

Hawaii Retail Grocer

the magazine of the hawaii food industry association

CONVENTION 2016

MISSION CRITICAL

New Chair John Erickson Sees
HFIA As Bulwark Against
Industry Threats

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Glenn Muranaka

Making Rail Transit Work

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& Going Strong

John Erickson
New HFIA Chair

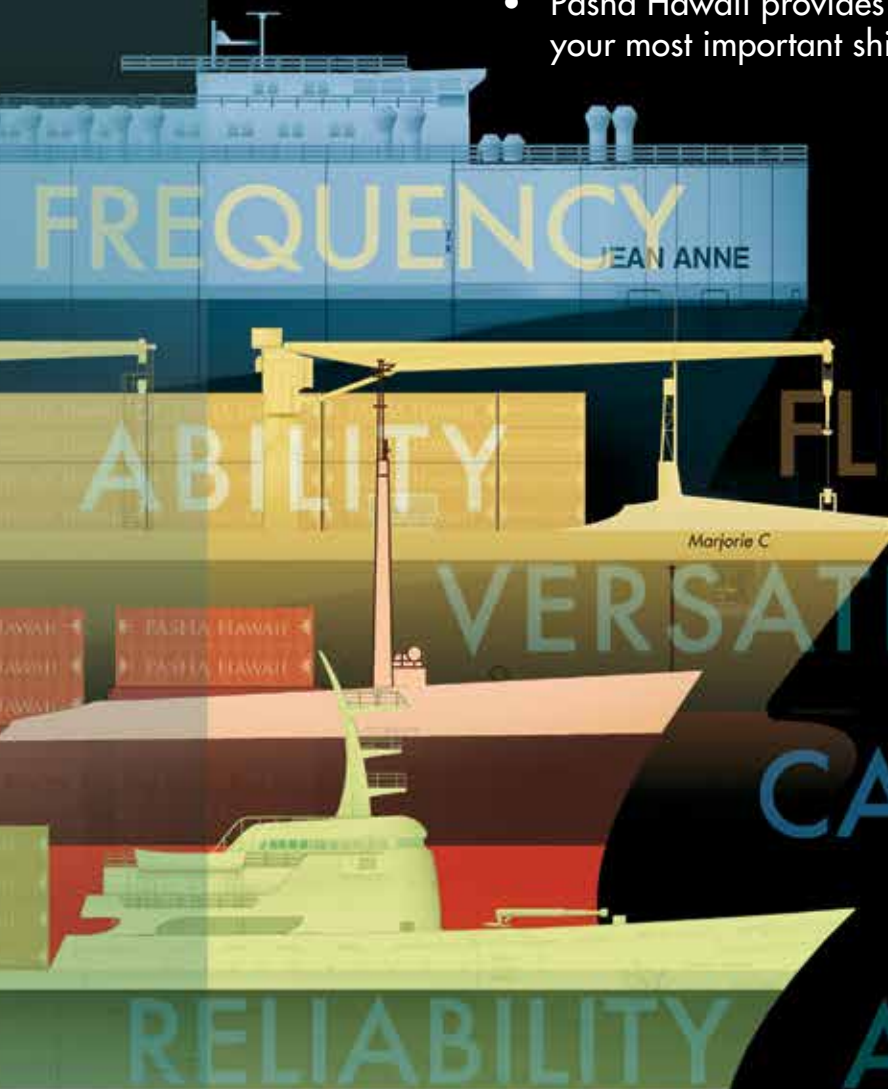


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MESSAGE FROM THE CHAIR

BY DEREK KURISU

Wow! Our HFIA Convention is already here, and my term as Executive Committee Chair comes to a close. It has been a fantastic year because of you, our members. Your support has made HFIA an even stronger organization. In supporting HFIA, you have helped protect and improve Hawaii's food and beverage industry. Sincere and heartfelt thanks are in order.

First, I thank all of you for getting involved and participating in our many HFIA events. Special thanks go to the committee members for the creative and successful socials, networking events, golf tournaments, fundraising events, and legislative activities. I know it takes sacrifice and a lot of your time, energy, and effort to put on any event. I also thank your families for sacrificing and allowing you to be involved in HFIA activities.

I thank HFIA Executive Director Lauren Zirbel and the hard working staff who keep HFIA moving forward in the right direction. Special thanks to our creative writer/photographer/magazine editor, Jason Kimura, whose talent and creativity keeps our members as well as legislators informed about our industry.

Huge thanks go to the Convention Committee for making this convention so special. This new venue, the Aulani Disney Resort & Spa, is what HFIA is about. It's the perfect place for our HFIA Convention—a place where magic and pixie dust flies in the air, making all of us dreamers and believers. When entering the property, you can already feel the excitement of getting together with fellow members and the awesome activities that lie ahead! I envision it to be a fresh new setting where fun, excitement, happiness, and smiles will be on everyone's faces—a place where children will be allowed to be children, and adults can feel like a child again. The Aulani is a magical environment that will bring our families, our members, and our organization even closer together. Thank you, thank you, Convention Committee.

I will end my term as HFIA Chair (but not my involvement!) by saying that I cannot imagine what Hawaii would be like without the Hawaii Food Industry Association. Every company should be part of our organization as a member or associate member because we are connected in countless ways. We keep Hawaii fed by making food affordable, available, and



Photo by Jeff Ikeda

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.

safe. The food and beverage industry together supports almost every charitable, community, business, social, and governmental organization in Hawaii. We work not only to ensure every person in Hawaii is fed, but go beyond the walls of our organizations to make Hawaii a better place!

I cannot thank the members, member's families, and their businesses enough for supporting HFIA. I ask you to please support our incoming Executive Committee Chair John Erickson and the other officers. Get involved in legislative issues, in fundraising activities like golf tournaments, and the Made in Hawaii Festival, as well as social and networking events, and HFIA meetings. You belong to the most important industry in Hawaii. You belong to Hawaii's food and beverage industry!

Mahalo Nui Loa,

Derek

Hawaii Retail Grocer is a quarterly publication of the Hawaii Food Industry Association

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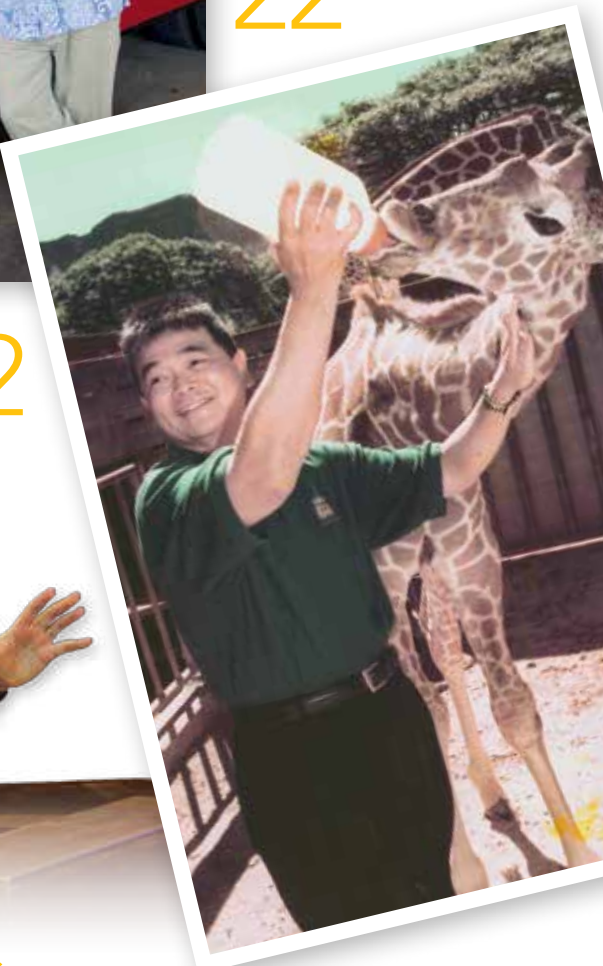
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LEGISLATIVE UPDATE

As this year's legislative session adjourns, it's safe to say the 2016 session has been a success. Since the introduction of the first bills in January, HFIA has been actively involved every step of the way. With thousands of bills heard each year and the multitude of rules, the legislative process can be difficult to maneuver. Fortunately, HFIA and its Government Relations Committee have worked tirelessly in identifying, tracking, and lobbying on specific bills that affect our members.

Listed below is a recap of HFIA's priority bills for the 2016 session. For more up-to-date information, access the latest Bill Report through the Legislative Update section of the Weekly Update.

Labor

This session, we successfully opposed a number of labor-related bills that did not become law.

Sick leave bills HB1683 and SB2961 included provisions for sibling leave and a family leave insurance program. HB1683 almost made it to the end; fortunately it died on the last day of conference.

SB2313 and HB1909, companion bills related to equal pay and gender discrimination, were problematic for several reasons, including reduced employer flexibility in determining fair wages and a lack of due process for employers. Both died after failing to meet deadlines. We'll be keeping a close eye out for these issues to come up again next year.

In addition, we helped kill HB953, which sought to increase the amount of monthly compensation required to exempt an employee from minimum wage and other requirements.

