   
  
Hāna Food Launch Tasting Event

In collaboration with the Hāna Community, the University of Hawai‘i Maui College and the Maui Food Innovation Center bring resources and value-add opportunities to you, the local food innovators and entrepreneurs of East Maui.

**Applicants will receive**:

* A Product Report that includes guidance and direction from our team, providing recommendations for:
  + Educational opportunities
  + Necessary certifications around safe food handling (DOH Green Placard), and business and tax guidelines
  + Distribution channels and product and business scalability insight
* FREE Assessment Event Tuesday August 4 at 5pm via Zoom: A sensory evaluation of product concepts for all applicants.
* Top 3 applicants (of 10 max) will be recipients of supplemental support for classes at the University of Hawai‘i and/or business coaching dependent upon the applicant’s need.

**Ready to Create a Food Product?**

Receive valuable feedback on your food concepts from food manufacturing experts

1. Fill in this 2-page application for our experts about you and your product or concept.
   1. Keep it simple and limit your answers to specifics. Limit your total response to 2-3 pages.
   2. The Judges will spend 7-10 minutes reading and evaluating your product
2. Provide any images that you may have already developed or are thinking about:
   1. Logos, Product Labels
   2. Farm Photos, Agricultural Product photos
   3. Process images on how you put your product together

3. Contact Gary Albitz at Maui College via email [albitzg@hawaii.edu](mailto:albitzg@hawaii.edu) or (808) 281-9672, for questions; and return submissions, no later than Monday, July 27, 2020.

4. We will cover your costs for 12 samples of your product to be used in the sensory evaluation. These samples will be picked up by 10:00 AM of Monday August 3, for delivery to the Tasting Event panelists scheduled for Tuesday, August 4 at 5:00PM via Zoom.

**APPLICATION Page 1 (Please Don’t spend more than one hour filling this out, Keep it Simple)**

**ABOUT YOU**

1. Name:
2. Telephone:
3. Email:
4. Your background, agricultural experience, skills (50 words, Intro/Bio)

**YOUR PRODUCT** (if you have an idea or concept rather than a product, tell us about it)

1. What is your product?
2. Why did you create this product?
3. In simple terms, how is it made (1-3 major steps)?
4. What are the main 3 ingredients?
5. What are the top 2 reasons why you choose these ingredients?
6. Who are your top 2 target customers?
7. How will it be sold/distributed? (e.g., Retail, Wholesale, Internet, Farmer’s Market)
8. What makes your product unique in the market?
9. Why will it win vs. other products?

**FINANCIALS**

(If you have financial information, please include, if not use estimates)

1. How much does it cost you to make your product? (include Labor and Kitchen Costs)
2. How much will you sell it for?
3. What are your margins? (Selling Price – Costs)
4. If Wholesale, what is the Suggested Retail Price?

**APPLICATION Page 2**

**ABOUT YOUR COMPANY**

If you have created a company, let us know about it.

1. Your inspiration, why did you start this company?
2. Why are you pursuing this opportunity?
3. Where are you now? (Company Phase: Start up, Small Producer, Manufacturer)

**VISION**

1. What are your plans for the next 1-2 years?
2. Where would you like to be in 5 years?

**NEEDS**

1. What do you need most to succeed in the short term?
2. What do you need to achieve your long-term goals?

**Outreach / Resources**

**Our Panelists Include Experts in the following areas:**

*\*indicates sensory evaluation 'judge' and report contributor*

1. Agricultural Support Services:

UH Manoa College of Tropical Agriculture and Human Resources - Kylie Tavares\*

*Links:* CTAHR Farm Food Safety Website*,*GET Local Program Website

1. Community Events and Programs:

Hawai‘i Farmers Union United, Hana Chapter / Hana Farmers Market:

Kari Hagedorn\* - Vendor-Venue Coordinator

Scott Crawford - Technical Coordinator

*Links:* Farm & Producer Resources on the Hāna Farmer's Market website

Hana School - Chris Sanita - Principal

Ma Ka Hāna Ka ‘Ike - Lipoa Kahaleuahi - Executive Director

1. Business Development, Safe food handling and certification training Support Services

County of Maui - Office of Economic Development: Ka'eo Patrick Ornellas\*

HFUU - Farm Apprentice Mentoring Program: Gary Albitz\* - UHMC MFIC Instructor

1. Value-Added Food Production (Labeling, Marketing, DOH Certification to bring products to market) and Educational Resources

Hawai‘i Department of Health - Michael Gurney

University of Hawai‘i Maui College - Chancellor Lui Hokoana

Office of Extended Learning and Workforce Development (ELWD) - T. Karen Hanada, MBA, CELTA, LERN CPP

Maui Food Innovation Center (MFIC):

Chris Speere\* - Coordinator & Food Specialist at UH Maui College

Ira Uradomo\* - Facility Coordinator

Greg Cabanting\* - UHMC Instructor

1. Additional Panelist Evaluators

Maui No Ka Oi Magazine: \*Becky Speere - Food Editor

MFIC Graduates: Justin Orr\* & Monica Bogar\*

*Links:* *Hawai‘i Administrative Rules: Department of Health Chapter 50 Food Safety Code*

**FROM HANA:**

Hāna Education Center - UHMC - University of Hawai‘i - Fawn Helekahi-Burns

Hāna Business Council, Board Members:

Gary Chow\* - Hana Feast Catering & Events

Duane Lammers - Manager, Hana Ranch

Marni Aina - Manager, Traavasa Hotel Hāna Maui

Heidi Lea – Shenanigans Design

This is the EXAMPLE evaluation form that will be used by the judges in the sensory evaluation.

