

# Agriculture, Diversification, Environment, and Public Transportation Committee on 2024-11-21 1:30 PM

Meeting Time: 11-21-24 13:30

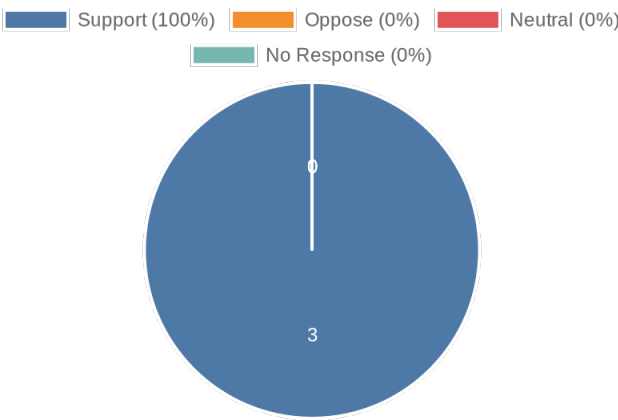
## eComments Report

Meetings	Meeting Time	Agenda Items	Comments	Support	Oppose	Neutral
Agriculture, Diversification, Environment, and Public Transportation Committee on 2024-11-21 1:30 PM	11-21-24 13:30	3	3	3	0	0

### Sentiments for All Meetings

The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

#### Overall Sentiment



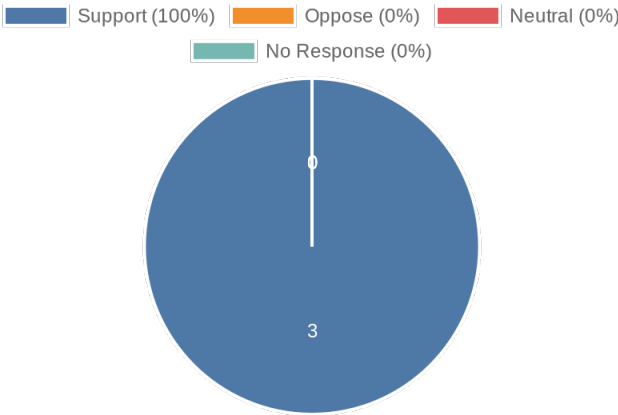
**Agriculture, Diversification, Environment, and Public Transportation Committee on 2024-11-21 1:30 PM**  
**11-21-24 13:30**

Agenda Name	Comments	Support	Oppose	Neutral
ADEPT-18 Reso 24-172 RESOLUTION 24-172, REFERRING TO THE PLANNING COMMISSIONS A PROPOSED BILL ON AGRICULTURAL TOURISM (ADEPT-18)	1	1	0	0
ADEPT-17 Reso 24-171 RESOLUTION 24-171, REFERRING TO THE PLANNING COMMISSIONS A PROPOSED BILL ON MOBILE FOOD TRUCKS OR TRAILERS IN THE AGRICULTURAL DISTRICT (ADEPT-17)	2	2	0	0

**Sentiments for All Agenda Items**

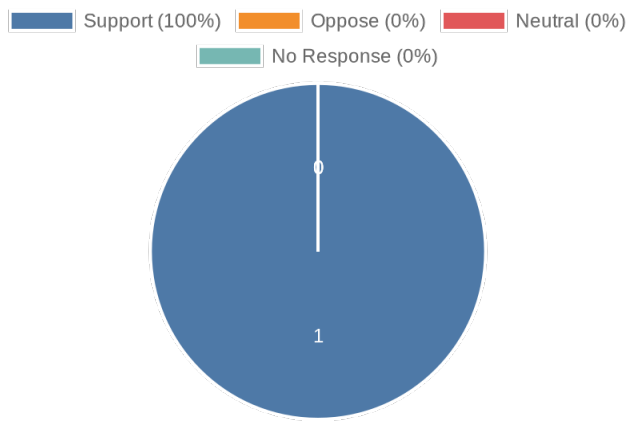
The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

**Overall Sentiment**



Agenda Item: eComments for ADEPT-18 Reso 24-172 RESOLUTION 24-172, REFERRING TO THE PLANNING COMMISSIONS A PROPOSED BILL ON AGRICULTURAL TOURISM (ADEPT-18)

Overall Sentiment

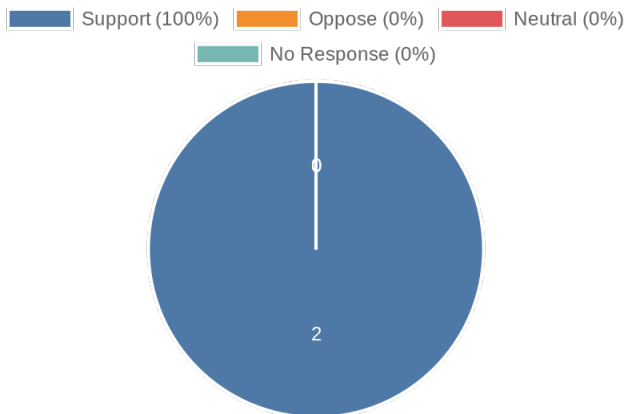


Pamela Tumpap

Location:  
Submitted At: 11:56am 11-21-24

Please see attached testimony.

