



## UHMC, MFIC, Hana Roadshow Event

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UNIVERSITY of HAWAII®  
**MAUI COLLEGE**

# Agenda

- Welcome by Hana Business Council
- Welcome by UHMC Chancellor Lui
- Introduction of Distinguished Guests
- Overview of UHMC Innovation Center
- Overview of MFIC Sensory Tasting Review
- Introduction Assessment Panelists
- Introduction Assessment MFIC and Food Entrepreneurs
- Review Sensory Taste Review of Value Added Products
- Awards for Top 2
- Moderated QA
- Close and Mahalo!

# Welcome by Hana Business Council

- Heidi Lea, Secretary
- Duane Lammers, President
- Kari Hagedorn
- Lipoa
- Fawn Helekahi-Burns
- Scott Crawford
- Gary Chow
- Marni Aina
-

# Introduction of UHMC Chancellor Lui

- Lui K. Hokoana, EdD, Chancellor of University of Hawai'i Maui College.
- Prior to Chancellor appointment, served as:
  - Vice Chancellor, Student Affairs At University of Hawai'i West O'ahu,
  - Associate Vice President for Student Affairs, UH System,
  - Vice Chancellor of Student Affairs, Windward Community College.
- Doctoral degree in education from University of Southern California,
  - Master's degree in communications, UH at Manoa
  - Bachelor's degree in political science from University of Hawai'i at Hilo.
- Helped develop and implement the Hawai'i Papa o Ke Ao Initiative
  - at University of Hawai'i
  - with a goal to be a model indigenous serving institution.
- Has secured over \$50M to support work of the University

# Welcome by UHMC Chancellor Lui

- Welcome to:
- Councilman Shane Sineci
- Hana Innovators/Entrepreneurs
- Hana Business Council
- Maui Organizations
  - Ka'eo Patrick Ornellas, Mayor's Office of Economic Development (OED)
  - Gerry Smith, Maui Economic Development Bureau (MEDB)
  - Wayne Wong, HI SBA

# Welcome by UHMC Chancellor Lui

- Last year UHMC, MFIC and Hana leadership started planning this event
  - In January we had a major rain storm and a road closure and had to cancel
  - In March COVID shutdown prevented an in-person Event in July
  - And all this did not stop us from making it happen
- On July 17th MFIC team went to Hana and met with leadership and entrepreneurs
  - thank you to everyone
- Today's Virtual Event is a validation of the terrific entrepreneurship and strong business talent in the Hana community
- Celebrating Tuesday's "tasting event" participants and their good work
- Highlighting Services and Organizations that are available to all of Maui
- We are looking forward to a stronger connection between UHMC, MFIC and Hana to assist in creating new value-add food innovations for the marketplace

# Overview of Maui Food Innovation Center

- Director Karen Hanada
- \$7M+ Investment by State of Hawaii
- Started 2014
- Purpose: Education, R&D, Innovation, Initial Test Production/Manufacturing
- Commercial Kitchen
- 4+ Classes
- Connections with Hospitality and Food and Beverage Industry
- To date, Alumni:
  - Generating over \$4M revenues annually
  - Created over 14 significant businesses
  - Created over 120 jobs

# Overview of MFIC Sensor Tasting, Chris Speere

- Involves all 5 Senses:
  - Sight: Appearance
  - Smell: Aroma
  - Taste: Flavor
  - Feel: Texture
  - Sound
- Involves Business and Production Evaluation
  - Marketability
  - Sustainability
- For this Hana Event we Included:
  - Health, Agriculture and Manufacturing



# Overview of Ag and MFG Processes

- Food Safety Process and Manufacturing, Ira Uradomo
- Agriculture: Kylie Taveras



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**DATE:** 8/4/2020**RESIDENCY** (Island or State): HI: \_\_\_\_ or Visitor: \_\_\_\_**Please Fill in Yes/No for Non-grey cells. Please Rate product using a scale from 1-5 as defined:**

1 = Revisit Recipe (Dislike very much)

2 = More focus/work on (Dislike)

3 = Favorable (Neither-Like/Dislike)

4 = Highly Satisfying (Like)

5 = Prototype Ready (Like very much)

Area	Rating	Yes/No	Items to work on
Appearance			
Odor or Aroma			
Texture			
Flavor			
Sound			
Market Viability			
Originality			
Sustainability			
<b>TOTAL</b>			

*Product Remarks. Continue on second page if needed: (e.g., you need to: suggest adding: substitute:)*

Have you ever heard of or tasted a product like this before?

Yes | No

Have you ever tried **X** from another manufacturer(s)? Please list below.

Yes | No

**X =**

How likely are you to buy this product for yourself?

Likely | Not Likely

How likely are you to buy this product as a gift (Made in Maui)?

Likely | Not Likely

If you answered "not likely" to above questions, please briefly explain why.



# Overview of Ag and MFG Processes

[illegible]

# Sensory Tasting Applicants

- Aldon Frost: Chocolate and Cacao Products (Nibs, Miel)
- Whitney Wyatt: Rainbow pasta noodles
- Andara Braunberger: Muffins that are dog and human treats.
- Christine Davis: Bean dip made with Maui grown “Maui Yummus”
- Robert Boudreaux: Chocolate
- Froyam and Shone Edel: Organic Pea Pesto
- Greg and Giovanna Lind: Smoked Meats (Marlin, Pork, Sausage)
- Susie Pisano: Turmeric Tonic
- Adrian Peter Treviño: Crown Maui Hot Sauce
- Jamie Moskowitz: Bottled Kombucha
- Paul-David Burns: Wapine Iced Tea

# Sensory Tasting Winners!

- Aldon Frost: Chocolate and Cacao Products (Nibs, Miel)
- Susie Pisano: Turmeric Tonic
- Greg and Giovanna Lind: Smoked Meats (Marlin, Pork, Sausage)
- Jamie Moskowitz: Bottled Kombucha

# Q & A

## THOUGHTS & IDEAS



# Review Week 1 and Q & A

- Did everyone receive access to shared Google Folder?
- Setting up a business in Hawai'i - Entity + GET License
  - ❑ Preferred set up for medium to large food business = LLC
  - ❑ Maui County Business Resource Center
- Enterprise Resource Planning (ERP)
  - ❑ Always keep larger picture in mind while working on details
  - ❑ Always look for what can be delegated
- Tasting Event for our CCIP
- Hashtag to market our event! Let's Choose....
- Knife Skills and Kitchen Tour

QUESTIONS, before we move forward?