HFIA worked with the chairman of the House Labor Committee on HB2010, which would have established a special "training" wage for young people to gain work skills. The idea was to allow employers to take on younger workers and provide them with training opportunities. To our disappointment, it was deferred in March. However, HFIA Chair Der-



ek Kurisu spoke to the bill's introducer and we may try to move forward with a different approach next year.

Manufacturing

SB3109 passed and will provide \$1 million toward the manufacturing grant program. HFIA strongly supported the passage of this legislation, as well as the legislation passed last year that founded the program.

Taxation

We opposed all bills seeking to increase the general excise tax (GET). SB2599 sought to increase the GET by 1 percent to fund Department of Education operations, while SB2478 sought to establish a 0.5 percent increase to pay for long-term care. Both were deferred by the Ways & Means Committee.

We also opposed SB2454, which would have increased individual income tax rates. Higher individual tax rates will negatively affect the economy because many businesses operate as sole proprietorships, partnerships,

or S corporations, and would be subject to individual income tax rates. SB2454 died after failing to meet the third reading deadline.

Tobacco & E-Cigarettes

There were several tobacco and e-cigarette bills this session. We submitted testimony in strong support of HB1634 and SB2135, which sought to decrease the tax rate on large cigars; however, both failed to meet the third reading deadline. We submitted testimony opposing SB2691 and SB2689, which sought to increase the tobacco retail permit fee. Both bills died.

Alcohol & Bottles

Great news. The legislature passed HB2422, which streamlines the application process and makes it easier for publicly traded companies to apply for liquor licenses. For months, HFIA testified in strong support of this bill; it was signed into law as Act 012.

Food Waste

In one of its many forms, HB2648 required retailers to become “zero waste” with no help from the government to provide services to make this possible. The bill would have fined retailers for not becoming “zero waste.” HFIA opposed this bill and it died.

Theft

At the end of last session, we reported that SB569, which increased the threshold value for theft in the second degree from \$300 to \$750, had passed out of the legislature. However, despite the legislature’s intentions, the Governor vetoed SB569. It returned in 2016 as a very small piece in HB2561, a very large bill encompassing over 120 pages. Overall, HB2561 is a good bill except for the clause increasing the theft threshold amount. Throughout session, HFIA testified in opposition to the latter. Although the bill passed, the habitual property theft section was amended so that an individual guilty of three lower value thefts in 10 years would face felony charges.

Plastics

The disposable bag issue re-emerged this year as HB1507, which established a working group to study methods to reduce the use of all disposable bags. This bill did not pass.

Advance Disposal Fees

HB2251 sought to increase the advance disposal fee. HFIA opposed this bill and it died.

Agriculture

This year, only one GMO labeling bill, SB2577, was introduced. It was never scheduled in committee and died after failing to meet the first lateral deadline.

911

The 911-surcharge bill returned yet again, this time as SB2805. It mandated that retailers facilitate a 911 surcharge on prepaid phone cards. Each year we oppose the bill because of its financial and administrative burdens. SB2805 died prior to first crossover.

A huge thank you goes to members who testified on these bills. As always, please let us know if you want to testify on any measure or if you want additional information.

Now HFIA moves on to county bills that impact grocers’ ability to use shopping carts and provide packaging for hot food items. We will keep you updated as these issues progress.



Does 'Big Food' Worry You?

New book dissects troubling trend of food monopolies

BY PHIL LEMPERT
THE SUPERMARKETGURU®

A new book by Michigan State University's Phil Howard, *Concentration and Power in the Food System: Who Controls What We Eat?*, dissects the troubling trend of food monopolies and shows how it's happening on all levels of the food chain.

According to Howard, as reported in phys.org, "at almost every key stage of the food system, four firms alone control 40 percent or more of the market, a level above which these companies have the power to drive up prices for consumers and reduce their rate of innovation." He goes on to say, "These trends are often hidden

from most of us—and even from people who work in these industries—because acquisitions may not result in changes of brand names."

He offers examples: Walmart rules retailing, owning 33 percent of the U.S. market; AB InBev dominates more than 46 percent of the U.S. beer market; and Monsanto controls 26 percent of the international seed market. In dairy, Unilever accounts for more than 51 percent of sales of margarine while ConAgra accounts for nearly 17 percent of all U.S. sales.

"The book covers how corporations influence vulnerable popula-



tions, such as recent immigrants, ethnic minorities, and people with lower socioeconomic status," Howard said. It identifies dominant corporations and supermarket chains and shows the extent of their control over markets. It also analyses the strategies these firms are using.

The book isn't all doom and dread, however, and is geared toward college classrooms and can be bought at Bloomsbury

Publishing. This is a good resource for everyone in the food industry, and although Howard points out numerous worrying trends in the food market, he's optimistic regarding our industry's future.

How protein is changing

American's demand for protein focuses on plant-based options

BY PHIL LEMPERT
THE SUPERMARKETGURU®

Are soy foods healthy? Unfortunately, this is widely debated, but it seems that if properly prepared and consumed in moderation (not from supplements), soy can be excellent for good health.

Here are some of the various health benefits that have been linked to soy foods:

Soy products are protein and fiber-rich, excellent for satiety and regularity. Soy is also a great source of omega-3 fats and disease-fighting isoflavones that promote heart health

and can reduce the risk of prostate and breast cancers. In addition, soy contains phytoestrogens, which may counter excess natural estrogen's negative effects on women—such as formation of uterine fibroids—and lessen menopausal symptoms.

Soy foods contain antioxidants—compounds that protect cells from damage caused by unstable oxygen molecules called free radicals.

In 38 studies involving 730 people, the connection between soy consumption and low cholesterol levels was strong. Those with diets where half the protein was soy had 10% lower cholesterol rates than those not eating soy. Saponins and phytosterols in soy are thought to bind cholesterol in the gut, helping it pass through the GI tract.

Menopausal symptoms are almost immediately responsive to isoflavones.

Often, within weeks of beginning soy consumption, women experienced a 25% drop in hot flashes. Isoflavones are also thought to be antihypertensive, anti-inflammatory, and more.

Soybean peptides (chains of amino acids) can boost the immune system, helping the body fight disease.

To reap the benefits of soy, an adequate serving is just a cup of soy milk or two ounces (half a serving) of tofu per day. When consumed in larger amounts, soy's consumption becomes controversial with regard to health benefits, as soy falls into a category of foods known as goitrogens - vegetables, grains, and foods that interfere with thyroid function.

Note that many processed and packaged foods do contain soy in small amounts in the form of soy protein isolate, soybean oil, and more. Do not discount these towards your soy intake. Eating more whole soy foods and avoiding soy as an additive may be your best bet for good health.



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Yet Another Food Safety Rule

Feds announce rules for food transportation

BY PHIL LEMPERT
THE SUPERMARKETGURU®

The question is, can it be monitored? Last month, Federal regulators announced rules for food trans-

portation that “require shippers to ensure vehicles are properly cleaned and refrigerated.” So who is going to check? And come to think of it, why? According to the FDA, major prob-

lems created during transportation were “infrequent.”

There is no question that everyone wants and deserves a safe food supply that is free from risk. And this latest standard—which is part of the Food Safety Modernization Act, an overhaul of food-safety oversight that Congress passed in 2010 and will become standard by the end of this year—requires that best practices governing the cleaning of road and rail vehicles between shipments, adequate refrigeration, and other protective measures during transport be implemented.

Jeff Barach, a food safety consultant to the Association of Packaging and Processing Technologies, a trade group that represents manufacturers of food packaging and processing equipment, told the *Wall Street Journal* that “shippers will now have to take measures like precooling trucks before loading them with food, and maintain records showing adequate temperature controls throughout transport.”

Last year, we conducted a consumer survey for IDDBA (International Dairy-Deli-Bakery Association) and found that shoppers are very concerned about what they see—and don’t see—in the supermarket. Associations like IDDBA and the National Restaurant Association have training programs to educate their staff on good food safety practices. Changing gloves, cleaning counters and slicers, wearing hair nets, and posting accreditations like ServeSafe and health inspector reports are all deal breakers for consumers who told us that when these practices are not followed, they will shop elsewhere.

FDA Food Safety Modernization Act (FSMA) new rules are all good steps, but the most important is to make sure that our in-store food safety practices are bulletproof for the good of shoppers’ health, as well as building confidence in our industry. Just ask Chipotle.

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Taking No Credit

Hall of Fame Inductee Glenn Muranaka Puts Meadow Gold Dairies Front and Center

BY JASON Y. KIMURA

For Glenn Muranaka, it's all about absorbing knowledge to gain wisdom—wisdom that would turn a company around from a tough period in its history. Muranaka didn't start out that way; his beginnings were pretty rough. But HFIA's 2016 Ni'o Award of Excellence honoree and Hall of Fame inductee had a life-changing spiritual awakening that shaped his life and rise to become President and General Manager of Meadow Gold Dairies—a company that has been a part of the fabric of Hawaii for 119 years. (See *Meadow Gold Dairies Hawaii history*, page 16.)