## Overall Sentiment



### Pamela Tumpap

Location:

Submitted At: 11:56am 11-21-24

Please see attached testimony.

### Guest User

Location:

Submitted At: 3:58pm 11-20-24

My name is Robert "bob" Horcajo, a resident of Wailuku. Regarding Resolution 24-171, I would like to offer the following as Code additions to MCC Chapter 19.30A.015 Definitions and the following as Code additions to Chapter 16.25.105.2 Work Exempt from Permit, as testimony.

Bold, italicized and underlined text are proposed additions to the County Code, as written.

Maui County Code, Chapter 19.30A.015 "Agricultural product stand" means a building, structure, structure on wheels or place that is partially enclosed by walls, at least 25 percent open to the outside when in operation, or a vehicle, owned and operated by a single agricultural product producer for the display and sale of agricultural products grown, raised, or caught in the County, and value-added products produced using agricultural products grown, raised, or caught in Hawaii.

Maui County Code, Chapter 19.030.015 "Agricultural retail structure" means a fully-enclosed building, or structure, structure on wheels, or a vehicle, owned and operated by a single producer for the display and sale of agricultural products grown, raised, or caught in the County, value-added products that were produced using agricultural products grown, raised, or caught in Hawaii, logo items related to the producer's agricultural operations, and other food items.

Maui County Code, Chapter 19.30A.015 "Farmers market" means either: The temporary use of land that is managed by a single producer who leases space or stalls for the outdoor sale of agricultural products grown,

raised, or caught in the County or value-added products that were produced using agricultural products grown, raised, or caught in Hawaii; A structure on wheels or vehicle can occupy said space or stall; or A building or structure managed by a single producer who leases space or stalls for the display and direct retail sale of agricultural products grown, raised, or caught in the County or value-added products that were produced using agricultural products grown in Hawaii.

Maui County Code, Chapter 16.25.105.2. Work Exempt from permit.

29. \_An Agricultural Product Stand or Agricultural Retail Structure, 300 square feet or less in total floor area.

30. Vehicles or a Structure on Wheels that do not traverse a public road and operating as an Agricultural Product Stand or Agricultural Retail Structure, not to exceed 300 square feet in total floor area.



**MAUI**  
CHAMBER OF COMMERCE  
VOICE OF BUSINESS

November 21, 2024

Maui County Council

Agriculture, Diversification, Environment, and Public Transportation Committee

Gabe Johnson, Chair

Shane M. Sinenci, Vice Chair

Members of the Agriculture, Diversification, Environment, and Public Transportation Committee

**(ADEPT-18) - RESOLUTION 24-172, REFERRING TO THE PLANNING COMMISSIONS A  
PROPOSED BILL ON AGRICULTURAL TOURISM**

Aloha Chair Johnson, Vice Chair Sinenci and members of the Committee,

The Maui Chamber of Commerce SUPPORTS resolution 24-172 and would urge the committee to pass the referenced ordinance to the appropriate Planning Commissions.

The Chamber notes that agricultural tourism (agtourism) offers a multitude of benefits for both farmers and local communities. The benefits for farmers include:

1. **Diversified Income Streams:** Agtourism activities, such as farm tours, farm-to-table dinners, and agritainment, can provide additional revenue sources beyond traditional agricultural sales.
2. **Enhanced Brand Awareness:** By connecting directly with consumers, farmers can build brand recognition and loyalty.
3. **Preservation of Agricultural Heritage:** Agtourism helps to educate the public about farming practices, food production, and rural lifestyles, fostering a deeper appreciation for agricultural heritage.
4. **Community Engagement:** By hosting events and workshops, farmers can strengthen their ties with the community and build social capital.

The benefits for communities include:

1. **Economic Growth:** Agtourism can stimulate the local economy by attracting visitors who spend money on lodging, dining, and shopping.
2. **Job Creation:** The industry can create jobs in hospitality, tourism, and agriculture-related sectors.
3. **Community Development:** Agritourism can revitalize rural areas by drawing in tourists and promoting local businesses.
4. **Preservation of Open Space:** By generating income from non-agricultural activities, farmers can be incentivized to keep their land in agricultural production, helping to preserve open spaces and natural landscapes.



