



# HAWAI'I COMMERCIAL KITCHENS

# Supply Chain Mgmt

A 1-day workshop on Supply Chain Management, featuring The Locavore Store



*funding by RFP 4573 County of Hawai'i State and Local Fiscal Recovery Funds Food Security and Agricultural Initiatives Program*

## Hawai'i Commercial Kitchens

- Funds for this program are from U.S. Department of the Treasury State and Local Fiscal Recovery Funds Program (**SLFRF**) authorized by the American Rescue Plan Act (**ARPA**).
- **The County of Hawai'i** is a recipient of SLFRF, and through RFP 4573 - Food Security & Agricultural Initiatives Program, Hawai'i County Dept of R&D offered \$5 million over 6 categories
- **GreenKine LLC** is subrecipient - Category 4: Certified Kitchens Cohort **Technical Assistance**
  - [hawaiicommercialkitchens.com](https://hawaiicommercialkitchens.com)
    - Cat. 3 - Certified Kitchens Infrastructure



## Hawai'i Commercial Kitchens

- **Commercial Kitchen Cohort**
  - Kohala Food Hub - HAWI
  - Hawai'i Ulu Cooperative - HILO
  - Touching the Earth Farm - HAWI
  - Liko Lehua - HILO & MT VIEW
  - Moho Kitchen - HAWAIIAN ACRES
  - Onomea Farm Hub - ONOMEA
  - KUA o Kanāueue - KONA



## Hawai'i Commercial Kitchens

- Technical Assistance to **any food-related businesses in Hawai'i County that has been in operation since March of 2020.**
  - Additional Technical Assistance available to eligible participants!
    - **Business Coaching**, Anthony Florig
    - **Financial Planning**, Dr Brett Carey
    - **HACCP Plans**, John Nakashima
    - **Personnel Management**, Daeus Bencomo
    - **Marketing**, Katie Neil, Ho'ōla Farms
    - **Permitting**, Megan Brady, Uproot Origin
    - **Commercial Kitchens**, Hilo Food Hub
- **Future Monthly Workshops Open to the public!**





# HCK – Supply Chain Management

## Anthony Florig, GreenKine LLC



**HILO FOOD HUB**  
*by* HO'OLA FARMS



HCK – Supply Chain Management

# Ho'ōla Veteran Services





## Agenda

- **Introductions**
- The Locavore Store
- Supply Chain Presentation
- Break
- Product Samples
- Questions



## The Locavore Store

- Catarina Zaragoza
  - Founded in 2010 in Pāhoa with partner, Arthur
  - Moved to Hilo in 2014
  - New Hilo location in 2023
    - 333 Kilauea Ave #103, Hilo, HI 96720





## Introductions

- Name, Why you are here?
- If your eligible for Technical Assistance!
- **Hawaii Commercial Kitchens**
  - Commercial Kitchen Cohort
  - Eligible Food businesses - March 2020
- Ho`ōla Farms, Hilo Food Hub, Hawai'i Farm-to-Car?
  - Veteran, active duty or family?

# HCK – Supply Chain Management

## Hilo Food Hub

- At old Hilo location needed commercial kitchen space for coconut processing for our coconut water products.



### The Locavore Store, Coconut Water (12 oz.)

☆☆☆☆☆ [Write review](#) | [Ask question](#)

\$4.49

In stock

Quantity:

[Add to Cart](#)

#### Product Details

Does this item ship?: NO

12 Oz. | Fresh

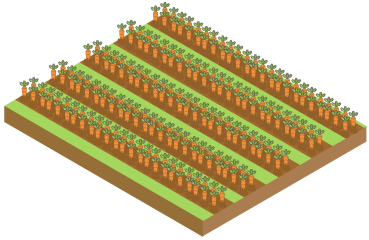
Fresh coconut water in a re-fillable bottle! Made fresh right here at The Locavore Store in small batches. Made from young coconuts, harvested each week from Lower Puna. No preservatives, additives, flavoring or pasteurization. Just coconut water, as it is it's intended to be... Enjoyed!

