

## EACP Committee

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**From:** Autumn Ness <autumnraeness@gmail.com>  
**Sent:** Tuesday, December 1, 2020 11:23 AM  
**To:** EACP Committee  
**Subject:** Food Hub presentation by Autumn Ness  
**Attachments:** Funding Food Hubs Local Food Infrastructure Microgrants - MVB gets yearly, so should ag. No one asks MVB to pay it back, cash injection into an important industry  
Commercial Kitchen projects How to buy local consumer (2).pdf

Please see attached

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*Imagine what's possible...*

# HOW CAN WE SUPPORT INCREASED FOOD SECURITY?

## FUNDING

Food Hubs &  
Supply Chain Infrastructure  
Microgrants  
Commercial Kitchen Projects  
Consumer Education  
Campaigns

## POLICY

"Buy Local" Food Policies  
Farmworker Housing  
Incentives / tax breaks  
Land & Water Access that  
doesn't cause large debt.  
(Ag. Parks, long leases, etc.)

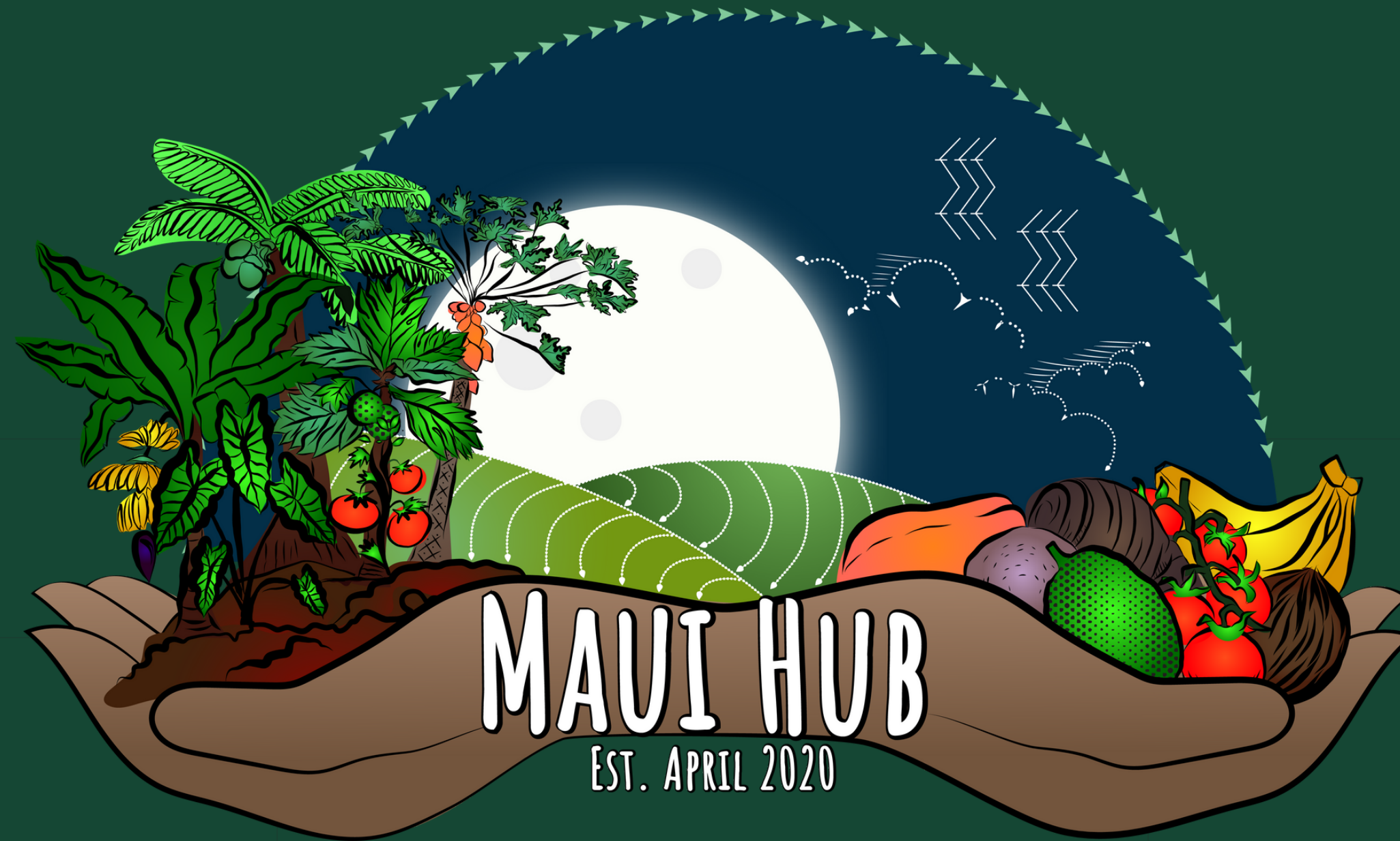
**MUST CONSIDER &  
ENCOURAGE  
SUBSISTENCE  
ECONOMY**

