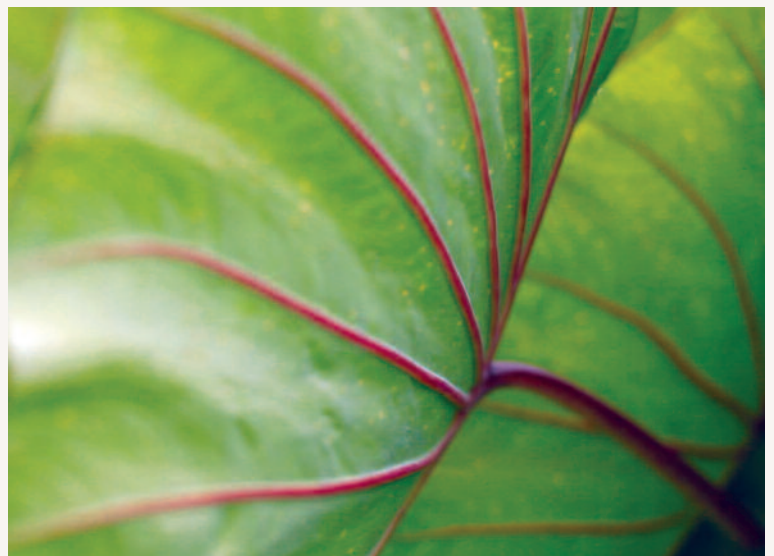




HAWAII
CENTER FOR
FOOD SAFETY

ANNUAL PROGRAM REPORT 2014





A Message from the Hawai'i Program Director

Over the past year, Hawai'i Center for Food Safety has had the amazing opportunity to join hands with communities across Hawai'i struggling to reclaim their land and resources from large agrochemical corporations. Together, we have sent an incredibly powerful message to policy makers, business leaders and the industry: we will no longer sit idly by and watch our public health be threatened in the name of corporate profits. This report covers the broad range of activities we have engaged in over our inaugural year as we have sought to add power and capacity to the growing movement for healthier, safer food and agriculture in the state. I know that I speak for everyone at CFS, but especially our Hawai'i team, when I say that it has been an honor to be a part of this movement. #wearethemovement #alohaaina

—ASHLEY LUKENS, PHD.

MISSION STATEMENT

Center for Food Safety (CFS) is a national non-profit public interest and environmental advocacy organization working to protect human health and the environment by curbing the use of harmful food production technologies, and by promoting organic and other forms of sustainable agriculture. CFS uses legal actions, groundbreaking scientific and policy reports, books and other educational materials, market pressure and grassroots campaigns through our True Food Network.



HIGHLIGHTS + KEY ACCOMPLISHMENTS OF HCFS

Building Power Program

- ▣ Hosted 8 webinars, 4 in-person trainings and 1 stakeholder strategy meeting, with over 15 expert panelists and presenters, reaching over 450 participants.

Community Education + Outreach

- ▣ Distributed over 300 copies of original educational resources about the public health and environmental impacts of pesticides and genetically engineered (GE) crops in Hawai'i.
- ▣ Broadened our coalition of supporters and hosted a series of 3 speaking tours that reached 1,350 people across the state.

Legal Initiatives

- ▣ Helped defend Kaua'i County's Ordinance 960, and currently appealing the invalidation of the ordinance before the Ninth District Court of Appeals. The law seeks to establish no spray buffer zones around sensitive areas and requires public disclosure and notification for pesticides.

- ▣ Defending Hawai'i County's Ordinance 131, a law that bans the future cultivation and testing of GE crops in Hawai'i County.
- ▣ Provided support in the ongoing lawsuit challenging Maui County's GE crop moratorium.

Science + Research

- ▣ Released *Pesticides in Paradise*, an unprecedented report that includes the first-ever detailed review





of the status of GE crop field trials and propagation in Hawai'i, and an examination of the impacts of pesticides used in these field trials on human and environmental health.

Protecting Pollinators

- Initiated the Hawai'i Pollinators Network to increase communication and coordination across the state in support of pollinator health initiatives.



