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COUNTY COUNCIL  
COUNTY OF MAUI  
200 S. HIGH STREET  
WAILUKU, MAUI, HAWAII 96793  
[www.MauiCounty.us](http://www.MauiCounty.us)

August 21, 2020

Director of Council Services  
Traci N. T. Fujita, Esq.

RECEIVED

2020 AUG 24 AM 8:26

OFFICE OF THE  
COUNTY CLERK

The Honorable Alice L. Lee  
Council Chair  
County of Maui  
Wailuku, Hawaii 96793

Dear Chair Lee:

SUBJECT: Agriculture, Hawaii Taro Farm, LLC

May I request the matter relating to the Hawaii Taro Farm, LLC be placed on the next Council agenda.

For more information on this subject, I have attached a copy of the document received from the organization about this program and their request for diversification for taro farmers.

Sincerely,

A handwritten signature in black ink that reads "Yuki Lei Sugimura".

YUKI LEI K. SUGIMURA  
Councilmember

Enclosure

COUNTY COMMUNICATION NO. 20-451

**REQUEST FOR INFORMATION (RFI)  
FOR  
PROFESSIONAL SERVICE EXPERTISE RELATED TO FARMING AND  
DIVERSIFICATION OF ACTIVITIES**

**For**

**Hawaii Taro Farm, LLC**



**Responses must be submitted  
By 4:00 PM HST on September 17, 2020**

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## **REQUEST SUMMARY**

The Hawaii Taro Farm, LLC (“the Farm”) is seeking information from either qualified firms or individual professional business advisers to provide technical consultant services for a variety of business/farming management operational support. These technical services will support the business expansion and development of the Farm to increase diversified productivity for farming and other community based activities.

Professional services include:

Accounting	Web Development and IT services
Legal	Graphic Art
Engineering	Use of Technology for Farming
Architecture Design	Farm Incubator Accelerator Activities
Farm Business Planning	Worker Training and/or Retraining
Food Safety Inspections/Slaughter	Sourcing Containers
House Processing	Sourcing Fencing for Livestock
Marketing	

## **INTRODUCTION TO THE HAWAII TARO FARM, LLC**

The Farm is a lease agreement between Waiale Partners, (LLC) Lessor and HAWAII TARO FARM LLC, a Hawaii Limited Liability Company (The Tenant). The length of the lease is up to 30 years, with availability of water from the Wailuku Water Company relating to farming activities. An existing distribution system of filters, mainlines and risers currently exist on the farming parcels. Farming parcels shall be cultivated, tilled in a proper farmer like manner in accordance to good husbandry and best practices of the farming community in which the farm parcels is located.

The land is subdivided into farming parcels of a variety of sizes for the production of specialty farming. The property is located in TMK 3-6-2:01 and TMK 3-6-2:03.

A field map is attached for reference.

## **PROPOSED NEW DEVELOPMENT ON THE FARM**

Hawaii Taro Farm, LLC and its farmers wish to create a place for rural farming prosperity, engagement with the community, with the innovative use of energy conservation and technology in support of farming and job creation in the new economy. There is a social, business, economic and community impact for the County of Maui and Hawaii that the Farm wishes to supplement and serve.

The Farm practices regenerative and conventional farming with great interest in supporting food security and food sovereignty for Maui, and Hawaii. The Pandemic

has changed everything, the Farm is reacting in an opportunistic manner, seizing on the ideas to substantially diminish Maui's dependence of shipped in food supply for our community. The Farm is further strengthening the farm model of community involvement increasing business and social impact for our residents. Emphasis for the Farm is providing fresh food production, high-quality produce, protein and value-added products for our community, schools and various markets.

The Farm and its tenants have developed a strategic plan with the following areas of importance for this effort:

- Inclusion of a Farm Business Incubator/Farming Accelerator Program to maximize production and use these tools to create farm efficiently, public and private sector investment and profitably.
- Development of Infrastructure for water and sewer that will support core capital improvements and ancillary uses on the farm such as certified kitchens, a food hub, food trucks and a food truck courtyard, a hog processing facility, restrooms and other opportunities for value added agriculture to name a few.
- Training of farmers and other trades, existing farm workers and retraining of new workers for jobs on the farm with a career ladder approach for employment. And an emphasis of new training sectors such as butchery, use of farm technology and research and development for in farming practices and food science. Possible inclusion of former inmate reentry job apprentice training.
- Education will continue to include perpetuation of the Hawaiian culture and indigenous food traditions with partners such as UH Maui College, Go Farm, Farm Apprentice Programs and others.
- Farm Business Planning will be the focus of how to make production of each private individual farm fiscally profitable, with sights on how to expand based upon market demand. An innovative farm accelerator approach and diversification of farming activity to fulfill the promise of food security is desired.
- A comprehensive plan for the Farm is needed to coordinate internal and external activities. The Farm would like to create a sense of place for the County of Maui and others. Likely to be done later separately.
- Use of technology for farming and energy conservation design, increased broadband.