[Show More](#)

Save this product for later

[♥ Favorite](#)

## Supply Chain – Local Carrots



**FARMING**



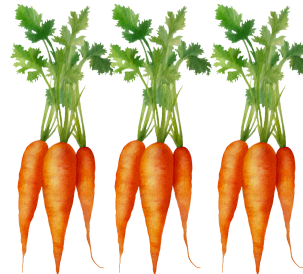
**PROCESSING**



**RETAIL**



**HARVESTING**



**PACKAGING**

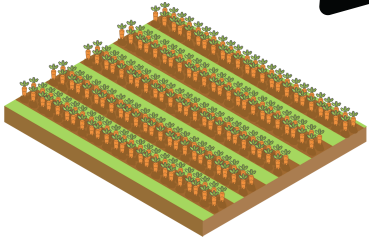


**CONSUMPTION**

## Supply Chain – Local Carrots



**RAW MATERIALS**



**FARMING**

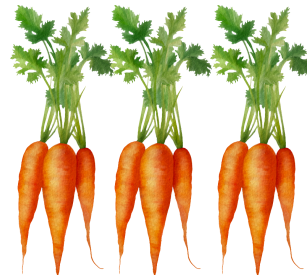
**HARVESTING**



**PROCESSING**



**PACKAGING**



**WHOLESALE**



**RETAIL**

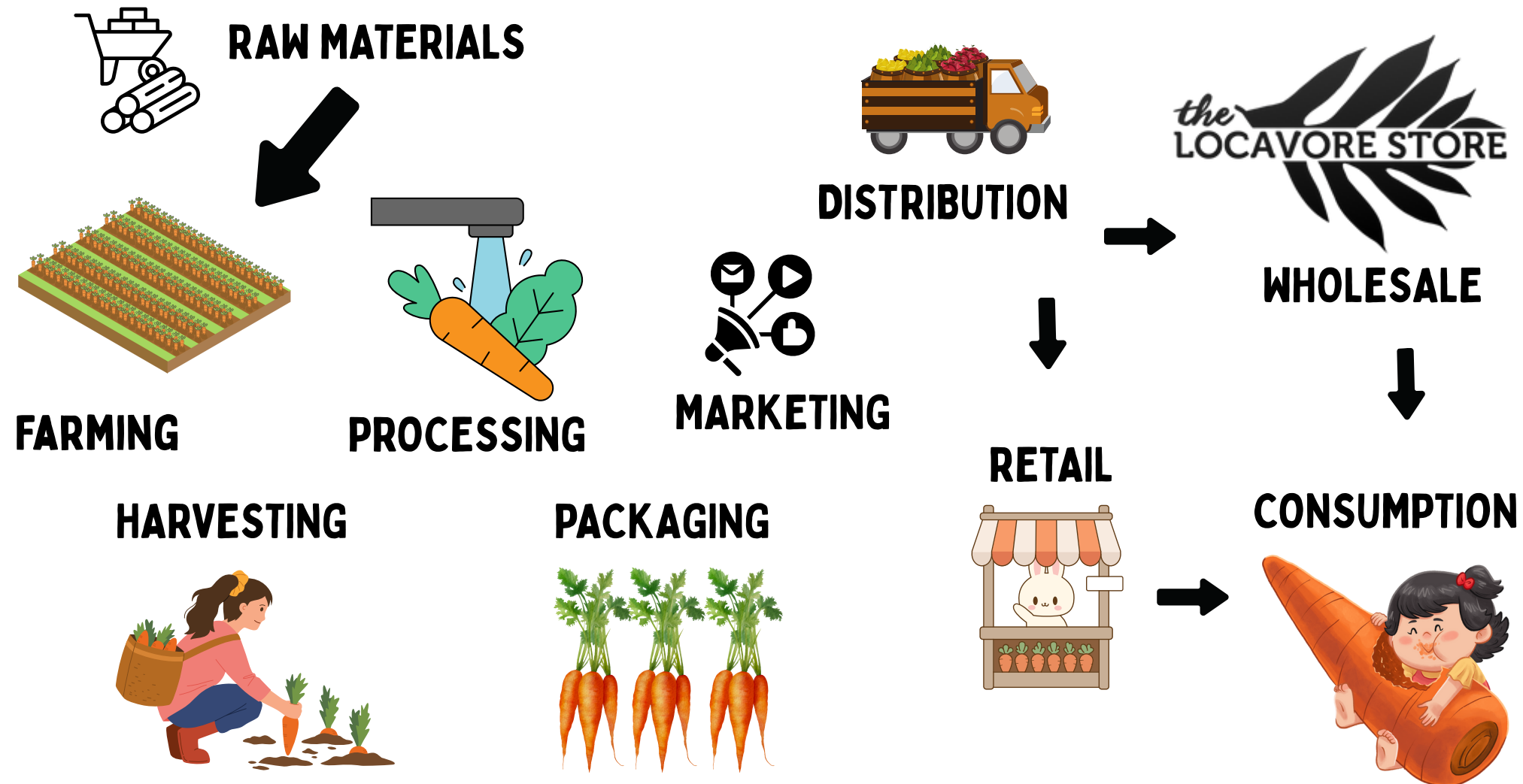