Culturally Appropriate

Good Resource Management

Regenerative





**An example of a collaborative local food  
infrastructure that aims to increase  
food production and access**



[www.MauiHub.org](http://www.MauiHub.org)



**Donate options:**  
*Give a Gift to a Family*  
*Support Maui Hub*

# **Maui Hub and Food Security**

## **Serve farmers**

handle non-farming tasks  
between production and point of  
sale --> give farmers and  
producers more time to produce

## **Consumer Education**

Farm stories, crop varieties,  
production methods, why shop  
local, changing consumer  
habits

## **Pay producers fair prices**

Non-profit, low markup, more  
money to producer

**Create increased  
access/market for local  
food**

## **Marketing/advertising**

Communicate with  
farms/producers, highlight  
what they need to move



# **Maui Hub, Financial Viability**

Start up costs were covered by grants from Healy Foundation and the Ceres Trust and with the support of the Haleakala Chapter of the Hawai'i Farmers Union

Operating costs such as labor (weighing, packing and delivery) are covered by a small markup on products. Partnership with Sun Fresh allows us to lease their staff, refrigerated warehouse and trucks. Long term, in order to expand, we are going to need to build out our own operations center.

Large up-front costs will need to be covered by grants, in order to keep food costs down and accessible to the consumer.

**If we decide that local food infrastructure such as this is in the public good, and benefits farms, producers and consumers across the board, using public and grant funds to support its growth makes sense.**

# Return on Investment in Local Food Infrastructure

Start up grants to Maui Hub:	\$52,000
Good purchased directly from farms and producers :	\$180,000
Staff wages paid:	\$65,000
Cash returned directly to our local economy:	\$245,000 (April to present)

\*\*\*Important to note that the \$245k doesn't go through an off shore company and come back to Maui as a % local wages. It almost entirely stays on island, directly to locally owned farms and companies.



