

# Agribusiness Development Corporation

## OUTSIDE TRENDS

- Lack of \$\$, Wal-Mart, etc getting consumers accustomed to low import prices; difficult to be profitable.
- 100% inspection for all freight due to FED regs
- Poor understanding of how ADC works, what our role is within community, state & University
- Worldwide financial situation & high cost of fuel

## POLITICAL CLIMATE

- CREEP-more rules and regulations being imposed
- ADC is in the executive branch through DOA under governor & state budget. ADC no longer has exemption from procurement rules
- Legislature expects ADC to solve all problems relating to agriculture
- Legislature expects us to solve all the problems ourselves
- Ag fighting ag for same resources—energy, food, etc.

## ECONOMIC CLIMATE

- Scarcity of govt funds, fuel, petro products
- AG lands being used for residential lots
- Agriculture needs to be profitable
- ADC must raise own funding for staff and projects
- General funds for ADC is questionable.
- Loans for small businesses available through DOA

## INTERNAL TRENDS

- Land is becoming available
- Deteriorating ag irrigation systems
- Economy-costs are going up in goods, transportation
- High electrical costs affect processing
- Talk buy local, not doing it
- Stricter regulations for food safety, food security
- Hawai'i Local ag promotion partnerships w/ HI Food Industry Association
- YB may not ship loose cargo

## CUSTOMER NEEDS

- Irrigation and infrastructure
- Long term land leases
- Labor and housing
- Capital
- Facilities
- Research on crops
- Marketing of ADC
- Develop Export markets
- Transportation
- Identify important ag lands

## UNCERTAINTIES

- Land issues, where are the good lands?
- What is ADC's role in the infrastructure and upcoming issues?
- What is the timeframe for transitions?
- What are crops that can be grown on ag lands in specific areas? Who is looking into this?

## TECHNOLOGY FACTORS

- Cost of feed, cattle, etc. Introducing Browse Feeding
- New processing of food to address food safety.
- Find local source of fertilizer i.e. cover crops for nitrogen, use of food waste to create new fertilizer
- Need mechanical technology that fit our size of operation to cover labor shortage & bring overall efficiencies