

Hawaii

Retail Grocer

the magazine of the hawaii food industry association

SPRING 2015



NEW PRODUCTS NEW SALES

A Plethora of Products from
the U.S. Mainland & Big Island

ALSO:

Death By Chocolate
Hand-Ups to the Homeless
Zippy's Joins the Family
EMV Against Credit Card Fraud
After Hours Networking –
Made in Hawaii
Taking Up the Retail Management
Certificate Program Challenge
Blitzing the Annual Social





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Foodland

FOOD, FAMILY & FRIENDS.



My son Tim will soon graduate from college with an MBA. He represents the best of the next generation—educated, knowledgeable, and savvy. If only I knew what he knows when I was his age! This younger generation can really shape and make HFIA flourish for the next 40 years. We just have to get them involved.

Strengthening the food industry's position in the legislature is a big part of what HFIA is about. But we need to develop and be clear about its other purposes too. Like legs on a stool, HFIA's purposes are the anchors and foundation on which we can maintain a strong organization for the next generation. To that end, we have been developing activities that provide new and long-time members alike with more awareness of the industry and encourage community involvement.

For our Made In Hawaii After Hours Networking Event (featured in this issue of *Hawaii Retail Grocer* on page 10), we invited both members and non-members alike to introduce their products. Our second After Hours Networking Event, the new venue provided an opportunity to interact with the producers, highlight what local businesses are doing, and learn more about what Hawaii has to offer. Similarly, we partnered with the Hawaii Society of Business Professionals on a "Death by Chocolate" luncheon, which offered members an opportunity to meet other businesspeople with similar concerns while learning from chocolatiers about how cacao farming and chocolate production can become a world-class industry in Hawaii. The chocolate event is also covered in this issue on page 14.

Community service as an organization could be another anchor for HFIA—one that strengthens the purpose of our organization while helping to make Hawaii a better place. At January's membership meeting, we took an educational step in that direc-



HFIA Mission Statement

The Hawaii Food Industry Association actively promotes the interests of Hawaii's food and beverage retailers and suppliers through highly effective government relations and advocacy, member education, and industry and community relations.

tion by inviting Kimo Carvalho, Development and Community Relations Manager of the Institute for Human Services (IHS), to speak on the topic of homelessness. Read a detailed article about this issue on page 24. We are in the food industry, and many of our member companies give generously to help feed the hungry via the Hawaii Foodbank and through other efforts. The related problem of homelessness is also a big problem in Hawaii. HFIA and its members could help to make things better for everyone in Hawaii by forming partnerships with organizations such as IHS. Perhaps HFIA could act as a clearinghouse to collect funds or establish a hotline for people in distress, for example. We welcome your ideas as well as your initiative to take the lead in getting us involved with IHS.

These new activities—as well as our Convention, Social, Golf Tourney, and Made In Hawaii Festival—are worthwhile endeavors. However, it's important to do things with a clear purpose and specific goals as it relates to HFIA's mission. To that end, the Executive Committee and HFIA Executive Director Lauren Zirbel have been developing a new strategic plan for our organization. In the coming year, it will be essential that we develop an active board membership. At board meetings, we will focus on and discuss specific issues that will move HFIA forward as an organization. Board member participation and input will be key as we vote on these issues. The strategic plan will soon be released, and I invite you to give voice to your ideas, actively participate, and get involved with HFIA.

Finally, I hope you enjoy this issue's lead article beginning on page 16, which features new products and services offered by our members. The items featured reflect the growing diversity of our membership, which includes not only wholesalers and retailers, but also companies that offer financial services, transportation, plumbing, marketing, and other services outside the food industry. You will certainly read about new food and beverage products, but also about non-food products from members in diverse industries, even ones that may save a life. It all goes to show that everyone is connected to Hawaii's food supply chain in one way or another. May this portend collaboration and camaraderie in HFIA beyond what we imagine. It's an exciting time for us as an organization, and I invite each and every one of you to be a part of it.

Aloha,

A handwritten signature in dark ink, appearing to read "John".

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Hawaii Retail Grocer

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LEGISLATIVE UPDATE

BY LAUREN ZIRBEL & ALEXIS CHAPMAN

The 2015 legislative session began on January 21, and HFIA has already achieved some important successes and is continuing to aggressively advocate for our members on a wide range of issues.

Here is the status of some of our highest priority state bills. For more up-to-date information on all bills HFIA is working on, access the latest Bill Report through the Legislative Update section of the Weekly Update.

Labor

This session has seen an unprecedented number of labor related bills. HB9 would have required employers to provide paid sick leave to employees to be used to care for themselves or a family member. This was deferred after testimony in opposition from HFIA that explained the burden this placed on employers and some of the potential negative consequences of mandating this kind of benefit. We brought up similar issues in our testimony in opposition to SB129, which requires certain employers to provide sick leave to service workers; it was passed by the Committee on Judiciary and Labor. We're also opposing HB496, which establishes a family leave insurance program and requires employees to make contributions into a trust fund. This bill has passed its first committee.

SB 234 was initially written to require a retail employer to pay an employee who works on a state holiday a rate of three times the employee's regular wage and to prohibit a retail employer from taking retaliatory action against an employee for not working on a state holiday. Our testimony detailed how onerous this would be for employers and explained that this would essentially be penalizing retail businesses for staying open on holidays. The Chair of the Commerce and Consumer Protection Committee mentioned in their hearing that she understood that this would be onerous for businesses and wanted to amend the bill

to include just the part prohibiting retaliatory action.

As with last year, there is a bill to increase the amount of guaranteed monthly compensation required to exempt an individual from minimum wage, overtime, and record keeping requirements. SB 1122, is particularly problematic since it links guaranteed compensation to the increasing minimum wage rate. HFIA has used our opposition testimony to explain that this kind of financial and administrative burden on employers could end up costing jobs and raising prices.

HFIA is also tracking a number of bills related to tax credits for hiring seniors; prohibition on disciplining employees for medical marijuana use; independent contractor status; and tax credits for employing telecommuters.

Taxation & Manufacturing

One of our first challenges with taxation this year was HB 153, which would have required any annual amount over \$1.5 million in the Department of Health's sanitation and environmental health special fund be used to fund the cesspool system upgrade credit rather than having the excess special fund moneys deposited into the general fund. This bill is dead as it was deferred after HFIA and the DOH testified in opposition on the grounds that there is no nexus between this funding source and cesspool upgrades.

Unfortunately, two of the measures we've been supporting have also been deferred: SB946, which would have repealed the GET on all intermediary business transactions, and SB958, which would have repealed the corporate income tax. Both failed to move out of the Committee on Economic Development and Technology.

Fortunately, we have been successful in our support of manufacturing tax credits. HB 1454 is an income tax credit for taxpayers who incur certain expenses for manufacturing products in Hawaii. It was passed by the

Committee on Economic Development and Business. SB 1001 establishes and appropriates funds for the manufacturing development program, through which the high technology development corporation shall distribute grants to Hawaii manufacturers for various activities. Our testimony for both measures detailed the range of economic and

other benefits that come from increasing Hawaii's manufacturing capacity.

Other taxation and manufacturing bills being tracked include bills on tax credits for solar batteries, lower income tax credits, food tax credits, the barrel tax, and the KCC Food Innovation Center.

Labeling & Health Mandates

The soda tax has come up again this year as SB 1256. HFIA testimony in opposition notes that this is a regressive tax that singles out one product and could increase the price of groceries. The other soda bills, HB 1438 and SB 1270, would have required all sweetened beverages to contain a warning label. HFIA testi-





fied in opposition to both and both have already been deferred. HFIA is testifying that state specific labeling requirements are overly costly and burdensome for the GMO labeling bill, SB 131, and the coffee origin labeling bill, SB 594.

Labeling should be handled at the federal level where it is currently regulated. State specific labeling could put Hawaii in an extremely disadvantageous position because it would interfere with our ability to conduct commerce with products coming from the US mainland and the rest of the world. The GMO Labeling bill passed out of Agriculture and Health Committees. The bill relating to coffee origins was amended to language that is much more preferable than the original language.

Tobacco & E-Cigarettes

There are many tobacco bills this year, including bills raising the purchase age for tobacco and e-cigarettes to 21, restricting the use of e-cigarettes in places where cigarettes are not allowed, and changing tobacco taxes, fees, and definitions. In addition to tracking a number of these bills, HFIA has testified in opposition to SB 1032, which initially specified that revenue from license and permit fees

would be used to support smoking cessation. Our testimony pointed out that there is no nexus between license fees and smoking cessation programs and the bill was amended to remove that section. We testified in support of HB 145 to reduce taxes for large cigars. The cigar tax cap bill passed its first committee.

Alcohol & Bottles

Growlers are reusable liquor containers used mostly for beer. HFIA is supporting growlers by sponsoring SB 1151 and HB 770, which allow growlers to be sold at restaurants and retail locations with a liquor license. These bills have passed their first hearings and are scheduled in their second. HFIA has been testifying in support of these measures and will also be launching a social media campaign in support of growlers at retail locations.

The release of the long overdue audit of the Glass Advance Disposal Fee (ADF) Program showed a number of serious issues with the program. At a recent hearing at the Maui County Council, Maui County looked at the economics of shipping glass out of state. They said it costs \$100 to collect glass and \$200 to process it. In total, the county pays \$303 per ton to ship it to the mainland where it is sold for about \$9 per ton. The county noted that the current program creates a "terrible carbon footprint." The county is trying to find a local use, and given their prior experience, has decided to look into crushing the glass and using it as a leveling layer at landfills. With glass being cheaper than dirt, they expect that to help with costs. HFIA supports these types of efforts to reduce costs associated with reusing glass. HFIA does not support increasing the ADF Fee. SB 353, which amends the fee to be based on volume and increases the ADF fee, has passed its first committee in spite of our testimony in opposition.

