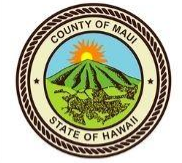


MAUI COUNTY DEPARTMENT OF AGRICULTURE

# Food and Nutrition Security Plan

DRAFT 1



# Purpose

The Maui County Food and Nutrition Security Plan is being created to ensure that all Maui County residents have access to affordable, nutritious, culturally appropriate food. This plan acknowledges the power of food systems as drivers of health, cultural connection, and resilience.



# MDOA 2024-2028 STRATEGIC PLAN

## MISSION

Advocate for thriving lands and hands that feed and sustain Maui County

**Economic Opportunities for Ag Sector**

**Food Security for Residents**

**Responsible Agriculture Practices**

### GOAL

Market value for Ag products **increase by 50%**

### GOAL

Healthy, local food for residents **increase by 50%**

### GOAL

Responsible agriculture practices **increase by 100%**

1

#### **Market Development**

*Make local produce more desirable & accessible than imports*

- 1.1 Improve market access for new & small farmers
- 1.2 Increase local food purchases by organizations
- 1.3 Support solutions for deer as pest, and explore a new deer industry

2

#### **Infrastructure and Facilities**

*Develop each stage of supply chain*

- 2.1 Expansion of food hubs & specialized commercial kitchens
- 2.2 Agricultural parks as on-ramps for a responsible farmers
- 2.3 USDA-certified slaughter facilities, and inspection on all three islands
- 2.4 Agricultural housing

3

#### **Access to Capital**

*Increase availability of funds for agriculture*

- 3.1 Grants for the department, producers, and other stakeholders in the supply chain
- 3.2 Access to capital for producers
- 3.3 Ag sector recovery from natural disasters
- 3.4 Prepare unused Ag land for transition to active farming

4

#### **Expertise and Information**

*Improve information & connections*

- 4.1 Become the producer support hub for the county
- 4.2 Drive shared vision, definitions, policies, and processes related to county agriculture
- 4.3 Report on food security & agricultural practices
- 4.4 Establish a Kūpuna Council

# Food Security

When all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their food preferences and dietary needs for an active and healthy life. The four essential components of food security are:

- **Availability:** Is the physical supply of food sufficient?
- **Access :** Can people actually obtain the food?
- **Utilization :** Are people able to eat and benefit nutritionally from the food they have?
- **Stability :** Are people prepared to remain food secure in the face of environmental, financial, political, or social shocks and stresses?





## Nutrition Security

Consistent access, availability, and affordability of foods and beverages that promote well-being, prevent disease, and, if needed, treat disease, particularly among racial/ethnic minority populations, lower income populations, and rural and remote populations.

# Food Security in Maui County





# THE STATE OF FOOD INSECURITY IN HAWAI'I 2023

- “Since the pandemic, Hawai‘i has seen an average increase of 25% in food prices.”
- “For Hawai‘i, food insecurity is associated with \$800 million per year in added health care costs.”



**In 29% of households with children, one or more children were facing food insecurity.**



Some groups within the AANHPI category were **more than twice as likely to experience food insecurity** than others.

**43%**  
OF NATIVE  
HAWAIIANS WERE  
FOOD INSECURE

# Food security is not possible without affordable housing and financial security

- Residents of Maui County pay the highest rent costs in the U.S., and 52.9% of Maui County's population is rent burdened (Hawai'i Housing Factbook, 2024).
- Hawai'i residents pay the highest food costs in the United States (Frohlich, 2018).
- Prior to the fires, Aloha United Way (2022) found that over half of Maui County's residents do not earn enough money to afford the basic cost of living.
- Hawai'i Food Bank reported that in Maui County, 31% of residents experienced food insecurity in 2023, and among the households affected by the wildfires, 49% experienced food insecurity.
- Rural communities face significantly more health challenges than urban residents. (UHERO, 2024).