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In essence, agtourism offers a sustainable way for farmers to thrive, communities to prosper, and consumers to connect with the source of their food.

For these reasons, we support sending this bill to the appropriate Planning Commissions.

Sincerely,

Pamela Tumpap  
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.



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Maui County Council  
Agriculture, Diversification, Environment, and Public Transportation Committee  
Gabe Johnson, Chair  
Shane M. Sinenci, Vice Chair  
Members of the Agriculture, Diversification, Environment, and Public Transportation Committee

**(ADEPT -17) - Resolution 24-171, REFERRING TO THE PLANNING COMMISSIONS A PROPOSED BILL ON MOBILE FOOD TRUCKS OR TRAILERS IN THE AGRICUTURAL DISTRICT**

Aloha Chair Johnson, Vice Chair Sinenci and members of the Committee,

We appreciate and support this effort as 1,000 sq ft restaurant is already an allowable agricultural use and the food truck use will help farming operations offer a similar experience and reap many of the same benefits without the higher cost of building a restaurant on their property. It further allows them to create a partnership with an existing food truck business to generate new income right away.

With the visitor industry counts down, the volume of farm product purchases are also down from hotels and restaurants, so this effort buffers farmers from economic downturns now and into the future.

Allowing food trucks as an approved farm use can provide numerous benefits to help sustain the farm, aligning with agricultural and community-building goals. Here are key advantages:

1. Increased Revenue Stream
  - a. Direct Sales of Farm Produce: A food truck can use fresh ingredients grown on the farm, adding value to the produce and allowing higher profit margins than selling raw crops alone.
  - b. Value-Added Products: It provides a venue to sell prepared farm-to-table meals, beverages, or snacks that highlight farm produce, such as teas, smoothies, or pastries made with farm ingredients.





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- c. Cross-Promotion Opportunities: Food trucks can increase sales of other farm products, such as fresh produce, honey, or tea blends, by showcasing them as ingredients or side offerings.
- 2. Enhanced Farm Visibility and Branding
  - a. Attract Visitors: Food trucks create a dynamic, engaging experience that can attract more visitors to the farm, increasing foot traffic for other farm-based activities or products
  - b. Strengthen the Farm's Brand: A food truck becomes a mobile advertisement for the farm, promoting the farm's mission and products to a wider audience at local events, markets, or festivals.
  - c. Educate Customers: Use the food truck as a platform to share the farm's story, sustainable practices, and commitment to supporting pollinators and local agriculture.
- 3. Community Engagement
  - a. Farm-to-Table Culture: A food truck reinforces the farm-to-table concept, fostering a deeper connection between the farm and the local community.
  - b. Local Events and Collaboration: Partnering with local events, schools, or community gatherings allows the farm to serve its products while building strong community ties.
  - c. Seasonal and Themed Menus: Tailoring menus to seasonal ingredients strengthens the community's appreciation for local agriculture and sustainable eating habits.
- 4. Economic and Employment Opportunities
  - a. Job Creation: A food truck can create new jobs, such as chefs, servers, and farm workers needed to supply fresh ingredients.
  - b. Support for Local Economy: By sourcing ingredients directly from the farm and neighboring farms, the food truck helps sustain the broader agricultural economy.
  - c. Economic Buffer: Diversifying farm income through a food truck can help mitigate risks associated with crop failure or market fluctuations.



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5. Sustainability and Resource Maximization

- a. Reducing Waste: Surplus or imperfect farm produce can be used in food truck meals, reducing food waste and improving farm sustainability.
- b. Low-Impact Infrastructure: Food trucks require minimal permanent infrastructure, making them a sustainable and cost-effective option compared to building a restaurant on-site.
- c. Energy-Efficient Operations: Many food trucks can operate with energy-efficient systems, aligning with the farm's sustainability goals.

6. Tourism and Educational Opportunities

- a. Destination Farm Appeal: Combining the food truck with other farm experiences, such as tours, workshops, or pick-your-own programs, can turn the farm into a tourism destination.
- b. Interactive Learning: Visitors can learn about how the farm's produce is grown and used, fostering a deeper appreciation for local agriculture.

7. Alignment with Agricultural Preservation Goals

- a. Support for Farm Viability: By generating supplemental income, a food truck helps ensure the financial stability of the farm, preserving agricultural land and preventing its conversion to non-agricultural uses.
- b. Promotes Local Agriculture: Highlighting the farm's produce in the food truck's offerings encourages support for sustainable farming practices and local food systems.

This approach aligns with both sustainable farming practices and community development, making it a valuable addition to a farm's overall strategy for resilience and growth.

Mahalo for the opportunity to testify on this matter.

Sincerely,

Pamela Tumpap  
President

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