Plastics, Waste, Disposal & Ethanol

HB 1507 initially tried to establish a statewide minimum standard for the use of plastic bags. In testimony, HFIA asked to have a 10-cent fee mandated in the bill, but the bill was not able to get the votes for either the fee or the statewide standard, and was changed to create a task force that will look into ways to decrease the use of single use bags. One of the topics for discussion will be a fee on all single use bags. Other plastics bills relating to the manufacture and sale of micro beads have also been introduced. We're tracking these along with bills relating to organic waste, waste surcharges, and waste management, as well as SB 717, which would repeal the requirement that gasoline for motor vehicles be 10% ethanol.

911, Hawaii Health Connector & Pharmacies

The 911 surcharge on prepaid wireless has come up again as SB 193. We've testified in opposition and will hopefully achieve the same result as last year. We're also keeping track of pharmacy bills on vaccinations, pharmacy benefit managers, and pharmacy audits in addition to a bill enhancing the availability of services through the Hawaii Health Connector.

Agriculture

This year has seen a range of agricultural bills. We're tracking several related to pesticide fees; discounted harbor fees for shipment of Hawaii-grown agricultural products; agricultural theft; right to farm laws; farm to school programs; value-added agricultural products; farmers markets; and cottage food.

We thank members who have testified with us on these bills and we encourage you to reach out to us if you'd like to testify or want any additional information on these or other measures.

Death by data breach?

Shoppers would leave data-breached stores, reveals survey

BY PHIL LEMPERT

How much could a data breach hurt a supermarket's relationships with customers? Not awful the first time it happens; but watch out—repeat offenders could lose more than 40% of their customers. (See related story, EMV Standard Protects Against Credit Card Fraud, on p. 22.)

So say 902 chief household shoppers polled for the annual National Grocers Association-Supermarket-Guru 2015 Consumer Survey Report. NGA members learned the complete research findings at this week's 2015 NGA Show in Las Vegas.

The topic of data breaches—increasingly common at major retailers this past year—was one of several new areas covered by the comprehensive annual benchmarking survey, which SG (a sister property to F3) conducts for NGA.

Fortunately for supermarkets that might suffer a first incident, consumers would be somewhat forgiving: just 4.7% say they'd "definitely" switch stores, one in 10 would "probably" switch stores, and six in 10 (58.8%)



say it "depends on the circumstance – a retailer deserves more than one chance." For the remaining quarter of consumers, a first breach would barely cause a blip: 16.9% would "probably still shop there," and 8.4% would definitely still shop there.

However, more shoppers would be in play and open to switch stores upon a second incident: 15.6% would "defi-

nately" shop elsewhere, and 27.9% would "probably seek another store." The proportion of consumers that still feel it "depends on the circumstances" would drop to just 37.0%. For the rest, 7.5% would "probably" still shop at the same store, another 14.5% "would shop there, but pay cash," and only 3.0% would definitely stay on as a customer.

Millennials target convenience

Where are Millennials getting their food from now?

BY PHIL LEMPERT

According to an analysis of millennial out-of-home eating habits conducted by research firm NPD Group, millennials are not as into the casual dining chains, such as Chipotle or Panera, as we may have thought. As first reported by USA Today, apparently the majority are trading down even more... for convenience stores.

Harry Balzer, chief food industry analyst at NPD Group, told USA Today that for food and beverage stops,

convenience stores are almost twice as important to millennials — consumers ages 18 to 34 — as fast-casual restaurants.

The research, "Eating Patterns in America" shows that convenience stores accounted for 11.1% of Millennial food and beverage stops in 2014, compared to 7.7% in 2006. Fast-casual also increased and accounted for 6.1% in 2014 vs. 3.1% in 2006.

We've seen recently, convenience chains of all sizes, including 7-Eleven, upgrade not only their appearance,

but also fresh food options. Last year, 7-Eleven began to offer large take-out pizzas for \$5.55 and in Southern California, many stores began selling "nutritionally-balanced" fresh sandwiches, wraps and salads — and even cold-pressed juices — under the banner of fitness guru Tony Horton Kitchen.

When it comes to appealing to the ever growing health conscious and convenience seeking millennial generation, there are no rules and it will be those retailers that adapt and adjust, that win customers.

Target pushes creative envelope

Target's latest advertising idea

BY PHIL LEMPERT

Remember last Halloween when we told you about Target's unique approach to promoting sales? They used their Instagram account, "Halloween Hills," to share Halloween recipes and DIY decorating ideas in a creative way. Well, now the retail giant has proven again their ability to think outside the box.

Last week at the Grammys, Target took another innovative approach to advertising by combining their eight 30-second media buys to air a four-minute live Imagine Dragons performance during a commercial break. They teased the performance by pushing the hashtag "more music" which also promoted the release of Target's exclusive deluxe edition of the band's upcoming album. What can we learn from this for selling food?

William White, VP of marketing at Target, was quoted in Ad Age as saying "We had this idea that was very bold and very simple, too. What do fans want when they're watching the music awards? More music performances!"

Obviously, the estimated \$8 million that Target spent on this commercial is not something food retailers can do on regular basis, or for some, even at all. But their unique and daring approach to advertising is worth learning from. The lesson is simple: what do people want when they are buying food? More food! Bring on the samples, the cooking demonstrations, the wine tastings! Create the ultimate food experience.

When people are engaged—engage them more. Whether it's a simple Instagram push on Halloween or a musical performance, Target is constantly thinking of ways to appeal to a wide audience from millennials to boomers. It's this kind of creative and innovative advertising that makes customers want to engage with them. And we in the supermarket world need to be watching and learning.



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(Left) Mixologist Joey Gottesman of Young's Market displays new offerings from Haliimaile Distilling Company on Maui. Included are Paniolo, a blended, 10-year Kentucky bourbon, and Pau Maui pineapple vodka. Other vodka flavors include chocolate macadamia nut, POG (passion, orange, guava), hibiscus, coffee, brown sugar, and chocolate coconut.



(Right) May's Hawaii served up samples of grilled Local Boy Pork with Maui onion jam by Corporate Chef Ryan Day. From R - L are Gerald Hiyane, Sarah Nguyen, Ryan Day, Kevin Oguma, and Ross Yamaguchi.

Born and raised in Hawaii

Hot products showcased at after hours networking event

BY JASON Y. KIMURA

Centered on the common theme of products made in Hawaii, HFIA's second After Hours Networking Event included both members and non-members, who showed off their goods at the Japanese Chamber of Commerce's Manoa Grand Ballroom last fall. Held last summer, the first HFIA After Hours Networking Event was at Hiroshi Eurasian Tapas, and focused on fine food and wines.

The made in Hawaii themed networking event offered a venue for diverse products ranging from flavored spirits from Hawaiian distilleries to an eclectic online shop that offers costume jewelry, wild honey chocolate, and Buddha hand tea. There were local-style grinds from May's Hawaii and special sauces to put on local grinds from Noh Foods, plus mac nut pesto by For J's Hawaii. The event not only highlighted what local businesses are doing and what Hawaii has to offer, but allowed interaction with producers. Attendees walked away with full bellies, as well as great samples of new products.



(Top left) Andrea Bertoli, Tyler Williams, and Hanna Marcey of Life Foods hand out samples of something very good for you. Life Foods are all vegetarian, organic, non-GMO, gluten-free, and contain no soy. Its Red sauce is not ketchup—it's fermented tomatoes and tamarind. The Yellow sauce is turmeric and taro mustard, and a noni and taro concoction has a medicinal serving of noni without the taste.

(Left) Robert Johnson and Emme Cabrejos display an array of old-timey sounding spirits like 100 proof Hawaiian Moonshine, or okolehao, Koloa Mai Tai cocktail, coconut vodka, Koloa dark rum, Hawaiian Vodka, and more.

(Above) L - R: Bruce Yokochi and Mike Mita of Tamura Enterprises, Joe Detoro, Foodland, and Ralph Seto, C&S Wholesale.



(Left) Richard Rutz and Alan Higuchi literally stand behind their Hawaii-made spirits, wines, and energy drinks. In the mix are Ocean Vodka, Old Lahaina Rum, Sammy Hagar Rum, Tedeshi Vineyards wines, Big Island Brewhaus beers, Green energy drinks, and more.

Raymond Noh of Noh Foods with Lisa DeCoito of Aloha Petroleum.





(Left) Barbara Richter of JoeKauai.com sips Buddha hand tea while showcasing her other comestibles and costume jewelry.

(Below) Clockwise from left: Mark Tonini, Hawaii Foodservice Alliance, Cliff Mattos (standing) and Gary Nakamatsu, Matson Navigation, Lauren Zirbel, HFIA, Len Isotoff, Matson, and Kersten Haru and Frances Kakuzu of Canfran Enterprises.



Ryan Gallow of Maui Brewing Co. visits Jason Donovan of Hawaii Volcanic, which bottles water from an artesian deep water source between Mauna Loa and Mauna Kea on the Big Island.



(Above) Meadow Gold Dairies' Julie Lampart offers Cutie juice. Who can resist?



(Right) Ashley Jenkins of Meadow Gold Dairies gets guests to try vanilla and chocolate almond milk.



Joy Oda, Higa Foodservice, at the Kona Brewing Co. table. Behind her are Kona Brewing reps Chris Schierman and Keala Aiwohi.



