

WHERE WE ARE, AND WHERE WE CAN GO

2016 MAP PROGRAM



MAP Program: a quick explanation

SHAC - Synergistic Hawaii Agricultural Council, consists of 3 Hawaii commodities: Coffee (represented by HCA), Flowers/Horticultural (represented by HFNA), papayas (represented by HPIA)

MAP - Market Access Program

MAP is a program administered by the USDA's **Foreign Agricultural Service (FAS)** targeting export markets with our product. In 2016, the target market for Hawaii Coffee is Canada.

FAS is the entity funding our BotaniGuard program via our Technical Assistance for Specialty Crops (TASC) grant. The grants were written by SHAC, with lots of guidance and assistance from both HCA representatives and also our grant administrator. Our current TASC funds only allow for one year of funding.

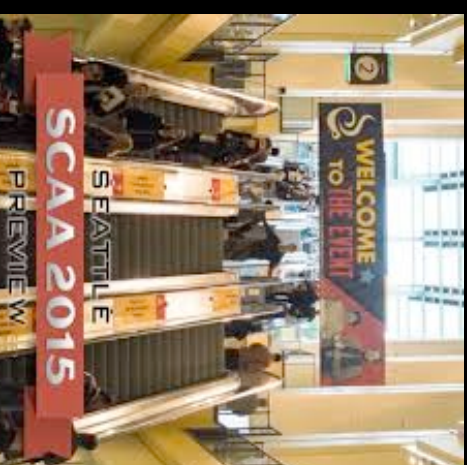
FAS requires any commodity group that receives a TASC grant to also access their MAP grant program. Minimum grant amount is \$100,000. For that amount, a 10 percent co-pay is required (\$10,000).

FAS is looking for a 10-to-1 return on their money. So, for their \$100,000 in investment they are looking for exports totaling \$1 million or more - particularly to our target market.

WE MUST SUCCEED WITH THE MAP PROGRAM TO CONTINUE TO ACCESS THE TASC GRANT FOR BOTANIGUARD.

2015 MAP EVENTS:

- April 2015: SCAA
Convention, Seattle



2015 MAP Events:

2015 EAT! VANCOUVER, VANCOUVER BC, CANADA

2015 SUMMER FANCY FOOD SHOW, NEW YORK, NY



2016 Consumer Outreach

HAWAII TASTE OF COFFEE VIDEO



REPORTED SALES FIGURES

2015 REPORT TO FAS FOR HAWAII COFFEE SALES TO CANADA:

2010: \$277,975

2011: 152,620

2012: 1,410,535

2013: 572,340

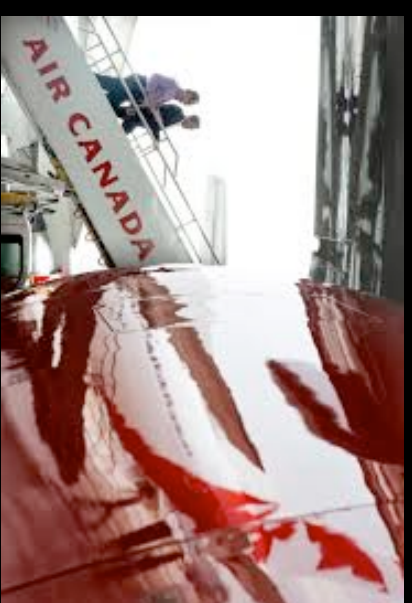
2014: 1,511,245

2015: 340,621



HOW CAN WE MOVE FORWARD?

- 2016: Marketing campaign highlighting each producing region
- 2017: expand target markets to include Asia (additional to Canada)
- 2017: In-flight entertainment options, Hawaiian coffee specific quality program



WHAT DO WE NEED FROM THE HAWAII COFFEE COMMUNITY?

YOUR SUPPORT!!!



Donated \$10,000 co-pay for MAP Grant for 2016.

Who can help with the co-pay for 2017?

WHAT WE NEED FOR SHAC:

-VOLUNTEERS OR PAID STAFF: BOOKKEEPING, ACCOUNTING, COMPLIANCE, GRANT WRITING

-REPORTS OF SALES TO EXPORT MARKETS, AND TO CANADA IN PARTICULAR. WE CAN HAVE THIS DONE IN AN ANONYMOUS FASHION SO THAT COMPANY DETAILS ARE NOT SHARED...BUT WE MUST SHOW SOME SUCCESS WITH THE MARKETING.

-SUPPORT FOR THE TASC PROGRAM: CONTINUE TO DO SURVEYS, PURCHASE BOTANIGUARD, SPRAY AT THE CORRECT TIME FOR YOUR FARM.

THE MARKET ACCESS PROGRAM IS IMPORTANT, AND USEFUL...AND WE ARE HEADED IN THE RIGHT DIRECTION. BUT WE NEED MORE HELP FROM THE MEMBERSHIP TO SEE IT THROUGH.