



Maui Food  
INNOVATION CENTER



*Mark your calendars...*

## Workshop Series

October 6, 2023 @ 12 pm

### Food Truck Start Up

Presented by: Chef Kyle Kawakami

12pm via In-person & ZOOM - FREE

Laulima Building, Room 225

Sign up TODAY

October 13, 2023 @ 12 pm

### Getting Your Product to Market - Locally, US and Abroad

Presented by: Gabriel Pascual

12pm via ZOOM - FREE

Sign up TODAY

November 7 & 8, 2023

### Food Dehydration

Presented by: Hawaii Master Food

Preservers, 9 am - 5 pm

In-person - Cost \$99

Laulima Building, Room 106

Register here:

<https://forms.gle/mjoZWmqqtYFwH2hA7>

*What you will find inside...*

- SWAM visit to the MFIC
- Baldwin HS MFIC Curriculum
- Meet our Staff
- Current Course Offerings
- MFIC Pilina Facility Ready for Use!
- Calling All Local Farmers !!

## Announcing the MFIC Pilina Facility Grand Opening & Blessing

UHMC announces the Grand Opening and Blessing of the innovative first-in-the-state MFIC Pilina Facility Commercial Kitchen and Educational Center. The MFIC offers non-credit courses to assist entrepreneurs with Start Up Businesses, Concept to Consumer, Food Manufacturing and Pitch presentations. Use of the Commercial Kitchen is an integral part of bringing the value-added food products to the marketplace. The **Pilina Facility project journey began** when Representative Kyle Yamashita visited the Rutgers Food Innovation program in New Jersey and he envisioned bringing this concept to Maui. On **Monday, November 6, 2023 at 8:30 am**, please join us in celebrating the Grand Opening and Blessing of our Maui Food Innovation Center Pilina Facility. We will have both former and current student showcases, providing product samples. Partner educational organizations will be present.

There will be Product Giveaways, Continental Breakfast & Kitchen Tours available.

UH Maui College  
Pilina Building Rm 225  
310 W. Ka'ahumanu Ave  
Kahului, Maui, HI 96732

For information call  
808.984.3850. RSVP.



We, at the UH Maui Food Innovation Center (MFIC), send our **ALOHA** & prayers to those affected by the recent wildfires in Lahaina, Kula, and Kihei.

MFIC program, facility and staff are in full support of all efforts to support our students, faculty, staff and community through these difficult times.



#MauiStrong



## Meet our staff...

**MFIC is thrilled to announce our team:**

**Instructors:**

- Vincent Domingo, PhD - Entrepreneurship
- Angela Gannon, MEd - Marketing/High School Pathways
- Douglas Paul, AAS, PCQI - Food Manufacturing

**Operations and Facilities:**

- Douglas Paul, AAS, PCQI
- Ian Stewart, MBA

**Food Safety/Curriculum:**

- Chris Morakis, BS Chemistry
- Karen Tanaka, MS Nutrition

**Program Manager:**

- Currently Under Recruitment

**Director:**

- T. Karen Hanada, MBA, CPP, PCQI

## MFIC Welcomed the Senate Ways & Means Committee - July 25, 2023

The MFIC proudly hosted the Senate Ways & Means Committee during their visit to Maui, Molokai and Lana'i. The esteemed guests were given a comprehensive tour of the state-of-the-art Pilina Facilities, which included a visit to the "Cold Processing," "Dry Processing," "Wet Processing," and "Labeling" rooms. The guests were delighted to sample products provided by former and current MFIC students. It was an honor for us to showcase our facilities and the skills of our students to such distinguished visitors.

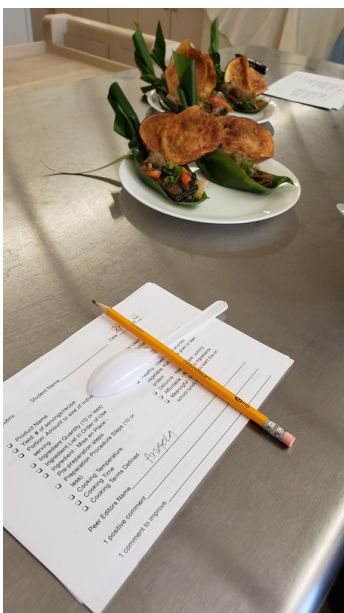


## MFIC's On-going Partnership with State DOE Office and Maui County High schools

We are delighted to announce that MFIC is continuing its partnership with the State DOE Office of Curriculum Innovation and Development, led by Troy Sueoka and his team. Our courses are designed to be fully aligned with the Ag Food Production Business program of study within the AFNR pathway, ensuring that students receive the best possible education.

Last year (2021-22), 11 students from Baldwin High School (BHS) completed our non-credit course, making them eligible for BUS 125 (3 credit course) equivalency at UHMC.

This year (2022-23), we are proud to have 51 BHS students currently enrolled in the MFIC program. We are also in talks with teachers from King Kekaulike and Maui High School to extend this opportunity to their students.



