

KOHALA FOOD HUB

Growers & Artisans Welcome Packet



www.kohalafoodhub.com



Hello there!

Mahalo for signing up as a producer with Kohala Food Hub and for contributing to local food security within our community! We're thrilled to have you join us and we are here to support you in your food business journey.

Our team has put together this packet to ensure that you have all the information you need, and also so that our day-to-day operations can run as smoothly as possible. Please take your time to carefully read over the information we have provided. If you have any questions in the future, please refer back to this packet or the LFM tutorial.

- Kohala Food Hub Team

manager@kohalafoodhub.com | (808) 896-3179

 @kohalafoodhub  @KohalaFoodHub

Meet Your Team



Maya Parish

Director

✉ director@kohalafoodhub.com

As the fearless leader of KFH, Maya works behind the scenes to support the continuation and growth of our multi-farm CSA, online marketplace, community food programs, wholesale accounts and more!

Kristen Nicole

Manager

✉ manager@kohalafoodhub.com

Kristen leads communications with both producers and customers, assisting with grants and strategic planning/management.



Lina Jacobs

Assistant Manager

✉ admin@kohalafoodhub.com

Lina is in charge of operations including inventory, producer management and food safety. Overseeing produce ordering, receiving, portioning, and packing.



How It Works

01

Register

Create an account on Kohala Food Hub's Local Food Marketplace and join as a producer. See LFM tutorial document for instructions.

02

List Products

Before the market opens on Friday at noon, list your available products, quantities, and pricing on our online marketplace.

03

Receive Pick List

Customers shop the online market from **Friday at noon to Tuesday at noon** each week. You receive a list of all of your orders on **Tuesday at 12:30 p.m.** via email.

04

Drop Off Items

Drop off your items to Kohala Food Hub in Hawi from **8:30 - 10:30 a.m. on Wednesdays.**

05

Receive Payment

ACH Direct Deposit to receive weekly payment for your orders. Cash payment if total sales are less than \$30.



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Interested in Selling Your Produce in Bulk?

WE ARE ALWAYS LOOKING FOR NEW GROWERS TO JOIN OUR MULTI-FARM CSA & COMMUNITY FOOD PROGRAMS.



Contact Us

Contact our Manager Kristen by **Friday at noon** to discuss poundage, pricing, and logistics. Her phone number is (808) 896-3179.



Deliver Produce

Drop off your produce from **8:30 - 11 a.m. on Wednesdays**. We will weigh it out upon arrival.



Get Paid

Receive payment within a week through direct deposit.



Having a standing order with Kohala Food Hub for its CSA allows me to be much more efficient as a farmer in my nursery, in my plantings, and in my harvest. No longer do I have to plant and harvest with a hope that maybe I will sell it. Standing orders allow me to grow more produce and sell more produce.

- Howie, Lotus Cafe / Kailand



Frequently Asked Questions

Do I need to list products every week?

No, producers are not required to list or sell every week. When registering as a new producer, you can decide whether or not to autofill the availability of your products each week.

How much should I list my product for?

While you ultimately set your own prices for your products, we strongly encourage you to follow the guidelines in our Suggested Base Rate Sheet in order to ensure maximum sales. For further guidance, please reach out to us directly.

How much is my product marked up?

As of 3/23, prices are automatically marked up 35% for Retail customers, 30% for Kupuna customers, and even less for Wholesale customers. We pride ourselves on maintaining unusually low mark-up percentages so we can offer a higher price than most to our producers while keeping access to healthy fresh and local food open to our lower income community members. Mark-ups are subject to change. Our mark-ups help us to cover our operational costs, but do not do so entirely. You are paid the base price you set for your products.



Frequently Asked Questions (cont.)

How do I sign up for direct deposit?

Simply bring us a voided check when you drop off your items on Wednesday and we'll get you set up! The voided check must be for a checking account, not a savings account. Double check that the address listed on the check is accurate.

Who do I contact for support with adding or adjusting my products?

Contact our Manager at manager@kohalafoodhub.com for any support you need navigating Local Food Marketplace. You can also call our Manager Phone at (808) 896-3179.

If I am selling a value-added product, do I need to use a certified kitchen?

Under HAR 11-50-3, homemade food sales are allowed and exempt from the requirement of a food establishment permit. Approved homemade food products include baked goods, nut butters, jams, confections, cereals, and spices. Foods not allowed include fermented foods, acidified foods, canned foods, dried meats or seafood, and garlic in oil. Please see the provided handout for more details.

Can I list a product even if I have a small quantity?

Yes! We welcome farmers and artisans who produce at all scales! There is no minimum quantity to list on our online marketplace.



Mahalo from the Kohala Food Hub Team

We are excited to have you join us in our efforts to increase access to fresh, local food within the North Kohala community and beyond! We cherish the producers we work with and could not do this without you. We are fully invested in supporting farmers and artisans on Hawai'i Island to grow their markets, revenue, and opportunities, and in turn contributing to a vibrant local food system for all.