# **Intersectional Problem Solving**

Weaving food security into decision making, programs, and aid across all sectors



**Food Security/  
Supporting Local  
Business**  
creating a more diverse,  
resilient economy

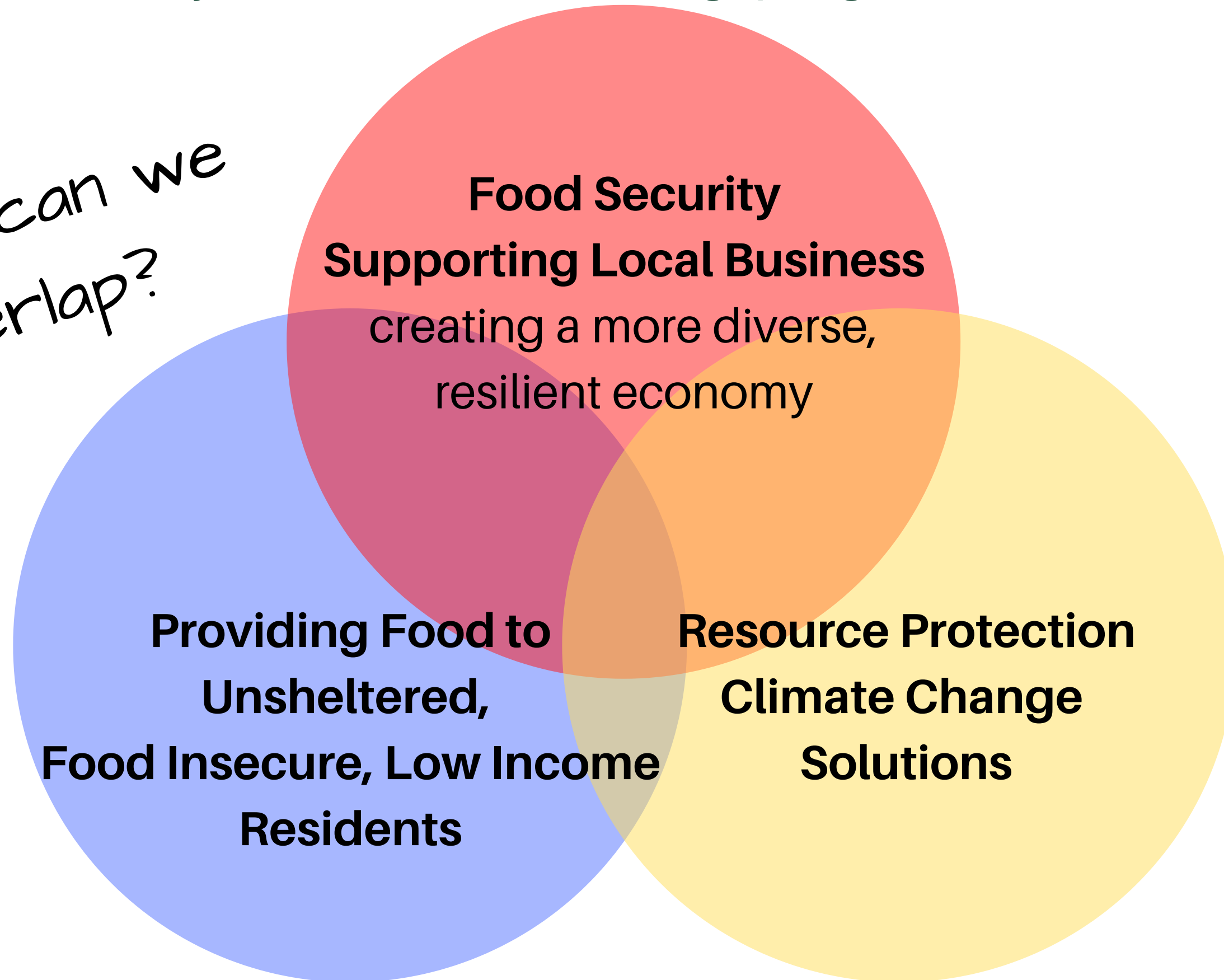
**Providing Food to  
Unsheltered, Food  
Insecure, Low Income  
Residents**

