

# Act 100, Action Plans FY02 – FY06 Target/Tasks

**Division: AGRICULTURAL DEVELOPMENT**

**Program Objective:**

To assist in the market research, planning, development and expansion of agricultural industries through the collection and dissemination of agricultural and marketing information; and market development and promotion of agricultural products.

## **PRIORITY GOALS & OBJECTIVES**

**Departmental Objective Being Pursued:**

1. To facilitate the growth of existing & new agricultural products & by-products for local & export sales.

**Program Goal:** To contribute to the Department's annual growth rate goal of 2.9% in farm gate value of diversified agriculture.

In 2000 diversified agriculture is estimated to contribute approximately \$458.8 million to Hawaii's economy at farm gate. The targeted goal for 2005 is \$525.2 million, an increase of \$66.4 million for the five years or 14.5%. That figure does not include value added components such as, canning, puree, fresh packing, custom mixes, nutraceuticals, processed foods, etc.

To compete, grow and prosper in today's global economy, producers must promote local consumption as well as find out of state markets for their products. They must have price and supply information to help make sound business decisions. Market research information on tariffs, import restrictions, labeling requirements, shipping, distribution and consumer trends is essential to determine markets and products offering greatest potential success and aids the producer in preparing their products for export. It is also desirable to participate in appropriate promotional activities to gain market exposure for their products.

Many of Hawaii's producers lack the resources or expertise to accomplish important marketing tasks without assistance and leadership.

The Agricultural Development Division can play an important role in providing the needed assistance by:

## **MARKET DEVELOPMENT**

- Promoting increased usage and viability of the "Hawaii Agricultural Products" database on the Internet to increase exposure of Hawaii producers and their products to worldwide markets and buyers.

- Promoting “Made in/Grown in Hawaii with Aloha” logo program to trades and consumers to utilize Hawaii’s positive image of life style, healthfulness and quality, to add value to Hawaiian products.
- Assisting companies in obtaining access to other funding sources through FAS Market Access Programs and provide counseling and training to improve export readiness.
- Assisting agricultural industries with “matching funds” promotional contracts that are critically reviewed and monitored for results oriented action plans that address the specific industry’s number one obstacle to profitable sales growth.
- Providing promotional opportunities through DOA lead activities such as trade missions, suitcase shows, research projects and WUSATA generic market access programs.

### **TIMETABLE TO ACCOMPLISH GOAL**

<u>Identify Target/Task</u>	<u>FY02</u>	<u>FY03</u>	<u>FY04</u>	<u>FY05</u>	<u>FY06</u>
1. Increase number of producers listed in internet database to 960	850	890	920	940	960
2. Increase links from other agricultural and search engine sites to 40	25	30	35	40	40
3. Increase number of participating companies in Grown in Hawaii with Aloha logo program to 125	25	50	75	100	125
4. Provide systematic procedure to regularly update and maintain database accuracy	X	X	X	X	X
5. Trade targeted educational material for logo program	X	X	X	X	X
6. Consumer targeted awareness campaign for logo program	X	X	X	X	X
7. Logo participation as prerequisite for DOA sponsored promotional events	X	X	X	X	X
8. Maintain number of participating companies in WUSATA Branded Program at 6	6	6	6	6	6

9. Conduct local generic Export Ready Program	X	X	X	X	X
10. Develop additional, industry specific Export Ready elements and information	X	X	X	X	X
11. Evaluate and approve industry “matching funds” contracts based upon measurable action plans targeted at the industry’s most critical problem.	X	X	X	X	X
12. Sponsor and lead promotional activities such as, trade missions, suitcase shows, research projects and WUSATA generic projects	X	X	X	X	X

**MARKET ANALYSIS and NEWS**

- Develop an “Agricultural Information System” that can be used as a comprehensive source of information for market planning, market research, and economic and policy analysis. For example, one newly planned activity is:
  - A regularly published “Outlook Report”, targeted at local producers, summarizing and analyzing pertinent worldwide information on trade, price, supply and demand trends that could influence the growing, production and marketing decisions of Hawaiian companies.
- In a globally competitive, information-driven economy, timely and relevant information is important in achieving business success. The Market Analysis and News Branch is aiming at pro-actively providing this information for business decision making and as basis for program development and policymaking. Our target groups are farmers, food processors, trade representatives, other HDOA and government units, and policy makers. The tasks below are targeted to help achieve this objective.

**TIMETABLE TO ACCOMPLISH GOAL**

<u>Identify Target/Task</u>	<u>FY02</u>	<u>FY03</u>	<u>FY04</u>	<u>FY05</u>	<u>FY06</u>
1. To compile, analyze and report on trade, prices, market supply and demand trends for agricultural and food products (4 per year).	X	X	X	X	X
2. To initiate “Market Outlook Reports” by FY-02 (up to 2 per year).	X	X	X	X	X

3. To evaluate market development programs to determine their economic effectiveness and efficiency (two per year).	X	X	X	X	X
4. To assist in resolving at least one major transportation-related issues affecting Hawaii's agricultural entrepreneurs.	X	X	X	X	X
5. To conduct "Needs assessment" to identify important areas of need for market and economic information and prioritize reporting activities	X		X		X
6. To restructure data collection and reporting activities based on (I) above.	X	X			
7. To increase the number of fax and internet subscribers to market reports by 2% per year.	X	X	X	X	X
8. Initiate downloadable data access for further analyses by subscribers.		X			
9. To include annual price and supply reports in the Branch homepage (1 per year).	X	X	X	X	X
10. To provide links to relevant market and economic research sites in the Branch homepage.	X	X	X	X	X