Adrian Hong and David Hong of Island Plastic Bags, Inc., manufacture biodegradable and polyethylene bags right here in Hawaii.



(Left) Janis Tanga and May Sun of For J's Hawaii let guests sample their mac nut pesto and basil salad dressing.

(Right) Clockwise from left: Derek Kurisu, KTA Super Stores, Debrah Sharkey, guest, and from Meadow Gold Dairies, Jerry Lindville, Darrel Tajima, Allene Acob, Ryan Lum, and Joy Gold.



HFIA Members Blitz Annual Social

There is nothing like the comfortable familiarity of the HFIA Social, where you can count on having a great time with coworkers and friends. However, the creatively changing yearly theme is what keeps the event lively and puts it over the top. Last year, attendees marveled at the Superheroes and Villains theme. This year, the theme was

HFIA Blitz, where attendees were encouraged to come as their favorite football player or mascot.

The booming of drums could be heard all the way from the Honolulu Country Club parking lot upon approach to the entrance. The sound of the drums intensified until they seemed to reverberate in the walls of your chest, and guests were

treated to the peppy cheerleading of the UH pep squad as they finally entered. The Social Committee outdid themselves on the food too, which included everything you'd want at a tailgate party, from nachos with gooey cheese sauce to corn dogs, poke, ribs, and even crab cakes. See photo spread to relive the highlights!



Team spirit: One of two teams compete by creating an impromptu dance to the Hawaii Five-O theme song.



The ABC Stores crew (clockwise from front center): Warren Ishii, Terri Min, Bernadette Castillo, Laus Amii, Brandon Tashima, Paul Kosasa, Neil Ishida, Scott Shimogawa, Kevin Chung, and Vincent Fong.



HFIA Chair John Schilff of RSM gets the winning treatment, but no Gatorade.



UH drummers.



The American Savings Bank Presenting Sponsor table.



Clockwise from front: Vera Yamamoto, Greg Morishige, Walt Torrence, and Chris Swoish of James D. Swoish Produce.



The Southern Wine and Spirits team (front, L to R): Keith Chinen, Alan Higuchi, Robson Piialoha, Asa Tamura, and Tyson Yamada. Back: Mob Morse, Travis Abe, and Derek Nobu.

HFIA Blitz Sponsors

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Special thanks go to all those who contributed drinks, desserts, goodie bag items, door prizes, and more!



The Rainbow Sales & Marketing table (clockwise from front): Elaine Miyagi, Michelle Maeda, Jill Chiang, Kim Mann, Harrison and Trudy Wong, Karen and John Schilf, Will Young, and Caren Yamauchi.

CHOCOLATE

Sweet Success for Hawaii

BY JASON Y. KIMURA

Chocolate is a \$130 billion business annually worldwide, and it's on track to increase to \$150 to \$160 billion in a few years, says master chocolatier Philippe Padovani, who operates Padovani's Chocolates with his brother Pierre. Hawaii chocolatiers like Padovani and cacao farmers are trying to get a piece of that. But even more than money, they love their craft. Padovani, Dylan Butterbaugh, founder of Manoa Chocolate Hawaii, and Derek Lanter, Sales and Marketing Manager for Waialua Estate Coffee and Cocoa, were guests at a panel discussion called *Death by Chocolate*, sponsored by HFIA and the Hawaii Society of Business Professionals.

Hawaii's fledgling chocolate industry was borne out of the death of sugar as a Hawaii crop. When the sugarcane plantation closed in 1996, Dole began a program of diversified agriculture in response to consumer demand for high quality Hawaii-grown products. The program helped the former sugar workers and provided the local market with new crops. One of these was cacao.

Lanter explains that in the late 1990s, 650 to 675 cacao trees an acre were brought in from the upper Amazon Basin to study the feasibility of a commercial crop. The cacao pods, which come in different colors, are from a diverse genetic base of 30 different heritages. With 15,000 to 20,000 pounds in a harvest, Hawaii's cacao is now considered one of the finest grades in the world, and chocolatiers are attempting to redefine chocolate for the 21st century.

But it's not that simple—there are hurdles. Lanter explains that the harvesting and processing of the cacao is an art, from the rack drying, turning, and fermenting over two to four weeks, to the cracking, roasting and deshell-

ing. Despite Waialua Estate's quality cacao beans, Lanter says that there's not much to export. Although he sees thousands of acres that will become available for growing cacao, Hawaii still needs knowledgeable farmers to grow it. Butterbaugh agrees, saying that the most important part of the process happens on the farm. "We're not making commodity chocolate," he says, "we're trying to

make the best chocolate in the world." He notes that the best chocolate in the world now comes from the United States, not Belgium, and he'd like to see Hawaii be a significant part of that. Padovani adds that not only do we need to grow quality cacao, we also need experts from around the world to process it. "[Hawaii] can't expect to overtake Europe, which has done it for hundreds of years," he points out.

Butterbaugh didn't even like chocolate

growing up, but he says there's a big difference between what he calls "candy" and fine chocolate. He became fascinated with chocolate and how it was made when he got to taste the first chocolate he ever liked. "It's like comparing boxed wine with premium wine," he says. Fascination turned to obsession, and he asked, "How come no one is making chocolate in Hawaii?" Butterbaugh began buying beans from Lanter and turned a former real estate office into a chocolate factory.

However, although his chocolate factory is successful, Butterbaugh realizes the economies of scale limitations. That is, bigger quantities need to be produced. Saying that the chocolate industry in Hawaii is very good, Padovani's goal is to find investors to build a chocolate factory in Honolulu to export chocolate all over the world.

"Hawaii needs to produce the best quality chocolate in the world because we're a first world place," concludes Butterbaugh. "Most chocolate is a third world crop, so it's hard to compete—we have to compete with quality."



Philippe Padovani offers some of the world's best chocolates—all found at Padovani's Chocolates here in Hawaii.



Derek Lanter of Waialeale Estates displays multicolor cacao pods and the high quality chocolate produced from them.



Dylan Butterbaugh does a brisk business with his Manoa Chocolate bars.

NEW PRODUCTS NEW SALES

A plethora of products from U.S. mainland and Big Island offered by HFIA members

BY JASON Y. KIMURA

This year, our HFIA member product mix reflects a recent and growing diversity of our membership. While the majority of members will continue to be comprised of wholesalers and retailers, HFIA has attracted many diverse businesses that offer goods and services outside the food industry, but are essential to it. For example, find out why you should have an AED (automatic electronic defibrillator) from member Hawaii Critical Care Supply at your worksite. Among our other featured products this year, you'll find a new type of razor that will save you money by extending the life of your blades, flashing safety belts, a sporty cane for active seniors and the disabled, high tech video messages that work with your smartphone, a quality extra virgin olive oil, and old-time neighbor island foods—all being brought in by Harbour Brokerage.

There are unique food offerings too, many of which can be called skinny, but good. Ohana Sales and Marketing is bringing in a line of Weight Watchers cereal, complete with their point system rating printed right on the box so you can keep track of what you eat. They also have a nutrient-rich cassava chip that has 70% less fat than the average potato chip. Speaking of healthy snacks, would you believe there's a new ice cream that's actually good for you? Check out Brio Ice Cream in its five delectable flavors. As good as these products are, retailers need to sell them to stay in business, so you might want to consider grabbing your customers' attention with Metro Mobile Marketing's new Digital Media advertising system that flashes all of your goods on big TV monitors in style throughout your stores. Read on to find out about all these new products and more!

FRANK'S FOODS



Established in the mid-1950s, Frank's Foods is a Hilo meat company well known on the Big Island for exceptional service and quality in beef, pork, poultry, cured meats, sausages, and select seafood products. Frank's is "home of the Big Island's most wanted red hotdogs," and are

also famous for their Portuguese sausage, smoked pork, fresh corned beef, and their oven-ready deli roll, which is a seasoned, cured pork that's ready to cook.

Contact: Rod Gomes, Harbour Brokerage, at rod@ixhawaii.com

CLUB SHOYU



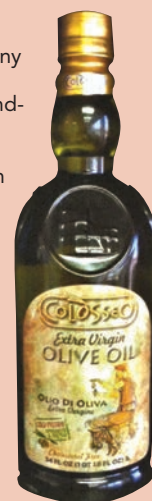
Join the club with folks who live on the Big Island by trying Club Shoyu from Hilo. You may not have heard of this brand of shoyu, but it's been very well known and popular on the Big Island since the 1940s. Now Oahu residents have a chance to try Club Shoyu, which the company describes as a "full-body, flavored soy sauce" good for cooking, barbecue, teriyaki, marinades, and as a condiment for sushi. Check out

the old-timey label that brings out nostalgia for old Hawaii.

Contact: Rod Gomes, Harbour Brokerage, at rod@ixhawaii.com

Colosseo Extra Virgin Olive Oil, Blends & Balsamic Vinegars

Begun in 1998 but with many years of experience in the edible oils market, the founders of Colosseo serve retail and foodservice markets in the southeastern U.S., Latin America, and the Caribbean. Colosseo EVOO is a select blend of Mediterranean olive oils which are cold pressed to ensure a naturally light bodied, fruity flavor. Colosseo oils are also certified kosher. With the highest standards of quality in the industry, Colosseo oils are rigorously tested both chemically and by expert tasters.