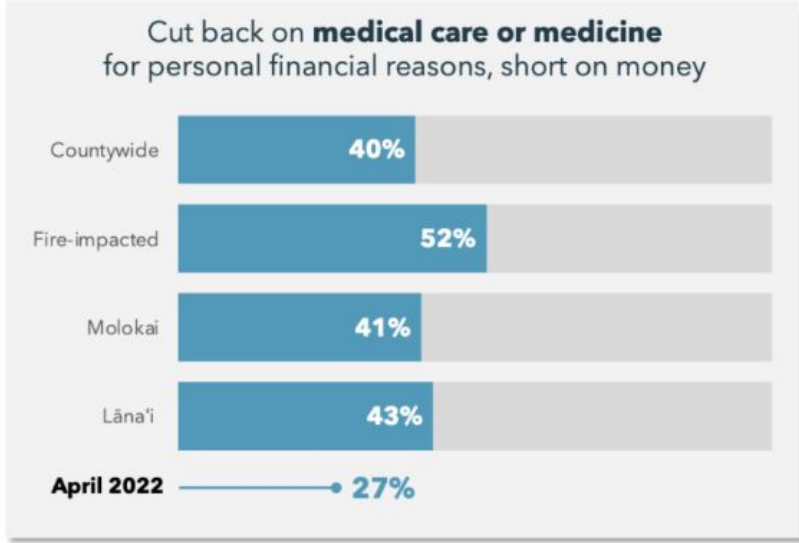
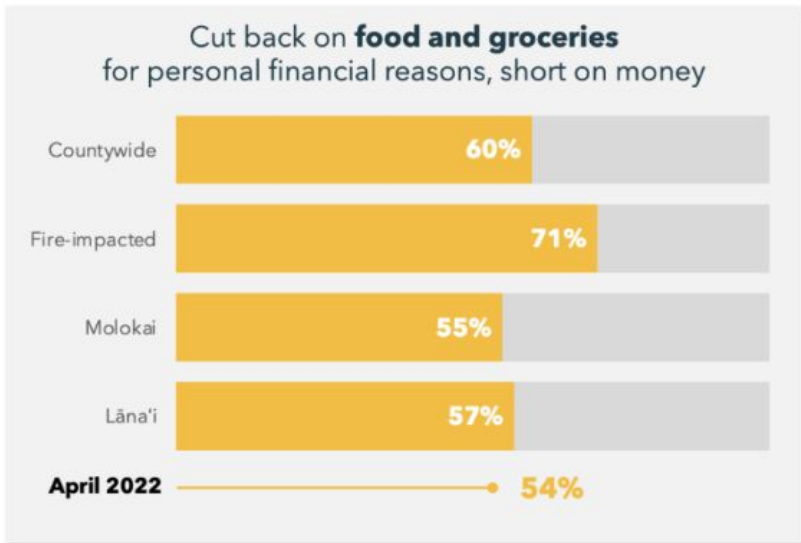


# Six in 10 Countywide and 71% report cutting back on groceries since the fires

This represents an increase in those going without over the past two years.



In the past year, have you had to... [Percent saying "yes"]



As we found two years ago, mental health needs are higher among those in financial straits - 74% of those who are cutting back on groceries countywide say their mental health is worse (76% among fire impacted); and are much more likely to say they or a household member need counseling.





Maui County

# FOOD & NUTRITION SECURITY PLAN

*DRAFT Plan for Public Comment*



September 2024

Prepared for

**Maui County**  
**Department of**  
**Agriculture**

The Maui County Food and Nutrition Security Plan lays out strategic recommendations to improve nutrition security, climate and emergency resilience, and opportunities for local food producers within Maui County.

# Our Maui Nui Focus

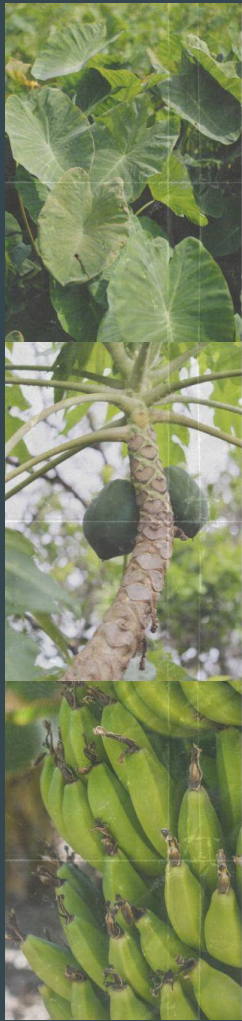
Maui County's food system is part of a much larger system that is influenced by global food production and federal and state policies. For the purposes of this plan, we are focused on the parts of the food system that we can influence within Maui County. We aim to create recommendations that reflect the unique needs and opportunities in our islands, guiding us toward a more resilient and just food system that aligns with our local values and goals.



## Developed in collaboration with over 600 community members,

including farmers, ranchers, fishers, hunters, foragers, educators, and public health professionals. These individuals shared input through in-person community gatherings, virtual feedback sessions, and online surveys between 2021 and 2024, including:

- Maui Nui 2021 Virtual Food Summit, Maui Nui 2022 Food Summit, and Maui Nui 2023 Food Summit
- Hawai'i Good Food Alliance 2021 Farmer Needs Assessment
- Maui County Department of Agriculture 2022-2023 Food Producer Needs Assessment
- Maui Nui Food Alliance 2023 Food Supply Assessment
- May to July 2023 Maui Nui Food Security Assessment
- Maui Food Bank's 2022 Food Bank and Pantry Assessment
- Maui Nui 2023 Consumer Needs Assessment
- Maui Nui 2024 Community Talk Story Sessions



