HAWAI'I COMMERCIAL KITCHENS

HO'ŌLA FARMS

HILO FOOD HUB by HO'ŌLA FARMS

UPROOT ORIGIN

HAWAI'I COMMERCIAL KITCHENS

Permitting & Value-Added

A 1-day workshop on Hawai'i County Dept of Health permitting & compliance





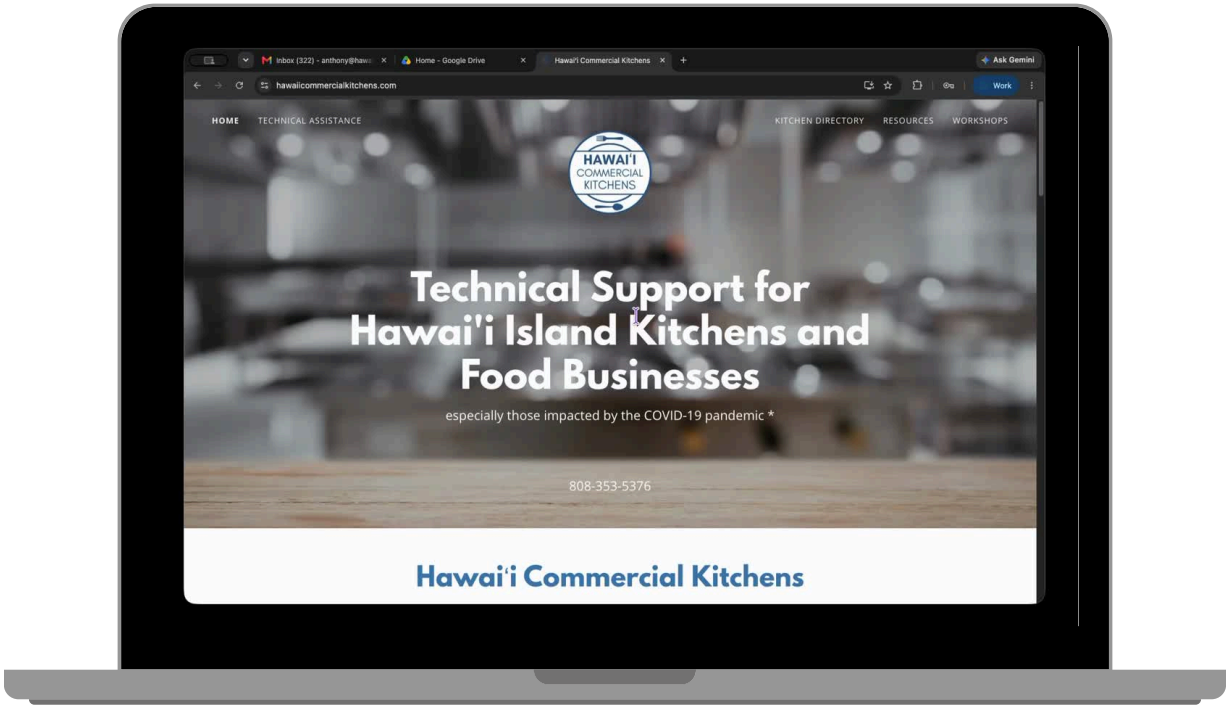


funding by RFP 4573 County of Hawai'i State and Local Fiscal Recovery Funds Food Security and Agricultural Initiatives Program

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).**

www.**hawaiicommercialkitchens**.com



Uproot Origin – Megan Brady

- Joined in 2022 to launch a line of concentrated turmeric elixirs & honey paste
- Works solely with organic Hawai‘i-grown produce, local honey, and sustainably sourced ingredients
- Grew to 33+ retail locations, including local and specialty stores
- Expanded to online sales across the U.S. mainland and internationally
- Served as manager of Hilo Food Hub in 2025-26





HCK - Permitting & Value-Added

Ho`ōla Veteran Services

Ho'ōla Farms

Hilo Food Hub by Ho'ōla Farms







Hawai'i Farm-to-Car by Ho'ōla Farms

Agenda

- **Introductions**
- What is Value-Added?
- Uproot Origin
- Dept of Health Permits
- Value-Added Production
- Homemade Food Rules
- HACCP Plans
- Jump to Conclusions Map
- Questions



Introductions

- Name, Farm or Food Business?
- Why are you here?
- Are you eligible for free HCK Technical Assistance?
  - Started business on or BEFORE March 1st 2020
- Experience w/ Ho`ōla Farms, Hilo Food Hub, or Farm-to-Car
  - Veteran, active duty or family?



What is Value-Added?

What is

VALUE?

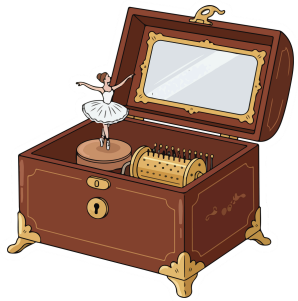
What is Value-Added?

MONETARY



What is **VALUE**?