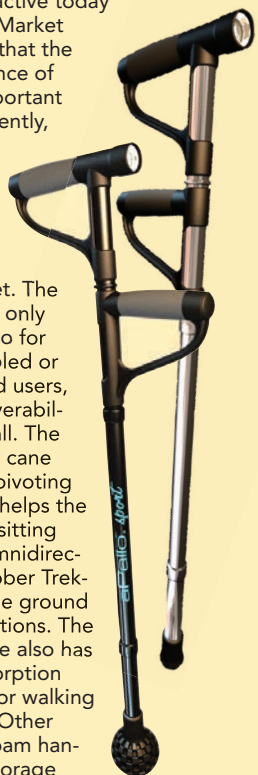


Contact: Rod Gomes, Harbour Brokerage, at rod@ixhawaii.com

APALLO SPORT CANE

Seniors are more active today than ever before. Market studies also show that the cosmetic appearance of walking aids is important to them. Consequently, Palo Medical has developed the first sports cane that has advanced features like no other cane on the market. The aPallo Sport is not only for seniors, but also for permanently disabled or temporarily injured users, increasing maneuverability and safety for all. The advanced mobility cane has an additional pivoting lift assist arm that helps the user stand from a sitting position and an omnidirectional, nonskid rubber Trek-Ball™ that grips the ground in wet or icy conditions. The active lifestyle cane also has built-in shock absorption and an LED light for walking path illumination. Other features include foam handles and a small storage space built into the handle.

Contact: Rod Gomes, Harbour Brokerage, at rod@ixhawaii.com



VILLAGE HARVEST FREEKEH

Never heard of freekeh? The short answer is that it's a roasted green wheat. The long answer is that freekeh is an ancient pre-biblical grain originating in the Middle East. A young durum wheat, freekeh is harvested before it fully develops its starches, thereby leaving the seed with a much higher ratio of protein, fiber, and other nutrients. The wheat berries are then charred and rubbed to remove the husk. (In Arabic, "farik" means to rub.) The roasting and charring of the grain gives the freekeh its slightly smokey notes. Freekeh is a superfood that has four times the fiber of brown rice, is rich in nutrients and protein, and low on the glycemic index. Don't let freekeh freak you out. Village Harvest Freekeh cooks in just 10 to 12 minutes. Eat it as a side dish just like rice. It can also be used in a variety of sweet and savory dishes. Visit villageharvestrice.com for recipes and ideas.

Contact: Ohana Sales and Marketing at ohanasalesmktg@gmail.com



PHILIPS HEARTSTART FRX AED (AUTOMATED EXTERNAL DEFIBRILLATOR)

A woman is shopping at her favorite supermarket when suddenly she falls to the floor motionless, stops breathing, has no pulse, and her skin turns ashen. An ambulance has been called, but by the time paramedics arrive, it will be too late. But fortunately, the supermarket has an AED on hand (no wonder it's her favorite). Store staff quickly follow the simple step-by-step diagram and the AED does the rest automatically. It's not too late after all.

It could happen to an employee too. You just never know, but with the Philips HeartStart FRx AED, you are prepared. "AEDs save lives in the workplace," says Josh

Green, MD. "I say this with certainty as an emergency room physician and State Senator." Sen. Green was amazed that this year at the State Capitol, he was called on twice to help someone in distress, all within the first 20 days of session. "In each case, it was a great comfort to me...that an AED was only a few feet away in case I needed it," he said. "Every workplace should consider having an AED."

Val Patacchi, President of Hawaii Critical Care Supply, notes

that countless medical emergencies result in deaths that could have been prevented. "It is important to remember that for every minute that passes without resuscitation and/or defibrillation, a victim's chances of survival diminishes by 10%," he says. "That's simple math—10 minutes equals tragedy." Businesses (manufacturing facilities, restaurants, hotels, stores) and homes equipped with AEDs stack the cards in favor of the victim. AEDs are one of the easiest pieces of equipment to use and can turn around what could have been a tragedy by bridging the dangerous gap between when a victim is discovered to when paramedics arrive. Hawaii Critical Care Supply recommends the Philips HeartStart FRx AED, because of its reliability, ruggedness, ease of use, and uncompromised ability to deliver the shock of life to a heart that has stopped beating.

HFIA member company Hawaii Critical Care Supply provides on-site instruction and training at no additional charge, and will provide any HFIA member an automatic 10% discount on the purchase of the FRx. Patacchi promises to take care of all your needs quickly and completely.

Contact: Val Patacchi at 808-478-5232 or at Patacchi@aol.com



CA' MOMI NAPA VALLEY

Founded in 2006, Ca' Momi Napa Valley is the heart offering of three Italians: Dario De Conti, Valentina Guolo-Migotto, and Stefano Migotto. Ca' Momi wines represent the best of both worlds: Napa Valley fruit carefully crafted by the heritage and obsessive style of old world winemaking. From award-winning House blends to an opulent Reserve line, Ca' Momi makes "heart-crafted" wines that elevate the best grapes Napa Valley has to offer.

Begin at Ca' Momi's sophisticated House wines, which repeatedly best competing wines selling at double the price. These Rosso and Bianco

blends have been winning distinguished awards since their debut. The Passion wines pay tribute to the winery's namesake, Momi dea Bionda, a legend in Veneto known for his protective spirit and passion for his land, vineyards, and wine. The Passion suite of Napa Valley wines include Cabernet Sauvignon, Merlot, Zinfandel, Pinot Noir, and Chardonnay. Ca' Momi's opulent Reserve wines, which made its debut in 2013, features premium fruit and a limited production line that includes Chardonnay, Pinot Noir, and Cabernet Sauvignon. For more information about Ca' Momi wines, visit www.camomiwinery.com.

Contact: Gavin Hakkei, Paradise Beverages, at Gavin.Hakkei@parbev.com





TECHNOVELTIES WORLDWIDE

Technovelties Worldwide offers a fantastic line of safety vests, belts, suits, and more—all with LED lighting. The products are designed to be used at night by policemen, firemen, emergency personnel, transportation workers, joggers, bikers, walkers, and anyone who needs to be visible while out at night. The LED lights last 25,000 to 50,000 hours, and the durable and comfortable products are warranted against defects for one full year.

Contact: Rod Gomes, Harbour Brokerage, at rod@ixhawaii.com



CASSAVA POPS

Cassava is the new potato, claims Wai Lana, maker of Cassava Pops, a delicious new gluten-free air popped chip. They're popped with a little heat and pressure, not baked or fried—so you can enjoy them without the extra calories. Cassava Pops come in Sea Salt, Volcano (lava hot and spicy), and Hawaiian Luau BBQ (sweet and tangy). Native to Central and South America, cassava is a nutrient-rich, flavorful alternative to the potato and the root vegetable of choice for nearly a billion people worldwide. Wai Lana says that their pops are gluten-free, non-GMO, kosher, vegan, have nothing artificial in them, have zero trans fats, and contain 70% less fat than regular potato chips.

Contact: Ohana Sales and Marketing at ohanasalesmkting@gmail.com



STONE COOKIES

Produced by Mt. View Bakery on Old Volcano Road, Stone Cookies are another bit of local nostalgia. Legend has it that the original hard cookies were a mistake, but tasted good enough to make again. They eventually became a favorite of locals living in rural Hawaii. Mt. View Bakery, which has been in business since 1936, makes over 8,000 cookies a week in original, cinnamon coconut, chocolate chip, and raisin, although the original is most popular with Big Island locals. Stone Cookies also have a cult following and are shipped around the world. Mt. View Bakery is currently working on a secret project that will be announced and launched soon.

Contact: Rod Gomes, Harbour Brokerage at rod@ixhawaii.com

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WEIGHT WATCHERS CEREAL

If you're counting the points of everything you eat ala Weight Watchers, then a new line of five breakfast cereals may be just the thing for you. But as you well know, eating is not just about the points—it's about flavor too. Choose from Oat Clusters with Almonds, Whole Grain Honey Nut Toasted Oats, Frosted Shredded Wheat with Protein, Oat Clusters with Cherries & Almonds, and Chocolate Frosted Shredded Wheat. The cereals range from 3 to 5 points per serving. Each has its highlights, so you'll have to try them all. Choose Oat Clusters and get steel-cut oatmeal and almonds—or almonds and cherries. The shredded wheats have 12 delicious layers and are packed with fiber. They make a great snack too.

Contact: Ohana Sales and Marketing at ohanasalesmkting@gmail.com



KONA GOLD RUM COFFEE CAKE



Kona Gold Rum Cake Co., LLC, recently launched new packaging designs and sizes for their 24 oz. Pineapple Rum Cake and 24 oz. Kona Coffee Rum Cake. The company's rum cakes are made with a Hawaiian premium craft rum and are baked fresh on the Big Island using quality macadamia nuts, fresh pineapple, and 100% Kona Coffee espresso. Kona Gold Rum Cake Co. also offers Kona Gold Coffee, a single estate, 100% Kona coffee with crisp notes of citrus, raspberry, peach, and apple, and smoother tones of molasses, melon, clove, and brown sugar. The cakes and coffee are available at multiple locations on the Big Island, Maui, and Oahu. Visit www.konagoldrum.com.

Contact: Christine Coleman at konagoldrum@gmail.com

DARIGOLD

Darigold products are sporting new packaging designs. Look for the familiar scalloped red Darigold logo on packaging that is at once modern and pleasingly inviting. Included is Darigold fat free, low fat, reduced fat, and homogenized milk in regular and lactose free varieties. Look for Old Fashioned Chocolate Milk in low fat and regular varieties in a modern, yet luscious chocolaty color scheme. The new flavored creamer containers sport clean graphics that are at once simple and elegant, inviting consumers to pick them up. The Darigold line of products are sure to stand out in the open fridge section of retail stores.

