

Kauai County Farm Bureau

Affiliated with Hawaii Farm Bureau Federation

P.O. Box 3895 • Lihue HI 96766-6895

808-337-9944 (phone/fax) 808-652-3217 (cell)

kcfb@hawaiiantel.net

The Voice of Kauai's Agriculture



“KAUAI GROWN APPLICATION” (As of 5/15/10)

PROGRAM PURPOSE:

The Kauai Grown program was initiated by the County of Kauai through the Kauai County Farm Bureau as a way to promote purchase of locally grown products. The objectives of this program are to:

- Clearly identify Kauai grown agricultural products to the consumer
- Promote awareness of the benefits of buying local farm products and encourage purchase of locally ag products
- Deliver umbrella marketing tools to help locally producers and retailers market their Kauai Grown products

PROGRAM PARTICIPATION:

The program is designed for participation by:

- Kauai Farmers – the source of Kauai Grown products
- Manufacturers of value added products featuring Kauai Grown ingredients
- Retailers featuring Kauai Grown products – fresh or value added
- Restaurants/Chefs featuring Kauai Grown ingredients on the menu

KAUAI GROWN APPLICATION - AGREEMENT FORM

Thank you for your interest in the Kauai Grown Program. Please read the enclosed information. Once we have received your application, we will contact you to schedule a Farm Visit to verify origin of products. Mahalo!

BASIC INFORMATION

Your Name _____

Name of Business _____

Mailing address _____

Physical address _____

Best way to reach me is: _____ Phone _____ Cell _____ Fax _____ email

Business Phone _____ Cell Phone _____

Fax _____ Email _____

Type of business: Single ownership: _____ Partnership: _____ Corporation: _____

Do you carry product liability insurance in the amount of \$1 Million or more? _____ Proof of liability insurance will be required to participate in the program.

APPLICANT CATEGORIES: Please check ALL the categories that you are applying under. You may qualify under more than one section. (i.e. a farmer who raises produce and also produces a value added product.)

____ A) Farmer

____ B) Value added product manufacturer

____ C) Retailer

____ D) Restaurant/Chef

*****Please note that a farm or business visit is required to complete the application process.**

CATEGORY A: FARMER OR RANCHER

Are you a farmer or rancher? ** Yes _____ No _____

If yes please indicate status: Fee/owner _____ Lease/Rent: _____

Full Time Farmer _____ OR Part time Farmer _____ Total producing acreage _____

Location of Farmland (TMK) _____

****Please note:** Only Farmers may participate in this section of the program.

Fresh Product Information: Please list each type of freshly grown Kauai products that you raise for sale (example: fruits, vegetables, aquaculture)

Farm Fresh Products	Seasonality
1) _____	
2) _____	
3) _____	
4) _____	
5) _____	

Point of Sale: Please identify where you currently sell these products (please check all that apply, for information):

____At the farm ____Farmers markets ____Retail ____Wholesale ____Restaurants/caterers ____Farmers COOP

Do you produce value added products on your farm? ____ Yes ____ No (If Yes, complete Section B as well)

Information to publish in Kauai Grown Directory (please print here as you would like it listed):

Name of Farm: _____ Name of Farmer or Farm Family: _____

Farm location (note: if you do not handle customers on your farm, only the area of the island will be listed (i.e. Kilauea)

Please provide a short description of your farm and products for the Kauai Grown directory (for publication):

Please list locations where the consumer can currently find your products (for publication):

Please identify any types of certifications or awards this farm or product has received (i.e. certified organic, winner of XYZ foods competition, etc)

Preferred way for potential customers to contact you: _____

Please list membership in any Agricultural organizations _____

CATEGORY B. PRODUCER OF KAUAI GROWN VALUE ADDED PRODUCTS: Please list each type of Kauai Grown value added agricultural product that you manufacture:

Product	Seasonality
1) _____	_____
2) _____	_____
3) _____	_____

Do you grow the ingredients for your product on your own farm? Yes _____ No _____
**If YES, Please complete section A above.

Where is the product manufactured? _____

Do you have your own certified kitchen? Yes _____ No _____

If not on your farm, please identify the source farms where the Kauai Grown ingredients are obtained as well as a contact for verification:

Product composition: Please identify the composition of your product below. ****Note:** products must contain over 50% Kauai Grown ingredients by weight or volume to be considered for the program.

My product contains _____ percent Kauai Grown ingredients.

Other ingredients that are not grown on Kauai include: _____

Please identify where you currently sell these products (please check all that apply, for information):

____At the farm ____Farmers markets ____Retail ____Wholesale
____Restaurants/caterers ____Farmers COOP ____ Other (please identify _____)

Please provide a brief (25-50 word) description of your value added products for the Kauai Grown directory:

Please list locations where the consumer can currently find your product (for publication):

Please identify any types of certifications or awards this product has received (i.e. certified organic, winner of XYZ foods competition, etc)

Preferred way for potential customers to contact you: _____

Please list membership in any Agricultural organizations _____

CATEGORY C: RETAILER OF KAUAI GROWN PRODUCTS: Please list all of your retail outlets that will carry Kauai Grown products:

Name of Retail outlet	Location
1) _____	_____
2) _____	_____
3) _____	_____

Please list the Kauai Grown products that you carry below. Kauai Grown retailers must have a dedicated section or shelf space to highlight these products.