But Muranaka takes no credit, instead living a life of gratitude for what he has and for Meadow Gold's success. The company's success has allowed Meadow Gold to have serving the community as a top priority—or rather, Muranaka would perhaps say that success comes in part by serving the community. Meadow Gold is particularly known for being a strong

supporter of health, nutrition, and education through many programs and events throughout Hawaii. (See *Community Outreach*, page 20.)

The company is also a huge supporter of the Hawaii Food Industry Association through participation in and sponsorship of events. Muranaka says that HFIA, “with the vision of its founders, aspired to be the voice for the food industry—and they have achieved that.” He continues: “[The founders] also envisioned our association to be that voice for other [food-related] associations. Collec-

credit, insisting the honor belongs to Meadow Gold Dairies, reasoning that it is the company—not he—who materially contributes to HFIA and other worthy causes.

Visionary ideas were far from Muranaka's mind growing up in Kakaako. Although showing award-winning talent in drafting at McKinley High School, he almost flunked because he cut classes to play pool. Unable to get into the University of Hawaii, Muranaka went to Kapiolani Community College. He says he was the black sheep of the family, while his siblings

“I wanted to be in a position where I could effect positive change.”

tively and collaboratively, this leadership would develop the legislative guidance and Hawaii branding to become another economic engine similar to tourism.” Of HFIA's Ni'o Award and induction into the Hall of Fame, Muranaka refuses to take

went into professions like teaching, law, engineering, and medicine. Not knowing what to take, Muranaka took accounting at KCC, and was even unsure of what accounting was. But he had a knack for it, and soon became a teacher's assistant. Mu-

Left: Glenn Muranaka with Calci Calcium, Lani Moo, Kawika (Lani's son), and Poglodyte.



ranaka also showed great promise in art, but knowing his father wouldn't approve, he didn't pursue it.

Muranaka continued in accounting and earned a certificate in a year and a half but "dragged it out" for another year. His father, he related, was angry because he wanted him to get a job to help support the family. An argument led to Muranaka running away and becoming homeless for a while, although he reconciled with his father and they later became very close.

During this period, Muranaka thought about his future and realized he didn't really have one. Although he believed that prayer should be reserved for others and not oneself, he asked God for guidance. To his amazement, God answered. "From that day forward, everything changed," says Muranaka, who credits God for all of his successes. Someone who hated reading from kindergarten to beyond high school began to read everything he could get his hands on and enjoyed it as well.

Shortly after, a 22-year-old Mu-





ranaka started at Meadow Gold in 1972 as a statistical clerk. He went to night school at the University of Hawaii to further his accounting. When Muranaka was promoted to accountant a year later, he started reading company historical and legal documents—every single piece of paper going back to the early 1940s. He got to understand the company and its leaders. Muranaka went to libraries and bookstores at night and on weekends to read and study about every position in the company—from manufacturing, distribution logistics, marketing, sales, pricing, finance, law, and organizational psychology to management and leadership. “I

studied, studied, studied, whenever I had time,” relates Muranaka. “No one ever attains very eminent success by simply doing what is required of him or her; it is the amount and excellence of what is over and above the required that determines the greatness.”

In 1977, at age 29, he became Meadow Gold’s office manager. “My goal was always to become president,” Muranaka revealed in a 2013 *MidWeek* article. “I wanted to be in a position where I could effect positive change.” He told his boss that he wanted to take his job. He was told “no way” would a mainland company put a local guy in that position. His most difficult challenge would

be to gain recognition and become a respected voice in a “mainland” corporation. That didn’t deter Muranaka. In 1982, he was promoted to vice president and comptroller.

Finally on the executive team, Muranaka distinguished himself by challenging conventional thinking, and as a result, the Hawaii branch of operations gained respect on the mainland as a leader from an accounting perspective. They gave Muranaka human resources, which he didn’t know much about, so he studied. In 1985, he was promoted to senior vice president, but president was still his goal. “I was passed over a

Continued on page 18

Thank You Derek Kurisu! Welcome John Erickson!

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History of Meadow Gold Dairies Hawaii

Meadow Gold Dairies Hawaii traces its roots back to June 1897 when seven Oahu dairy farms formed a cooperative to create a stronger presence in the marketplace. The organization, named the Dairymen's Association, was comprised of the Waialae Ranch Dairy, Kaipu Dairy, Manoa Dairy, Honolulu Dairy, Nuuanu Valley Dairy, Woodlawn Dairy (Manoa), and Kapahulu Dairy.

August 14, 1897: Dairymen's Association, Limited, registered in the Republic of Hawaii.

May 12, 1900: The cooperative becomes a company, and is renamed the Honolulu Dairymen's Association, Ltd., but is still commonly referred to simply as the Dairymen's Association. Waialae Ranch becomes the main site, and is renamed Dairymen's Waialae Ranch, with 13 employees and over 1,000 head of dairy cattle.

1906: The Dairymen's Association leads Hawaii dairies by installing the first pasteurizing equipment two years before the first pasteurizing law enacted in the U.S.

1915: Automatic bottling machinery introduced and the latest laboratory testing and homogenization equipment implemented. Employees also assist Hawaii's government with writing milk sanitation laws.

1924: With the invention of mechanical refrigeration, the ice cream business is launched with bricks of ice cream.

1929: The Dairymen's Association launches its first venture outside of Oahu when it opens an ice cream manufacturing plant in Hilo.

1936: The Dairymen's Association joins Creameries of America, the dairy's first affiliation with large national dairy suppliers, allowing expansion of the company.

April 1, 1946: Tsunami strikes Hawaii and destroys Hilo ice cream plant. Plant is rebuilt the same year.

December 29, 1949: A young calf is introduced to the people of Hawaii. A territory-wide contest for children to name the calf is held.

May 1950: The name Lani Moo is selected and the calf becomes the Dairymen's Association ambassador.

1953: Dairymen's Association purchased by Beatrice Foods Co.

1959: Dairymen's becomes Meadow Gold Dairies Hawaii, named after Beatrice Foods' dairy products label.

1956: Dairymen's Waialae Ranch had become the largest dairy on Oahu, producing more than 2 million quarts of milk per year with about 3,000 cattle. The dairy had a small zoo with monkeys and an elephant for visiting children. Lani Moo is the star attraction.

December 31, 1956: Lease expires and landowner Bishop Estate plans major residential development and golf course for the property (now

Kahala and the Waialae Country Club and golf course).

1957: The Dairymen's Association moves to Kawailoa between Kahuku and Waialua on Oahu's North Shore.

November 30, 1964: Meadow Gold Dairies Hawaii acquires Waimea Dairy from the Kikialoa Land Company on Kauai.

1965: Meadow Gold purchases Greenwell Dairy in Kohala, Hawaii Island. It also enters an agreement with Hilo's Excelsior Dairy to package its milk products under the Meadow Gold label.

1979: New milk processing and distribution, and ice cream distribution facility opens in Puhi on Kauai.

March 1980: Hilo office and ice cream operation moves to the Excelsior Dairy plant.

1986: Borden, Inc., purchases Beatrice Foods' dairy operations, including Meadow Gold Dairies Hawaii. Borden becomes the largest dairy in the U.S.

1988: New Hilo processing plant and distribution facilities constructed at 11 Railroad Avenue.

1989: Hawaii Island operations expand with the opening of a Kona distribution facility.

July 1990: Meadow Gold's Kawaiiloa farm on Oahu closes; farm and herd relocated to Waimanalo. Kauai dairy farm moved from Waimea to Moloaa.

September 1997: Southern Food Group, LP, purchases Borden, Inc.

July 23, 1998: Meadow Gold purchases Excelsior Dairy on Hawaii Island, along with its Excelsior and Naalehu Dairy brands.

1999: Suiza Foods Corp. acquires Southern Food Group, LP, creating the nation's largest milk supplier. Maui's Haleakala Dairy purchased my Meadow Gold, including the dairy's herd and its processing and distribution facilities in Kahului.

December 31, 2000: Hawaii's rising cost of real estate has hand in closure of Meadow Gold dairy farm on Kauai.

December 21, 2001: Suiza Foods Corp. purchases Dean Foods and takes its name. Dean Foods is a leading food and beverage company and the largest processor and distributor of milk and dairy products in the U.S.

December 31, 2001: Oahu dairy farm closed. Both farms on Kauai and Oahu were kept open as long as possible due to the dairy's more than 100-year legacy, but rising costs make them economically unfeasible. Meadow Gold Dairies Hawaii very reluctantly shuts down its farming operations.

Through the decades, the Dairymen's Association and Meadow Gold Dairies Hawaii together introduced Hawaii residents to new dairy products, including yogurt, cottage cheese, sour cream, lowfat milk, imitation milk, acidophilus milk, and lowfat milk with extra calcium.

While Meadow Gold Dairies Hawaii continues to be operated by local residents, it is able to offer a wide variety of brands and products to consumers due to its national supplier relationship with Dean Foods. Some of the brands that Meadow Gold distributes include Silk, Mariani, Tampico, Yoplait, Alta Dena, and Horizon.



Congratulations!

