

Maui County Food and Nutrition Security Plan:

Local food systems as drivers of health, cultural connection, and resilience

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ADEPT Committee Meeting August 7, 2025



Photo: Angie Diaz for Feeding Hawai'i

Purpose

The Maui County Food and Nutrition Security Plan was created to ensure that all Maui County residents have access to affordable, nutritious, culturally appropriate food.

This plan acknowledges the power of our local food system as a driver of greater health, cultural connection, and resilience – especially for Native Hawaiians and Pacific Islanders – and aims to facilitate measurable change in our food system by 2030.





The plan was developed in collaboration with nearly 1,000 community members, including farmers, ranchers, fishers, hunters, foragers, educators, and public health professionals.



By Community, For Community

Individuals shared input through community gatherings and surveys between 2021 and 2024, and through two rounds of community feedback on the plan in the fall of 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
- MDOA 2022-2023 Food Producer Needs Assessment
- Maui Nui Food Alliance 2023 Food Supply Assessment
- 2023 Maui Nui Food Security Assessment
- Maui Food Bank's 2022 Food Bank and Pantry Assessment
- Maui Nui 2023 Consumer Needs Assessment
- Spring 2024 Community Talk Story Sessions
- September 2024 community feedback survey and public meetings on the first draft of the Food and Nutrition Security Plan
- January 2025 community feedback and public meetings on the second draft of the Food and Nutrition Security Plan



The Food and Nutrition Security Plan goals are interconnected and build on each other to achieve food and nutrition security for all Maui County residents



Goal 1

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



Goal 2

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



Goal 3

Goal 3: Build vibrant local food economies and profitable career pathways for producers and food system workers



Goal 4

Goal 4: Promote healthy, resilient ecosystems and responsible resource stewardship

Goals → Objectives → Actions

- **Objectives:** Specific targets that focus on community-identified opportunities and barriers in that part of the food system.
- **Actions:** Specific policies and programs to achieve those objectives.
- **Action Leads:** Community-based organizations, local businesses, and government agencies who have committed to leading progress on a specific action. Action Leads have programs or initiatives they can build on in order to complete the actions in this plan.

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

Objective 1.1	Increase community self-sufficiency by supporting home food production
Objective 1.2	Increase community access to wild foods
Objective 1.3	Increase individual and community capacity to remain food secure in times of emergency
Objective 1.4	Develop innovative programs to increase access to nourishing, culturally relevant foods and lower rates of chronic diseases, especially in rural areas and Pacific Islander communities
Objective 1.5	Leverage existing institutions, infrastructure, and programs, including those funded by USDA, to increase access to nourishing foods with a focus on keiki and kūpuna



Photo: Lauren Nelson

Objective 1.4: Develop innovative programs to increase access to nourishing, culturally relevant foods and lower rates of chronic diseases, especially in rural areas and Pacific Islander communities



Action 1.4.1: Support educational programs to encourage healthy eating on a budget, focusing on local produce, culturally relevant foods, and cooking classes that connect farm to plate. **Action Lead:** *Grow Some Good, Ma Ka Hana Ka 'Ike, Maui Nui Botanical Gardens, Mālama I Ke Ola*



Action 1.4.5: Support the establishment of more fresh food grocery stores, farmers markets, and farm stands, especially in rural areas. **Action Lead:** *Maui County Department of Agriculture*



Action 1.4.6: Provide meal planning and cooking classes for preventing or managing chronic diseases utilizing culturally relevant foods, in multiple languages or with interpreters. **Action Lead:** *Mālama I Ke Ola, Maui Nui Healthy Eating Active Living (HEAL) Coalition*

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

Objective 2.1	Improve water infrastructure and management to support food production
Objective 2.2	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 2.3	Protect and expand access to agricultural land
Objective 2.4	Assist producers in navigating current regulations and identify opportunities to streamline permitting and remove unnecessary regulations
Objective 2.5	Improve agriculture infrastructure and establish new facilities to increase capacity and resilience
Objective 2.6	Increase access to ongoing advancement and supportive resources for current producers

Objective 2.5: Improve agriculture infrastructure and establish new facilities to increase capacity and resilience



Action 2.5.1: Expand commercial kitchen access, and identify where to develop additional commercial kitchen facilities. **Action Lead:** *Maui County Department of Agriculture*