Product Name	Farm or Producer
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____
5) _____	_____

Please list contacts below for verification that you carry their product (may attach separate sheet)

Would you like to be in contact with more farmers and Kauai Grown product producers through this program?

_____ Yes _____ No

Please provide a brief (25-50 word) description of your retail outlet(s) and products for the Kauai Grown directory:

Please list retail locations for the directory:

Preferred way for potential customers to contact you: _____

Promotional materials: What point of purchase materials would be most useful to you in promoting Kauai Grown Products? Please rank in order all that apply:

- _____ hanging poster/banner to identify retail section
- _____ shelf talkers or cards to identify farms/farmers where products produced
- _____ listing in Kauai Grown directory – print
- _____ listing in Kauai Grown directory – online
- _____ PR/articles on where to find Kauai Grown products and how to use them
- _____ canvas bags with Kauai Grown labels for customer purchase
- _____ other _____

CATEGORY D: RESTAURANT FEATURING KAUAI GROWN PRODUCTS: Please list all of your locations that prominently feature Kauai Grown products:

Name of Restaurant	Location
1) _____	_____
2) _____	_____
3) _____	_____

Please indicate how Kauai Grown ingredients are prominently featured on your menu. Please list examples of specific menu items you regularly carry featuring Kauai Grown ingredients.

What percentage of your ingredients would you say are purchased locally? _____

Please list the farmers and ranchers whose products you currently feature or carry:

Product Name	Farm or Producer	Contact for verification
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____
5) _____	_____	_____

Please provide a brief (25-50 word) description of your restaurant and how Kauai Grown products are used to include in the directory:

Preferred way for potential customers to contact you: _____

Promotional materials: What point of purchase materials would be most useful to you in promoting Kauai Grown Products? Please rank in order all that apply:

- _____ framed certification
- _____ window decal
- _____ hanging poster or banner
- _____ Kauai Grown logo for use in identifying menu items featuring local ingredients
- _____ listing in Kauai Grown directory – print
- _____ listing in Kauai Grown directory – online
- _____ PR/articles on where to find Kauai Grown products and how to use them
- _____ canvas bags with Kauai Grown labels for customer purchase
- _____ other _____

KAUAI GROWN PLEDGE AND WAIVER (DRAFT)

I have read the contents of "Kauai Grown program guidelines," which is incorporated herein by reference, and agree to the terms set forth. I understand that the Kauai County Farm Bureau has the right to terminate this application/agreement if I do not abide by the rules and requirements set forth in "Kauai Grown program guidelines" or if I conduct myself in a manner that is injurious to the best interest of Kauai County Farm Bureau and its purposes.

Participating Farmers and Ranchers pledge to:

- 1) Guarantee your products for sale, that they are cleaned and washed (sanitation) and ready for safe consumption
- 2) That all products meet minimal grading requirements in all product and are free from bruising, decay, rot spots, soft spots, scaring from mechanical damage or other. That they are mature, with good color and flavor.
- 3) That you have followed specific guidelines on usages of fertilizers, and pesticide, and that time has been allowed for harvest after pesticide applications to assure food safety for consumers, if applicable
- 4) That products are branded accurately (i.e. that "certified organic products" are indeed certified)
- 5) and that you can show that you are aware of food safety concerns for the products you are selling.

Participating Value added producers pledge to:

- 1) Guarantee your product quality to consumers
- 2) The ingredients profile you provided is accurate and complete
- 3) That Kauai Grown ingredients are utilized wherever possible
- 4) Products are ready for safe consumption, were prepared in a commercial kitchen and follow all DOH requirements
- 5) and that you can show that you are aware of food safety concerns for the products you are selling.

Participating retailers pledge to:

- 1) Provide a dedicated Kauai Grown section or shelf space to promote local products
- 2) Carry and promote Kauai Grown products are carried and promoted wherever possible
- 3) Work with agricultural producers to increase our ability to meet the needs of the market

Participating restaurants, chefs and caterers pledge to:

- 1) Source fresh Kauai Grown ingredients locally as much as possible
- 2) Promote use of Kauai Grown agricultural products at your restaurant location
- 3) Work with agricultural producers to increase our ability to meet the needs of the market

Kauai County Farm Bureau assumes no risk; and by acceptance of this Waiver, Participant expressly releases Kauai County Farm Bureau program, its directors, officers, staff, employees and representatives of and from any and all liability for any damage, injury or loss to any person or property which may arise from the performance, by Participant, and agrees to hold and save Kauai Grown, its directors, officers, staff, employees and representatives harmless of and from any loss or damage by reason thereof.

Date _____

Signature of authorized individual representing vendor

Print Name of authorized individual representing vendor

MAHALO FOR YOUR APPLICATION. COMPLETED APPLICANTS WILL BE CONTACTED FOR A FARM, FACTORY, RETAIL OR RESTAURANT VISIT TO VERIFY YOUR APPLICATION INFORMATION. ACCEPTANCE INTO THE PROGRAM WILL BE CONFIRMED FOLLOWING THE VISIT.

For any questions concerning the program, please email kcfb@hawaiiantel.net or call 337-9944.

**Please mail to:
Kauai County Farm Bureau
Box 3895
Lihue, HI 96766
or fax to: 337-9944**