Contact: Ohana Sales and Marketing at ohanasalesmkting@gmail.com



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BRIO ICE CREAM

Ah, ice cream. Can one of life's delicious pleasures really be good for you? The answer is yes, if it's Brio Ice Cream. It's not too good to be

true, and it's not a marketing gimmick. Twin brothers and life-long entrepreneurs Arnie and Ron Koss actually set out to revolutionize the ice cream category by developing an ice cream that starts at rich, creamy deliciousness and ends with being nutritionally good for you, not just less bad than regular ice cream.

The kernel of the idea for healthy ice cream came a long time ago when the brothers were in their 20s and their mom Judith Koss, who loved ice cream, kept saying, "why can't

this be healthy?" Years later when their mom needed supplemental nutrition to support her health but didn't like liquid nutritional shakes, the Koss brothers asked themselves how ice cream could be made healthy and good for you. By this time, they were the co-founders of Earth's Best Baby Food, the nation's first organic baby food company. The brand became successful nationally and was acquired by H.J. Heintz in 1996.

The Koss brothers teamed up with Duane Kurisu, CEO of HFIA member company aio, and two former Ben and Jerry's flavor developers. (Arnie is also president of Punalu'u Bake Shop, which is under the aio umbrella.) They also enlisted a team of nutritionists and dietitians. Over a 10-year period, the team developed Brio, which also led to two patented discoveries in the process. "It's a new way to look at ice cream," says Arnie. "It's a healthy after school snack and a grab and go item for the rest of us." Brio can become a post-workout choice, he says, because it delivers electrolytes. It has 50% more protein than regular ice cream. Brio (which means vigor, vitality, verve) has a balance of healthy omega 3-6-9 fatty acids—the only ice cream to do so—but 25% fewer calories, half the overall fat, 65% less saturated fat, 75% less

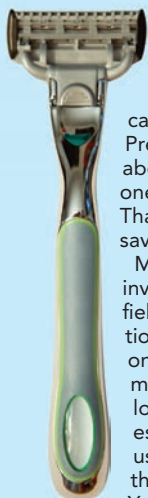
cholesterol, and 10% less sugar than the average super premium scoop. It is rich in 24 vitamins and minerals, plus has 2 grams of soluble fiber per serving (about 7% of the recommended daily allowance). Brio is also low glycemic, uses nothing artificial, is certified gluten-free, and certified kosher. It uses only non-r-BST (artificial growth hormone) milk, non-corn, non-GMO fructose from organic agave, plus dehydrated cane syrup.

"Brio is also for people on a liquid nutritional product because it has all the nutrients in it," says Arnie enthusiastically. "Ice cream now becomes a good choice for you!" Some low calorie ice creams have air mixed in, but one of the best things about Brio is that it is dense and creamy like super premium ice creams. That's why a 4oz. serving feels richly indulgent and satisfying.

Brio Ice Cream comes in five flavors: Vanilla Caramel, Mellow Dark Chocolate, Coffee Latte, Spring Strawberry, and Tropical Mango. They can be purchased in a 4oz. portion control size (160 to 170 calories each), or in a 14oz. short pint. For more information, visit www.brioicecream.com.

Contact: Meadow Gold Dairies Sales Department at 808-949-6161.

MAGNABLADE



Razors are getting fancier with swooping ergonomic shapes and five-blade cartridges. With modern manual razors, the phrase "scraping off your whiskers" no longer applies, as technologically advanced designs whisk whiskers off with a nearly glass-smooth glide.

Unfortunately, the prices of cartridges are getting fancy too. Premium cartridges can cost about \$4 each, and only last for one to two weeks for some folks. That's where MAGNABlade can save you lots of money.

MAGNABlade is a revolutionary invention that uses a magnetic field to create a reverse polarization that stabilizes the molecules on the edge of your razor blade, making it last up to six times longer. If an 8-pack of cartridges lasts you two months, then using MAGNABlade can make those blades last up to a year. You do the math on the savings.

Buy a MAGNABlade unit once and it lasts a lifetime, and it can be used on most brands of razors. All you have to do is keep your razor in the unit when not in use. MAGNABlade claims are backed by extensive tests at independent metals engineering and testing laboratories. The product comes with a 30-day money back guarantee. It's 100% guaranteed to work as claimed or your money back! For more information, visit www.getmoreshaves.com.

Contact: Rod Gomes, Harbour Brokerage at rod@ixhawaii.com

TAP FOR MESSAGE

Speaking of being on the cutting edge, be on the forefront of technology the next time you send a greeting card or gift. Tap for Message is a brand new patent pending technology that lets you send an audio/visual message by simply applying a special tag or sticker. It works instantly on any smartphone, but there are no apps to download. To activate and send a greeting, simply tap the Tap for Message sticker with your NFC-enabled smartphone or scan the QR



code, or visit the URL. Then select a prerecorded video or record your greeting on the spot using your phone's built-in camera. Then attach the sticker or tag on a card, gift, flower

bouquet, or anything you want. The greeting will play on the receiver's smartphone, tablet, or computer when activated by any of the three methods described above.

Tap for Message stickers and tags have other possibilities. The technology can be used to send a video invitation, for example. Online retailers can also use Tap for Message by offering shoppers the option to attach a video greeting with their gift order delivery.

Contact: Rod Gomes, Harbour Brokerage, at rod@ixhawaii.com



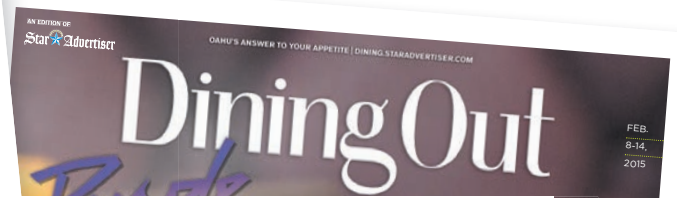
DIGITAL MEDIA ADVERTISEMENT

Grab your customers' attention with a new Digital Media Manager advertising system that shows whatever you want to advertise on monitors throughout your stores. Digital Media is a display device (typically an LED, LCD, plasma TV, or a computer monitor) that's used as an in-store sign to display constantly changing, computer generated animation, photorealistic graphics, full motion video, and text.

Digital Media Manager is offered by HFIA member Metro Mobile Marketing (MMM), LLC. It's simple to deploy without the huge costs normally associated with such services, and could be one of the most cost-effective ways to reach the masses. The technology is designed for businesses and professionals who need to promote their products and services but don't have the time, capital, or facility to setup such marketing tools. The display units can be installed in many different venues, including retail, convenience, and grocery stores, restaurants, delis, bars, hospitals, offices, etc.—the possibilities are endless.

The eye-catching displays quickly and effectively grab the attention of customers with MMM's Menu Board while reducing redundant print costs. MMM will install the monitors/TVs using ceiling and wall mounts

Continued on page 23



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Source: Nielsen-Scarborough 2013 R2 (Oct. 2012 - Sept. 2013). Combined, unduplicated Oahu adult reach of 1 Daily Star-Advertiser, 1 Sunday Star-Advertiser and 1 MidWeek.

EMV Standard Protects Against Credit Card Fraud

BY JASON Y. KIMURA

It's a brave new world when it comes to credit card fraud. Home Depot, Target, Nordstrom, Neiman Marcus, UPS, Goodwill, and many more businesses big and small have suffered security breaches with millions of customer credit card numbers stolen. Many of the

breaches continued unnoticed for weeks or even months, and breaches of other companies are likely to happen in the future. Chris Francis, VP of Market Development for World-Pay, an HFIA member company, gave a presentation titled "Loss Prevention and Combatting Credit Card Fraud" at a recent HFIA member's meeting covering the risk of breaches and new technology designed to prevent them. (See related story, Death by Data Breach, on page 8).

Although big, well-known retailers like Home Depot and Target have been in the news, 76% of security breaches occur in businesses with less than 1,000 employees, according to the Verizon 2014 Data Breach Investigation Report. The sectors most victimized by POS (point of

sale) intrusions are the restaurant, hotel, and grocery industries. The average cost for a small business that has been breached is \$85,000, which includes forensic investigation fees, payment network fines, and more, not to mention being subjected to civil liability, notification of customers, loss of consumer confidence, and law enforcement involvement. The cost for the bigger companies has been in the tens of millions.

Hackers are scanning merchant networks for entry points, which differ from case to case. Undetectable by antivirus software, malware that siphons credit card information from cash registers is installed through the entry point. In the Target case, the entry point is thought to have been from a heating, air conditioning, and refrigeration service company, that had access to their computer network, but most of the entry points are unknown.



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As a result of the constant threat, credit card companies have developed the EMV credit card standard. EMV stands for Europay, MasterCard, and Visa, the companies that originally pushed for the standard. Also known as “Chip and Pin” and “Smart Cards,” the new credit cards have an EMV chip embedded in them which has a dynamic two-factor authentication. When the cardholder swipes the card, he or she either enters a PIN or signs a receipt as determined by the issuer. An EMV-capable terminal is needed to recognize the embedded chip. EMV cards should not be confused with “contactless” cards, which have non-EMV chips that don’t have authentication. Over 1 billion EMV cards have been issued worldwide.

Considering the staggering potential losses your company can suffer from a security breach, now is the time to prepare for EMV. Another

pressing reason to act now is that card-present fraud will migrate away from EMV-compliant locations, so you don’t want to be among the last companies to implement the system. Furthermore, e-commerce transactions are vulnerable to fraud migration.