**CONSUMPTION**

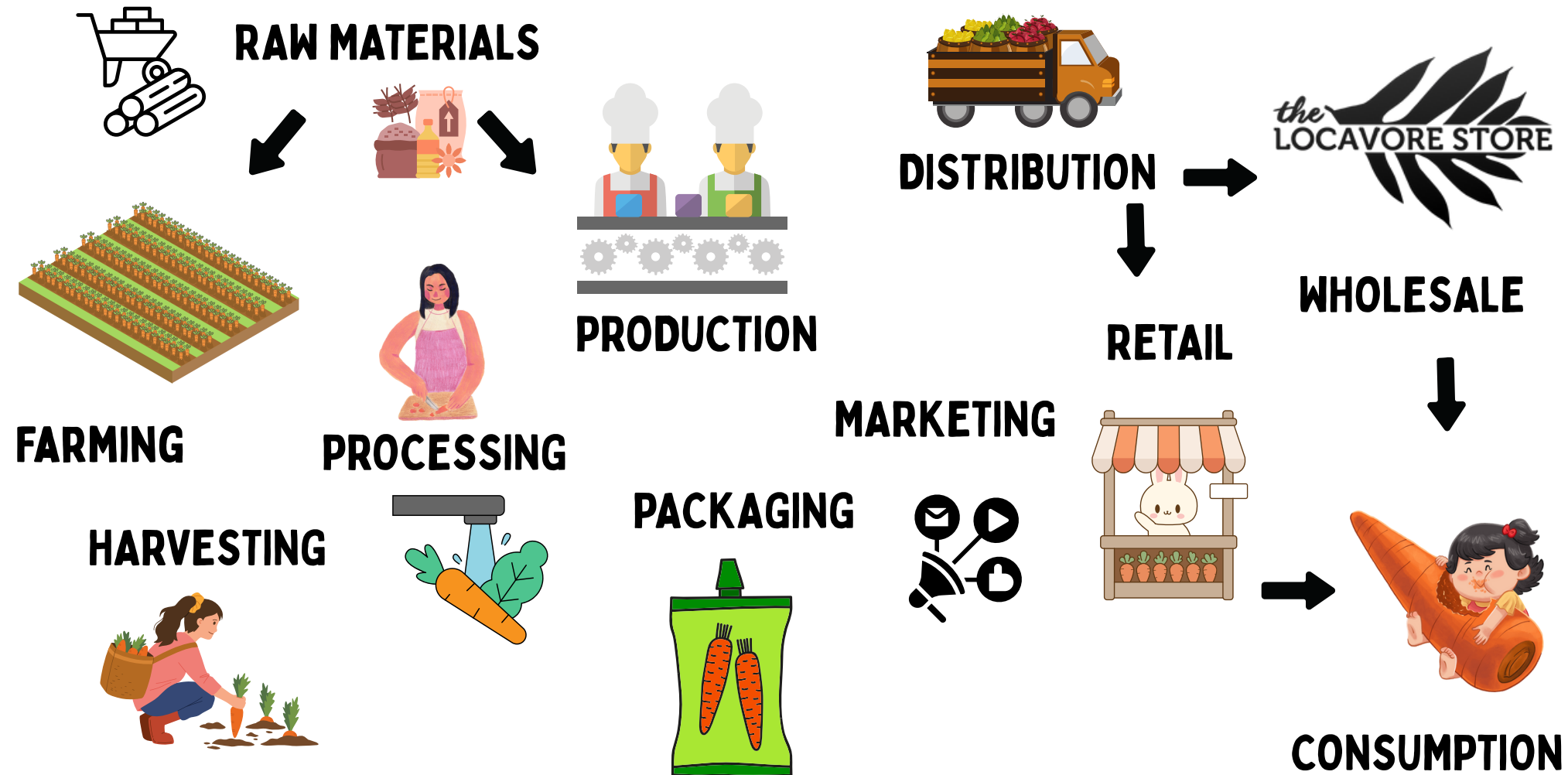




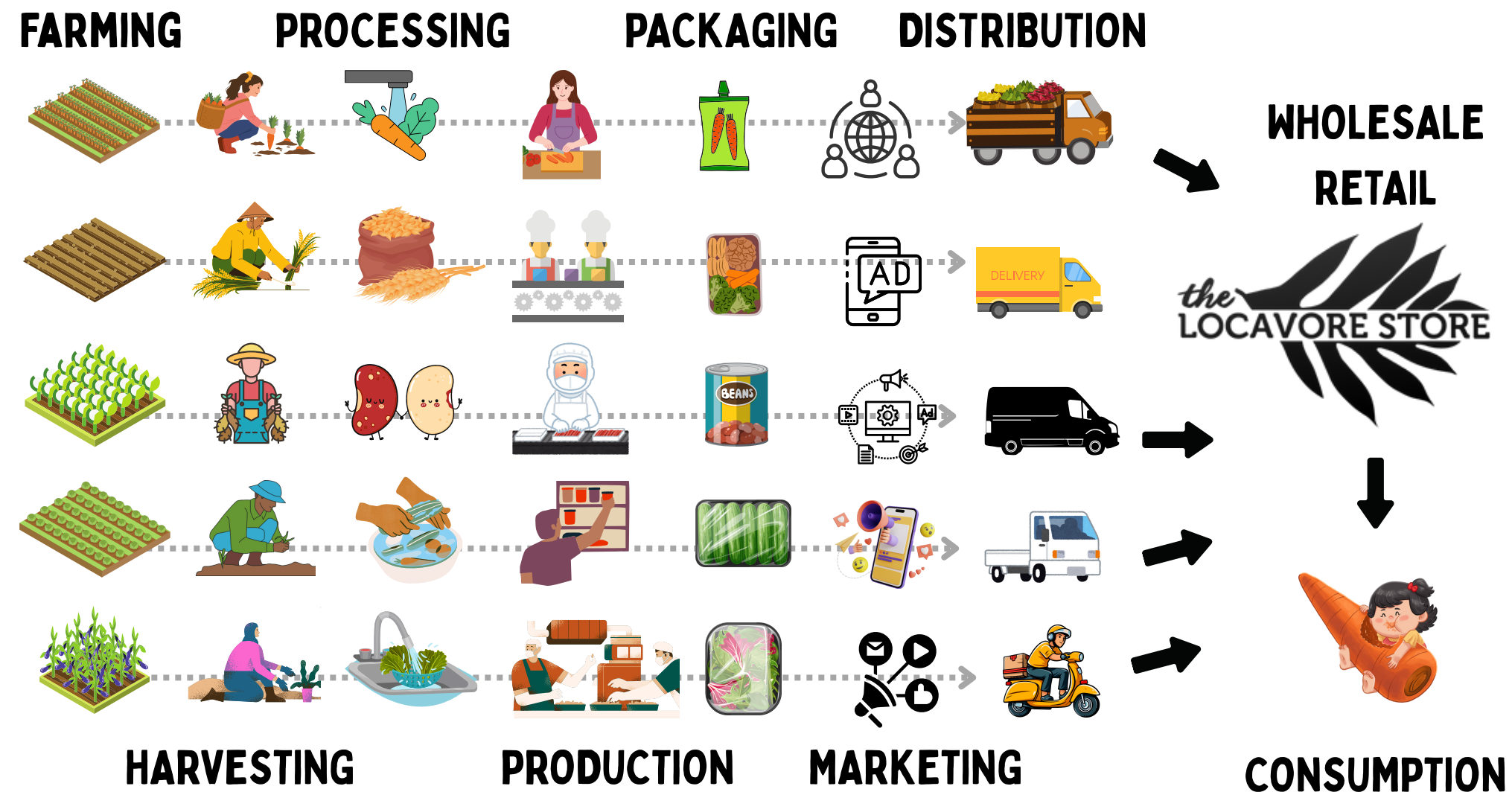
## Supply Chain – Local Carrots



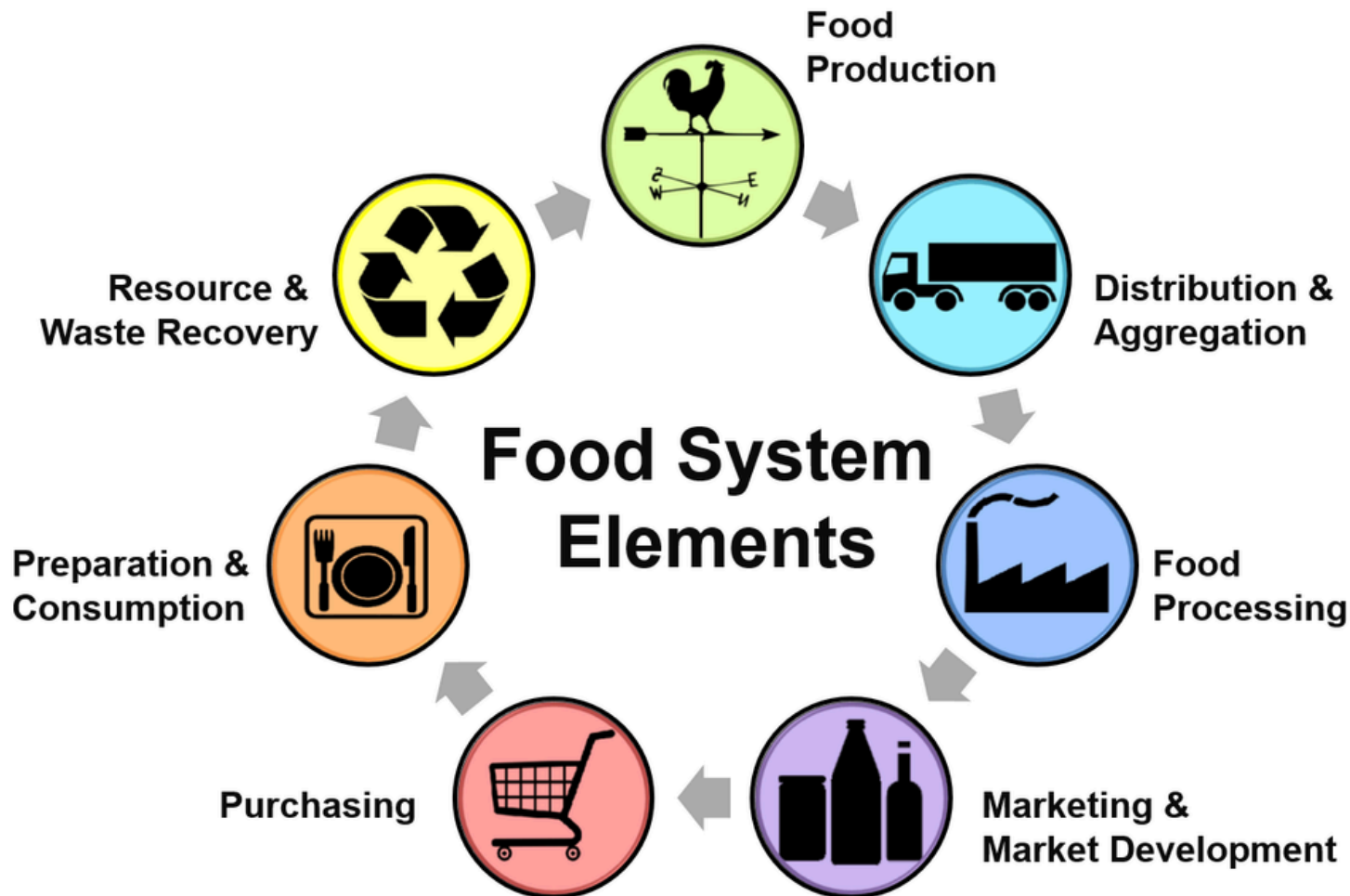
## Supply Chain – Value-Added



## Supply Chain – Locavore



## Supply Chain

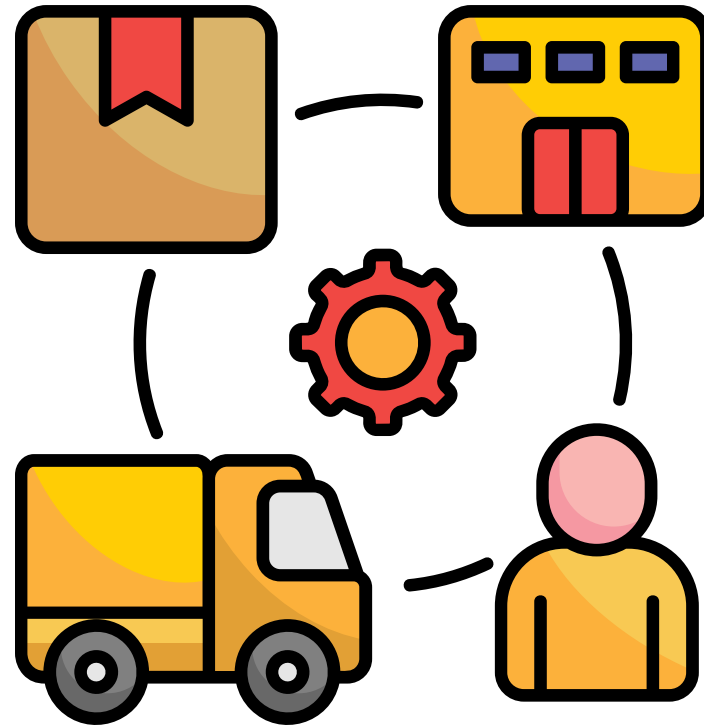




## Supply Chain



- SOURCING
- PRODUCTION
- LOGISTICS
- DISTRIBUTION