Action 2.5.2: Expand key egg infrastructure to wash, pack, chill, and transport eggs. **Action Lead:** *Pending confirmation*



Action 2.5.3: Expand cold and dry storage facilities and transportation options, including refrigerated trucks, in each region of Maui County. **Action Lead:** *Pending confirmation*



Action 2.5.4: In both rural and agriculture lands, identify essential agriculture buildings that are needed for construction. **Action Lead:** *Maui County Planning Department, Maui County Department of Agriculture*



Action 2.5.5: Establish food aggregation facilities to get more produce to market. **Action Lead:** *Pending confirmation*



Action 2.5.6: Establish mobile slaughterhouse units for rural areas that meet USDA food safety requirements. **Action Lead:** *Not yet identified*

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

Objective 3.1	Increase farm viability and the viability of agriculture as a sustainable and fulfilling career
Objective 3.2	Increase market access for local producers & support value chain coordination
Objective 3.3	Assist food system entrepreneurs to grow and sustain their businesses
Objective 3.4	Create educational pathways to develop future generations of producers and food systems professionals

Objective 3.2: Increase market access for local producers & support value chain coordination



Action 3.2.1: Support producers in accessing markets, marketing, distributing their products, and education on diversifying production. **Action Lead: Maui Hub, Local Harvest**



Action 3.2.2: Support transportation and collaboration to get small and rural producers' products to market. **Action Lead: Maui Hub**



Action 3.2.3: Expand local markets for kalo, 'ulu, niu, and other culturally relevant foods. **Action Lead: Hawai'i Taro Farm, Polipoli Farms, Maui Hub, Hawai'i 'Ulu Cooperative**



Action 3.2.5: Promote the Eat Local Maui campaign to encourage residents, grocery stores, hotels, and other large purchasers to prioritize local, sustainable foods in their procurement. **Action Lead: Eat Local Maui, Project Locavore**



Action 3.2.6: Create an online customer-oriented directory showing where to purchase local food, including a list of farmers markets in Maui County. **Action Lead: Maui County Department of Agriculture**



Action 3.2.7: Support Farm to School efforts to increase the amount of locally-sourced food on school menus. **Action Lead: Hawai'i 'Ulu Cooperative, Maui County Department of Agriculture**

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

Objective 4.1	Promote food waste diversion, composting, and other efforts that reduce waste and improve soil health
Objective 4.2	Manage invasive species populations
Objective 4.3	Support mauka to makai resource management practices



Photo: Mickey Paule for Feeding Hawai'i

Objective 4.2: Manage invasive species populations



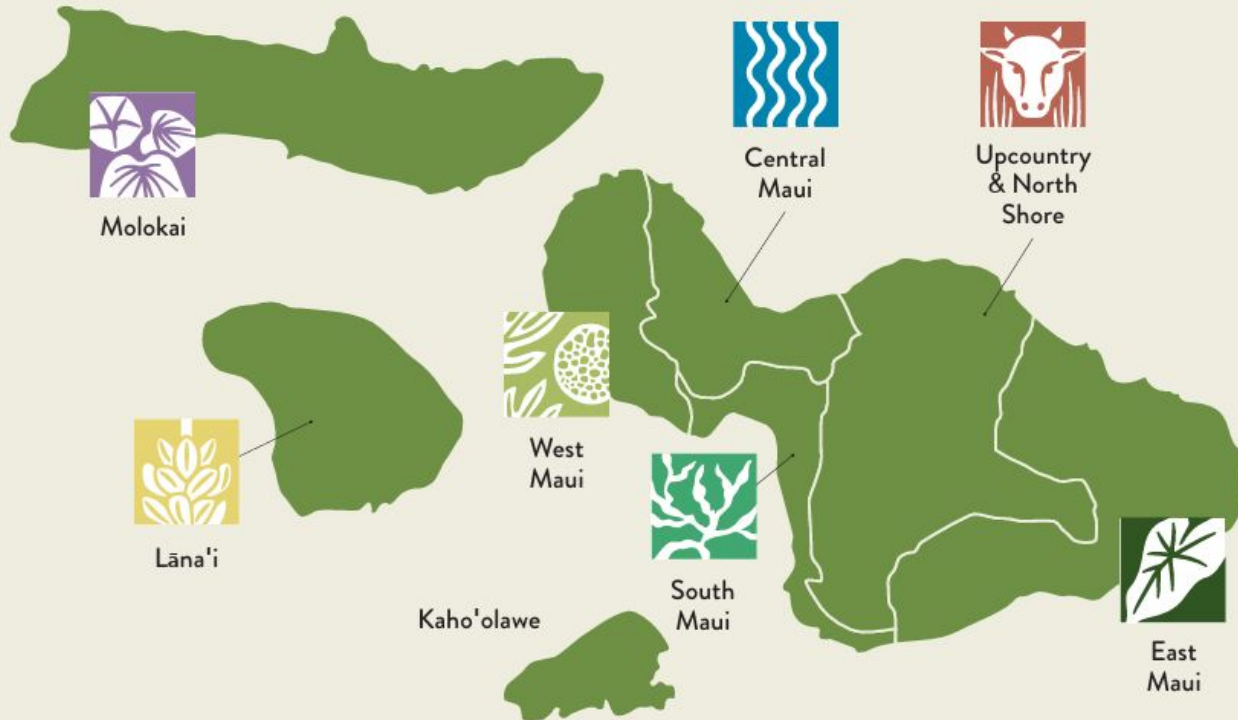
Action 4.2.1: Utilize best management practices at organics diversion facilities to prevent the interregional spread of invasive species. **Action Lead:** *Maui County Department of Environmental Management Recycling Section*