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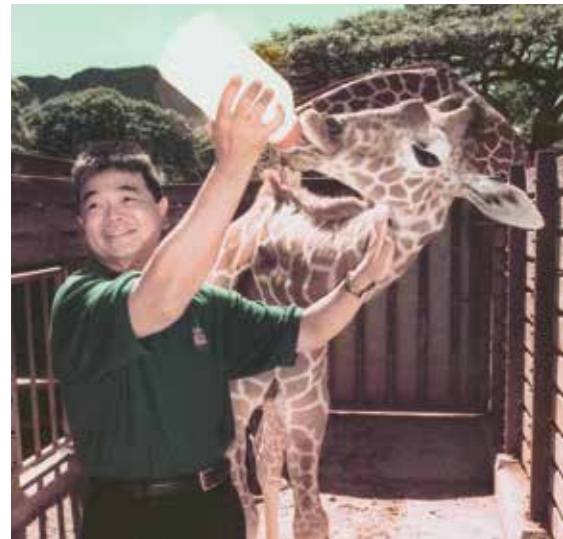
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lot by mainland people,” Muranaka relates. “One area they felt I was weak in was sales and marketing, so I told them to give me that—I would study it, learn it. Eventually I was able to prove my knowledge, [so] they gave me that position in the mid ‘90s.” In 1996, Muranaka finally became president and general manager, the first local person to head Meadow Gold Dairies Hawaii.

It wasn’t all smooth sailing. Muranaka had been given the reigns at a difficult time in the company’s history.

The local dairy industry suffered from public backlash over the heptachlor crisis that began in 1982. Dairy cattle had been fed pineapple tops, known as green chop, from the major pineapple companies, which had sprayed the pesticide on its crops. Heptachlor ended up in the milk supply, and the dairy industry’s tarnished image lasted through the 1990s. Moreover, the dairy business was becoming increasingly challenging with competition from the mainland, not to mention the incursion of big box stores. Ha-



Congratulations & Aloha!



Derek Kurisu

Aloha and thank you for your strong leadership.



John Erikson

Aloha and well wishes to HFIA’s new Chairperson.

Congratulations Glenn!



Glenn Muranaka

Congratulations to the 2016 HFIA Hall of Fame Inductee!

waii’s economy was in a slump, which led to lower demand and increasing price pressures on local dairies.

Worse still, the company didn’t have the support of its employees; ashamed of their own company, truck drivers refused to wear the uniform that displayed the company logo. They had a hard time hiring drivers, plant workers, and even office staff, and had to resort to placing blind ads, or nobody would apply. Retirees hated the company because corporate had taken away some benefits. Many legislators also disliked them.

But despite a number of years of losses, Muranaka refused to resort to layoffs, believing that employees are a vital part of a company’s foundation. “It doesn’t make sense to say your employees are most important, and then, as soon as business isn’t going good, start to eliminate them,” Muranaka was quoted at the time. “I’m not going to take it out on the employees.” Instead, he pushed managers to be innovative, convinced that the company would begin to thrive as long as it maintained an environment of caring and creativity. To



Muranaka with Jackie Chan

turn Meadow Gold's image around, Muranaka began an advertising campaign, mostly on TV with Michael W. Perry as spokesman. The following year, he took half of the advertising budget and invested in a media relations campaign—one that focused on the community, rather than on damage control. Muranaka also made his personal story available to the media, not to boast about it, but to gain exposure for Meadow Gold. He did rounds with legislators. They created a logo shop. In 2002, Meadow Gold Dairies Hawaii won the Best Overall Public Relations Campaign Award from the International Dairy Foods Association, and was cited by one judge as more active in its community than any in the U.S. he knew of.

To improve employee morale, the company held quarterly cook-outs beginning in 1996 and invited retirees, but the response from them was tepid. The following year, Muranaka decided to personally visit each of the 120 retirees with a gift during the Christmas season. It's something he still does every year on Oahu and



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Community Outreach

The Dairymen's Association and Meadow Gold Dairies Hawaii have long supported issues that are most important to the community. Throughout its history, the company has established its own projects and programs to benefit children and youth, health and nutrition, and education.

- In 1953, the Dairymen's Association

partnered with the Honolulu Chinese Jaycees on the Annual Healthy Baby Contest on Oahu to recognize the health, well-being, developmental potential, and wonder of Hawaii's keiki.

- Meadow Gold began its sponsorship of AYSO Hawai'i Section 7 in 1974 when the organization

was first established in the State. Financial sponsorship of the youth soccer program allows the hiring of referees, off-sets the cost of team uniforms, and funds education and training of coaches.

- In November 1979, the company became the title sponsor of the Annual Meadow Gold Rainbow Invitational Marching Band Festival, which showcases the talents and performances of high school marching bands hosted by the University of Hawaii at Manoa Marching Band.
 - Since 1996, the annual Meadow Gold Milk Carton Regatta Program has impacted Oahu middle and high school students. Students create two-man boats out of Meadow Gold and Viva brand half-gallon milk cartons using science, math, and industrial arts, while fostering leadership, responsibility, teamwork, creativity, and motivation. The students then race their boats at Magic Island for a chance at winning prizes for their school.
 - Meadow Gold has been a business partner and sponsor of the Hawaii State Department of Education's and the American Cancer Society's Comprehensive School Health Standards initiative since 2002. Annual workshops educate thousands of elementary through high school public and private school teachers on health education content standards.
 - In February 2004, Meadow Gold launched the Build Your Bones with Calcium Show to schools statewide. The free, interactive one-hour show educates third through fifth grade students on calcium, bone health, and nutrition.
- The Dairymen's Association and Meadow Gold Dairies Hawaii has provided support not only financially, but has played an active role in addressing community and social issues.

Aloha & Congratulations!



Glenn Muranaka

**for your LIFETIME OF ACHIEVEMENT
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HFIA Hall of Fame – June 2016**



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Kauai, with branch managers visiting on the other islands. For Muranaka, seeing the happiness on retirees' faces when he visits has become the most exhilarating, memorable moments of his entire career. Employees, legislators, and the community eventually came around too.

Image wasn't the only problem during this period. Milk production, processing, distribution, and marketing became increasingly complex, demanding greater sophistication in conducting business, coupled with providing value to customers. Dairy companies were forced to become high-tech, low-margin operations, with faster and faster equipment and extremely high standards for quality and safety, as well as for flavor and other aesthetic qualities. Dairy companies also had to compete with big box stores, while contending with shrinking market share from the popularity of soda, sports drinks, and other alternative beverages. Hawaii milk producers were increasingly not able to survive the transition to the

Continued on page 42

Congratulations to Glenn Muranaka
and Meadow Gold Dairies, recipients of
the 2016 Ni'o Award of Excellence



Mahalo nui loa to Derek Kurisu for
your many years of outstanding leadership.

A graphic of a blue, spiky, cartoonish virus character with large eyes, enclosed within a black circle with a diagonal slash through it, indicating prohibition or 'no virus'.

Be a Flu Fighter! @ WORKPLACE

The logo for Times Pharmacy, featuring a stylized red and blue 'T' with a white smiley face inside the red section, and the word 'PHARMACY' in blue capital letters below it.

\$137 in revenue is lost per day an employee is out with the flu¹

1. Akazawa, M., Sindelar, J., & Paltiel, D. Economic Costs of Influenza-Related Work Absenteeism. Value In Health, 6, 107-115.

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A man with a beard and mustache, wearing a blue and white patterned short-sleeved shirt and olive green pants, stands in a warehouse. He is smiling and gesturing with his right arm towards a large stack of white boxes on the left. The warehouse has high ceilings with exposed wooden beams and fluorescent lighting. The boxes are stacked on pallets and have various labels, including one with a red circular logo.

MISSION CRITICAL

New Chair John Erickson
Sees HFIA as Bulwark
Against Industry Threats

BY JASON Y. KIMURA

John Erickson in the Young's
Market Company warehouse



Although he joined HFIA in 2007, it wasn't until a couple years ago that John Erickson had "a light bulb moment" during an HFIA educational seminar he hosted at Frito-Lay. A guest speaker from the University of Hawaii pointed out that over 90% of Hawaii's food and beverages are imported, and that if our supply lines were cut, we would run out of food in 10 or 11 days. "That made it crystal clear that some group needed to pay attention to the food industry and HFIA is that group," says Erickson. Although "consumed by work and family," he found it vitally important to serve on HFIA's Executive Committee. And just a year after making a mid-stream shift in his career to join Young's Market Company, Erickson will start serving as HFIA's Exec Committee Chair beginning with this year's Convention.

Hawaii has always been home for Erickson. Born at Tripler, he went to elementary and intermediate school here before the Navy transferred his dad to San Diego. Although Erickson

went to high school there, it didn't keep him away from the islands for long. In 1988, he came back on his own at age 19 to study International Business—and to play men's volleyball—at the University of Hawaii. While in college, Erickson interned in distribution with his uncle, who was one of the people who first franchised Burger King in Hawaii.

After earning a Bachelor's in Business Administration, Erickson worked for a food service distributor for a short while, then was hired as Finance Manager at KFC, which was then a PepsiCo Restaurants International company. That was the start of a 23-year career with PepsiCo.