SENTIMENTAL



- What customer is willing to pay
- A good deal
- “Market Value”

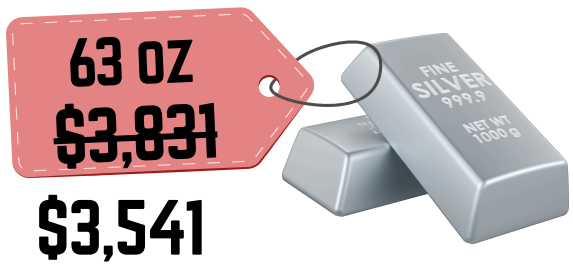
- Meets a felt need
- Is important to you
- Fulfillment
- Local Nutrition

What is Value-Added?

Value Added **Products**

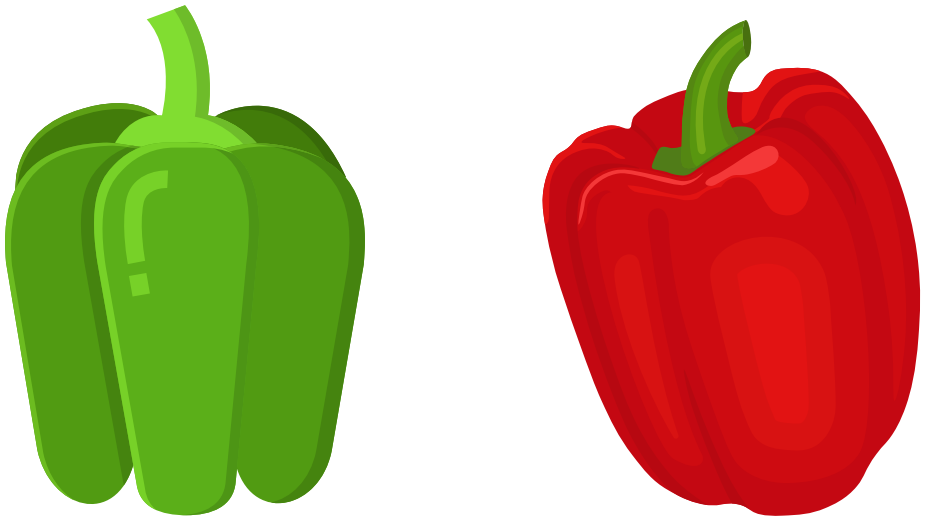
USDA Definition:

- *A change in the physical state or form of the product*", such as milling wheat into flour or making strawberries into jam.
- The production of a product in a manner that enhances its value.
  - Kobe beef, Kona Coffee, Organic
  - Example - "Egg of the Sun" Mango





What is Value-Added?



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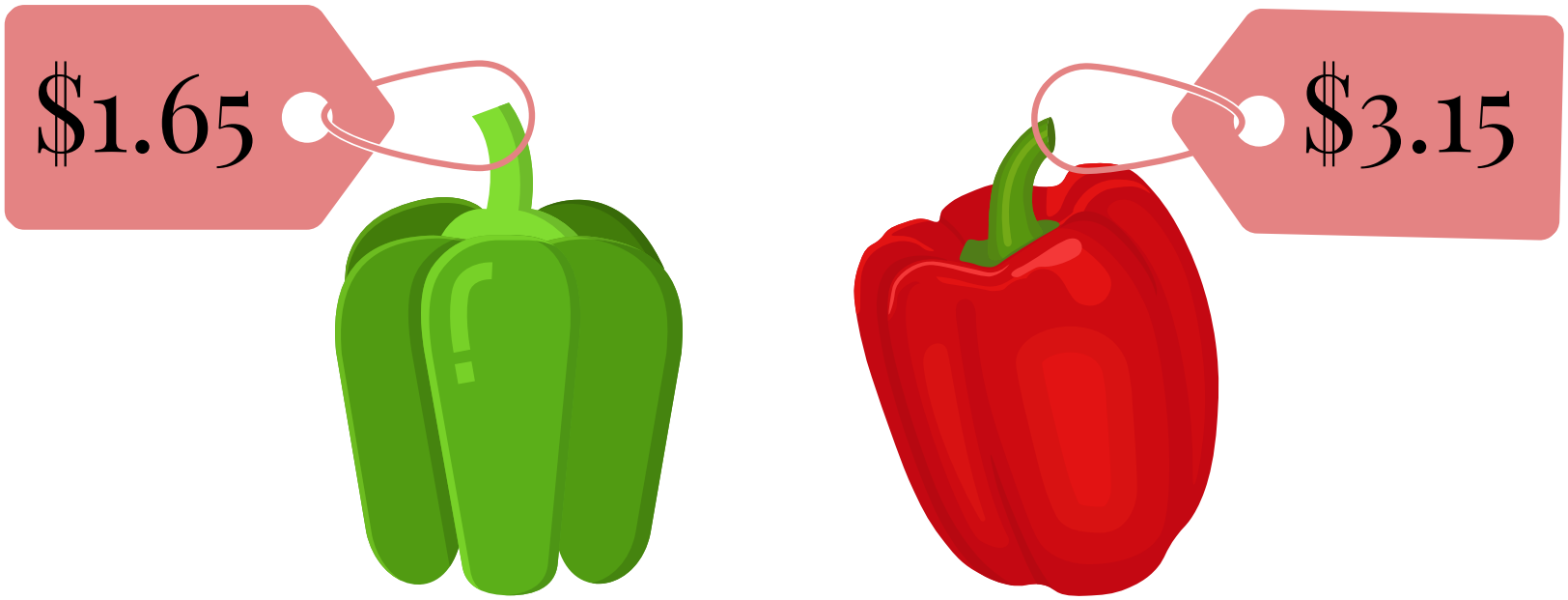