Francis advises consulting with your vendors and acquirer now if there are any upcoming POS equipment purchases or updates. Note that although EMV is still being implemented at the application level, EMV-ready hardware is already available. Hardware must be supported by your POS vendor.

EMV will not replace the need for PCI (payment card industry) compliance. (For more information on PCI standards, visit <https://www.pcisecuritystandards.org>.) Although the EMV chip will provide two-factor authentication, card numbers will generally not be encrypted.

After October 2015, card issuers will bear the liability for fraudulent card transactions (Visa and MC) or lost or stolen cards (MC) that occur at EMV-certified devices. However, although EMV is not a mandate, the merchant will bear the liability if a genuine card was an EMV card and the merchant did not use an EMV-certified device.

Take proactive action against fraud today by making sure PCI is a priority, talk to your acquirer about PCI-related services, and make sure your vendors emphasize PCI compliance.



Continued from page 20

in strategic areas in your store. With an easy-to-use, web-based management interface, MMM can quickly make changes to featured items, pricing, graphics, and videos. MMM’s built-in integration capabilities ensure that up-to-date data from your point-of-sale, retail management, and other back-end systems are accounted for in your forward-facing menus. The Digital Media Manager advertising system allows you to schedule content in advance or make updates based on your audience, advertising campaigns, and more. The system makes maintaining messaging and brand consistency easy across displays and locations.

MMM’s Menu Board can include nutrition facts, value-added benefits, sale items, daily and upcoming special offers, and featured items. Be creative and customize your message to reach a target audience. Use graphics that celebrate holidays, create ads, bring awareness to featured and new items, or notify customers of special hours during holidays. Engage customers personally by integrating QR codes, text messaging, and social media feeds. You can even live your display with 15-, 30- and 60-second digital media TV ads, which can run eight to 12 times an hour on your displays. The point is, MMM’s digital communications can add powerful reach and flexibility to your marketing and sales initiatives.

Metro Mobile Marketing is offering its Digital Media service at a discounted rate to HFIA members, and the normal \$1,000 installation fee per unit and set-up will be waived. MMM will install the display devices, all necessary software, and manage each unit at every location, and will retain ownership of all equipment. The merchant decides which products and/or services they will display on the devices at their locations. You may be able to realize additional savings by reducing the number of printed weekly ad circulars too. Remember, the technology has been designed to help companies promote products and services without having to invest very much time and effort in the set-up process. Call MMM for all the details and a cost proposal today!

Contact: Ernest Baylor, VP - North American Operations. Text Ernest to 72727 or call 734-697-6332 (office), 734-239-3158 (cell), info@metromobilesocial.com (email). Web: www.metromobilesocial.com.



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GIVING HAND-UPS TO THE HOMELESS

The Institute for Human Services Gives Much More Than Handouts

BY JASON Y. KIMURA



Nathan Ortiz, IHS Ag Specialist, with Kimo Carvalho next to an aquaponics tank with tilapia.

When the IHS is mentioned, some think “soup kitchen” or “handouts to the homeless.” Neither is accurate. The Institute for Human Services is all about helping the homeless and hungry for sure, but it’s really about giving them hand-ups, not hand-outs. As Hawaii’s only 24/7 shelter, they give tough and effective love for a tough and seemingly intractable societal problem that affects everyone in Hawaii. Kimo Carvalho, IHS Development & Community Relations Manager, spoke about IHS and the homelessness issue at the January HFIA membership meeting. Learning about their programs and their results gives a solid sense that IHS’s programs work, and that helping them corporately or as an individual really is making a difference.

The private, non-profit organization doesn’t believe in handouts with no responsibility, either philosophically or in practice. That includes food, money, a place to sleep, and any of the services they provide to those in need. Providing food is just the tip of the iceberg. IHS is a comprehensive social services agency working to prevent and end homelessness in Hawaii. Its mission is to provide “respite for those who are unsheltered and solutions that transform the lives of homeless and at-risk people.” Its programs are very solution-oriented

and outcome-driven. At IHS, there is an understanding of the problem. For example, the homeless are far from a homogenous group. There are transients from the mainland, mentally ill, youth, seniors, families, and everyone in between. There is no one solution, yet there are solutions that work for each group.

Carvalho illustrated the point of hand-ups vs. handouts. “It’s more responsible for you to give to a service provider than to someone on the street,” he says unapologetically. “It only sustains their situation.” The numbers prove Carvalho’s point. IHS has stabilized over 10,000 homeless people in housing over the last seven years. That doesn’t happen by simply giving things away.

IHS has two locations, a women’s and family shelter with a capacity of 250, and a men’s shelter that can hold 200. The social service agency is a comprehensive, multiservice center with a full array of services that will end any person’s homelessness if they are willing to take the necessary steps. At the front is an intake area, which is like the emergency room at a hospital. Here, homeless people are assessed and triaged. “We stabilize people here as the first step to get them off the streets,” explains Carvalho.

However, IHS doesn’t just wait for

people to come in. “We get people off the streets by two means,” he explains. One is a robust referral system from the community, such as from hospitals, and the second is an IHS outreach team that develops relationships with the homeless where they are and works to enhance their motivation to get off the streets. An example is a recently launched Waikiki Homeless Outreach Program. Just one month into the program, there were 63 intakes with four housed on Oahu and one relocated to family on the mainland. End-of-year goals are to serve 300 of Waikiki’s homeless, moving 140 off the streets into a shelter and/or direct housing, and assisting 120 in relocating out-of-state with stable living arrangements. The budget to accomplish this is \$500,000. As of January, IHS raised about \$113,000. IHS has also teamed with other organizations to reach out to the homeless in other communities such as the North Shore, Wahiawa, and Moiliili with offers of food, legal aid, housing, employment, and substance abuse treatment.

Adjoining the intake area at the women’s shelter is a health center operated by Kalihi Palama Clinic; the one at the men’s shelter is operated by IHS. Carvalho explains that it’s important to have clinics on-site because they provide consistent care

and are cost-effective as well. There's also a learning center on the ground floor for working on interviewing skills and resume writing. The three-story women's shelter also houses a children's enrichment center, where the goal is to normalize the lives of children as much as possible. A coordinator monitors behavior and informs a family case manager to work with parents to create a closed loop system. About 200 children a year are seen from infants to 17 years old.

Along with the women's dormitory, there also is one for families. Carvalho says that there has been criticism of IHS because of their rules on shower times, meal times, and requiring a clean environment, and because everyone is charged a nominal fee. However, Carvalho reminds that IHS is there to give a hand-up, and to get them out of homelessness. The fee, he explains, is a clinical tool to get them used to paying rent. They are also asked to save the bulk of the income they get from state programs.

IHS serves a combined 750 meals a day—up from 650 last year—in its cafeterias at both shelters for clients, as well as the unsheltered who come by for meals. IHS accepts direct food donations and certainly needs them as the demand keeps going up. A remodel is planned for their 30-year-old kitchen, which is located at the men's shelter. Carvalho says IHS is looking for donations not only of money, but commercial appliances, even good used ones.

With not much space available, IHS has found creative uses for the rooftop at the women's shelter. It's an open-air job training center in the form of a large, raised bed aquaponics system. Carvalho explains that what takes place here is social entrepreneurship—creating a business opportunity that solves a social problem using the private and government sectors. IHS took a creative idea—raising herbs, vegetables, and fish and selling the crops to restaurants—while giving clients a place to work. Walmart funded the aquaponics equipment and the state gave IHS seed money. “People need to work for their money,” says Carvalho. “We want to taper people off from government subsidies. The government no longer has a mandate to solve every problem.”

Carvalho believes that the problems are solvable, but says homelessness isn't the root, but a symptom. “You need to account for the issues that cause homelessness,” he says, pointing out that IHS is doing a good job of getting people out of homelessness, but you have to slow down or turn off the societal “faucets” that cause it—the high cost of living, unemployment, health care issues, etc. HFIA as an organization is working to turn off these faucets, but help at the IHS end of the spectrum is also needed. There are many ways to help. Certainly, cash donations are welcome, but volunteerism and labor are also important. There is a lot to do, but

Here's what HFIA ohana say about IHS:

“[The Kosasa Foundation] makes a yearly donation to the Institute of Human Services because this is a good organization that fulfills the needs of the community to include men, women, and especially children who are underprivileged and even homeless,” said Paul Kosasa, President & CEO of ABC Stores. “The IHS provides food and shelter to thousands of people in our state, and we feel that it is vitally important to support these types of organizations to continue these essential services.”

“We are going to help IHS this year because of the local need that each

of us see daily,” said Bob Stout, President of Times Supermarkets. “One can't drive by Ala Moana Park, Waimanalo Beach, or other parts of our island and not help notice that we have many people, families, and children with nowhere to live.” Times plans to do a pin up campaign sold through the front end of all Times and Big Save stores. On a personal note, Stout said that, yes, we are our brother's keeper. “We have an obligation to one another to do what we can. Fortunately, I work for a company that believes in giving back to the communities we serve to help those in need.”

Carvalho recommends focusing on one area of IHS, whatever that might be. The food industry may be interested in taking on the kitchen renovation, for example. If you are interested in organizing an multi-company HFIA effort, contact the Executive Committee. For more information on IHS, visit www.ihs-hawaii.org or email Kimo Carvalho at kimoc@ihs-hawaii.org.



TALKING STORY AT THE LEGISLATURE



Victor Lim of the Hawaii Restaurant Association.