During his five years at KFC, Erickson also earned an MBA in Quantitative Methods & Accounting from Chaminade University. In 1997, PepsiCo spun off its restaurants division, so he transferred to sister company Frito-Lay, also as finance manager. After two years in the position, Erickson embarked on a PepsiCo Tour of America. He had a variety of financial leadership roles in Frito-Lay and Tropicana, taking him

to Northern California, Florida, Chicago, and Southern California. For his last mainland stop he was the Senior Finance Director for Frito-Lay's Southern California Region. Erickson was in the position for two and a half years before returning to Hawaii in 2007 as Sales Senior Director/General Manager of Frito-Lay North America, Hawaii Zone.

For many years, Frito-Lay Hawaii was a perfect fit for Erickson, and he was in the position twice as long as any of the previous eight GMs. "Frito-Lay is very results-oriented and I liked the environment," he says, adding that the cycle of learning, adjusting, and getting results never got old for him. "I love numbers and puzzles, and Hawaii is the perfect place to try to make supply chains work." However, looking back, Erickson reflects that he never really wanted to be a finance guy. "I was just good at numbers," he says. Every time he tried to segue out of it, opportunities just seemed to come faster in finance. But still, Erickson wasn't looking to leave, feeling that he had a really good thing going.



However, a particular recruiter called him every year. Last year, the recruiter felt he had a position that could lure Erickson away and persuaded him to meet the owner of Young's Market Company, a private, family-owned company that's in all Western states except Nevada. Impressed, Erickson had to ask himself if he would enjoy doing what he was doing for the next 15 years or should he start a new career as executive vice president and general manager for Young's Market Company Hawaii. He chose the latter. "You learn a lot from a big company like PepsiCo," says Erickson, "but now I have a chance to continue to grow professionally and apply it at Young's."

Erickson is also ready to take on the challenge of being HFIA chair. "The food industry is so vital here, but underappreciated," he says. "There are threats to the industry and HFIA is the most prominent group representing it. HFIA is critical for Hawaii, and [most people] don't even realize it. It's unique in that it provides a venue for retailers, suppliers, and

"The food industry is so vital here, but underappreciated. There are threats to the industry and HFIA is the most prominent group representing it."

support members to come together and positively affect Hawaii." Erickson's vision is to build awareness of governmental and industry trends that affect the food industry and to bring the younger generation into membership. He hopes to help instill in current members the importance of recruiting new members. "It's all about [developing] relationships," says Erickson, noting that it's the way everything works in Hawaii. Fortunately, HFIA has a great selling point in that area. "It's a great organization for socializing and networking," he says. Erickson would also like to see

a continuation of HFIA's excellently executed educational seminars, social events, networking events, legislative activities, and talk story panels, and perhaps find other creative ways to engage both members and legislators.

"The relationships I've seen develop in my nine years at HFIA have been amazing," says Erickson of the food industry's tight knit community. "The people in the organization make me proud to be a part of HFIA. Even when we are competitors, we're all in it together. We're moving forward an agenda that's good for our industry and good for Hawaii."

Always involved in some form of athletics, John Erickson grew up playing baseball. In college, he played men's volleyball for the University of Hawaii and paddled for five years after college. Today, athletics have taken a backseat, but he's coached about 14 seasons of baseball—everything from T-ball to Babe Ruth League. Erickson loves golf and anything on the water—surfing, body surfing, and deep sea and fly fishing. He and wife Katy have two sons, Johnny, 14, and Matt, 16.



Aloha & Congratulations!



John Erickson

HFIA New Chairperson 2016-2017



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NEW MEMBERS



The Kraft Heinz Company

Company Profile: The Kraft Heinz Company is the third largest food and beverage company in North America and the fifth largest in the world, with eight \$1 billion-plus brands. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste, and nutrition for all eating occasions whether at home, in restaurants, or on the go. The company's iconic brands include Kraft, Heinz, ABC, Capri Sun, Classico, Jell-O, Kool-Aid, Lunchables, Maxwell House, Ore-Ida, Oscar Mayer, Philadelphia, Planters, Plasmon, Quero, Weight Watchers Smart Ones, and Velveeta. The Kraft Heinz Company is dedicated to "the sustainable health of our people, our planet, and our company."

Reason for Joining HFIA: To be among the leading voices of Hawaii's food industry, and to build relationships and potential partnerships with other members within the industry.



Unique to the Company: Kraft recognizes the importance of being engaged in the community and truly believes in doing what it can to make Hawaii a better place to live and work in. Kraft has a long history as a dedicated partner in the fight against hunger. Since 2004, the company has donated \$60,000 to the Hawaii Foodbank for its annual Check-Out Hunger program. In addition, Kraft employees have supported the Hawaii Foodbank's annual food drive and donated products to many local organizations, including March of Dimes, American Diabetes Association, and Hawaii Pacific Health.

Service Area: Statewide

Contact Information:

Stacy Cobb, Customer Business Lead

Phone: (214) 277-4225

Email: stacy.cobb@kraftheinzcompany.com

Address: 91-290 Kauhi St.; Kapolei, HI 96707

Website: kraftheinzcompany.com

Trade West, Inc., dba Nani Makana

Company Profile: Doing business as distributor company Nani Makana, Trade West Inc., was founded in 1976 by Thomas and Ellen Matthews. Based in Honolulu and in business for over 40 years, the company is the leading designer, importer, manufacturer, and distributor of premium trademarked and copyrighted designs of artificial flower lei and hair accessories, two lines of made-in-Hawaii personal care/bath and body products, a line of quality sunglasses and accessories, and Hawaiian-themed gifts.

Reason for Joining HFIA: Building relationships and networking.

Unique to the Company: Nani Makana has many different product lines. The company's flagship brand, the Aloha Hawaii Lei® line, has over 500 exclusive, trademarked and copyrighted designs of authentic Hawaiian flora and fauna. Their lei and hair accessories are known throughout the world for their realism, quality of craftsmanship, and superior design detail. The brand most preferred by hula halau and Hollywood, Aloha Hawaii Lei products have made appearances in movies and hula performances alike.

The company creates and manufactures two personal care lines here in Hawaii, the Forever Florals® and Aloha Beauty® collections of bath and body items. The collections include lotions, soaps, bath gels, bath crystals, perfumes, and colognes manufactured at an onsite production facility. The personal care lines are also supplemented by incense, facial masks, and candles, which are imported from around the world. Manufacturing capabilities also allow the production of private label lines of personal care products with the distinction of being made in Hawaii.

The Island Friends® and Nani Stufs®



brands feature delightful and exclusively designed Hawaiian themed dolls, stuffed animals, and plush gifts for kids of all ages. Tropical Shades® is an extensive line of top quality sunglasses with a wide assortment of styles and frames that are refreshed frequently to keep up with the latest trends. Affordably

priced, the sunglasses feature UV protection with superior lens quality.

This year, Trade West expanded its product portfolio into consumables by becoming the exclusive distributor of Copa Di Vino wine for the Hawaii market. Copa Di Vino is a premium high quality wine bottled



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in a recyclable ready-to-drink format, providing portability and convenience. Copa Di Vino was the Beverage World Magazine breakout brand for 2015 and multiple award winner at the 2015 Finger Lakes International Wine Competition. The wine comes in seven varietals, including Chardonnay, Cabernet Sauvignon, Pinot Grigio, Merlot, White Zinfandel, Moscato, and Riesling.

Service Area: Nani Makana has sales and merchandising staff on Oahu, Maui, Hawaii Island, Kauai, Guam, Saipan, and in Las Vegas, Japan, and Okinawa, as well as coverage of the South Pacific Islands. Nani Makana product lines are sold in every top retailer throughout the state, as well as around the world.

Contact Information:

Byron Au, Vice President, Sales
Address: 501 Sumner Street; Honolulu, HI 96817
Phone: (808) 537-6937
Email: bau@leis.net
www.AlohaHawaiiLei.com
www.ForeverFlorals.com
www.AlohaBeauty.com
www.IslandFriends.com
www.TropicalShadesSunglasses.com
www.NaniMakana.com
www.CopaDiVino.com



HAWAII SALES TEAM COMMUNICATION

Enterprise Holdings

Company Profile: A private, family owned company, Enterprise Holdings (Enterprise, Alamo, and National Car Rental) can provide HFIA members everything they need for business travel or for pleasure. National has long been favored for speed and vehicle choice. Enterprise Rent-A-Car is the first choice for business travelers who need to rent near their home or office while providing their company savings. Alamo has provided support for vacationers.

Reason for Joining HFIA: Enterprise Holdings has a long history of being involved in the community and has been serving with aloha in Hawaii for almost 25 years. The company is excited to get more involved in supporting HFIA and its members.

Unique to the company: The company is named after the U.S.S. Enterprise, the ship company founder Jack Taylor served on during World War II.



Service Area: Over 60 locations throughout Hawaii across all islands.