Hawai'i Chef Action Network (HI-CAN)

- Launched HI-CAN to engage Hawai'i chefs and food system stakeholders in advocacy and action, and we solidified our board of 4 celebrity chefs.
- Hosted 5 events and engaged 400 participants interested in supporting the local food movement.

Media, Communications + Membership

- Featured in over 50 different articles and news segments, and earned over 4,700 page likes on Facebook.
- Created 8 videos with over 9,000 total views.
- Expanded True Food Network members in Hawai'i to 7,000, with over 5,300 members (75% of our membership) taking action last year.

Partnerships

- Awarded 6 small grants to advocacy, grassroots and community organizations in Hawai'i.
- Created over 30 local and national partnerships, including farmers, nonprofit organizations and community organizers.



BUILDING POWER PROGRAM

Program Overview

HCFS's Building Power program is designed to add capacity to small organizations and individuals across Hawai'i's food movement. Building Power hosts monthly virtual webinar trainings and quarterly in-person workshops to deliver a capacity building curriculum to Hawai'i's community organizers. The Building Power program:

- ▣ Fulfills the need for better statewide coordination by increasing communication and collaboration between stakeholders.
- ▣ Connects organizers to a spectrum of skill-based trainings to enhance their efficacy and leadership in the field.
- ▣ Reached over 450 participants who benefited from trainings such as grassroots campaign planning, voter turnout and education, meeting facilitation, cultural sensitivity and leadership development among others.

Program Testimonials

"The Building Power program allows us to share lessons learned and build on each other's work."

"The diversity of participants in these meetings creates opportunities to build new partnerships and connect with people from different counties and islands."

"This webinar series is a great educational tool to bridge the cultural gap between native Hawaiians and non-native Hawai'i and newcomers to the islands."



SCIENTIFIC STUDIES HAVE FOUND
CHILDREN ARE AT RISK
DUE TO PESTICIDE EXPOSURE



CHILDHOOD
CANCERS

ADVERSE BIRTH
OUTCOMES

NEUROBEHAVIORAL
& COGNITIVE
DEFICITS

ASTHMA

HAWAII CENTER FOR
FOOD SAFETY

PESTICIDE DRIFT happens frequently - particularly in Hawaii
due to the common windy & warm conditions of the islands.

WHAT'S BLOWING IN THE **WIND?**



PEOPLE OF HAWAII have the right to decide that the **RISKS** of
TOXIC PESTICIDES in commercial agriculture are **UNACCEPTABLE**,
& to take action to **REDUCE & PREVENT** its potential negative impacts.

INFO ON PESTICIDE TYPE & QUANTITY IN HAWAII'S LARGE SCALE COMMERCIAL AGRICULTURE IS NOT READILY AVAILABLE TO THE PUBLIC

LONG-TERM HEALTH EFFECTS
INCLUDING **CANCER**, SERIOUS DISEASES,
DECREASED COGNITIVE **FUNCTION**
& BEHAVIOR **PROBLEMS** LINKED TO



**EARLY LIFE
PESTICIDE EXPOSURE**

THE **ONLY** THING STANDING
BETWEEN OUR CHILDREN &
TOXIC DUST



At least 25 Hawaii Schools are located within a mile of large
agricultural companies that spray restricted-use pesticides.
Many residents, including children have complained about sickness they attribute to pesticide drift.

COMMUNITY EDUCATION + OUTREACH

Community education and outreach about the public health and environmental impacts of GE crops and pesticides in Hawai'i are critical components of our program's strategy to build capacity and drive direct action in communities across the state.

Policy Education

This year HCFS coordinated with community allies and supporters to educate policy makers and constituents about pesticide drift, keiki health and the growing need for the state to establish no-spray Buffer Zones around sensitive areas like homes and schools.

The success of the Buffer Zones Campaign stems from HCFS leveraging its advocacy and science expertise, engaging in strategic messaging and media and building the community's capacity engage in the advocacy process. During the past year, HCFS:

- ☐ Fostered informed public debate about the issue, and served as a reliable source of information for journalists and the media.
- ☐ Launched the Protect Our Keiki website to promote the campaign and share resources (www.protectourkeiki.org).
- ☐ Conducted targeted outreach to over 25 health and children's advocacy organizations, medical professionals, farmer and environmental groups as well as communities impacted by pesticide drift.