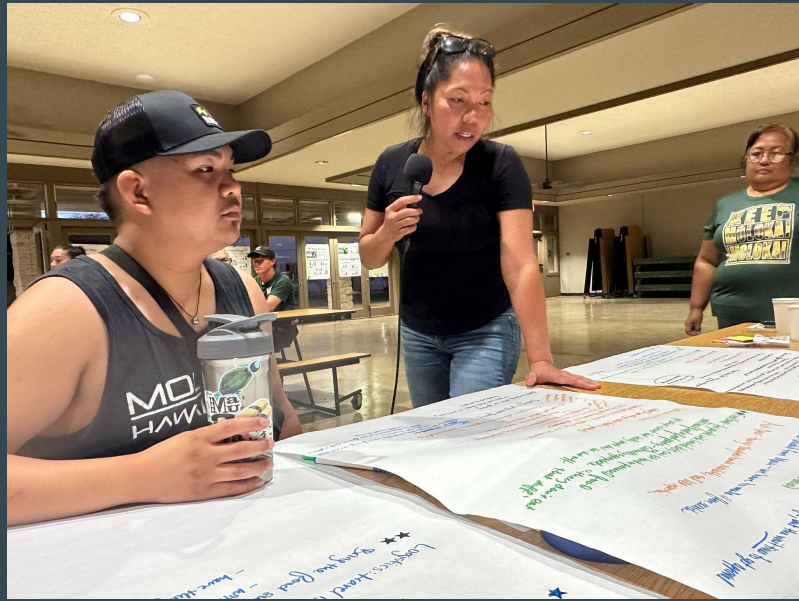
CREATING  
A FOOD  
AND  
NUTRITION  
SECURITY  
PLAN FOR  
MAUI  
COUNTY

# COMMUNITY TALK STORY SESSIONS

Share your mana'o with the Maui County Department of Agriculture on your vision for the future of our food systems.  
Join us in person:

- Helene Hall in Hāna** - Thursday, 2/8 from 5:30-8PM
- Pukalani Community Center** - Tuesday, 2/13 from 5:30-8PM
- Kīhei Community Center** - Thursday, 2/22 from 5:30-8PM
- Kahului Community Center** - Thursday, 2/29 from 5:30-8PM
- Lāna'i Filipino Club House** - Thursday, 3/7 from 5:30-8PM
- Molokai, Mitchell Pauole Community Center** - Tuesday, 3/12 from 4:30-7PM
- Napili, location TBD**: Thursday, 3/21 from 5:30-8PM

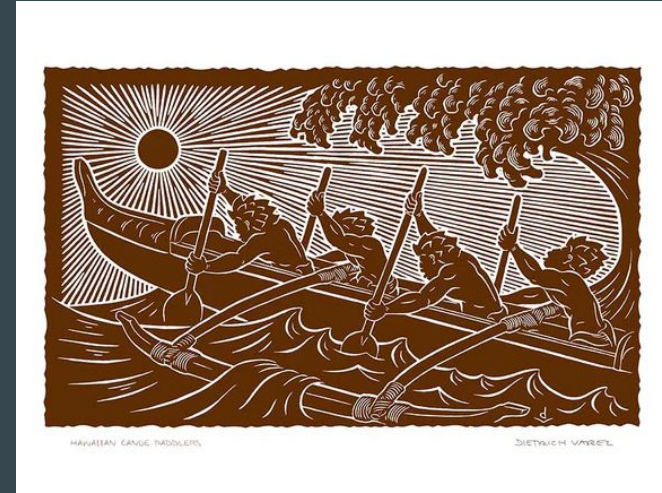
Questions? Call 808-270-8287.  
Sign up here to receive an email reminder about the Community Listening Session in your area:



# Community Informed, Community Led

The plan will be carried out and co-led by community leaders, including non-profits, small businesses, and government-supported projects, working to build a better food system for Molokai, Lāna‘i, and Maui.

The Maui County Department of Agriculture will oversee the advancement of the Food and Nutrition Security Plan's goals through ongoing coordination with the plan's co-leaders and annual evaluations of the plan's progress.



# Food and Nutrition Security Plan Goals:

Goal 1: Ensure all residents have access to nourishing, culturally relevant foods at all times.

Goal 2: Support farmers and expand food production to create an abundant, self-sufficient food system.

Goal 3: Build vibrant local food economies & profitable career pathways for farmers & food system workers.

Goal 4: Promote healthy, resilient ecosystems & responsible resource stewardship.

# Goal 1: Ensure all residents have access to nourishing, culturally relevant foods at all times.

Objective: Leverage existing institutions, infrastructure, and programs, including those funded by USDA, to increase access to nourishing foods.

Objective: Develop innovative programs to increase access to nourishing foods and lower rates of chronic diseases, especially in rural areas and Pacific Islander communities.

Objective: Increase community self-sufficiency by supporting home food production and access to wild foods.