- Community Involvement by conducting farmer education training, supplying taro plants for personal gardening, farmers markets and U Pick farming events as a baseline starting point, with growth anticipated in this area.

### **HAWAII TARO FARM LLC, LEADERSHIP**

Robert Pahia serves as the Farm Chief Executive Officer and Juanita C. Pahia serves as the President of Hawaii Taro Farm, LLC. Both are Co-Founders of the Farm. Robert Pahia enters into agreements with other specialty farmers relating to the Farm and farming parcels. Each of these specialty farmers have been involved in this process in some form and support efforts to expand productivity.

### **Existing Produce and Livestock and Future Production**

Presently there are 12 specialty farmers, farming items such as kalo, bananas, hog farming, sugar cane, cassava, awa, yams, sweet potato, cucumbers, long beans, tomatoes, okra, moringa, bread fruit, mango, coconuts, and papaya.

Future production includes items such as cattle, poultry and aquaponic agriculture and value-added agriculture.

### **HAWAII TARO FARM, LLC OBJECTIVE AND REQUEST FOR INFORMATION:**

- ✓ The Hawaii Taro Farm, LLC is considering submitting various proposals to private individuals, corporate giving funds, foundations, federal, state and local governments in support of this Request for Information (RFI) and is seeking additional information from each the listed professional services listed below.
- ✓ Hawaii Taro Farm will create a nonprofit entity to assist with the long-term support of described activities.
- ✓ The Hawaii Taro Farm, LLC is considering the feasibility of an approach to enhancing its production in consideration of food security concerns in The County of Maui. The Hawaii Taro Farm, LLC will evaluate information received. The information may form the basis for a subsequent funding submissions and possible Requests for Proposals. The information that Hawaii Taro Farm, LLC receives from this RFI will not be held in confidence and will possibly be shared with public. Also, this RFI will not result in any type of contract.

- ✓ The Hawaii Taro Farm, LLC reserves the right to retain all Responses submitted unless clearly and specifically noted in the response submitted.
- ✓ The preparation of the Response will be at the total expense of the Proposer.

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**DUE DATES FOR RFI AND EMAILING INSTRUCTIONS**

Please email your response to:

**Robert Pahia**  
**Farm Chief Executive Officer/Lease Holder**  
**Hawaii Taro Farm, LLC**

**Email addresses:** [roberthpahia01@gmail.com](mailto:roberthpahia01@gmail.com);  
**AND COPY** [anniemalvarado39@gmail.com](mailto:anniemalvarado39@gmail.com) **on all**  
**electronic materials and questions please**

**Schedule**

<b>Description</b>	<b>Date</b>
Release	August 20, 2020
Submission of Questions	August 27, 2020
Response to Questions	September 3, 2020
Responses Due Date	September 17, 2020, 4:00 pm (HST)

All responses shall be submitted by email in either MS Word or PDF format to the address provided above. Please limit responses to 12 pages.

Respondent shall also submit one (1) copy clearly marked “For Public Inspection.” This copy should not include information that the respondent deems to be Trade Secret or Confidential Information. This copy will be made available to the public, if requested.

Hawaii Taro Farm, LLC **may** invite respondents to make oral presentations, participate in individual question-and-answer sessions, or participate in other fact-finding activities.

Respondents should indicate in their responses whether they are willing to participate in these sessions

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### **ANTICIPATED SCOPE OF SERVICES**

At a later date Program Development and Implementation staff will be appointed to assist Hawaii Taro Farm, LLC with management of all functions and activities.

The Hawaii Taro Farm, LLC is interested in considering the services of qualified firms and individuals to provide the technical support as outlined below. Best industry practices and/or best management practices may require additional services not explicitly enumerated.

*There is a wide variety of requested services, respond to the categories that best fit your firm's or individual expertise and competitiveness. The responder should identify any additional services required, price them, and explain them in their response.*

Specific services, although not all-inclusive, to be performed are as follows:

**Food Safety Inspections/Slaughter House Processing:** Assist with establishment of mobile slaughtering operation, Preventive Controls Plans for Food Manufacturers, Food Processors, Farms, and Food Distributors, USDA-compliance with HACCP (Hazards Analysis Critical Control Point) programs plans for Meat processors and Butcher Shops, development of Sanitation Standards Operating Procedures (SSOP) assist with the entire application process for the USDA-FSIS federal Grant of Inspection (GOI) for slaughter, processing. Price all services.