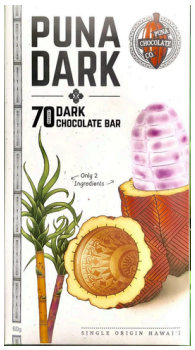
What is Value-Added?

Value-Added **Products**

- Fresh - Raw Agriculure Commodity (**RAC**)
- Packaged
- Processed and Packaged
- Refridgerated or Frozen
  - *"Temperature Controlled for Safety"*











What is Value-Added?

Value Added **Products**

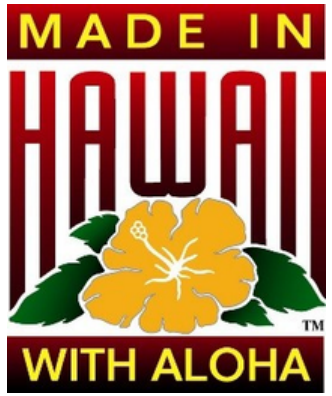
- **Value Chain - Supply Chain**
- Value can be added or captured at each link of the chain



Value-Added Marketing

- "Made in USA"
  - "all or virtually all" of product is made in America."
  - Enforced by FTC
- "Made in Hawai'i"
  - "at least 51% of wholesale value added by activity done in Hawaii."
  - Enforced by HDOA
- Licenses:
  - Made in Hawai'i with Aloha
  - Hawai'i Seal of Quality
  - Homegrown by Heroes



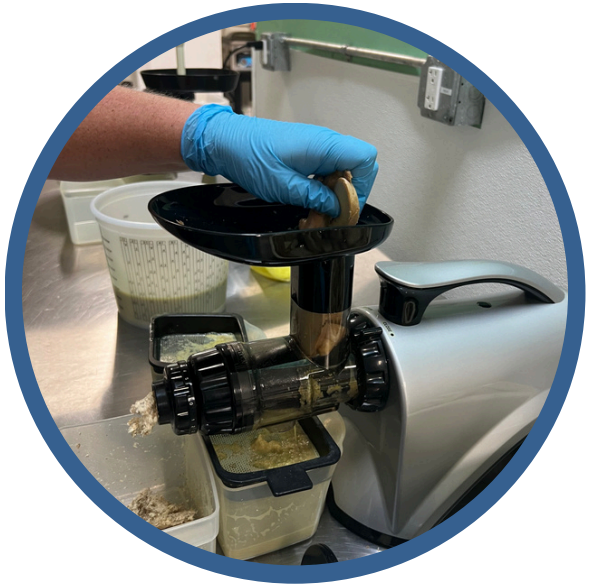


Megan Brady – Uproot Origin

- Started at Hilo Food Hub in 2022
- Origin Story

Any Food Establishment used only to prepare or serve food to the homeless without compensation, consideration, or donation by the person or persons being served	-	1	$0







Department of Health

- **The Department of Health is our friend!**
  - www.health.hawaii.gov/san/
  - main office line - **(808) 933-0917**
- **Do your homework**
  - don't be afraid to ask!
    - Hawaii District Health Office/Hilo - HELP DESK
    - **1582 Kamehameha Avenue**
- Inspectors have jurisdictions, **if you need a permit or commercial kitchen**, find out who your inspector is!

Dept of Health – **Permitting**

- Food operations that serve food to the public require a Department of Health **Food Establishment permit:**
- 2 Types:
  - **Special Event Permit**
    - Farmers Markets, etc
  - **Food Establishment Permit**
    - **Green Placard**
      - Food Manufacturer
      - Restaruant
      - Food Truck (Mobile FE Permit)
- both require a commercial kitchen



DOH – Special Event Permits

Special Event Food Establishment Permit -

- Requirements:
  - Special Event Permit Application
    - Booth Drawing
    - * Hand-Washing Station
    - Fee (based on # of days)
      - *** LOCATION SPECIFIC
  - Food Handlers Certification ($9)



A special event is a planned activity where food is distributed to the public with or without charge at a public or privately owned property. This may include a sporting event, carnival, farmers market, religious organization function, fairs or other similar gatherings.