HCFS produced and distributed over 300 copies of educational and reference materials, which can be easily accessed on the Protect Our Keiki website. These resources include:

- ☐ A literature review of the scientific research and a fact sheet about pesticides and children's health;
- ☐ 3 GIS maps depicting areas on Maui, Moloka'i, Kaua'i and O'ahu that would be protected by proposed no-spray Buffer Zones;
- ☐ A list of 25 Hawai'i schools to be protected by proposed Buffer Zones;
- ☐ A framework analyzing existing legal statutes pertaining to pesticide drift and Buffer Zones across the United States.

Community Outreach

In order to broaden our coalition of supporters and invite new voices into the conversation, HCFS hosted a series of 3 speaking tours that reached 1,450 people across the Islands and was supported by a total of 25 volunteers.



In addition to these speakers’ tours, HCFS hosted and/ or helped coordinate a series of educational events for the public reaching nearly 3,200 people across the state. Events included the Waimea Home Rule Concert for youth, 3 public panels, a Maui Makahiki celebration event and several film screenings, including viewings of HCFS original video *We Are The Movement*.

Testimonials

“You [HCFS] are unifying our disjointed island groups and getting us all up to speed with facts, strategies and cohesive messaging. I think this will be the first legislative session that we will feel empowered as opposed to apprehensive.”

DATE	EVENT	PURPOSE	REACH
May 2014	Dr. Tyrone Hayes Speaking Tour Hosted in Partnership with Hawai‘i SEED, Moms on a Mission, and GMO Free Hawai‘i Island	Dr. Hayes presented 3 public lectures on O‘ahu and Hawai‘i Island to discuss the detrimental impacts of the chemical atrazine on human and environmental health.	200
July 2014	Filipino Speakers’ Tour Hosted in Partnership with Ceres Trust, Pesticide Action Network and Hawai‘i SEED	This tour featured toxicologist Dr. Romeo Quijano and community organizer Gilbert Sape for 6 public talks across the state about pesticides, human health and labor.	500
January 2015	Vandana Shiva Home Rule Tour	International scholar and activist Dr. Vandana Shiva delivered 2 public talks on O‘ahu and Maui on the importance local authority plays in building resilient food systems.	750



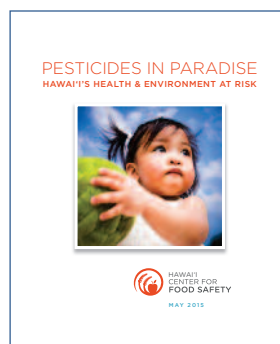
LEGAL INITIATIVES

In the course of just one year, the chemical industry and local trade organizations have filed federal lawsuits against 3 of the state's 4 counties (Kaua'i, Hawai'i and Maui) for passing county-level ordinances regulating genetically engineered crops and pesticides. These lawsuits directly threaten county home rule authority, or the rights of counties to pass local ordinances that protect the health and safety of their residents.

Since opening the Hawai'i office, CFS in partnership with Earthjustice has filed motions to intervene in each of the lawsuits, filed briefings with the court, participated in oral arguments and is currently involved in the appeal of the Kaua'i and Hawai'i County ordinances.



SCIENCE + RESEARCH



Hawai'i's food independence, public health, and biodiversity are increasingly threatened by the chemical industry's experimentation of pesticide-promoting GE crops throughout the Islands. To curb these threats, HCFS is publishing a major report

entitled *Pesticides in Paradise: Hawai'i's Health and Environment At Risk*.

The report includes the first-ever detailed review of the status of GE crop field trials and propagation on the Islands, featuring:

- ▣ An examination of the peer-reviewed literature on the public health and environmental impacts of pesticide-intensive GE crop cultivation.
- ▣ Information on the rise of agrochemical companies in Hawai'i's agriculture sector, current data GE crop and pesticide testing on the Islands.
- ▣ An analysis of the socio-economic and food system impacts of GE seed propagation and field testing on the Islands.

PROTECTING POLLINATORS

In 2014, HCFS laid the groundwork for developing its Pollinators Protection campaign. We initiated the Hawai'i Pollinators Network, designed to connect stakeholders across the state, foster information sharing and strengthen coordination across initiatives to protect pollinator health.