Contact Information:

Nadine Cunningham, Sr. Sales Executive – Hawaii, Business Rental Sales Department
Direct: (808) 543-1508
Mobile: (808) 779-5517
Fax: (888) 785-3491
Email: nadine.h.cunningham@ehi.com
Web: enterpriseholdings.com





C2O Pure Coconut Water

Company Profile: "Live Rejuvenated" is the C2O Pure Coconut Water tagline because their coconut water fuses a unique, full-flavor profile with all of the naturally occurring electrolytes Mother Nature has to offer. Coconut water is Mother Nature's hydrator, but not all coconut water is created equal. C2O Pure Coconut Water is made from young fresh coconuts from inland coconut groves in Thailand before they mature. Packed with potassium and other essential electrolytes, C2O Pure Coconut Water is fat free, gluten free, and preservative free. The 100% natural coconut water is unsweetened and never made from concentrate.

Reason for Joining HFIA: C2O Pure Coconut Water is joining HFIA because they are in the process of setting up local regional headquarters in Honolulu and hiring staff in the local market. "We really want to partner with industry leaders and align with long-term goals of the industry in order to compete effectively in the local arena," says company president Ron Greene.

Unique to the Company: C2O Pure Coconut Water is the original coconut water in Hawaii, and the number one



coconut water brand in the U.S. in the natural channel.

Service Area: Statewide

Contact Information:

Ronald Greene, President
Email: ronald.greene@c2o-cocowater.com
Web: www.c2o-cocowater.com
Facebook: C2O Pure Coconut Water



Aloha & Mahalo Nui Loa!



Derek Kurisu

HFIA Past Chairperson 2015-2016



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MEMBER UPDATES



Greenwell Farms Featured on PBS Documentary

PBS recently featured Greenwell Farms as a part of a 60-minute documentary called "Coffee—The Drink That Changed America." The documentary aired nationwide on March 5, but look for it online if you missed it.

Greenwell Farms legacy began in 1850 when Henry Nicholas Greenwell left England and first set foot on the fertile soil of rural Kona. Greenwell spent the next 40 years

farming, ranching, and perfecting his Kona coffee, soon exporting it to Europe and the Americas. In 1873, the president of the Kaiser's Exposition in Vienna, Austria, awarded the Greenwell's a "Recognition Diploma" for their Kona coffee at the World's Fair.

Today, Greenwell Farms is managed by fourth generation Kona coffee farmer Tom Greenwell, who com-

bines traditional quality with modern farm techniques, new varieties, and planting methods to move Kona coffee into the next generation.

The PBS documentary was just the beginning of a banner year for Greenwell Farms, which also released a new signature series varietal coffee and was ranked among the top 10 in the nation for its factory tour. Read on for the details.



Greenwell Farms Releases New Elizabeth J 100% Kona Coffee Varietal

Elizabeth J 100% Kona Coffee is the second release of Greenwell Farms' Signature Series. Greenwell Farms continues to create signature series releases in honor of the Greenwell family heritage. Elizabeth J Signa-

ture Series gets its name from Elizabeth Greenwell, sister to Greenwell Farms president Tom Greenwell. Grown on the Greenwell Family Estate, the new coffee is derived from carefully selected beans from the area of the farm containing the Pacamara coffee varietal.

Elizabeth J 100% Kona Coffee offers a bright, sweet, and fruity cup with good acidity and notes of clove, plum, raisin, apricot, passion fruit, strawberry, and silky chocolate. "This Pacamara coffee is so different with its unique characteristics, said

Greenwell Farms president Tom Greenwell. "The...good acidity and the fruity notes are fantastic."

Grown in very limited quantities, the Pacamara varietal is subject to seasonal availability. A 12-ounce bag of Elizabeth J 100% Kona Coffee retails for \$75 and may be purchased directly at Greenwell Farms Visitor Center or through the farm's website at www.greenwellfarms.com. Keep reading for more about Greenwell Farms' top-rated factory tour and free coffee tastings.



Growler Shack at ChoiceMART

SBA names Kealakekua Ranch & Choicemart 2016 Statewide Family-Owned Business of the Year

Kealakekua Ranch Ltd./ChoiceMART has been selected as the 2016 U.S. Small Business Administration Family-Owned Business of the Year. The 135-year-old com-

USA Today Ranks Greenwell Farms Among Top 10 Best Food Factory Tours

Getting some Elizabeth J 100% Kona Coffee isn't the only reason to visit Greenwell Farms. Greenwell Farms has been selected as one of the 10 Best Food Factory Tours in the nation, according to readers of USA Today. The well-known national newspaper asked readers to help find the nation's 10 best, and after a busy month of voting, Greenwell Farms compared favorably with Herr's Snack Factory, TABASCO®, Hershey's Chocolate World, Celestial Seasonings Tea, PEZ, Jelly Belly, and Boudin Bakery. Other factory tours nominated but not making the Top 10 included Ben & Jerry's, Tillamook Cheese Factory, and World of Coca-Cola.

"Our farm tours have grown from humble beginnings of welcoming walk-in visitors that stumbled upon our farm back in the 1990s into a signature farm tour experience," said Greenwell Farms president Tom Greenwell. "Our enthusiastic team of friendly tour guides share our story with thousands of visitors every year. This recognition really honors their dedication." The knowledgeable guides take farm visitors on a walking tour of coffee fields while highlighting farm history and pointing out various stages of coffee growth and production. Depending on the season, visitors to the farm also watch coffee cherries being processed. Greenwell Farms' traditional hoshidananas, or drying racks—where farm workers spread sun-dried coffee beans out on rolling platforms—are the tour's most popular photo stop.

Located in Kealakekua about 15 miles from historic Kailua Village, Greenwell Farms offers daily tours of its operations and free tastings of Greenwell Farms 100% Kona coffee continuously from 8:00 am to 4:00 pm.



Guide with visitors at the drying racks

pany located in Captain Cook was honored at the 29th annual United States Small Business Administration Awards and Luncheon on May 6. The SBA Small Business Awards are among the most prestigious and competitive business awards in the state and nation.

Kealakekua Ranch/ChoiceMART was selected by a panel of 14 judges that vetted hundreds of nominations. Selection criteria included demonstrated success in job creation, potential for long-term business success and economic growth, plus community engagement. Nominees in the Family-Owned Business category must also demonstrate a business track record of more than 15 years and success in passing

ownership and operations from one generation to the next.

Established in 1881 as a cattle operation, Kealakekua Ranch has been led by four generations of the Greenwell family, who transitioned the company from ranching to agricultural and commercial operations over the years. The company traces its roots to Henry Nicholas Greenwell's arrival in Hawaii in 1850, and his establishment of a successful general store that supplied the growing island community.

Now led by siblings Meg and Nick Greenwell with CEO Rhonda Kavanagh, Kealakekua Ranch includes a regional shopping center and independent supermarket, ChoiceMART. A major employer and hub of the

MEMBER UPDATES

South Kona community, the company provides employment for approximately 80 staff members and also supports hundreds of local farmers, fishermen, ranchers, and other island producers by offering local produce, freshly caught fish, Hawaii Island grass-fed beef, and other island products at ChoiceMART supermarket.

"We are so honored to receive this award and thankful to the community for supporting us all these years," said Meg Greenwell. Nick Greenwell added that he is "very humbled and thankful to the community" for the statewide honor. "This award wouldn't be possible without the support of our customers, hard-working local suppliers, and amazing team of employees," noted Kavanagh.



Foodland Farms to Open This Summer at Ala Moana Center

Foodland Farms will open its new store this summer at Street Level 1, Ewa Wing, which is a part of the Ewa Expansion at Ala Moana Center. Foodland Farms Ala Moana will feature The Coffee Bean & Tea Leaf, R. Field Wine Company with a wine and beer bar, Foodland Pharmacy, and an expanded array of fresh prepared foods, including HI Steaks, which will offer steaks grilled to order. From fresh local produce, mouth-watering poke, made-to-order sandwiches, pizzas, paninis, marinated meats, organic poultry, lei, wine, sushi, and more, Foodland Farms Ala Moana will offer a comprehensive culinary experience along with a broad variety and selection of merchandise.

Frederick L. Cowell Named Kauai Coffee Company GM

Frederick L. Cowell was recently appointed general manager of Kauai Coffee Company, LLC, succeeding Wayne Katayama, who retired after nine years with the company. The official announcement completes a management transition that began in May 2015 when Katayama announced his retirement and the hiring of Cowell as general manager, according to company officials. "Kauai Coffee is well positioned for continued growth thanks to the teamwork Wayne and Fred displayed over the past 10 months," said Larry Quier, Chief Global Strategist of Massimo Zanetti Beverage Group and CFO of MZB-USA.

Born into an Air Force family and raised in Honolulu, Cowell has been involved in his family's coffee business in Kona for much of his adult life. Before he came to work for Kauai Coffee, he was employed by Oceanit Laboratories, Inc., as a program manager leading a multi-disciplined team of engineers conducting research and development on Kauai. Prior to that, he was the agribusiness director for the vertically-integrated Kona Coffee and Tea Company and Kealakekua Coffee Company on Hawaii Island.