DOH – Special Event Permits

SANITATION BRANCH
1582 KAMEHAMEHA AVENUE, HILO, HI 96720
TELEPHONE NUMBER: (808) 933-0917 FAX: (808) 933-0400
www.health.hawaii.gov/san

STATE OF HAWAII
DEPARTMENT OF HEALTH

APPLICATION FOR SPECIAL EVENT FOOD ESTABLISHMENT PERMIT

(A) NAME OF EVENT	(B) EVENT LOCATION OR ADDRESS OF EVENT (ONLY ONE)
(C) EVENT COORDINATOR NAME (IF APPLICABLE)	(D) EVENT COORDINATOR PH # AND EMAIL (IF APPLICABLE)
(E) NAME OF FOOD BOOTH	(F) FOOD BOOTH CONTACT PERSON
(G) FOOD BOOTH CONTACT PERSON PHONE AND FAX # Phone: Fax:	(H) FOOD BOOTH CONTACT PERSON EMAIL
(I) NAME OF PERSON(S) WITH FOOD SAFTEY HANDLERS CERTIFICATION CARD, IF APPLICABLE (MUST BE PRESENT AT ALL TIMES OF OPERATION)	

DAY	(J) DATE/TIME OF EVENT	DAY	(J) DATE/TIME OF EVENT	DAY	(J) DATE/TIME OF EVENT
1.		11.		21.	
2.		12.		22.	
3.		13.		23.	
4.		14.		24.	
5.		15.		25.	
6.		16.		26.	
7.		17.		27.	
8.		18.		28.	
9.		19.		29.	
10.		20.		30.	
THIS PERMIT CANNOT EXCEED THIRTY-ONE (31) DATES				31.	

(K) NAME OF SUPPORT KITCHEN	(L) STREET ADDRESS OF SUPPORT KITCHEN	(M) PHONE NUMBER	(N) PERMIT NO.

(O) DESCRIBE OPERATIONS AT SUPPORT KITCHEN (clean up, thawing, cutting, cooking, etc)

USE OF SUPPORT KITCHEN AUTHORIZED BY:

(P) SIGNATURE OF OWNER OR AGENT OF AUTHORITY

(Q) PRINT NAME OF OWNER OR AGENT OF AUTHORITY

(R) LIST FOODS TO BE SERVED	

CONTINUE COMPLETION OF APPLICATION ON PAGE 2

The Sanitation Branch, Department of Health reserves the right to deny your Special event food establishment permit or revoke the permit for failure to comply with the sanitary requirements of Hawaii Administrative Rules, Title 11, Department of Health, Chapter 50, Food Safety Code.

(S) DATE (T) SIGNATURE OF APPLICANT (U) PRINT NAME OF APPLICANT

FEE NON REFUNDABLE

SUBMIT APPLICATION AND FEE **TEN WORKING DAYS** PRIOR TO EVENT TO:

Payable to: STATE OF HAWAII
SANITATION BRANCH
1582 KAMEHAMEHA AVE.
HILO, HI 96720

THERE WILL BE A SERVICE FEE OF $25.00 FOR ANY CHECK DISHONORED BY THE BANK.

APPROVED:

DATE SIGNATURE OF AGENT/DEPARTMENT OF HEALTH

seal of approval
(Permit invalid without seal)

SECTION BELOW FOR OFFICIAL HEALTH DEPARTMENT USE ONLY

FEE AMOUNT	DATE PAID	METHOD OF PAYMENT	RECEIPT NO.	RECEIVED BY

☐ **BENEVOLENT OR CHARITABLE ORGANIZATION – NO FEE**

☐ **NON-POTENTIALLY HAZARDOUS, PREPACKAGED FOODS & HOMEMADE FOOD PRODUCTS BY DIRECT SALES ONLY.** Permit & fee not required.

PAGE 2

SITE FACILITIES
(Check all applicable boxes)

FOOD PROTECTION:

(V) OVERHEAD COVERAGE:

☐ Pop-up tent ☐ Existing building

☐ Other: _____

(W) PROTECTION FROM PUBLIC:

☐ Sneeze guards ☐ Only pre-packaged food

☐ Equipment covers ☐ Food handled at least 5 ft away

☐ Other: _____

(X) FOOD HANDLING AT EVENT:

ALL FOOD PREP MUST BE COMPLETED AT THE APPROVED SUPPORT KITCHEN.

☐ Cooking ☐ Assembly ☐ Plating

☐ Other: _____

(Y) TYPE OF HANDWASHING SINK:

☐ Gravity fed unit
☐ Self-contained portable sink
☐ Permanently plumbed sink
☐ Not applicable – prepackaged food only

(Z) EQUIPMENT USED FOR FOOD HANDLING AT FOOD BOOTH:

FOOD CONTACT SURFACES MUST BE CLEANED & SANITIZED OR REPLACED AT LEAST EVERY 4 HOURS

☐ Grill ☐ Wok
☐ Deep fryer ☐ Rice cooker
☐ Pans/tongs ☐ Blender
☐ Cutting board ☐ Other: _____

(AA) TEMPERATURE CONTROL AT EVENT:

KEEP HOT FOOD ≥135°F
KEEP COLD FOOD ≤41°F

☐ Cooler with ice/gel ice pack ☐ Refrigerator

☐ Chafing dish with sterno ☐ Cambro

☐ Use time for control (procedures must be attached)

☐ Other: _____

(BB) SITE PLAN – BOOTH DIAGRAM, INCLUDING HANDWASHING SINK (if required)

SAN APP TFE 08/18

DOH – Special Event Permits

SANITATION BRANCH
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APPROVED:

DATE _____ SIGNATURE OF AGENT/DEPARTMENT OF HEALTH _____ seal of approval (Permit invalid without seal)

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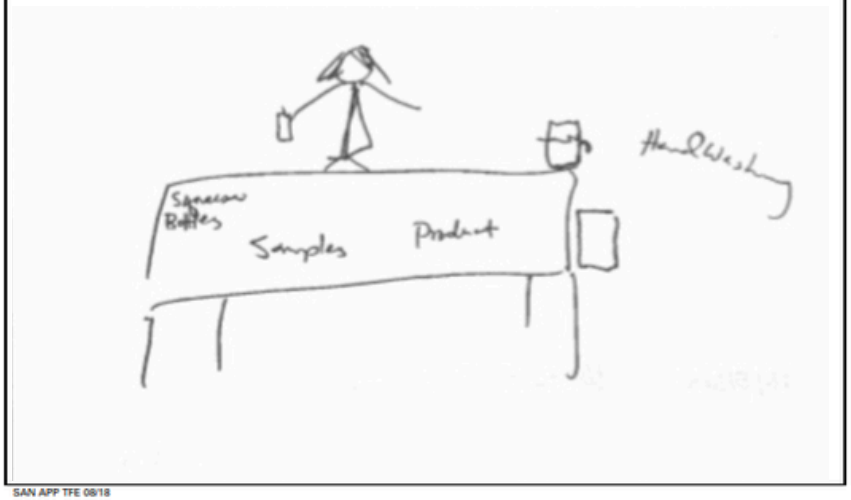


SAN APP TFE 08/18

DOH – Food Establishment Permit

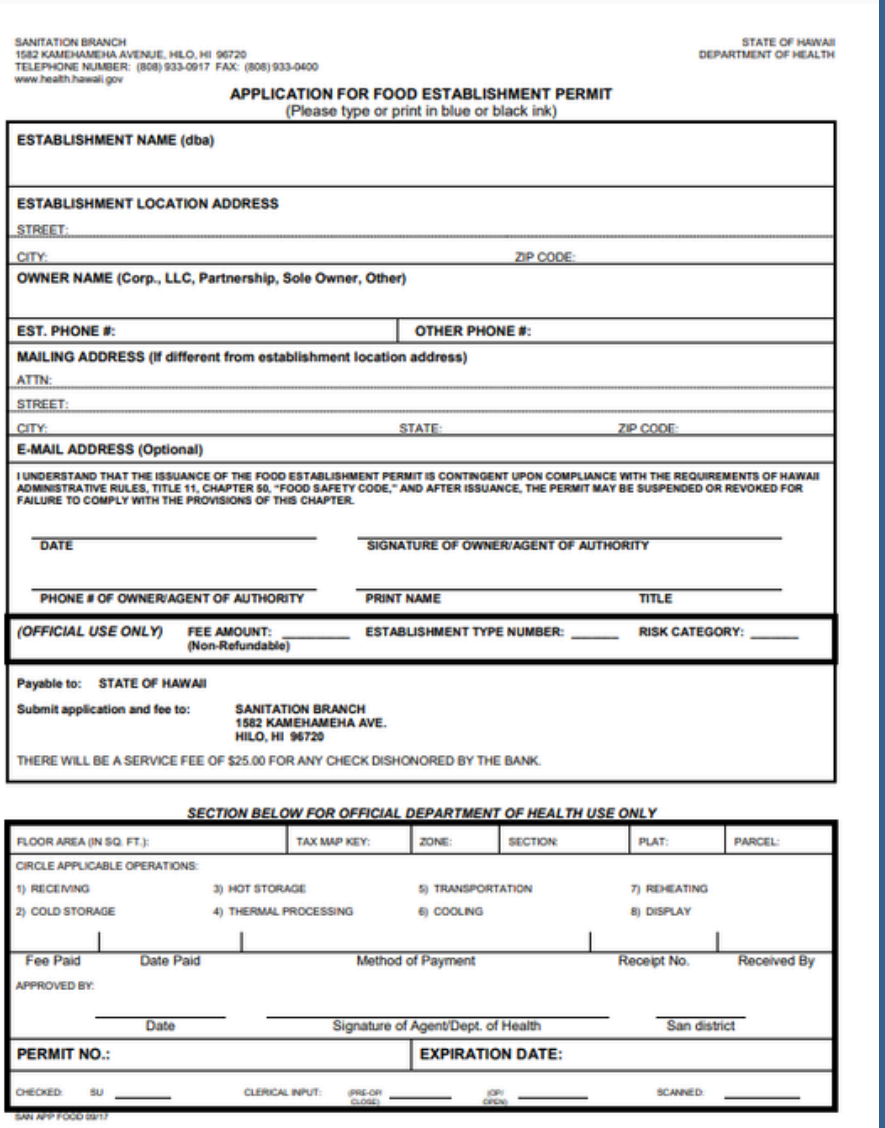
Food Establishment Permit - Requirements:

- Permit Application
  - Support Kitchen Use Agreement
- Fee - based on risk level
- Letter of Intent & Process Flow
- Label
- Food Handlers Certification ($9)
- HACCP Plan?