- ▣ The Hawai'i Pollinators Network currently has 52 members.
- ▣ We sent over 40 weekly pollinator digest emails to members, featuring pollinator-related news articles, scientific studies and information.



HAWAI'I CHEF ACTION NETWORK

To engage a wider range of voices, HCFS helped form the Hawai'i Chef Action Network (HI-CAN) which will inform, equip and empower chefs to build a healthier, safer local food system through advocacy and coordination with local leaders, advocates and consumers. Founding Board members include Chef Ed Kenney, Chef Lee Anne Wong, Chef Mark "Gooch" Noguchi and Chef Sheldon Simeon.

Together we have hosted 5 collaborative HI-CAN events connecting these popular local chefs with over 400 of Hawai'i's farmers, media professionals, students, moms, legislative aides, educators, community leaders and others to working to advance Hawai'i's local food movement.





MEDIA, COMMUNICATIONS + MEMBERSHIP

Local + National Media

HCFS has actively cultivated relationships with local and national media, serving as a reliable source of information for journalists covering genetic engineering, food, pesticide and environmental issues in the state.

Media coverage played a critical role in shifting public debate about GE crops in Hawai'i from one focused on niche applications of GE technologies (most notably

in the papaya industry) to a serious conversation focused on the health and environmental impacts of pesticides, and why those pesticides are integral to the GE operations taking place Hawai'i.

To date, our organization's work has been featured in over 50 articles and television interviews in the following news publications and media outlets: *Honolulu Civil Beat, Huffington Post, Associated Press, Honolulu Star-Advertiser, Hawai'i News Now, West Hawai'i Today, OleloTV, Think Tech Hawai'i, KITV, Reuters, Hawai'i Public Radio, KHON, Hawai'i Reporter, Maui Now, Capital Press, Pacific Business News, Garden Island, Washington Post, Big Island Video, Frolic Hawai'i, Bloomberg, New York Times, Crist, Politico, Common Dreams, Farm Futures, Hawai'i Tribune Herald, and The Ecologist.*

Websites + Social Media

Throughout the past year, our media presence has grown exponentially, particularly through our social media network. Our campaign websites and Face-



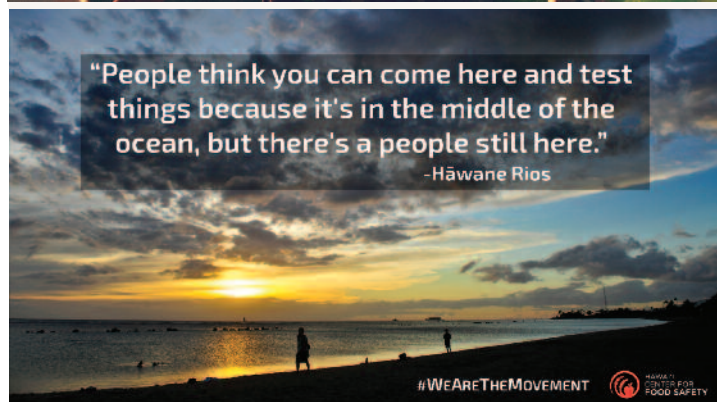
book pages feature valuable resources, up-to-date information and action alerts for community members, partners and the media. Video and original media content also play a pivotal role in our community education and engagement strategy.

- Between our 3 Facebook pages (Hawai'i Center for Food Safety Action Fund, Protect Our Keiki and Coalition for a Safer Healthier Maui) we have over 4,700 page likes.
- Additionally, we reached an even broader audience through our national CFS Facebook page with over 108,000 likes, and our national Twitter page with 26,800 followers.
- HCFS published 8 original videos with over 9,000 total views, our 7-minute video *We Are The Movement* earned over 5,000 views. Our hashtag #WeAreTheMovement trended widely and is still being utilized by people engaged in all elements of the local food movement.

Engaging Our Members

As of the release of this report, we have 7,011 members in Hawai'i, which indicates a 56% increase in membership overall since we opened the Hawai'i office. Since April 2014, we have:

- Launched 12 action pages online, targeting legal and policy actions on county and state levels.
- Engaged 75% of our membership (5,312 members) to take action, sending 23,789 messages to Hawaii lawmakers.
- Sent 40 emails to our True Food Network membership.