BY JASON Y. KIMURA

“When you think about it, everything is related to the food industry,” said Derek Kurisu, who moderated a Legislative Talk Story held in a meeting room at the State Capitol in January. “We’re connected and interdependent on each other, so anything that affects the food industry will most likely affect everybody and everything else in Hawaii.” The purpose of the talk story panel was to help educate legislators about the food industry and to give HFIA visibility at the Capitol.

There were many legislators in the audience, and the three who participated on the panel saw directly how food industry leaders were active members of HFIA. Kurisu, who serves as KTA Super Stores executive vice president, is also vice chair of the HFIA Executive Board and chair of the HFIA Government Relations Committee. Other panelists from the private sector included Paul Kosasa, ABC Stores President and CEO, and Jason Higa, CEO of Zippy’s (FCH Enterprises). Legislators on the panel were State Senator Josh Green, MD, a practicing Big Island physician and Chair of the Senate Health Committee; State Representative Chris Lee, Chair of the House Energy and Environmental Protection Commit-

tee; and State Senator Brickwood Galuteria.

Each panelist was given about five minutes to speak on an issue. Sen. Galuteria said that he sees Hawaii’s “food resiliency” as important, and that he would like to see the percentage of imported food lowered in favor of food produced here. “What do we need to do to increase food production and achieve a [better] balance with imports?” he asked. Kosasa agreed that local farming is essential to Hawaii, pointing out that should there be a disaster, Hawaii has only about four days of food. He went further to say that ABC Stores believes strongly in sustainability, but voiced concerns about the sheer number of laws and the increasing regulatory environment that business must survive under. He cited one farmer who left the state because he couldn’t make money. On a related point, he said that some laws written decades ago don’t make sense today, yet are enforced. These, he said, should be reviewed to adapt them to modern society. Finally, Kosasa asked that legislators support local businesses, emphasizing that they in turn support the local community. “Mainland businesses give support too,” he said, “but we should at least



Sen. Josh Green, MD

be on a level playing field.”

Rep. Lee went over issues that are before the legislature this session. He felt that the biggest issue facing Hawaii is the cost of energy. “Energy is the single largest cost that everyone faces,” he said, noting that new legislation may help businesses by opening the doors to alternative energy technology. Lee also touched upon broader issues, such as the likely \$41 billion cost to the economy should a category 3 hurricane or tsunami hit the islands. He spoke of a government-based recovery program that goes beyond giving out money to finding affordable disaster insurance.

Higa touched on two major issues—support of the military and recycling. He pointed out that the exodus of the military is a big problem, not just in the short-term, but also in the long-term. In the past, Hawaii relied on a single senator to support the military, but hasn’t created other support systems like other states have. “We’re way behind,” said Higa,



Rep. Chris Lee



Sen. Brickwood Galuteria

noting that the private sector has been supporting the military, but hopes that there will be a private and public sector partnership in the future.

Higa shared Zippy's unique experience with recyclable containers. The restaurant chain made a big effort to move away from EPS (Expanded Polystyrene Containers) in 2010 in response to feedback from customers. (Many incorrectly refer to these white containers as Styro-foam, a non-food grade material, but the correct name is EPS.) Higa participated on a Maui task force



Paul Kosasa

that he has seen over the past 15 years. Diabetes and hypertension are getting worse, and he is seeing a lot more chronic diseases in children that used to primarily affect adults. We are spending tremendous amounts of resources on these preventable diseases, he said. "These [trends] will impact and affect our families for generations to come," continued Green, "so anything we do to work on these issues is valuable." Green commended the food industry for putting healthy options on menus and in stores, believing that it will make a huge difference.



Derek Kurisu

in summarizing the panel discussion. "The food industry needs to understand and be socially responsible to the environment as well as our employees. We need to become food sustainable, and we need ways to turn all our waste into value. We need to fulfill the many different needs of the people of Hawaii and there's no one way to satisfy everybody, but we are able to do it proactively by doing it together."

"We're connected and interdependent on each other, so anything that affects the food industry will most likely affect everybody and everything else in Hawaii."

addressing the issue. Environmental advocates are very well-intentioned people, he concluded, but they are not looking at the bigger picture. Hawaii has a population of only 1.3 million people, which makes the hundreds of millions of dollars to build and operate a recycling plant unfeasible. By contrast, Los Angeles County has at least 10 million people, and even then, California recycling plants still import materials from other states to remain productive. For Hawaii, shipping recyclables out of state is not a viable long-term solution due to the cost. "What makes sense for Hawaii," he said, "is waste to energy systems like H-Power."

Sen. Green outlined health trends

"Sometimes it takes people a long time to take advantage of these options but eventually health literacy and good nutrition will catch on, so don't give up," he said.

The panel was then opened to a question and answer session that covered many other topics like added value products, the Medicaid budget, shipping costs, using local products, and pesticide usage. Kurisu pointed out that because Kosasa and Higa have local companies that really care about Hawaii and give back tremendously to the community, they are a great resource for legislators in making future decisions.

"Hawaii has been changing a lot over the past 10 years," said Kurisu



Jason Higa

Taking up the challenge

Full-timers take on retail management certificate program

BY JASON Y. KIMURA

Some gumption is all it takes to enroll in the Retail Management Certificate Program...or at least it'll get the ball rolling toward gaining the tools to advance to the next level, increasing your income, and boosting your marketability. Plus, the HFIA Foundation offers tuition reimbursement for qualifying students!

But go back to school while holding down a full-time job and taking care of a family, you say!? Divine McMahon did it and became the first C&S Wholesale Grocers Hawaii Division employee to complete the program. Two other C&S employees, Tiana Quiocho and Ilka Perreira, also enrolled and are now doing their course work.

McMahon says it was a lot of work, but that she liked the support given by her company, as well as by HFIA Executive Director Lauren Zirbel, and assistant Desiree Rose. She says the application and reimbursement process is easy. "Everything you learn in the courses can apply to your job," McMahon explains. "I now see the concepts behind what I'm doing at work, even the things I was already doing."

Officially, the program is called the Western Association of Food Chains (WAFC) University of Hawaii Retail Management Certificate Program. If you are interested in advancing your career in retail management, this program will give you the tools you need. If you are an employer in the food industry, have your human resources department promote the Retail Management Certificate Program so your most promising staff will have the skills necessary to take your business to the next level.

Some of the learning objectives for the program are to:

- Apply math and computer skills to solve business operations issues.
- Communicate effectively with internal and external customers in the workplace.



Divine McMahon

- Analyze retail management situations to determine the best basic management, accounting, and marketing strategies.
- Demonstrate understanding of how to train, motivate and supervise employees/associates to attain the goals of a retail business.

After graduating from Mililani High School in 2008, McMahon studied business at Leeward Community College, then took a year off to focus on finding a full-time job. She started as a merchandising assistant in the Perishables Department at C&S. Currently, McMahon is a full-time student working on a marketing degree at UH West Oahu while working full-time as executive administrative assistant to Beau Oshiro, VP of Sales and Customer Service. "The key is organization and time management," she says. Although McMahon had to attend school and do classwork outside of work, she says C&S is very supportive of the Retail Management Certificate Program and actively encourages employees to apply.

Most of the Retail Management Certificate Program classes, which are held at Leeward Community College, transfer as credits toward her marketing degree. McMahon's goal is to apply her marketing skills to sales in

her company. "It's a really good industry-recognized program," she says.

Tiana Quiocho just started in the Retail Management Certificate Program. She says some of the classes will apply toward the degree in Business Management she is currently working on. After graduating from Leilehua High School, Quiocho worked at Leilehua the C&S warehouse for a while before deciding to go back to school. She didn't stay in school long, opting to go back to C&S as a warehouse clerk, then as a supervisor. She was later promoted to merchandising assistant, the position she now holds. "I want education to back up my experience," says Quiocho of her decision to take the Retail Management Certificate Program and earn a business degree.

Ilka Perreira, a Human Resources Representative II at C&S, has been out of school for a while. She has had many jobs and two children. Originally from the Big Island and a graduate of Konawaena High School, Perreira is focusing on an associate degree in human resources and would eventually like to get a four-year degree. The Retail Management Certificate Program classes are also compatible with her educational goals, plus give her extra knowledge about the food wholesaling business. "The wholesaling business is interesting," she says. "I like where I'm at right now." Perreira is currently on her fourth out of 10 Retail Management Certificate Program classes. "It's actually fun to gain understanding [of the business]," she concludes.

More information on the Retail Management Certificate Program and the HFIA Foundation Tuition Reimbursement can be found at HFIA's web site at www.hawaiiifood.com under Programs. For program information, application instructions, and course information, contact: Ross Higa, Community College Coordinator, at 808-551-5289 or at higaross@hawaii.edu.

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Zippy's Joins the HFIA Family

BY JASON Y. KIMURA

Traditionally, HFIA has been an organization with food and beverage wholesalers and retailers as members working together to promote and preserve Hawaii's food supply chain. Last year HFIA membership went in a not-of-traveled direction with FCH Enterprises, Inc., which is best known for its Zippy's chain of restaurants, the largest locally owned dine-in chain in the state.



Zippy's
Zip Pac

"We've gotten more involved with legislative issues," explained Jason Higa, CEO of FCH Enterprises, of his decision to join, "and I recognize HFIA as a strong advocate for business concerns." Jason Higa is the son of Francis Higa, who opened the first Zippy's on October 16, 1966 with his brother Charles Higa. When the brothers first acquired the McCully property on South King Street, they weren't sure what they would do with it. Francis suggested a drive-in, even though the brothers had no previous restaurant experience.