Action 4.2.4: Develop an Emergency Coconut Rhinoceros Beetle Response Plan for Maui County. **Action Lead:** *Hawai'i Department of Agriculture Plant Quarantine Branch, Maui Invasive Species Committee, Maui County Department of Environmental Management Recycling Section, Maui County Department of Agriculture*





Countywide & Regional Priorities

Maui County Region Icon Key:



Regionally Prioritized Objectives






To ensure the plan was community based and reflective of residents' needs, public input on the draft plan was obtained through two rounds of community feedback and extensive discussion with County agencies and partner organizations.

Region	Goal 1 Priority	Goal 2 Priority	Goal 3 Priority	Goal 4 Priority
 East Maui	Increase community self-sufficiency by supporting home food production and access to wild food.	Improve water infrastructure and management to support food production.	Increase farm viability and the viability of farming as a sustainable and fulfilling career.	Manage invasive species populations.
 Upcountry	Increase community self-sufficiency by supporting home food production and access to wild food.	Diversify food production and increase the amount of food grown for local consumption, with a focus on culturally relevant foods and sustainable protein sources.	Assist food system entrepreneurs to grow and sustain their businesses.	Promote food waste diversion, composting, and other efforts that reduce waste and improve soil fertility.
 Makawao, Ha'iku & Pā'ia	Support economic security, food affordability, and financial safety nets to prevent poverty and food insecurity, due to rising food prices.	Improve water infrastructure and management to support food production.	Increase market access for local producers & support value chain coordination.	Promote food waste diversion, composting, and other efforts that reduce waste and improve soil fertility.
 South Maui	Support economic security, food affordability, and financial safety nets to prevent poverty and food insecurity, due to rising food prices.	Diversify food production and increase the amount of food grown for local consumption, with a focus on culturally relevant foods and sustainable protein sources.	Increase farm viability and the viability of farming as a sustainable and fulfilling career.	Manage invasive species populations.

Regionally Prioritized Objectives

In September 2024, approximately 200 Maui County residents completed the Public Comment survey to provide feedback on and prioritize the plan's objectives. The survey asked residents to share where in Maui County they lived to support identification of regional priorities.

This table, also on page 37 and 38 of the plan, shows the prioritized objectives for each region of Maui County.

Region	Goal 1 Priority	Goal 2 Priority	Goal 3 Priority	Goal 4 Priority
 Kahului	Support economic security, food affordability, and financial safety nets to prevent poverty and food insecurity, due to rising food prices.	Protect and expand access to agricultural land.	Increase market access for local producers & support value chain coordination.	Promote food waste diversion, composting, and other efforts that reduce waste and improve soil fertility.
 Waikapu, Wailuku, Waihe'e, Waiehu	Support economic security, food affordability, and financial safety nets to prevent poverty and food insecurity, due to rising food prices.	Improve water infrastructure and management to support food production.	Increase farm viability and the viability of farming as a sustainable and fulfilling career.	Support Ridge to Reef resource management practices.
 West Maui	Increase community self-sufficiency by supporting home food production and access to wild food.	Improve water infrastructure and management to support food production.	Increase farm viability and the viability of farming as a sustainable and fulfilling career.	Promote food waste diversion, composting, and other efforts that reduce waste and improve soil fertility.
 Lāna'i	Leverage existing institutions and programs, including those funded by USDA, to increase access to nourishing foods.	Diversify food production and increase the amount of food grown for local consumption, with a focus on culturally relevant foods and sustainable protein sources.	Assist food system entrepreneurs to grow and sustain their businesses.	Manage invasive species populations.
 Molokai	Increase community self-sufficiency by supporting home food production and access to wild food.	Support producers in navigating regulations and reduce unnecessary regulatory burdens.	Assist food system entrepreneurs to grow and sustain their businesses.	Support Ridge to Reef resource management practices.

