

Hawaii Coffee Checkoff Program



What is a Checkoff Program?

A commodity checkoff program collects funds through a checkoff mechanism, sometimes called checkoff dollars, from producers of a particular agricultural commodity and uses these funds to promote and do research on that particular commodity. The organizations must promote their commodity in a generic way, without reference to a particular producer. Checkoff programs attempt to improve the market position of the covered commodity by expanding markets, increasing demand, and developing new uses and markets. Because individual producers of nearly homogeneous agricultural commodities cannot easily convince consumers to choose one egg or orange or a single cut of beef over another, they often have joined together in commodity promotion programs to use generic advertising in an effort to expand total demand for the commodity, with the objective of helping their own sales as well. Activities are intended to expand both domestic and export demand; examples include advertising, nutrition education, and research to improve product quality and appeal, market research studies, and technical assistance. These activities are often self-funded through assessments on marketings - hence, the name check-off programs.

Source: Wikipedia

Major Checkoff Organizations (USA)

- Almond Board of California
- American Egg Board
- American Lamb Board
- Cattlemen's Beef Promotion and Research Board
- Cattlemen's Beef Board
- Christmas Tree Promotion Board
- Cotton Board
- Dairy Management Inc.
- Mushroom Council
- National Honey Board
- National Watermelon Promotion Board
- National Peanut Board
- National Pork Board
- National Processed Raspberry Council
- Popcorn Board
- U.S. Highbush Blueberry Council
- United Soybean Board
- United States Potato Board

got milk?



The incredible edible egg™
American Egg Board



pork
The Other
White Meat®

PEANUTS:
ENERGY
for the
good life.



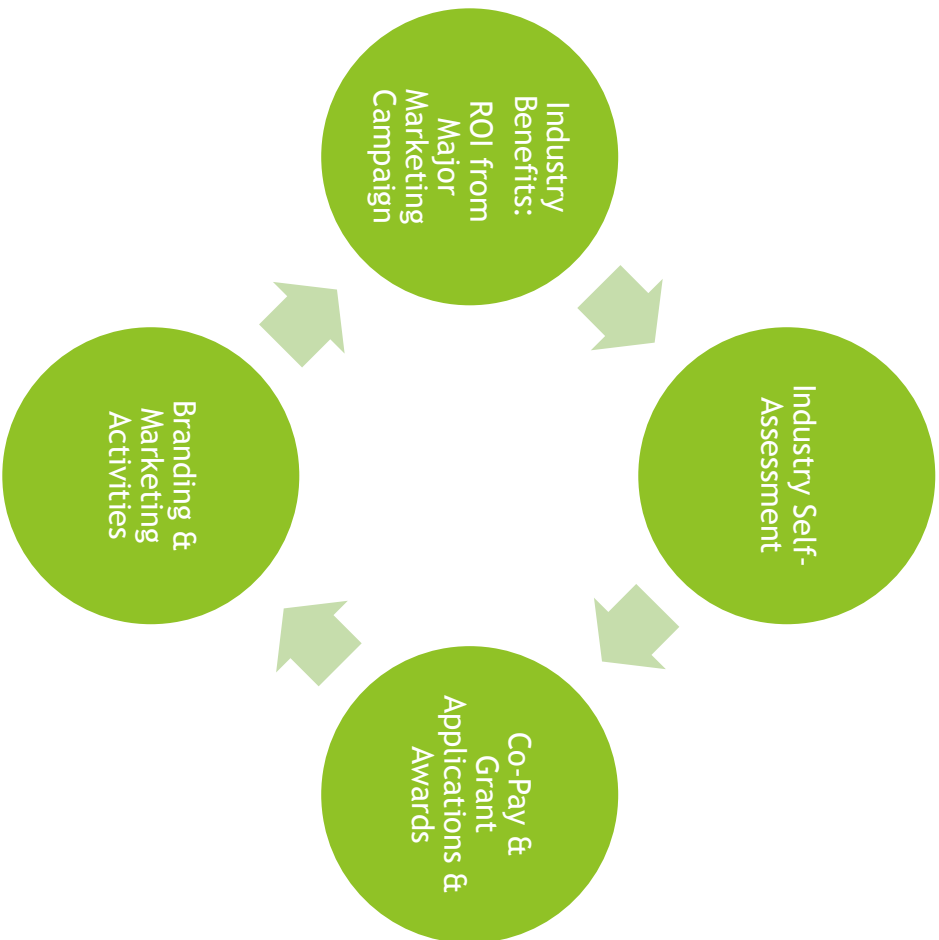
Funded by The Beef Checkoff

Examples of Marketable Attributes of Hawaii-Grown Coffee

- Implementation of Integrated Pest Management (IPM) practices
- Leverage Recognizable Hawaii-origin Imagery & Perceptions
- Food Safety Certification
- Resource Conservation
- Traceability
- Minimum wage
- Sustainable practices (environmental, social, and/or economic)
- Fair trade
- Wildlife habitat preservation and/or enhancement

Examples of Potential Hawaii-Grown Partner Industries

- Avocado
- Floriculture
- Fresh vegetables
- Honey
- Macadamia nuts
- Nursery crops
- Papaya
- Pineapple
- Tropical Fruits
- Value-added products that Hawaii's specialty crops as a primary ingredient



Objective	Action	Responsible Party(ies)
Objective 1: Establish the checkoff organization, by laws and governance	Draft by-laws & Directors, establish entity	Staff, legal contractor, stakeholders
Objective 2: Develop the logo & brand identity	Engage contractor	Project Staff and Contractor, with Board Approval
Objective 3: Secure state and federal trademark protection	Register with DCCA and engage with mainland legal	Project Staff, legal
Objective 4: Outreach to producer groups and processors; develop crop-specific & marketable participation criteria	Conduct outreach via meetings and other communication to engage project participants.	Project staff, Industry leaders
Objective 6: Leverage private industry funds	Utilize funds raised for additional marketing resources	Project staff
Objective 7: Design and begin executing marketing campaign		Project staff

Questions?

Mahalo!