Many different types of FE permits, some like the Mobile Food Establishment Permit, have additional requirements.

DOH – Food Establishment Permit



SANITATION BRANCH
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TELEPHONE NUMBER: (808) 933-0917 FAX: (808) 933-0400
www.health.hawaii.gov

STATE OF HAWAII
DEPARTMENT OF HEALTH

APPLICATION FOR FOOD ESTABLISHMENT PERMIT
(Please type or print in blue or black ink)

ESTABLISHMENT NAME (dba)

ESTABLISHMENT LOCATION ADDRESS
STREET:
CITY: ZIP CODE:

OWNER NAME (Corp., LLC, Partnership, Sole Owner, Other)

EST. PHONE #: **OTHER PHONE #:**

MAILING ADDRESS (If different from establishment location address)
ATTN:
STREET:
CITY: STATE: ZIP CODE:

E-MAIL ADDRESS (Optional)

I UNDERSTAND THAT THE ISSUANCE OF THE FOOD ESTABLISHMENT PERMIT IS CONTINGENT UPON COMPLIANCE WITH THE REQUIREMENTS OF HAWAII ADMINISTRATIVE RULES, TITLE 11, CHAPTER 50, "FOOD SAFETY CODE," AND AFTER ISSUANCE, THE PERMIT MAY BE SUSPENDED OR REVOKED FOR FAILURE TO COMPLY WITH THE PROVISIONS OF THIS CHAPTER.

DATE SIGNATURE OF OWNER/AGENT OF AUTHORITY

PHONE # OF OWNER/AGENT OF AUTHORITY PRINT NAME TITLE

(OFFICIAL USE ONLY) FEE AMOUNT: _____ (Non-Refundable) ESTABLISHMENT TYPE NUMBER: _____ RISK CATEGORY: _____

Payable to: STATE OF HAWAII

Submit application and fee to: SANITATION BRANCH
1582 KAMEHAMEHA AVE.
HILO, HI 96720

THERE WILL BE A SERVICE FEE OF $25.00 FOR ANY CHECK DISHONORED BY THE BANK.

SECTION BELOW FOR OFFICIAL DEPARTMENT OF HEALTH USE ONLY

FLOOR AREA (IN SQ. FT.):	TAX MAP KEY:	ZONE:	SECTION:	PLAT:	PARCEL:

CIRCLE APPLICABLE OPERATIONS:
1) RECEIVING 3) HOT STORAGE 5) TRANSPORTATION 7) REHEATING
2) COLD STORAGE 4) THERMAL PROCESSING 6) COOLING 8) DISPLAY

Fee Paid | Date Paid | Method of Payment | Receipt No. | Received By

APPROVED BY:
Date Signature of Agent/Dept. of Health San district

PERMIT NO.: **EXPIRATION DATE:**

CHECKED: SU _____ CLERICAL INPUT: (PRE-OP/CLOSE) _____ (OP/OPEN) _____ SCANNED: _____

SAN APP FOOD 03/17

PERMIT FEES SCHEDULE

FOOD ESTABLISHMENT TYPE	s.f.[1] (size)	RISK CATEGORY	PERMIT FEE
Catering	-	1	$400
Catering	-	2	$300
Catering	-	3	$200
Food Manufacturer - small	≤1,000	1	$300
Food Manufacturer - small	≤1,000	2	$200
Food Manufacturer - small	≤1,000	3	$100
Food Manufacturer - large	>1,000	1	$400
Food Manufacturer - large	>1,000	2	$300
Food Manufacturer - large	>1,000	3	$200
Food Warehouse - small	≤1,000	-	$100
Food Warehouse - large	>1,000	-	$300
Hotel Main Kitchen/Banquet/Convention	-	1	$600
Hotel Main Kitchen/Banquet/Convention	-	2	$500
High Risk Institutional Kitchens	-	1	$400
Institutional Kitchens	-	1	$400
Institutional Kitchens	-	2	$300
Institutional Kitchens	-	3	$100
Market - small	≤1,000	1	$300
Market - small	≤1,000	2	$200
Market - small	≤1,000	3	$100
Market - large	>1,000	1	$400
Market - large	>1,000	2	$300
Market - large	>1,000	3	$200
Mobile Establishment	-	1	$300
Mobile Establishment	-	2	$200
Mobile Establishment	-	3	$100
Support Kitchen	-	1	$300
Support Kitchen	-	2	$200
Support Kitchen	-	3	$100
Restaurant - small	≤1,000	1	$300
Restaurant - small	≤1,000	2	$200
Restaurant - small	≤1,000	3	$100
Restaurant - large	>1,000	1	$400
Restaurant - large	>1,000	2	$300
Restaurant - large	>1,000	3	$200
Service Area - limited food prep	-	-	$100
Service Area - no food prep	-	-	$50
Any Food Establishment used only to prepare or serve food to the homeless without compensation, consideration, or donation by the person or persons being served	-	1	$0
Any Food Establishment used only to prepare or serve food to the homeless without compensation, consideration, or donation by the person or persons being served	-	2	$0
Any Food Establishment used only to prepare or serve food to the homeless without compensation, consideration, or donation by the person or persons being served	-	3	$0