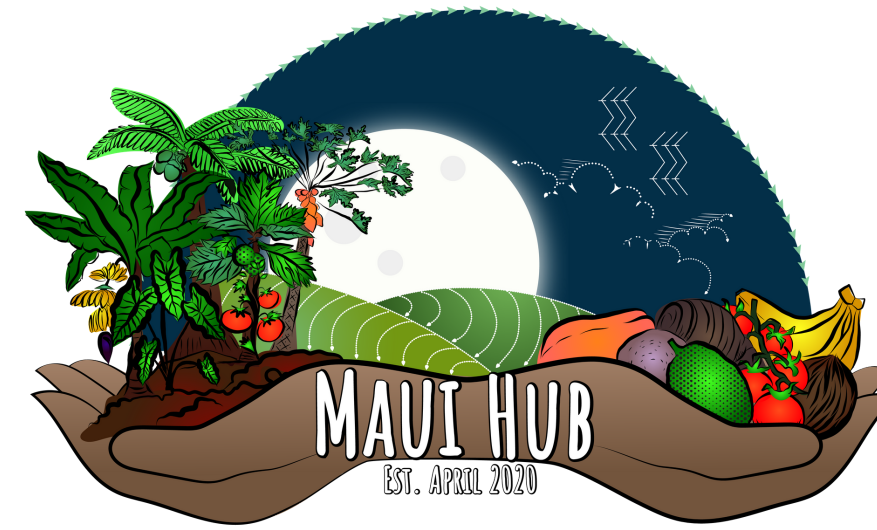
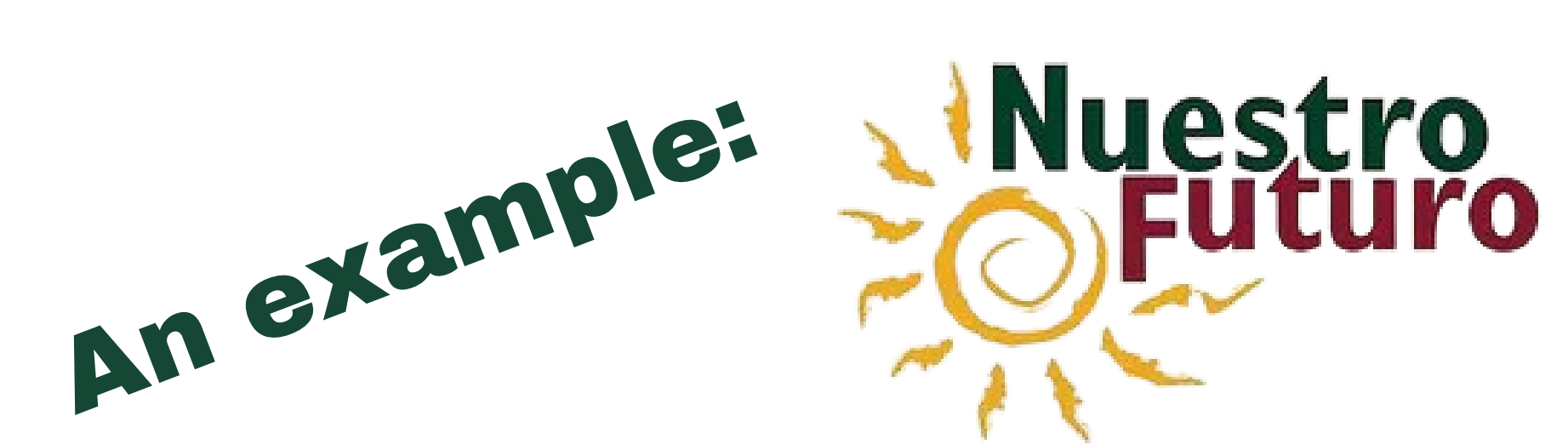
**Resource Protection/  
Climate Change  
Solutions**

# Intersectional Problem Solving

Weaving food security into decision making, programs, and aid across all sectors

Where can we  
overlap?





## **How can we feed people, AND contribute to a better food/ag model for Maui, at the same time, with the same resources?**

*Many residents are struggling and falling through the cracks.*

*We need to create a more diverse economy and be more food secure.*

*Industrial agriculture that is heavy on chemical inputs contributes to climate change, while the soil in organic agriculture actually sequesters carbon and slows climate change.*

Nuestro Foundation gave the Maui Hub a generous grant to fund the purchase of local, **organic** food to struggling individuals, groups providing meals to our houseless, and kupuna who lack regular access to fresh fruit and produce.

***It may seem expensive up front, but when you are solving 3 systemic problems with the same aid, time and effort, it's actually a bargain.***

# **ACCESS**

**Collaboration over competition.**

More farmers markets, more ways to buy local food.

**We are changing consumer habits, so we have to meet consumers where they are.**

Example: Maui Hub uses our social media pages to advertise other markets.

# **COST**

**Local food has to be affordable.**

We have to publicly fund support/infrastructure so pass-through costs are low.

**Maui Hub/farmers markets are cheaper because little-no markup.**

**Grocery stores local food is a bit more expensive, and local+organic options are scarce**

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# **Eat Local. It Matters.**

Growing a market for locally  
produced food,  
supporting food security and  
a more resilient local economy  
starts with YOU!

## **Hana Farmers Market**

**Order each week Friday to Tuesday by 9  
a.m. for pick-up on the following Friday.  
[hanafarmersmarket.org](http://hanafarmersmarket.org)**

## **Maui Hub**

**Order each week noon Saturday to Tuesday  
by 11pm for pick-up on the following  
Saturday in Kihei, Kahului, Upcountry,  
Lahaina & Ha'iku.  
[MauiHub.org](http://MauiHub.org)**

**[projectlocavore.com/resourceguide](http://projectlocavore.com/resourceguide)**

**Facebook: Eat Local Maui!**

**Instagram: [projectlocavore](https://www.instagram.com/projectlocavore)**