At the time, there were few fast food restaurants in Hawaii. The Higas began in a big way, opening their doors 24 hours a day. The name Zippy's was inspired by the U.S. Post Office's fairly new ZIP code system. Starting with saimin, the menu quickly expanded. Zippy's popular original recipe chili was introduced in 1966, selling 120 pounds a day. Today, over 110 tons of the signature dish are sold every month through Zippy's restaurant locations, chili fundraisers, and retail markets in Hawaii and beyond.

In recent years, the restaurant chain expanded its menu to include fancier fare, which have proved delectable, but most Hawaii-born folks still must once in a while get their fix of local favorites like the golden fried chicken, oxtail soup, saimin, Zip Pac, and loco moco.

The business has greatly expanded, too. Zippy's branched out with its second restaurant in Kaimuki in 1970. Zippy's Waipahu and Waimalu were opened that year too, and the Zip Pak was also introduced. Today, there are 23 locations on Oahu and one each in Kahului, Maui and Hilo on the Big Island for a total of 25. Other highlights include the opening of Napoleon's Bakery in 1983, followed by the introduction of its signature dessert, Apple Napples, in 1984. That year, Osaka Okazuya was also established. In 1985, the Surf Pac was introduced. In 1998, Zippy's Kahala and Kahala Sushi were opened, followed by The Sushi Bar Zippy's Pearl City in 1999. In 2001, Hawaii residents began getting their Zippy's chili fix at Taco Bell and Pizza Hut.

In 2002, Zippy's, Inc. became FCH Enterprises, Inc. to create a family of brands, which include Zippy's



Restaurants, Napoleon's Bakery, Food Solutions International, A Catered Experience, and Pōmaika'i Ballrooms. Food Solutions International operates a USDA-certified kitchen that produces food for Zippy's Restaurants as well as preparing and packaging items for business clients that extend to the U.S. mainland. A Catered Experience offers catering services across the island of Oahu. Opened in spring of 2013, Pōmaika'i Ballrooms - Iwilei may be less familiar to people. Pōmaika'i offers high quality catering services. Meeting rooms are available for small business meetings, and fancy social events such as weddings can be



(Top) Interior of the new Zippy's Hilo. (Above) Blessing of Zippy's Hilo location.

held in their huge ballrooms. FCH Enterprises, Inc. continues to grow and employs more than 2,000 peo-

ple across three islands. For more information, visit www.zippys.com or www.fchenterprises.com.

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NEW MEMBERS



From left to right: Mark Ausbeck, Sr. Project Manager, Wayne Layugan, Project Engineer, Wayne Inouye, Center Director, Erin Furuichi, Program Coordinator, and Sandy Park, Special Programs.

INNOVATE Hawaii

Company profile: INNOVATE Hawaii is a program of the High Technology Development Corporation that serves small and medium-size manufacturing companies in all industries in the State of Hawaii with innovative solutions to build and improve their business. The company's slogan is "Create. Build. Grow."

Reason for joining HFIA: To offer HFIA members with training and hands-on consulting services to help grow their companies.

Unique to the Company: INNOVATE Hawaii's access to national resources under the Manufacturing Extension Partnership (MEP) network gives them the opportunity to offer expert food industry assistance from all across the country.

Location & Service Area: Throughout Hawaii with nationwide access to service providers via the MEP network.

Contact Information:

Wayne Inouye, Center Director
Phone: 808-539-3603 | Fax: 808-539-3795
Email: info@innovatehawaii.org
2800 Woodlawn Drive, Ste. 100; Honolulu, HI 96822
www.innovatehawaii.org

Hawaiian Air Cargo

Company Profile: As the first U.S. airline certified to ship cargo in 1942, Hawaiian Air Cargo is a flagship carrier of the Pacific. For more than 70 years, they have provided high quality overseas shipping and outstanding customer service. Hawaiian Air Cargo's dedication has helped build outstanding relationships with local and international customers, freight forwarders, carriers, and many others in the industry.



Reason for Joining HFIA: Hawaiian Air Cargo would like to help local Hawaii businesses grow. Working in conjunction with its passenger team, Hawaiian Airlines is able to assist local businesses with their transportation needs (whether it be people or cargo).

Unique to the Company: Hawaiian Airlines just celebrated its 85th anniversary.

Location & Service Area: Oahu, Kauai, Maui, Big Island, West Coast, New York City, Tahiti, American Samoa, New Zealand, Australia, Japan, South Korea, and Beijing.

Contact Information:

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Manager of Analytics and Neighbor Island Sales
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3375 Koapaka St, Honolulu, HI 96819
Mailing Address: P.O. Box 30008, Honolulu, HI 96820
www.hawaiianaircargo.com



Affordable Towing Service, Inc.

Company profile: Affordable Towing Service is a full service auto, truck, and bus repair facility that's a one stop shop. The company repairs, rebuilds, and replaces gas and diesel engines, and standard and automatic transmissions. They also rebuild and fix rear ends, air conditioning, brakes, electrical systems, hydraulic systems, clutch R&R, and offer preventive maintenance and diesel particulate filter service. Affordable Towing Service does light to super heavy duty towing, and provides crane service with their 90 ton link belt.

Reason for joining HFIA: Affordable Towing Service was invited to join by Mark Tonini. They believe in supporting the different associations of customers who support them.

Unique to the Company: Affordable Towing Service is unique because of all the different services offered to customers, including repair, towing, equipment transportation, and crane service. Their shop employs only ASE-certified and state-licensed mechanics.

Location & Service Area: Entire island of Oahu.

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Things to look forward to this year:

- Big Kahuna golf tournament at Turtle Bay's Palmer Golf Course
- Food Industry Panel, moderated by Howard Dicus of Hawaii News Now
- General HFIA Membership & Board of Directors Meeting
- Hall of Fame Awards Banquet honoring HFIA Ni'o Award of Excellence and Hall of Fame inductee, Mr. Barry Taniguchi, Chairman & CEO, KTA Super Stores
- Martini and wine tasting

- Yoga class
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Registered HFIA Convention 2015 guests receive an exclusive room rate discount of just \$199/night.* That's a \$150 savings per night off the season's best available rates! However, you must secure your room by March 30 to take advantage of this offer. This is a firm deadline. No extensions will be offered by Turtle Bay.

Book your room online or call (808) 293-6000 and use group #732322 to receive the discounted rate.

*All room rates subject to additional resort activity fee of \$32.00+tax, per room per night (valued at over \$150).



Richard Ha



Diane Ragone

CTAHR banquet to honor Ha and Ragone

Pioneering Big Island farmer Richard Ha and productive breadfruit expert Diane Ragone will be honored at the University of Hawaii College of Tropical Agriculture and Human Resources (CTAHR) 27th Annual Awards Banquet on Friday, May 8, at the Ala Moana Hotel in Honolulu.

"The work of both honorees contributes greatly toward achieving food security and sustainable agriculture production in Hawai'i," said Dr. Maria Gallo, CTAHR dean and director for research and Cooperative Extension. "They are visionary leaders who find solutions that tap the wisdom of the past in meeting the needs of the future."

For more information: www.ctahr.hawaii.edu/banquet

THE LAST WORD

BY LAUREN ZIRBEL

This year, with a new governor, came some new and expanded priorities at the state level. Governor Ige has been clear that government efficiency and sound long-term financing are important goals for his administration. He has also emphasized a need to focus on directed growth, energy, education, health, and a strong support network for the state which includes both business and agriculture.

At the beginning of this session, the Council on Revenues forecast 4.5% growth in General Fund tax revenue for 2015, which means that the state government could be in a position to, as the governor mentioned in his State of the State address, correct the spending imbalance and “focus our available resources on strategic investments that grow our economy and strengthen our social safety net.”

At the legislature, this financial focus has been seen in a large number of bills dealing with economic issues, in particular: labor, taxation, and manufacturing. We’ve also seen bills touching on all the other priorities the governor mentioned, and a number relating to environmental and sustainability issues which are perennial priorities here in Hawaii.

HFIA’s strategic planning has put us in an excellent position to respond to the range of issues being brought up at the legislature. We’ve implemented our proactive government relations strategy and have already achieved desired results on several bills. Reaching out to legislators prior to session with one-on-one communications as well as our Legislative Talk Story, and having prepared platforms and priorities in place well before session began has enabled us to adapt and respond to new bills; expand the range and number of bills we’re tracking and working on; and do high impact, targeted advocacy on all bills that will affect our membership. This approach has been vital given the large number of technical economic bills we’ve seen; the return of some very divisive issues like the

soda tax and GMO labeling; and the fast pace of session this year.

State legislation is always a high priority for us at HFIA. Nonetheless, HFIA is aware of other levels of government and we don’t stop during session. HFIA continues monitoring and working on county and national issues. For our Maui members, HFIA is staying involved in the polystyrene ban bill in particular. On Oahu, we encourage our members to be prepared for the Honolulu plastic bag ban which goes into effect later this year. Also, through the Weekly Update, HFIA is working to keep everyone apprised of national level legislation that will impact us all in 2015, such as the new menu labeling requirements and trans fat bans. At HFIA, we’ve also carried the strategic planning and proactive approach into other areas of our operations. Our members have always been the core strength of HFIA, and increasing membership value continues to be a



high priority. This has already helped us to attract diverse new members and we’re working on facilitating even more member-to-member benefits that will add value for everyone.

As 2015 moves along, we will get an even clearer picture of how this legislature and this governor intend to implement their respective priorities. HFIA may also face unexpected challenges at the county, state, and national level. By continuing to think and act strategically and proactively, HFIA will adapt to meet challenges and take action to further the priorities of our members.



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