Objective: Increase individual and community capacity to remain food secure in times of emergency.

Objective: Support economic security, food affordability, and financial safety nets to prevent poverty and food insecurity, especially in the face of rising food prices.



## **Goal 2: Support farmers and expand food production to create an abundant, self-sufficient food system.**

Objective: Protect and expand access to agricultural land.

Objective: Improve water infrastructure and management to support food production.

Objective: Improve agriculture infrastructure and establish new facilities to increase capacity and resilience.

Objective: Diversify food production and increase the amount of food grown for local consumption, with a focus on culturally relevant foods and sustainable protein sources.

Objective: Support producers in navigating regulations and reduce unnecessary regulatory burdens.

## **Goal 3: Build vibrant local food economies & profitable career pathways for farmers & food system workers.**

Objective: Increase market access for local producers & support value chain coordination.

Objective: Support producers in navigating regulations and reduce unnecessary regulatory burdens.

Objective: Increase farm viability and the viability of farming as a sustainable and fulfilling career.

Objective: Develop future generations of farmers and support ongoing advancement for current producers.

# Goal 4: Promote healthy, resilient ecosystems & responsible resource stewardship.

Objective: Promote food waste diversion, composting, and other efforts that reduce waste and improve soil fertility.

Objective: Support Ridge to Reef resource management practices.

Objective: Manage invasive species populations.



# Community-Based, Community Led

During this first draft phase, we are connecting with potential “Action Leads” to get their buy-in and asking for their edits to the goal, objective, and action language, and learning their suggestions for the necessary resources, partners, and metrics to use to track the success of each action.

**Goals** → **Objectives** → **Actions**

# Goal 1: Ensure all residents have access to nourishing, culturally relevant foods at all times.

Objective: Leverage existing institutions, infrastructure, and programs, including those funded by USDA, to increase access to nourishing foods.

Action: Increase vendors' ability to accept DA BUX and WIC at farmers' markets and stores



We need your input on the

# MAUI COUNTY FOOD & NUTRITION SECURITY PLAN

Please take this 10 minute  
survey by Oct. 11, 2024  
to help us prioritize the  
plan's draft objectives, and  
let us know what's missing:  
[bit.ly/MauiNuiFNSP](https://bit.ly/MauiNuiFNSP)



## Where do you live?

Lānaʻi

Molokai

West Maui

Wailuku, Waihe'e, or Waikapū

Kahului

South Maui

Makawao, Ha'ikū, or Pā'ia

Upcountry Maui

East Maui

I live outside of Maui County

### Goal 3. Build vibrant local food economies and profitable career pathways for farmers and food system workers.

In this goal, which objectives are the **most important** for Maui County partners to work on?

Drag and drop each objective to place them in order of importance (*#1 = most important, #5 = least important*).

Objective: Assist food system entrepreneurs to grow and sustain their businesses.

Objective: Increase farm viability and the viability of farming as a sustainable and fulfilling career

Objective: Develop future generations of farmers and support ongoing advancement for current producers.

Objective: Increase market access for local producers & support value chain coordination.



# Timeline

The plan will be revised based on community feedback shared through two rounds of public comment, which will include:

- September - October 2024 community feedback survey, public comment forms, and public meetings on the first draft of the Food and Nutrition Security Plan
  - October 11th is the deadline for our community survey for our 1st draft
- November 2024 community feedback and public meetings on the second draft of the Food and Nutrition Security Plan

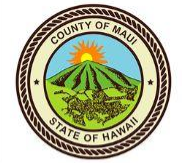
We aim to have the plan finalized by January 2025.

We need your input on the

# MAUI COUNTY FOOD & NUTRITION SECURITY PLAN

Please take this 10 minute  
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to help us prioritize the  
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# Mahalo nui!

## Questions?

LAUREN NELSON, MAUI COUNTY FOOD ACCESS COORDINATOR  
LAUREN.NELSON@CO.MAUI.HI.US  
(808)270-8287

## ADEPT Committee

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**From:** Lauren Nelson <Lauren.Nelson@co.maui.hi.us>  
**Sent:** Wednesday, October 9, 2024 2:56 PM  
**To:** ADEPT Committee  
**Subject:** Updated Food and Nutrition Security Plan Presentation for ADEPT Oct. 10, 2024  
**Attachments:** ADEPT Presentation Oct 10, 2024\_ Maui County Dept. of Ag Food Security Presentation .pdf

Aloha e ADEPT,

We have updated our slides for tomorrow's ADEPT meeting, to ensure that our presentation does not exceed 15 minutes. Please find the new slides attached.

Please let me know if I can provide any additional information before tomorrow.

Kind regards,  
Lauren

Lauren Nelson  
Food Access Coordinator  
Maui County Department of Agriculture  
Phone: 808-270-8287  
Email: Lauren.Nelson@co.maui.hi.us