

Aloha

My name is Eve Hogan and I am the owner of The Sacred Garden in Makawao, a member of the Maui Coffee Association, Maui Flower Grower's Association and a member of the Ag Working Group. I am testifying on the behalf of myself to urge you to move the Agtourism Bill forward.

I traveled to Israel and Italy this summer and sought out agriturismo destinations in order to experience the real people and places. We sought an experience. As Bill Greenleaf pointed out once before, Maui has the opportunity to be a branded destination for more than it's beautiful beaches. We have the potential to be thought of like Napa or Tuscany. A place where you can discover quaint and unique farms and have an unforgettable experience there.

Attached to my testimony you will find a flyer for a workshop many of us went to back in April. This workshop on Agtourism was offered by the Hawaii Department of Agriculture to encourage and support those of us with agricultural ventures to embrace AgTourism as a viable means to monetize our farms and create charming destinations in Hawaii. It was a great workshop packed full with interested people, knowledgeable speakers, and lots of great ideas. There was only one problem, everything they were telling us to do is considered illegal on Maui because we do not have the Agtourism ordinance in place. This ordinance is required in order to set forth the State Mandate to make Agtourism an allowable use of Ag land.

To my knowledge, we are the only state in the country (and maybe the only country worldwide) missing out on this opportunity to monetize and support agriculture, create jobs, provide special and educational experiences for locals and tourist alike and make the farm lands more than a drive past experience.

Act 183 (also known as IAL) was generated in a reaction to the sugar cane and pineapple plantations shutting down across the state. With this transitional point in time with the recent news from HC and S it is the perfect moment in history to set forth a new agricultural vision for Maui.

When you make it possible for people to be creative in what they offer on their farms and allow them to make money, Maui's charm factor will go way up...as will its reputation and its economy. Maui will become the leading edge of an industry trend that simply makes sense.

Thank you.

Eve Hogan

RECEIVED AT EAR MEETING ON 1/20/16

Diversify Your Income with AgriTourism, Seal of Quality & More

Hilo - Thursday April 9 - 8:30am to Noon

Komohana Research Center - 875 Komohana Street, Hilo, Hi 96720

Kona - Friday April 10 - 8:30am to Noon

West Hawaii Civic Center, Kona Council Chambers
74-5044 Ane Keohokalole Hwy, Kailua, Hi 96740

Oahu - Thursday April 16 - 8:30am to Noon

HDOA Plant Quarantine Conference Room, 1849 Auiki Street, Hon, Hi 96819

Maui - Friday April 24 - 8:30am to Noon

MEDB - Malcolm Center Theatre, 1305 N. Holocono St, Kihei, Hi 96753



Is AgriTourism Right for Your Farm?

Presented by Lani & Pomai Weigert - Hawaii AgriTourism Association (HATA)

Introduction of Market Development Branch

Hideki Yamane, Hawaii Department of Agriculture (HDOA)

Hawaii Seal of Quality Program

Yukashi Smith, Hawaii Department of Agriculture (HDOA)

"Merging NASS, HDOA and YOUR DATA: The First Step in Growing Your Business"

Steven Wong, Hawaii Department of Agriculture (HDOA)

Introduction to Funding Sources: RFP to Writing a Proposal

Sharon Hurd, Hawaii Department of Agriculture (HDOA)



HAWAII AGRITOURISM ASSOCIATION

ESTABLISHED 2007

**RSVP no later than 48 hours
prior to event date: hdoa.md@hawaii.gov**
No fee but registration is required

We will provide reasonable accommodations to people with disabilities.

Please contact HDOA 808-973-9595 2 days prior to event.

No food & drink allowed in meeting rooms. Mahalo!