
- 3. Preserve and protect agricultural resources; and
- 4. Support the agricultural character and components of the County's economy and lifestyle.

- 







- HRS 205 4.5

- (13) Agricultural tourism conducted on a working farm, or a farming operation as defined in section 165-2, for the enjoyment, education, or involvement of visitors; provided that the agricultural tourism activity is accessory and secondary to the principal agricultural use and does not interfere with surrounding farm operations; and provided further that this paragraph shall apply only to a county that has adopted ordinances regulating agricultural tourism under section 205-5;

# Maui Countywide Policy Plan

- “Promote the teaching of traditional practices, including aquaculture; subsistence agriculture; Pacific Island, Asian, and other forms of alternative health practices; and indigenous Hawaiian architecture.”

County of Maui  
2030 General Plan  
**Countywide Policy Plan**

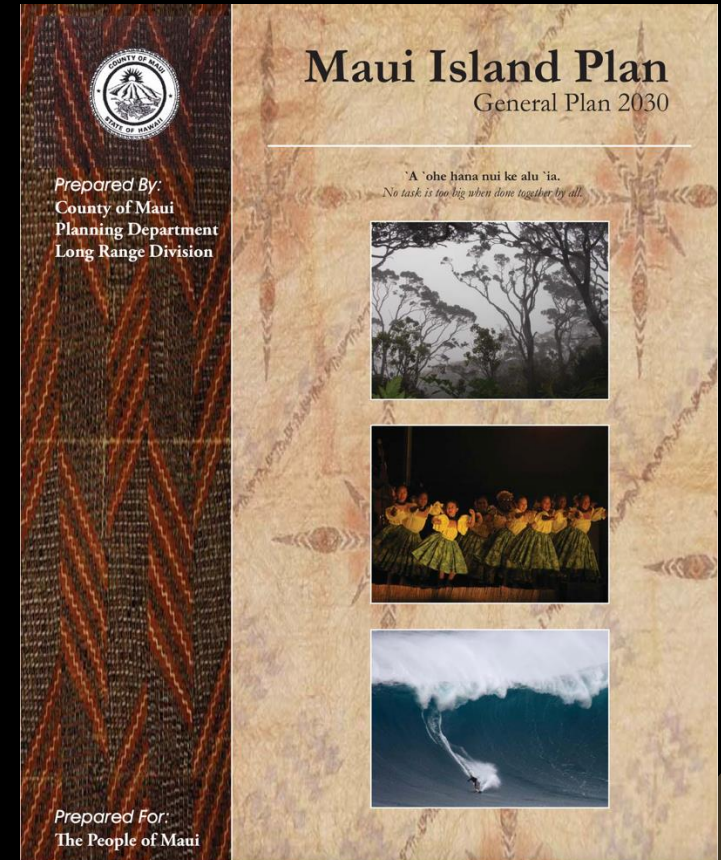


*‘A ‘ohe hana nui ke alu ‘ia.  
No task is too big when done together by all.*



# Maui Island Plan

- “Diversify the tourism industry by supporting appropriate niche activities such as ecotourism, cultural tourism, voluntourism, ag-tourism, health and wellness tourism, educational tourism, medical tourism, and other viable tourism-related businesses in appropriate locations.



## Hawaii Tourism Authority

- Agritourism (agriculture tourism) is tourism related to experiencing and appreciating agriculture products, settings and lifestyles. HTA has supported agritourism projects from festivals to tours to educational programs.
- Agritourism:
- Keeps farms/ranches viable
- Preserves agriculture lands
- New employment opportunities/income
- Enhances and/or promotes agriculture products
- Authentic Farm/Ranch Experiences
- Educational Experiences
- Diversifies tourism offerings
- Connect with nature

The screenshot shows the Hawaii Tourism Authority website. The header includes the logo, navigation links (GOHAWAII.COM, MEETHAWAII.COM, CONTACT US), and a search bar. The main navigation bar lists: WHO WE ARE, WHAT WE DO, RESEARCH, RFPS, NEWS, and MAUI RECOVERY. The page title is "AGRITOURISM". Below the title is a breadcrumb trail: Home / What We Do / HTA Programs / Community Enrichment / Agritourism. The section is titled "Agritourism". On the left is a large image of a coffee plantation with people. To the right is a "Why Agritourism?" section with eight icons and their corresponding benefits: Keeps farms/ranches viable, Preserves agriculture lands, New employment opportunities/income, Enhances and/or promotes agriculture products, Authentic Farm/Ranch Experiences, Educational Experiences, Diversifies tourism offerings, and Connect with nature. Below this is a paragraph defining agritourism and listing supported initiatives for Hawaii Island, Maui, Oahu, and Kauai.

**HAWAII TOURISM AUTHORITY**

GOHAWAII.COM | MEETHAWAII.COM | CONTACT US

Search For...