**Accounting:** Qualified CPAs, development of various budgets, cash flow projections, processes for public and private funds management, financials, fiscal policies, management accounting services, taxes return services, compliance services, advise about various taxing entities, support for nonprofit application for nonprofit status. Price all services.

**Legal services:** Current member of Hawaii State Bar, legal advice relating to for profit and nonprofit management, establishment of 501 c (3), Lease/MOU agreements, contracts, planning and zoning, water, ability to work with local, state and federal government activities, food safety, development processes on the Farm. Price all services.

**Architecture Design:** Ability to perform programming, schematic design, manage construction documents and construction administration, building permit process site

analysis, master planning, feasibility studies, accessibility (ADA), illustrations/renderings, building permitting process, detailed cost estimates, environmental and energy efficiency design. Price all services.

**Engineering:** Grading, drainage, water and wastewater design, concept and site design, drainage, feasibility studies, cost studies/reports. Land surveying such as boundary, topographical, pre-project planning and permitting services. Air conditioning ventilation would be a plus. Price all services.

**Farm Based Business Planning:** Business strategy development including market research (qualitative and quantitative), market positioning, and marketing execution including sales, promotion and use of social media; financial forecasting and scenario development, validation and documentation of assumptions; contemporary fund-raising strategies and development of comprehensive business plan for Farm. Price all services.

**Farming Incubator/Accelerator Activities:** Knowledge and experience relating to farm enterprise incubators and farm accelerators, especially those focused on product development, marketing, scaling up, connecting farmers with customers and investors, building food supply, distribution, aggregation, access to resources, capital and sources of financing. Knowledge and experience of developing or working with both public and private investors including community development finance institutions and funds. Price all services.

**Marketing:** Development of logos and start up needs, coordinated approach with all program activities of the Farm, creating, disseminating messages and ideas to best articulate the brand, evaluate and create marketing plan for the Farm and each individual farmer, design public relations and brand strategy.

Digital Communications to keep an active presence on Facebook, Instagram, LinkedIn or other well-known platforms. Explore tools for responding to customer inquiries. Price all services.

**Graphic Design:** Ability to package cohesive messaging, engaging format and effective writing. Coordinate with web services. Price all services.

**Web Development and IT services:** Coordinated web design with digital marketing strategy to ensure effective search engines, identify user's needs, web graphic design and development based upon marketing goals of the Farm, identified audiences, solutions for web engagement and to convert them to customers, all in fulfillment of needs of the Farm. Database management and development. Price all services.

**Use of Technology for Farming:** Livestock technology for management of stock, precision farming, artificial intelligence such as remote sensors to help monitor plant health, soil condition, and temperature of crops. Price all services.

**Sourcing of Containers:** Seeking Vendors for purchase or lease of containers for use on Farm. Price all services.

**Source Fencing:** Seeking Vendors for fencing for use with livestock. Price all services.

### **GENERAL INFORMATION ABOUT YOUR COMPANY**

1. Identify the location of the main office, and, if different, the office from which services would be provided to the participating agency.
2. Who is the primary contact who would be able to answer questions about the Response? Include name, title, telephone number and email address of the individual.
3. Provide a brief history of your firm/individual and its operations. Include the year formed, ownership structure, and any ownership changes that occurred during the past five years.
4. Has your firm participated in an organizational ramping up of business activities?
5. Discuss your firm's accomplishments.
6. Are you willing to attend meetings, conference calls, Zoom meetings or training related to operating regulations as necessary in the performance of this activity described?

### **PERFORMANCE AND OPERATIONAL INFORMATION**

Can be a Firm or Individual in each of the responses below.

1. Provide a sample of your work product.
2. As a firm or individual, do you have the capacity to complete the work? Can you describe how it will be accomplished?
3. Describe your strategic approach to assisting the Farm.

4. The County of Maui may assist and participate in federal grant application process for the Farm. Briefly describe how your firm interacts with the County on daily or weekly basis in terms of conducting business. Okay if you don't, we can teach you.
5. Summarize your ability to assist the Farm in helping to define its urgent, immediate and short term, medium and long term goals and how your firm can best assist.
6. How has your firm adapted to the changes the Pandemic dealt you, how did (are) you manage or are managing the change?
7. Based on the information provided, how can you best help?

### **REPORTING**

What experience do you have with local, state and federal grants?

Are you willing to do the work necessary to learn and adapt to completing detailed Reporting?