# HCK – Supply Chain Management

## Sourcing



- Identifying and connecting with SUPPLIERS
- How do **we** identify Locavore vendors:
  - Locally-sourced
  - Variety
  - Experienced Vendors
    - Farmers Markets
    - Delivery Experience
    - Pricing



Honi Hala  
Hilo, Hawai'i



Honoka'a Chocolate Co.  
Honoka'a, Hawai'i



Ho'ōla Honey  
Ninole, Hawai'i



Indigo Elixirs  
Mānoa Valley, Oahu



Island Harvest Inc.  
Kapaa, Hawai'i



Kahuku Farms Inc  
Kahuku, Oahu

# HCK – Supply Chain Management

## Sourcing – Variety

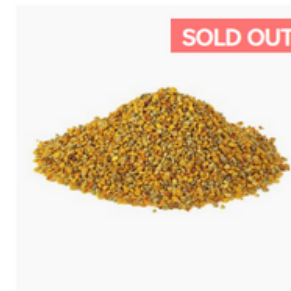


# HCK – Supply Chain Management

## Sourcing



- How do we identify new vendors:
  - Good communication
  - Open to feedback



Punalani Bee Farm, Bee Pollen (4 Oz.)  
\$10.00

Out of stock



Pure Island Soap, Coconut Milk (4.5 Oz.)  
\$8.00

Buy Now



Sea Salts Of Hawaii Gift Set Sampler - Flavored  
\$27.49

Buy Now



## Sourcing



- DISRUPTIONS
  - Seasonality
  - Vendor Network for backup



## Production



- Transforming raw materials into finished products
- Basic Requirements
  - Equipment
  - Packaging



## Production



- VALUE-ADDED (examples)
  - Permit
  - Kitchen
  - Labeling
  - Packaging
  - Branding
- Get started, and then keep improving
- Cost-Effective Options

# HCK – Supply Chain Management

## Locavore Product lines



Dried Fruit, The  
Locavore Store - Apple  
Banana (4 Oz.)