Additional Policy Needs

County:

- **Restructure and reallocate taxes:** Revise taxes on food and agricultural inputs, and allocate the County 0.5% surcharge on the state excise tax to fund healthy food access programs.
- **Plan for residential food production:** Encourage dedicated space for community gardens in all new housing developments.
- **Address systemic drivers of food insecurity:** Support economic security, food affordability, and financial safety nets to prevent poverty and food insecurity, due to rising food prices.

- **Support financial literacy and benefits enrollment:** Expand the availability of financial literacy training (i.e., MEO's Senior Club) and integrate support with digital literacy, enrollment in Supplemental Nutrition Assistance Program (SNAP) and other public benefits into these trainings.
- **Increase housing affordability:** Support policies that increase access to affordable housing, such as rent control, since food security is not possible without housing security.
- **Provide financial support for local food production:** Develop subsidies for local produce and protein production, including feed subsidies.

Appendix A: Community Strategy Alignment

The development of the Maui County Food and Nutrition Security Plan considered Maui County's existing community plans, Comprehensive Economic Development Strategies, Climate Action Resiliency Plan strategies, and the Aloha + Challenge Actions, and the United Nations Sustainable Development Goals. This list shows the existing community and state targets that are supported by each of the plan's objectives, demonstrating how specific actions to support the food system can also support priorities in areas such as community development, economic growth, climate resilience, cultural preservation, and sustainability.

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

Objective 1.1: Increase community self-sufficiency by supporting home food production

Community Plans	Hāna; Maui; Makawao - Pukalani - Kula; Molokai, West Maui
County of Maui Comprehensive Economic Development Strategies (CEDS)	N/A
Climate Action Resiliency Plan	Secure Our People Strategy 4 Action 5
Sustainable Development Goals	Goal 2: Zero Hunger; Goal 11: Sustainable Cities and Communities
Aloha+ Challenge	Local Food Production & Consumption

Objective 1.2: Increase community access to wild foods

Community Plans	Hāna, South Maui, Lāna'i, Maui, Molokai, Pa'ia - Ha'ikū, West Maui.
County of Maui Comprehensive Economic Development Strategies (CEDS)	Science, Technology, Innovation & Efficiency
Climate Action Resiliency Plan	Secure Our Natural Systems Strategy 5 Action 3
Sustainable Development Goals	Goal 2: Zero Hunger; Goal 14: Life Below Water; Goal 15: Life on Land
Aloha+ Challenge	Natural Resource Management

Objective 1.3: Increase individual and community capacity to remain food secure in times of emergency

Community Plans	Hāna, South Maui, Lāna'i, Molokai, West Maui
County of Maui Comprehensive Economic Development Strategies (CEDS)	Agriculture, Aquaculture, and Forestry; Hawaiian Knowledge & Culture
Climate Action Resiliency Plan	Secure Our People Strategy 3 Action 3; Secure Our People Strategy 4 Action 2; Secure Our Infrastructure Strategy 1 Action 3, Strategy 3 Action 1, Strategy 3 Action 3
Sustainable Development Goals	Goal 2: Zero Hunger; Goal 11: Sustainable Cities and Communities
Aloha+ Challenge	Local Food Production & Consumption; Smart Sustainable Communities

Objective 1.4: Develop innovative programs to increase access to nourishing, culturally relevant foods and lower rates of chronic diseases, especially in rural areas and Pacific Islander communities

Community Plans	South Maui, West Maui
County of Maui Comprehensive Economic Development Strategies (CEDS)	Hawaiian Knowledge & Culture; Healthcare & Wellness
Climate Action Resiliency Plan	Secure Our People Strategy 4 Action 3
Sustainable Development Goals	Goal 2: Zero Hunger
Aloha+ Challenge	Local Food Production & Consumption