1,016 MEMBERS
10 VOLUNTEERS ENGAGED
3 IN-PERSON EVENTS
240 ATTENDEES



KAUAI

2,384 MEMBERS
26 VOLUNTEERS ENGAGED
25 IN-PERSON EVENTS
1,738 ATTENDEES



O'AHU

HAWAI'I MEMBERSHIP

1,296 MEMBERS
17 VOLUNTEERS ENGAGED
7 IN-PERSON EVENTS
680 ATTENDEES



MAUI

TOTAL HAWAI'I MEMBERSHIP

40 EVENTS HOSTED
43 EMAILS SENT TO MEMBERS
73 VOLUNTEERS ENGAGED
***7,011** TOTAL MEMBERS
23,789 EMAILS SENT TO LEGISLATORS BY MEMBERS

*RESIDENCE INFORMATION NOT AVAILABLE FOR ALL MEMBERS

HAWAI'I ISLAND

1,521 MEMBERS
20 VOLUNTEERS ENGAGED
6 IN-PERSON EVENTS
445 ATTENDEES



HCFS is grateful to all of its donors who have made this work possible. Special thanks to:

Ceres Trust
Cornerstone Campaign
Sacharuna Foundation
Frost Family Foundation
Hawai'i Community Foundation
Atherton Family Foundation

Robert Midkiff Fund
Johnson 'Ohana Charitable Foundation
Bill Healy Foundation
Colad Charitable Trust

And Over 500 Individual Donors



PARTNERSHIPS

Subgrants

HCFS awarded small grants and donations to partner organizations working on projects that align with the vision of creating a safer, healthier, more biodiverse food system for Hawai'i. As detailed below, these small grants played an important role in contributing fiscal capacity to small organizations in order to successfully execute their mission.



Hawai'i Alliance for Progressive Action (HAPA) Project: Educational TV Programming

"The support of HCFS helped HAPA to get our educational TV spot on air to reach tens of thousands of Hawai'i

residents and educate them on the realities and impacts of pesticide use associated with GE research operations on the islands. This came at a critical time, when industry was spending unprecedented amounts of money for public relations in the state. HCFS's funds helped us reach and connect with a whole new segment of Hawai'i's population that was not necessarily aware or already involved in the issues."



North Shore Community Land Trust Project: North Shore Food Summit

HCFS was an official sponsor of the Second Annual North Shore Food Summit, delivered two keynote presentations and hosted an evening education and networking event for summit attendees that featured a breadfruit plant giveaway.



Hawai'i Public Health Institute Project: Leading Change Network Leadership Training

"The Hawai'i Public Health Institute is very grateful to the Hawai'i Center for Food Safety for allowing us to use their meeting space for our November Leading Change Network Training. Your contribution of meeting space and workshop sponsorship really helped the event happen. Our Leading Change Network Training in November had over 50 people from 36 different organizations statewide. This training allowed for us to come together and learn, as a collective voice, the importance of relationship building and community networking in order to get all involved in the projects we are committed to."



Moms on a Mission (MOM)
Hui Project: Healthy Lunch &
School Supply Drive: Native
Hawaiian K-1 Students

"In Late July, The MOM HUI Kaua'i worked with 2 teachers and the

Director of Kanuikapono Charter School in Anahola, Kaua'i to distribute supplies us to K-1 students and their families. Parents and their children were excited to receive these supplies, as the cost for families with multiple children can sometimes be overwhelming and impossible. Along with these two classes, we were able to assist a few families at other local elementary schools, too. With tears in their eyes, some Mothers couldn't even express their gratitude as this burden was lifted from them. Our organization hopes to repeat this project in the fall again, if possible. Mahalo to HCFS for making this happen in our community."



Hawai'i Food
Policy Council

"As a grassroots

organization, memberships are an essential way to ensure that our platform is shaped by the people who support us. Our members represent varied backgrounds and are given opportunities to contribute their ideas toward our strategy for a more resilient local food system. We couldn't be more pleased to have the Hawai'i Center for Food Safety join as one of our organizational members. Their work in advocating for a more just food system for Hawai'i has changed the conversation, and we are proud to have their voice represented as part of our coalition."