Cowell earned his Bachelor's degree in Business Administration from Central Washington University and his Master's degree in International Relations from Troy State University,



Frederick L. Cowell

ty, as well as various military studies degrees through the Air Force, from which he retired with the rank of lieutenant colonel in 2002. He also completed agricultural export training and will soon be certified as a Project Management Professional.

Cowell has been active in agriculture-related community groups in Kona, including the Kona Coffee Council board and Kona Soil and Water Conservation District. He has also been involved with the Specialty Coffee Association, Hawaii Coffee Association, and upon relocating to Kauai in 2009, currently serves on the Kauai Economic Development Board and is co-chair of the Kauai Chamber of Commerce Military Affairs Committee.





Island Gourmet Markets Launched at The Shops at Wailea

Island Gourmet Markets®, a lifestyle market and gift shop for residents and visitors alike, opened late last year at The Shops at Wailea on Maui as a stand-alone market located near the East Wing stores of the shopping center. The Island Gourmet Markets, along with Island Country Markets®, and the Honolulu Store, are affiliates of ABC Stores. “Our new market promotes environmental compatibility with use of energy saving, highly efficient photovoltaic systems,” said Paul Kosasa, ABC Stores President and CEO, in describing the store’s new building. “This is a great addition to the center, the Wailea community, and Maui,” stated General Manager, Brian Yano.

Island Gourmet Markets’ mission is to provide the finest shopping experience in a clean, friendly, and comfortable environment. The store offers Hawaiian gifts and treasures; an espresso bar serving fresh fruit smoothies; Paia Gelato; and gourmet pastries from Sugar Bake Shop. There are also fresh, premium cuts of meat (including cut to order) and



seafood that includes fresh ahi, marlin, Atlantic salmon, over 10 types of poke, crab, and lobster tails. Island Gourmet Markets also offers quick to-go items, such as fresh sushi and bentos. Island Kitchen offers a grill menu with hot entrees, custom sandwiches, salads, and other grab-and-go foods.

Also available are gourmet items

from Hawaii and around the world. Food connoisseurs can indulge in exquisite deli selections, a variety of gourmet cheeses, a nice selection of premium wines and spirits, a selection of craft beer, or relax and enjoy a cup of Kona’s best coffee. Island Gourmet Markets at The Shops at Wailea is open from 6:30 am to 10:30 pm daily.



Jeff Higashi, guest, with Glenn Muranaka and Darrel Tajima of Meadow Gold Dairies



Nancy Enos and Jodi Minamishin, Foodland, with Carl Oshiro, C&S Grocers

HFIA Golf Tournament: 23 Years and Going Strong

PHOTOS BY HAWKINS BIGGINS

HFIA's 23rd Annual Golf Tournament was held at Honolulu Country Club on Friday, April 1. The golf tourney drew 156 golfers. The grand prize went to the *Honolulu Star Advertiser* team—Jay Higa, Dave Kennedy, and Lester Kodama. HFIA warmly thanks the many generous sponsors and everyone who played!



Keith Igawa, Gary Shalander, and Gaeton Cauarocchi of Times/Big Save



Paul Chinen, guest, with Duane Fujitani and Shellie Hayashi, Pasha Hawaii, and Nick Smallwood, Hawaiian Air Cargo



Dave Mow and Gordon Kai of Avis/Budget



Skippy Nagano, Choyce Distribution, Russel Siu and Paul Ah Cook, guests, and Scott Okamoto, Choyce Distribution



David Morikawa, Reed Tanaka, and Blane Ahquin of Aloha Shoyu



Toby Kusaka and Ashley Kusaka, Paradise-Heineken, and Art Furuta, Paradise-Steinlager



Jason Wong, Corey Aguano, and Jim Thornberry of HFM Foodservice



Johnny Romero and Diana Odell, Pepsi Beverages, with Stacy Waiau-Omori and Darin Omori of Foodland.



Bruce Akau, Everett Nakahara, and Paul Tokuda of Anheuser Busch



Mike Sakamoto, Eight Point Distributors, Bruce Yokochi, Tamura Enterprises, and Clinton Takasaki, guest



Chris Yuh, Bernie Salvador, Gail Hayashi, and Glen Gokan of Hawaiian Air Cargo



Piilani Culhane, Denny Miyasato, and Karen Okada of Bionic Chevron



Gordon Wong, Southern Wine, Patrick Doi, guest, and Cecil Hunt, Southern Wine

2016 HFIA Golf Tournament

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Aloha Shoyu
Hawaiian Airlines
James D. Swoish
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ConAgra
American Savings Bank
Times & Big Save Supermarkets
Anheuser-Busch
Meadow Gold Dairies (2 teams)
KYD Inc.
Advantage Webco
MFS Freight Service



Vern Nakaguma and Sandi Akazawa, MFS Freight Service, with Keith Shota, guest



Rahn Ogino, Sam Chillingworth, and Tim Parker of Advantage Webco



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President of NextEra Energy Speaks on Pending HECO Merger

BY GLEE STORMONT

The final decision for the NextEra/HECO (Hawaiian Electric Company) merger was still pending as of this writing, but official word was expected by June 3. Attendees of the March 6 HFIA membership meeting had a chance to hear first hand from Eric Gleason, President of NextEra Energy Hawaii, and also to ask him a few questions.

NextEra Energy, Inc., is a “clean energy company” operating in the United States

Eric Gleason

and Canada with headquarters in Juno Beach, Florida. Together with its affiliated entities, NextEra is the world’s largest generator of renewable energy from the wind and sun. In Hawaii, Governor David Ige has reacted against the merger, proclaiming “they are not from here” as his main objection. Gleason says his company will do everything they can to keep HECO local “in the ways that are important to the people of Hawaii.”

Currently, HECO burns more oil than any other power company in the U.S.; NextEra has shifted largely to natural gas. Gleason stated that Oahu does not have enough land to support 100% renewable energy in a timely, cost-efficient manner, and that NextEra will advocate for economic fairness while always offering the customer a choice in the matter. Critics say that in Florida, NextEra’s largest customer base, solar energy usage is quite low. Gleason counters that this is directly due to the compar-



atively low cost of energy in Florida, which has energy rates approximately one-third that of Hawaii's. Solar alternatives are therefore not financially attractive to most customers, and the vast majority do not opt for solar energy solutions.

"Energy needs to be a mix [of technologies], not just renewable or you'll have problems at 2:00 am or if it's raining," Gleason said. He believes mixed energy to be the best solution for Oahu, while adding that "each island is different." The biggest challenge facing the proposed goal of 100% renewable energy by 2045 is lack of available land. He pointed out that no one wants to give up precious agricultural land for the renewable energy farms that would be required to generate enough electricity. In the next 30 years, the existing aging infrastructure must be replaced and a smart grid and smart meters must also be developed. "HECO will need a modern smart grid to get to 100% renewable energy. Before, [power] flowed only in one direction; now it's two way," he explained. "77% of energy in Hawaii is from fossil fuels. It's going to be expensive to get to 100% renewable, but the investment will be in Hawaii." Gleason admitted that initially this will raise costs, but that in the long run, costs will be lower.

Gleason briefly opined on the decision of the Public Utilities Commission (PUC) doing away with net exchange metering (selling power back to the utility company at full retail rate) in Hawaii. "We agree with the PUC that [net exchange metering] is too rich for individuals with rooftop solar," Gleason said. "The value of rooftop solar and a solar farm was previously the same." He emphasized that because of the high cost of private home sell-back to the utility company, the difference had to be made up by charging non-solar customers higher prices to make up the difference. "It's more fair now," he concluded.

"Solar companies are coming at NextEra hard, because lower power costs are a threat," Gleason said, wading into some of the controversy surrounding the proposed NextEra/HECO merger. "NextEra will do



everything it can to lower power prices." He also defended the proposed severance pay for HECO executives stating that it is well within

the industry standard for outgoing execs to receive two to three times their annual salaries if they are going to lose their jobs as a result of a merger. "The reason is to make sure that the execs are neutral in making their decisions even if it means losing their jobs," Gleason said. He also noted that shareholders pay for the severance, not the customers, and that shareholders can object if they feel it's not right.

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Enhancing Island Life with Rail Transit

Responsible building will lead to vibrant communities

BY GLEE STORMONT

Whether you support or oppose Hawaii's rail system, it's here to stay. Knowing that about half of a typical audience supports it and the other half opposes it, John White, Executive Director of Pacific Resource Partnership (PRP), spoke at the April 19 HFIA general membership meeting and made it clear that he wasn't there to argue for or against rail. Rather, he is focused on what we can do to avoid making it a monumental failure.

PRP is a not-for-profit organization representing the Hawaii Regional Council of Carpenters and more than 240 of Hawaii's top contractors. The company seeks to preserve the island lifestyle we all treasure through educating and developing partnerships between businesses, government, organizations, and individuals, and by building responsibly. Using expertise in research, industry relations, and project advocacy, PRP seeks to help guide the community toward a stronger, more sustainable Hawaii in a way that promotes a vibrant economy, creates jobs, and enhances the quality of life for all.