Objective 1.5: Leverage existing institutions, infrastructure, and programs, including those funded by USDA, to increase access to nourishing foods with a focus on keiki and kūpuna

Community Plans	Hāna, West Maui
County of Maui Comprehensive Economic Development Strategies (CEDS)	Agriculture, Aquaculture, and Forestry
Climate Action Resiliency Plan	Secure Our People Strategy 4 Action 3
Sustainable Development Goals	Goal 1: No Poverty; Goal 2: Zero Hunger
Aloha+ Challenge	Local Food Production & Consumption; Smart Sustainable Communities



Implementing the Plan

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

The Maui County Department of Agriculture (MDOA) will oversee the advancement of the Food and Nutrition Security Plan's goals through ongoing coordination with the plan's action leads.

Monitoring and Evaluating Progress

Each action lead will collaborate with MDOA to develop indicators to measure and monitor each action's progress.

The plan's progress will be communicated in an **annual report**, which will share:

- The status of each action
- Changes and additions to action leads
- Progress on the action's indicators
- Any barriers impeding success



Photo: Viola Gaskell



Photo: Kaiti Arce

Monitoring and Evaluating Progress

The annual report will note any changes or additions to the action leads and flag the need for additional interventions, collaboration, and resources.

Annual reports on the plan's progress from 2025-2030 will be shared on the Department of Agriculture's website and yearly at the Maui Nui Food Summit.

We invite you to attend this year's Maui Nui Food Summit on Friday, October 10, 2025.

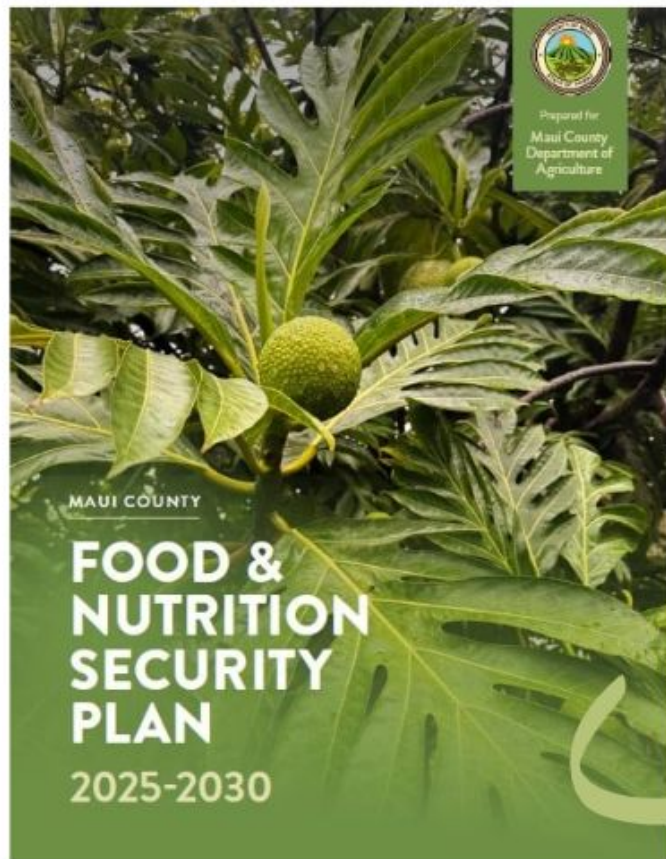
FY26 Department of Agriculture Priorities

- Pilot a **food as medicine** and **Produce Rx program**, *Action 1.4.3*
- Initiate a **local food access program for Kūpuna**, *Action 1.5.9*
- Expand **commercial kitchen access, cold and dry storage facilities and transportation**, and **food aggregation facilities** to get more produce to market, *Action 2.5.1, Action 2.5.3, Action 2.5.5*
- **Identify County and State land that is suitable for farming canoe crops** including ‘ulu, niu, and kalo, *Action 2.3.7*
- Support community access to **agriculture parks**, *Action 2.3.1*