Hawai'i Farmers Union United

HCFS and Hawai'i Farmers Union United share a vision for a healthier, more sustainable local food system. To show

our support, HCFS donated to a fundraiser hosted by the organization.

PARTNERS

AiKea Movement
Asia-Pacific Center for Regenerative Design
Chef Action Network
Down to Earth Hawai'i
Earthjustice
GMO Free Hawai'i Island
GMO Free Maui
GMO Free Kaua'i
Good Beginnings Alliance
HAPA: Hawai'i Alliance for Progressive Action
Hawai'i Alliance for Nonprofit Organizations
Hawai'i Farmers Union United
Hawai'i Food Policy Council
Hawai'i Institute of Pacific Agriculture
Hawai'i Public Access Room
Hawai'i Public Health Institute
Hawai'i SEED
Hui Ho'o Pakele 'Āina
KAHEA: The Hawaiian-Environmental Alliance
Kahumana Organic Farm
Kawanui Farm
Kōkua Kalihi Valley
Kunua Cattle Company
Local Food Coalition
Mana 'Ai
Ma'o Organic Farms
Moms on a Mission (MOM) Hui
MANA: Movement for Aloha No Ka 'Āina
North Shore Community Land Trust
'Ohana 'O Kaua'i
Oni Pa'a Na Hui Kalo
SHAKA Movement
Pass the Bill Coalition
Pesticide Action Network North America
Pili Group
SHAKA Movement
SummitFEST
The MauiMama
Under My Umbrella



NEXT STEPS

Continue to Provide Legal Support to Ongoing GE & Pesticide Litigations in Hawai'i

CFS will leverage its legal expertise to protect county authority to regulate genetically engineered crops and pesticide use. CFS will work to protect Kaua'i County's pesticide disclosure law; will defend Hawai'i County's GE crop ban; and will provide consulting support to the intervenor-defendants working to protect Maui County's GE moratorium.

Publication and Strategic Distribution of our Report: *Pesticides in Paradise: Hawai'i's Health and Environment at Risk*

HCFS will prioritize distribution of this cutting-edge report to doctors, mothers and educators as well as to the broader community, offering presentations of the report statewide. HCFS will organize intimate educational gatherings such as media briefings, luncheons, coffee hours and pau hana talk story events to foster productive dialogue and collaborative action.

Grow Our Membership and Offer Capacity Building Opportunities for Hawai'i Organizers

The Building Power program will host monthly educational webi-

nars featuring expert panelists for community organizers across the state. HCFS will also convene a 5-day extended Annual Hawai'i Strategy Meeting with over 50 NGO partners.

Manage Statewide & National Public Media Campaign about Pesticides in Hawai'i & Secure Broader Range of Media Covering the Issue

HCFS will continue to work closely with local and national media outlets to connect reporters and our community at large to peer-reviewed literature on the public health and environmental impacts of pesticides. Outreach efforts will include hosting editorial roundtables, sponsoring special educational events and coordinating the submission of op-eds from community members.

Support Local, Sustainable Agriculture by Promoting Pollinator and Soil Health

In order to promote alternatives to industrial agriculture, HCFS will launch pollinator and soil health initiatives as part of its Beyond Organics program. We plan to increase membership in the Hawai'i Pollinators Network, host educational events and develop resources such as a statewide apiary map and a baseline soil health study.



CENTER FOR FOOD SAFETY

HAWAI'I OFFICE

1132 Bishop Street, Suite 2107

Honolulu, HI 96813

T: 808-681-7688 | F: 808-203-5725

NATIONAL HEADQUARTERS

660 Pennsylvania Avenue S.E., Suite 302

Washington, D.C. 20003

T: 202-547-9359 | F: 202-547-9429

WEST COAST OFFICE

303 Sacramento Street, 2nd Floor

San Francisco, CA 94111

T: 415-826-2770 | F: 415-826-0507

PACIFIC NORTHWEST OFFICE

917 S.W. Oak Street, Suite 300

Portland, OR 97205

T: 971-271-7372 | F: 971-271-7374

email: office@centerforfoodsafety.org

www.centerforfoodsafety.org