PRP sees the rail system as a transformational project that will set the course for Oahu's social, economic, and environmental future. A huge focus point is guiding public policy to ensure residents have choices about the kind of community they want to live in and homes they can afford. The rail should be the foundation, says PRP, for creating integrated communities in a responsible way that meets the demand for more housing, generates jobs, improves the quality of life for commuters, and lessens depen-



John White, Executive Director of Pacific Resource Partnership (PRP)

dence on foreign oil. Rail even offers a way to “keep the country, country,” says White.

All of these concepts come together in a multi-media campaign PRP calls I Mua Rail. The campaign promotes the benefits of rail transit and welcomes open and civil discussion about the project. Supporters are encouraged to share why they believe in it. You can join the conversation on Twitter (#HIRail).

White points to studies that show that people who live in rail-accessible neighborhoods need fewer cars, drive less, walk more, and are less likely to experience or contribute to traffic congestion. In addition, rail encourages transit-oriented development, allowing communities and businesses to flourish along the route. But for these benefits to be realized, Hawaii needs to grow in the right way.

White outlined some of the most pressing issues, the first being barriers to growth, such as available land, natural resources (such as water), infrastructure, and environmental impact. Another critical issue is cost.

The cost of goods in Hawaii is high and Honolulu is unequivocally the most expensive U.S. city to build in. We need a sustained level of good paying jobs, but our main industry, tourism, is currently flat. The current housing shortage is also an issue with only 13% of people in Hawaii equipped financially to buy homes. All of this combined creates a pessimistic outlook.

“We need to change the way we’re growing,” White emphasized. “We cannot put houses on all of our ag land—that would be bad.” He then outlined what PRP feels is key to making rail a success. Using comprehensive studies, researchers have found that the distance most people are willing to walk from home to a rail station falls in a one-mile radius. Currently only 13% of homes fall within that radius; therefore, we must build more homes within that distance. PRP proposes “integrated communities” as the solution. This would maximize the use of public transit and create walkable neighborhoods with homes closer to work, entertainment, and life’s necessities. An integrated community connected to transit helps create more affordable lifestyles by providing housing for people of all incomes and offering an alternative to hours wasted in traffic. Homes are concentrated in core communities so the natural beauty of rural areas is preserved. Mixed-income development would help correct the imbalance in Hawaii’s housing stock. Not only will it boost supply for the low-income and affordable market, says White, it also lessens the concentration of poverty by ensuring that every neighborhood has a variety of housing options. Integrated communities stabilize the workforce

by supplying housing for workers at all income levels. It will keep families close; when children grow up, they'll be able to find housing near their parents, as will their downsizing grandparents. Integrated communities turn money spent on gas into savings for bigger dreams, and hours wasted on the road into meaningful time with family and friends.

"If there's not

enough workers who can afford to live here, businesses will suffer and may go under," White rejoined. "But, if we leverage rail investment, we can save the average family \$7,000

"We need to change the way we're growing. We cannot put houses on all of our ag land—that would be bad."

per year. "Road closures and traffic caused by rail construction are hard to deal with," White admits. "Looking past those short-term frustrations to see the benefits of light rail is tough, but if you do, you can see how rail is so much more than a new mode of transit. It's a complete transformation of our neighborhoods and an opportunity to overcome stagnation and build communities that are more exciting than we ever fathomed."

The Pearl Harbor rail station at the intersection of Makalapa Road and Kame-

hameha Highway helps us envision the possibilities when we create improvements in conjunction with rail, says White. Improvements envisioned for the area include a more

pedestrian-friendly experience on Radford Drive, a "kiss 'n ride" bus connection, additional bicycle lanes, plus sidewalk extensions and widening. The planned improvements will change the area from a place to drive through to a place where people want to congregate. Over time, rail will bring more than trains and a traffic-free commute, White believes. It will bring a vibrant, mixed-use community, with an assortment of attractive and affordable housing and employment options for military families and civilians, all within easy walking distance.

"I'm part-Hawaiian, Oahu-born, but moved to the mainland at age six when my mother couldn't see a better future here for herself and her children," White revealed. "I've spent the better part of my life pursuing the idea that brought me home—the idea that Hawaii provides opportunity for all, not just the privileged few. We need to voice our support for good policies and adequate spending to ameliorate problems. Together, we can transform these islands."



THE LAST WORD

BY LAUREN ZIRBEL

Two thousand sixteen has been an exciting year so far, and as we enter the summer and fall months, we're looking to grow our membership base. A recent member survey indicated that HFIA's networking opportunities and legislative advocacy are the two most valued benefits of membership.

Recruitment, networking, and advocacy go hand-in-hand. Networking forges and fosters stronger internal and external relationships, both within the industry and with lawmakers and government. Everyday the food industry faces a multitude of economic and regulatory challenges. HFIA works hard to address and combat those issues while striving to promulgate and support win-win legislation beneficial to our members and communities.

HFIA periodically emails Action Alerts asking members to submit testimony on especially contentious issues. For example, this session we requested help in opposing bills related to general excise tax increases. Many members took the time to submit testimony. By sharing their perspective and explaining the negative impacts of these bills to legislators, they helped to defeat them.

Member involvement is an important way to strengthen HFIA's presence and advocacy efforts at the legislature and city and county councils. The more unified members we have, the greater our voice in representing the food industry.

As such, member recruitment is invaluable to expanding our reach and influence. With session over, we have begun the planning process for the coming months. During

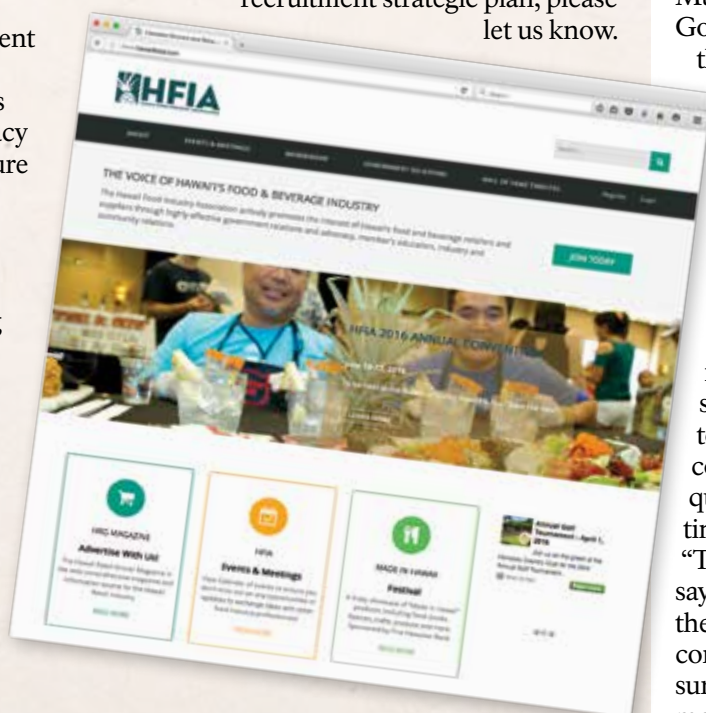


our Membership Committee meeting in May, we decided to develop a strategic plan that will outline viable methods of recruitment.

Often the best way to recruit new members is by having existing members reach out to friends and colleagues in the industry. We need your help to grow our membership base. Do you know of a business that would benefit from HFIA's networking opportunities and legislative advocacy? Your introduction can make all the difference.

HFIA recently redesigned and enhanced its website, www.hawaii-food.com. Please take a look and pass it on to friends who may be interested in membership!

If you would like to provide input or contribute to the membership recruitment strategic plan, please let us know.



HOF: Muranaka

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modern era. Up to 1980, Hawaii was milk self-sufficient; today, there are only a couple of local milk producers on Hawaii Island and the rest is imported. Meadow Gold is the only processor left, processing about 90% of Hawaii's milk, which includes most private labels.

Meadow Gold has responded to the tough environment with competitive products, such as juice drinks, yogurts, and frozen dessert products, and with the distribution of other products. They combined these with exceptional service and reliability standards, making the company popular with retailers. During Muranaka's tenure, Meadow Gold became a "Top 250 Company" in Hawaii.

"Our vision is to secure premier market position in our core dairy business and further diversify into other businesses compatible with our core values and strengths," says Muranaka. "We will be known for superior quality products, trade partner relationships, and consumer value." That vision is achieved, he says, through low-cost operations, superior marketing, leveraging proven technology, and possessing best-in-class trade and consumer knowledge. Muranaka sees the future of Meadow Gold Dairies Hawaii as one in which the company continues to provide

Hawaii consumers locally manufactured quality products while supporting its "caring community of Aloha."

Looking back over his 44-year tenure, Muranaka says his proudest achievement is recreating a positive image of Meadow Gold Dairies Hawaii, which stemmed from clear core values. Muranaka says the most important values to him are the core values of the company: superior differentiated quality and service, integrity, continuous improvement, and caring. "The most important is caring," he says with conviction. Giving back to the community comes naturally to the company because Muranaka makes sure it comes from the heart, and the more Meadow Gold Dairies Hawaii achieves, the more it gives.



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