WHO WE ARE | WHAT WE DO | RESEARCH | RFPS | NEWS | MAUI RECOVERY

## AGRITOURISM

[Home](#) / [What We Do](#) / [HTA Programs](#) / [Community Enrichment](#) / Agritourism

### Agritourism



**Why Agritourism?**

- Keeps farms/ranches viable
- Preserves agriculture lands
- New employment opportunities/income
- Enhances and/or promotes agriculture products
- Authentic Farm/Ranch Experiences
- Educational Experiences
- Diversifies tourism offerings
- Connect with nature

Agritourism (agriculture tourism) is tourism related to experiencing and appreciating agriculture products, settings and lifestyles. HTA has supported agritourism projects from festivals to tours to educational programs. Below are some of the agritourism initiatives HTA has supported:

**Hawai'i Island:** Kau Coffee Festival, Kona Coffee Cultural Festival, Hands on History at Kona Coffee Living History Farm

**Maui:** National Tropical Botanical Garden's Lā'ulu – Breadfruit Day

**O'ahu:** Parade of Farms

**Kauai:** Kauai Chocolate & Coffee Festival, Tasting Kauai Food Tours



- Agritourism helps U.S. farmers and ranchers generate revenue from recreational or educational activities, such as tours of a working farm or “pick-your-own fruits and vegetables” programs. Beginning and small and mid-size farms are increasingly exploring agritourism as a strategy to remain competitive. Agritourism also has the potential to help revitalize rural economies, educate the public about agriculture, and preserve agricultural heritage. In addition, community-focused farms may find agritourism an attractive option because it provides more labor opportunities for local residents.
-



# Maui Farmer's Union



## Experience Maui's Ag Tourism

Come experience the vibrancy of paradise on our Maui farms! AgTourism is where agriculture intersects with tourism to create a dynamic system providing education and enjoyment! AgTourism has become popular with farms stays, farm lunches, pick your own farms, tours and tastings. Learn more about Hawaii AgTourism [here](#). Check out Maui farms below. Click on the farm name to visit each website.



# Cacao Farm Tour



- “...nestled in the foothills of the West Maui mountains. Featuring over 20 acres of cacao trees, our professional and friendly tour guides lead you from “farm to bar.” This interactive and educational tour introduces you to our cacao trees, the hands-on fruit harvesting techniques, and finishes with an exclusive 9-piece tasting of our award-winning chocolate.”





# Maui Pineapple Tour

“Join us upcountry on our beautiful Hali’imaile farm to experience a working pineapple farm.

Learn about growing cycle and cultivation techniques of Maui Gold Pineapple. Best of all, you get a FREE PINEAPPLE with every tour!





# Maui Bees

- Learn more about our seasonal honey and it's one-of-a-kind flavor profile derived from the nectar of rotating blossoms all year round! Try out the difference for yourself by visiting our farmstand and sampling our amazing summer and winter honeys.





# O'o Farm

O'o Farm is a scenic parcel of land in upcountry Maui above Kula dedicated to culinary farming and agritourism. The farm cultivates about 130 distinct crops in rotation. The land is maintained with sustainability at the forefront of decision-making, and crops are naturally cultivated using a no-till approach

O'o Farm results from the owner's extraordinary commitment to providing quality local produce and delivering a true farm-to-table experience.





# Ulupalakua Ranch • Maui Wine

- In 1963, C. Pardee Erdman purchased Ulupalakua Ranch from the Baldwin family and the Erdman family has operated it since that time. The ranch's peak size was about 40,000. Today, Ulupalakua Ranch operates approximately 18,000 acres, 16,000 acres of fee simple land and 2,000 acres leased from the State of Hawaii and private individuals.





# Maui Sea Spirits • Ocean Vodka



OPEN FOR BUSINESS AND SUPPORTING THE LIVELIHOOD OF MAUI RESIDENTS



## How Agritourism is Saving American Farms

August 2, 2023 [Katherine Follansbee](#) in [Twitter](#) [Facebook](#)



For hundreds of years, farming has been the way of life in many rural areas. However, with changing supply chains, rising input costs, and shifting values, farming alone is no longer enough to keep many families afloat. In fact, agricultural production items increased in price by 15.6% from the end of 2021 to 2022 — more than double the rate of inflation — and this trend is not slowing down. At the same time, and perhaps as a result, the number of farms in the US continues to decline.

The solution? Agritourism.

# Saving Maui Farms

For hundreds of years, farming has been the way of life in many rural areas. However, with changing supply chains, rising input costs, and shifting values, farming alone is no longer enough to keep many families afloat. In fact, agricultural production items increased in price by 15.6% from the end of 2021 to 2022 — more than double the rate of inflation — and this trend is not slowing down. At the same time, and perhaps as a result, the number of farms in the US continues to decline.

The solution? Agritourism.

Revenue generated by agritourism in the US more than tripled from 2002-2017, generating an estimated \$949 million in sales in 2017.

This growth is not expected to stop any time soon and goes beyond the US. In 2021, the global agritourism market was valued at \$45.4 billion, and it is expected to reach an estimated value of \$141 billion by 2030.



# Agricultural Tourism

## Encouraging and Supporting Farms of all sizes



## ADEPT Committee

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**From:** Sydney Smith <malikoestate@icloud.com>  
**Sent:** Thursday, November 21, 2024 10:17 AM  
**To:** Maria L. Leon; Samantha G. Tanck  
**Cc:** ADEPT Committee; Kate Griffiths; Axel I. Beers  
**Subject:** Presentations for ADEPT Committee  
**Attachments:** FoodTrucks1.pdf; AgTourism1.pdf

You don't often get email from malikoestate@icloud.com. [Learn why this is important](#)

Aloha Sam and Maria,

Please let me know if you received these this time.

I'll bring on a thumb drive just in case.

Syd

Sydney Smith  
**Ag Working Group, chair**  
malikoestate@icloud.com