The Locavore Store,  
Coconut Butter (9 Oz.)  
**\$14.99**



The Locavore Store,  
Coconut Water (12 oz.)  
**\$4.49**



The Locavore Store,  
Cold Brew Coffee,  
Vanilla Cream (12 Oz.)  
**\$5.99**



The Locavore Store,  
Desiccated Shredded  
Coconut (8 Oz.)  
**\$11.49**



# HCK – Supply Chain Management

## Value-Added



## Production



- FRESHNESS
  - Crop demand
  - Different/desirable?
  - Vetted varieties
  - Harvested at right time
  - Proper handling
  - Washed



# HCK – Supply Chain Management

## Production



- PACKAGING
  - Flexibility
  - Volume/Scale



## Production



- PRICING
  - Better to start high and drop
  - Don't undersell yourself





## Logistics



- Efficiency for vendors
  - Work with their schedules and limitations
  - Order accordingly
  - Accommodate their regular delivery schedule
  - Working with our local trucking company
- Order frequency
  - Fresh vs. shelf-stable
  - Bulk discounts
  - Shipping and freight charge consolidation

## Logistics



- FRESH: packing for transport
  - Use CLEAN packing materials and containers
  - Don't overpack/overfill
  - Use padding/layers
  - Be mindful of latex and pack accordingly

## Logistics



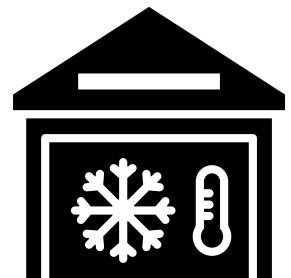
- Value-added: take the time to dial in packing
  - minimize breakage without relying on 1,000 sheets of newspaper.
- Inter-island or shipping: do the research
  - (CFI, Young Bros, Aloha Air, FedEx, USPS)
- Ask potential buyers if they have preferred freight
- Utilize emailed invoices and tracking notifications



## Logistics



- STORAGE – store products properly prior to delivery
  - Fresh items:
    - refrigerated or no?
    - Keep out of sun and off the ground
    - Timeline
  - Value-added
    - Store in cool, appropriate location





## Distribution



- Getting your product to your customer efficiently
- **Direct to consumer –**
  - Highest revenue but comes with overhead costs
  - In-person: farmer's markets, brick-and-mortar
  - Social Media – good boost to market & pop-ups
  - Online
  - Great opportunities to improve your product

# HCK – Supply Chain Management

# bigislandlocavorestore.com

[Home](#)[Shop](#)[About](#)[Contact](#)

## Shop All Locavore

SORT BY ▾



Produce



Meat, Dairy & Eggs



Packaged Foods



Bath & Body



Apparel



Accessories



Household



Health & Wellness



Books, Prints & Stationery



Locavore Exclusives



Vegan



Staff Picks



Special Pricing



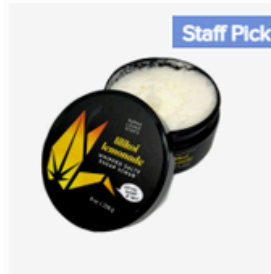
Vendors

## Featured Products



Bestseller

Bayfront Coffee Kava & Tea Company, Rhino Dart Kava Extract (1 Oz.)



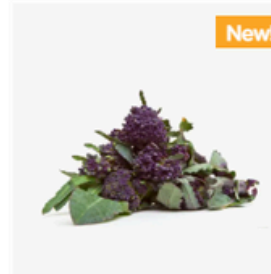
Staff Pick

Body Scrub, Salty Sugar Scrub 8 oz. (Paper Crane Soap)



PRE-ORDER

Bread, Sundog Bakery - Breadfruit & Turmeric Sourdough (Loaf)



New!

Broccolini, Purple (1 lb.)  
**\$5.99**



New!

Bumbai Acres, Kaumana Wildflower Honey (8 oz)  
**\$8.49**

## Distribution



- **Wholesale**
  - lower revenue per unit, but less overhead
- **Considerations:**
  - Volume –
  - Type of product –
- **How to make a good impression:**
  - One-sheet
  - Samples
  - Follow-up!!!



## Distribution



- **Wholesale**

- DON'T:

- Expect to meet with someone with no notice
    - Harvest and show up without talking to anyone
    - Bad-mouth other vendors to make your products/prices look better



## White-Label



- When another company manufactures your product, and you brand it and sell it.
- Less work/input but lower prices
- Product examples:
  - Hilo Fish
  - Hamakua Macnut
  - Honey
  - Spices



# HCK – Supply Chain Management

## White-Label

