



**Project MAHI'AI agreement with _____
(name of farmer/farm)**

The purpose is to increase the capacity of Native Hawaiian farmers around Maui Island to work together and provide their community with healthy locally grown farm products through an online ordering and distribution process that stewards an 'āina momona, healthy lands and people.

The goal of this project is to identify and consolidate Native Hawaiian farmers on Maui via a Native Hawaiian farming community online platform that facilitates marketing, ordering and distribution for their products.

The goals of this agreement are:

- To establish farmers, who will sell farm products via established Project MAHI'AI platform to the community of Maui and our visitors
- To explain the kuleana of Project MAHI'AI
- To explain the kuleana of farmers participating
- To explain what information/data Project MAHI'AI will need from farmers to complete grant reports

Kuleana of Project MAHI'AI

- Project MAHI'AI's mission is to provide a digital platform where the farmer will be able to establish an online presence and to sell farm products via Project MAHI'AI.
- Project MAHI'AI shall provide technical assistance in completing intake and onboarding process in person training and virtual platform via zoom.
- Project MAHI'AI shall provide limited initial farm product packaging, e.g. boxes, produce bags, etc. for branding and marketing purposes in the effort to expand consumer engagement.
- Project MAHI'AI shall advertise and solicit consumers island wide via radio, news release, social media, word of mouth, DHHL Maui community meetings, and at cultural and educational organizations.
- Project MAHI'AI shall collect data to include tracking sales of products via the sales log. The project shall make such data available specific to the farmers profile.

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- Project MAHI‘AI shall conduct various surveys in the efforts to improve consumer engagement, promote exposure to new farm products, learn techniques towards cooking and preparing farm products.

Kuleana of Farmers

- Farmers shall agree to obtain/maintain a General Excise Tax license
- The farmers, upon completion of registration will create a profile on the Project MAHI‘AI digital platform. To list appropriate photos, names and descriptions of farm products for sale along with price points. Farmers will need to choose a form of payment accepted as well as a distribution plan to distribute it’s farm products (e.g. pick up at curb/porch side, meet up at Project MAHI‘AI booth at the Maui Sunday Market at 65 West Ka‘ahumanu Ave between 4-8 pm, etc)
- Farm product inventory shall be updated monthly or as appropriate.
- Deliver products (produce, eggs, meat) within an appropriate and reasonable time as agreed upon between the purchaser and the farmer
- Farmers are required to complete the sales log via virtual platform which allows ease of tracking sales
- Farmers are encouraged to use recycled boxes, bags and containers to distribute produce where possible
- Farmers are required to complete a survey at the completion of the year
- Our Native farmers, we ask to use the provided labels identifying Grown by the Native Community when distributing to the consumers
- Upon signing, I give Project MAHI‘AI right and permission to use my name, image, voice and or still or video photographs for publicity purposes and to make reproductions in any media, including but not limited to the Internet and on the web, and to copyright in its own name, and/or publish and/or market at Project MAHI‘AI’s sole and absolute discretion such images without compensation

Farmer _____ Date _____, 20 _____

Print _____

And Sign _____

PROJECT M.A.H.I.‘A.I (farmer)
 is a vision of our kupuna to steward the land.

Mea ‘Ai Hawai‘i In the ‘Āina to Ingestion, i.e., Grown by the Native Community.

Grant Partnership with [Pā‘upena](#)



Funded by 
 OFFICE OF HAWAIIAN AFFAIRS

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