How to Get Involved

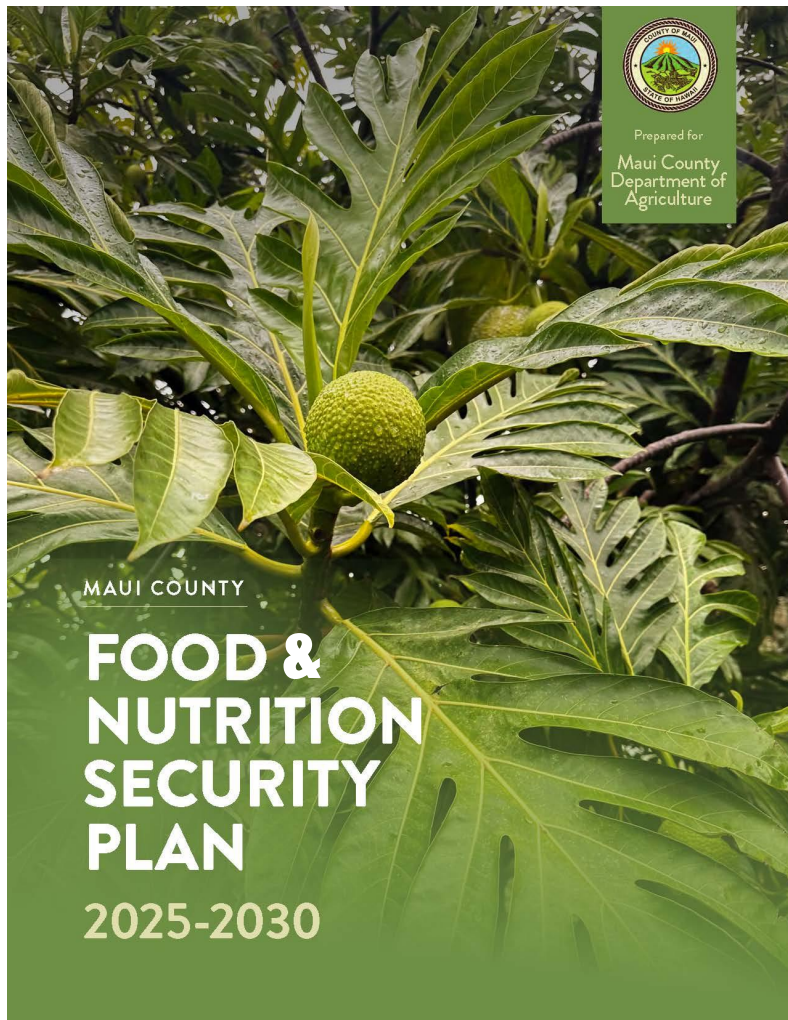
- The plan outlines food security priorities for each district.
- Interested in supporting an action in the plan? Please connect directly with the action's lead or get in touch with the Maui County Department of Agriculture at agriculture@co.maui.hi.us.
- Learn more about how to get involved on page 42 of the plan. The plan can be found online at mauicounty.gov/agriculture.



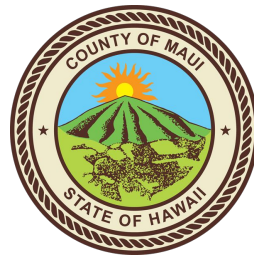
DOWNLOAD THE PLAN HERE:



FIND THE PLAN ON [MAUICOUNTY.GOV/DEPARTMENT-OF-AGRICULTURE](https://mauicounty.gov/departments-of-agriculture)



Mahalo!



Maui County Department of Agriculture
mauicounty.gov/agriculture
agriculture@co.maui.hi.us

ADEPT Committee

From: Lauren Nelson <Lauren.Nelson@co.maui.hi.us>
Sent: Wednesday, August 6, 2025 4:19 PM
To: ADEPT Committee; Gabe Johnson
Cc: Department of Agriculture
Subject: Maui County Food and Nutrition Security Plan Presentation for ADEPT Committee Meeting August 7, 2025
Attachments: FNSP_ ADEPT Presentation August 7, 2025.pdf

Aloha e Chair Johnson and the Agriculture, Diversification, Environment, and Public Transportation Committee,

Please find the slides for our presentation of the Maui County Food and Nutrition Security Plan attached.

Please let me know if you have any questions or concerns. Director of Agriculture Kali Arce, Deputy Director of Agriculture Koa Hewahewa, New Venture Advisors Food Policy Specialist Kamanani Conklin, and I look forward to joining you tomorrow.

Mahalo,
Lauren

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