DOH – Doc Review

Hyperlinks (click to visit website!)

- Dept of Health Permits
  - **Special Event Permits**
  - **Food Establishment Permits**
- Dept of Health Food Safety Branch - Website:
  - **https://health.hawaii.gov/san/**
- Dept of Health Food Safety Branch - Food Info Page:
  - **www.health.hawaii.gov/san/food-information/**
- Homemade Food Rules
  - **https://health.hawaii.gov/san/files/2019/09/HMF-handout-10.10.2025-1.pdf**

DOH – Permitting Review

- **Food Establishment Permit** - Requirements:
  - Permit Application
    - Support Kitchen Use Agreement?
  - Letter of Intent & Process Flow
  - Label
  - Food Handlers Certification ($9)
- **at Hilo Food Hub**
  - General Excise Tax License ($20)
  - General Liability Insurance ($289/yr)
  - Security Deposit ($200)
  - Plan A - 10hrs month/min ($230/mo)

HILO FOOD HUB
by Hoʻōla Farms

Uproot Origin

Points to Consider

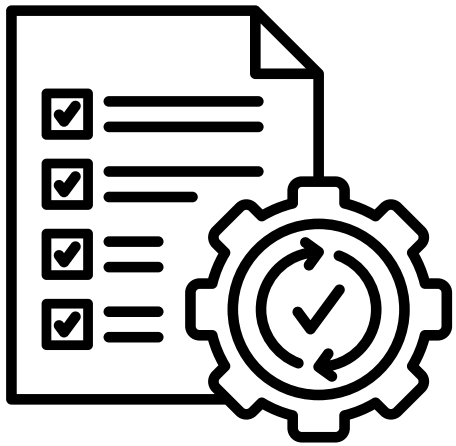
- Changing Recipes or Process Flow
  - will need to be written into the existing HAACP
- Ask first when it comes to new equipment
  - it will need to be approved and it will change your process flow/SOP
  - an easy modification to HACCP
- **Shelf Stability**
  - requires lab testing, be prepared for those expenses

Uproot Origin

Points to Consider

- Research & Development
- Traceability
  - Product and batch dates
- Flavor variations due to harvest and sourcing





Uproot Origin

Scaling

- Financing
- Sourcing and Suppliers
- Storage
- Hiring





Uproot Origin

Prep for Success



- Remember things take time
- Plan
- Prepare
- Learn



Uproot Origin

Strong Foundation

- Role
- Time
- Working with Others



Uproot Origin



QUESTIONS

Homemade Food Rules

HOMEMADE FOOD PRODUCTS

Hawaii Administrative Rules (HAR) Chapter 11-50 Food Safety

Homemade Food Operations are exempt from the requirement of a food establishment permit. An operator can use their home kitchen to produce a homemade food (HMF) product to sell directly to consumers or other retailers. Most foods allowed to be produced are limited to those that do not require time or temperature control to keep the food safe for consumption.

ALLOWABLE HOMEMADE FOOD PRODUCTS

As an HMF producer, you are allowed to make food products that do not require time/ temperature control for safety (TCS) to limit foodborne illness. This includes foods of plant origin that are pickled, fermented or acidified that have a pH ≤ 4.2 or a water activity (A_w) value < 0.88. This also includes products that contain cut tomatoes, such as salsa, that is held at 41°F or below.

This does NOT include dried meats, seafood, or fruits from the melon family.

Here are a few but not all, examples:

✓ Jams & jellies.
Baked goods without custard or cream fillings.
Pickles, kimchi, and salsa (plant foods only).
Juice sold direct to consumer.

✗ Beef jerky, dried aku, seafood, dried melons, dried tomatoes.
No vacuum packaging.
No canning except jams & jellies.

Homemade Food Rules

HAWAII ADMINISTRATIVE RULES

TITLE 11

DEPARTMENT OF HEALTH

CHAPTER 50

FOOD SAFETY CODE

UPDATE

Homemade Food Rules

"Home kitchen" means a kitchen designed and intended for use by the residents of a home.

"Homemade food products" means:

(1) Not time/temperature control for safety food produced or packaged in a home kitchen that does not include dried meats or seafood; and

(2) Foods of plant origin that are pickled, fermented, or acidified, except for cantaloupes and other fruits from the melon family, that are produced or packaged in a home kitchen that have a pH of equal to or less than 4.2 or a A_w value that is less than 0.88; provided that any homemade food product containing cut tomatoes, such as salsa, must be kept refrigerated at or below forty-one degrees Fahrenheit.

