



Sampling of testimonial excerpts for the Agribusiness Incubator Program (AIP):

“With the help of the Agribusiness Incubator Program, we have learned how to take a strategic approach to reach our goals and objectives, and now have the processes and tools to execute our strategy. Based on our experience, many of our fellow farm operators face similar issues in the management of their businesses and would benefit greatly from working with the Agribusiness Incubator Program.”
-- Plant nursery, Hawaii

“We have been very impressed with the expertise [of AIP]. ...this level of expertise and consulting for people like us in agriculture is vitally important... We feel very fortunate and privileged to be a participant.”
-- Flower nursery, Hawaii

“Not only has [AIP’s service] been of the highest quality, but [AIP] has repeatedly shown [their] commitment and passion for enabling Hawai’i farmers to build successful businesses.”
-- Large agriculture and land operation, Maui

“[AIP has] helped us come a long way... helped us create a new company... [and] given us the confidence to move forward with our new venture.”
-- Fruit and vegetable farm operation, Oahu

“[AIP has] helped us to create two value-added products... guided us throughout the entire process and has been active consultants in our journey to create a new business and value-added product lines... [AIP consultants] are not only effective business consultants, but also are caring and insightful individuals...”
-- Salad greens farmer, Oahu

“This program has been very helpful to our business. [AIP consultants are] very professional, accessible, and willing to work around my very busy schedule.”
-- Tomato farmer, Oahu

“Our financial people were very appreciative of the layout and depth [of a business plan AIP developed], complimenting the final product on its full coverage... [AIP] has proven its value to me and my colleagues. We have seen what it can do and have been impressed.”
-- Development company, Maui

“[Our company] owes its existence in large part to the dedicated efforts and expert advice bestowed upon us from the entire team at the Agribusiness Incubator Program.”

-- Hawaiian taro farmer, Maui

“Too many existing farmers lack the business acumen and confidence to undertake expansion. Potential farmers are often reluctant to establish a business due to lack of knowledge and/or have no plan to ensure a viable operation. The [AIP] has, and would continue to address these issues.”
-- Large landowner, Kauai

“The opportunity to have been selected as a client business to receive the type of counseling and support that I have received is a godsend... [The services provided by AIP] will enable me to procure funding for my fledgling business... [AIP provides] access to knowledgeable, sympathetic experts who can provide appropriate guidance and monitoring, ultimately giving [businesses like mine] a proverbial “clean slate” upon which success can be written.”
-- Specialty grass nursery, Oahu

“AIP is exactly what farmers and others in the commerce of agriculture need in order to focus on the business side of our enterprises... Much Mahalo for a job well done!”
-- Organic farming organization, Oahu



Top 10 Benefits of Participating in the Agribusiness Incubator Program

1. **More Focus** – The development of a strategic plan will force you to get to the heart of why you are in business and will help you define what you are trying to achieve. This sets a framework in which you can make strategic decisions and determine which of the myriad of opportunities you should pursue.
2. **Have a Plan of Action** – Strategic Plans and Business Plans help you determine the practical things you should be working on now to achieve your short and long term goals.
3. **Increased Profitability** – A variety of financial analyses, efficiency improvement tactics, and marketing strategies help you increase sales, control pricing, and lower costs.
4. **Increased Confidence and Decreased Risk** – Financial and market analyses help you determine whether an investment into your business growth will pay off, giving you the confidence to move forward. Project management helps to reduce risk and increase the chance of timely success with the major projects you undertake.
5. **Better Chance of Obtaining Financing or Funding** – Business Plans are critical to communicating to lenders and grant providers that your business ideas are viable and realistic, greatly increasing your chances of obtaining financing or receiving grants.
6. **Stronger Control Over Your Operations** – Reduce the chaos, unknowns, and fire fighting in managing your business with financial systems and plans that let you be proactive instead of reactive.
7. **More Information for Better Management** – Financial and production tracking systems give you the information to manage your business and make better decisions.
8. **Increased Productivity** – Access to technical farming expertise through our connections and production analyses help you get more and better products from your existing resources.
9. **Increased Chance of Success** – How do you define success? Does it include more money, an easier work life, a better business reputation, a larger operation, or creating a legacy for your children? The Agribusiness Incubator Program helps you become more successful as YOU define it with a wide variety of business consulting services tailored to your business.
10. **Experienced Feedback** – Discuss your business ideas and challenges with a team of business consultants possessing years of experience working with a wide variety of businesses. Participation in the program is just the start of a valuable ongoing relationship that will support your business as you grow.