**Taste testing/Evaluations being conducted on Baldwin HS entries into the Hawaii Gas Co contest - "Localicious"**



## MFIC Pilina Facility - Ready for Use!

The Maui Food Innovation Center (MFIC) is an ambitious project that began over a decade ago with the goal of providing a versatile incubator food manufacturing facility to students, local businesses, farmers, ranchers, chefs, and others. **This facility will enable the development and preparation of food products using raw ingredients to finished packaged products.** The incubator facility will serve as a stepping stone for full-scale production at a separate facility where the processes learned from MFIC will be put to use.

The MFIC project has faced several setbacks due to the pandemic and recent wildfires on Maui. However, the facility is now almost ready to offer its services. **The 4,000 square foot facility is equipped with over 50 food processing units,** including dehydration, smoking, marinade infusion, chopping, mixing, grinding, quick freezing, ice cream making, baking, proofing, pasta making, juicing, sauce creation, general cooking, deep frying, bottling line, packaging and labeling equipment, and a cold process room. The MFIC facility also offers various storage areas, including refrigeration and freezers.



MFIC Student Katy utilizing the Dehydrater.



## Use the Pilina Food Innovation Center to Up-Scale Your Production

Are you enrolled in any of our MFIC classes and need more kitchen lab time? Or are you an established value added food entrepreneur looking to scale up your production? Sign-up for this kitchen lab class and we will review your equipment needs & production process to determine how we can assist in growing your business.

For questions or reservations Contact [mficmgr@hawaii.edu](mailto:mficmgr@hawaii.edu) or call 808.984.3850

*Join us for the Showcase!*

**Calling ALL past and present MFIC students! Are you ready to show off your amazing products?**

We have room for 10 past and 10 current students to join the Grand Opening showcase. This is a marketing & promotional event.

**MFIC Students RSVP for Showcase Participation**

<https://forms.gle/uzKhixtJRhNXqam57>

**Use QR code to view list of equipment in the MFIC or go to <https://go.hawaii.edu/CAX>**





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## Class Offering...

### **Food Business Start Up**

Learn the basics of launching a successful food business and foundation for a systematic approach towards developing a profitable food business. The course is suited for food manufacturers, restaurateurs, food truck operators, and farmers / chefs interested in creating value-added food products. This course is suited for beginners thinking about or just starting a business and product concept. **BUS6822** / \$99 / Virtual and in-person

### **Food Product Concept to Consumer Incubator**

Have a food product idea or recipe consumers would love? The Concept to Consumer Incubator Program is an in depth class that teaches food industry best practices for taking your recipe idea or concept and turning it into a viable value-added food product for the retail marketplace! A Certificate of Professional Development is awarded upon completion of course. This course is suited for individuals that have a product prototype and basic recipe. **BUS6821** / \$299 / Virtual and in-person

### **Applied Studies in Fundamental Food Manufacturing**

Need more kitchen lab time? This course is a supplement to BUS 6822 and BUS 6821. Students work in the fully certified MFIC R&D kitchen environment to increase understanding of manufacturing efficiencies, good manufacturing practices, standard operating procedures and adherence to best practices in kitchen safety and sanitation procedures. Access is by appointment only. **CULN6020** / \$79 / In-person only

## Calling All Local Farmers !!

**Our beautiful island's local farm community is one of the most resilient industries we have.** Despite facing daily challenges such as weather, pests, labor shortages, and rising input costs, our farmers have had to adapt to the economic shocks and changes in consumer behavior caused by the global fallout from the coronavirus pandemic. With the pandemic now behind us, our farmers are once again facing uncertainty following the tragic Maui wildfires. According to Civil Beat, the Aug. 8 wildfires have left Maui's agricultural sector with a complicated web of immediate and long-term issues, from destroyed infrastructure to lost markets.

**At MFIC, we are committed to supporting our next "crop" of food entrepreneurs.** We encourage and assist in sourcing locally farmed fruits and vegetables through our connections with farmers, food hubs, and produce wholesalers. Some of our entrepreneurs are even growing their own inputs as part of their farm-to-consumer business model (shout out to Maui Torts and JUSTInfusions). We are currently storing hundreds of pounds of locally grown kalo (taro) that will be converted into a range of value-added products as part of a joint program with HP Baldwin High School and their CTE Culinary and Agricultural programs.

**Our goal is not only to promote academic and entrepreneurship opportunities but also to stimulate demand for locally sourced food inputs that will benefit our hardworking farmers and foodpreneurs alike.** As consumers, we encourage you to choose Made in Maui (or Hawaii) labeled products whenever possible, and remember that local farmers and entrepreneurs benefit - sometimes they are even the same person!

## Do you have an idea for a food product?

We have a dedicated team that can help you, providing guidance and support every step of the way, from the initial concept to the final product launch. Our state-of-the-art commercial kitchen is ready to bring your culinary creations to life!

Take the first step by contacting us at 808.984.3850, scanning the QR code, or visiting our website at <https://maui.hawaii.edu/foodinnovation/>.