Homemade Food Rules

(c) Homemade food products and hand-pounded poi. Any person who operates a food establishment that produces or packages only homemade food products in a home kitchen or only produces hand-pounded poi shall be exempt from the provisions of this chapter, except that they shall remain subject to the inspection in accordance with section 11-50-8 and, the provisions of sections 11-50-10, 11-50-11, 11-50-14, and shall adhere to the following special conditions, violations of which shall constitute violations of this chapter:

Homemade Food Rules

(1) Obtain food safety certification in accordance with section 11-50-20(c);

(2) Ensure that a handwashing sink with appropriate cleaning compound is available at all times during food preparation activities and is used to maintain cleanliness pursuant to section 11-50-22(b) and (c);

(3) Label all food in accordance with the requirements of section 11-50-35(c);

Homemade Food Rules

(4) Distribute homemade food products:
  (A) Directly to the consumer, whether in person or remotely, including by telephone or the internet; or
  (B) An agent of the homemade food operator or a third-party vendor such as a food establishment, to the consumer; and
  (C) Delivered to the consumer by the homemade food operator, an agent of the homemade food operator or a third-party vendor such as a food establishment, by mail, or shipping;
(5) Distribute hand-pounded poi only directly to the consumer.

Homemade Food Rules

(4) Homemade food products shall bear a label with the following information:

(A) A statement that reads "Made in a home kitchen not routinely inspected by the Department of Health";

(B) The common name of the food or, if no common name exists, an adequately descriptive identity statement;

(C) If made from two or more ingredients, a list of ingredients and subingredients in descending order of predominance by weight;

(D) Notification of the presence of major food allergens;

(E) Name and contact information of the homemade food product producer;

HACCP Plans

- **Hazard Analysis and Critical Control Points**
  - Required for **high-risk food products**
  - Need is determined by your DOH inspector
  - Paperwork
- Understand the laws and regulations for your specific product.
- **John Nakashima** in Hilo is available on the island to help determine your classification and handles all technical forms needed to submit to the Health department

HACCP Plans



- **Specialized Process:**
  - Fermentation
  - Acidification
  - Jarring/canning
  - Drying/curing/smoking
  - Sous vide, vacuum-sealing or reduced oxygen packaging of perishable food items outside of raw meats or items to be frozen, non-continuous cook-chill processes.

HACCP Plans – Juice



- **Juice Wholesalers** - <u>required</u> by the **FDA**
  - online mail order
  - sold by another business's retail location
    - like Hawaii Farm-to-car
  - used in another food establishment

- **Any wholesale juice** product is **REQUIRED** to be processed under a Juice HACCP Plan and have some manner of **<u>pasteurization</u>**
  - Heat (like Uproot Origin's product)
  - Pressure-pasteurized (not common for small operations)
  - Chl-sanitizer exterior rind scrub & soak for highly acidic citrus juices

HACCP Plans – Juice



- Juice **sold by direct retail only**
  - poured from pitcher
  - or juice bottled and only sold in-house
- **<u>may be exempt</u>** from the HACCP and pasteurization requirement
  - labeled **"unpasteurized for retail sale only."**

HACCP Plans – Variances

Food Code Variances:

- If food establishment has **an operation or process that conflicts with the Hawaii Food Code** (Title 11 Chapter 50 Food Code) a variance is required.
  - A HACCP Plan is typically a pre-requisite to apply for variance.

- **Examples**: out of temperature food items, a variation of one of the specialized processes we listed, or a food item that has an inherently high risk associated with the product.

HACCP Plans – Meat

Wholesale Meat/Seafood Manufacturers:

- The wholesale operation of meat or seafood manufacturers fall under the jurisdiction of the Federal **USDA** for meat/poultry and **FDA** for seafood.
  - (except for small egg farms/wholesalers)

- These operations are not covered by the State of Hawaii Dept. of Health Food Safety branch,
  - Both the USDA and FDA require a HACCP Plan for their manufactured items as a pre-requisite item.

HACCP Plans – Meat

- Direct-to-consumer retail meat sales
  - **is covered** by the Dept. of Health
  - **May not be required to have a HACCP Plan** depending on their process and use of materials



HACCP Plans



- **Sprouts:**
  - Seeding and growing of sprouts or beans due to the inherent risks associated with their temperature and soil growing conditions
- **Cultured Products:**
  - Cultured products that require inoculation of starter culture media, bacterium, or similar. Items that also use food additives, chemicals not typically seen in a retail food establishment operation.
- **Less Common Scenarios:**
  - Operating an extended wet storage tank or depuration system for molluscan bivalve shellfish, custom processing, dressing or slaughtering of wild game animals.

Homemade Food to HACCPs



QUESTIONS

HAWAI'I FOOD BUSINESS
JUMP TO CONCLUSIONS MAP

