

[Donations](#) | [Site Map](#) | [Contact Us](#)

# Master Farmer Workshop Series

## Direct Marketing

### Ed Otsuji, Otsuji Farm

### August 16, 2012



SUBMIT QUESTIONS FOR THE FARMERS: [admin@oahurcd.org](mailto:admin@oahurcd.org)

[Oahu RC&D Direct Marketing Fact Sheet](#) (Includes topic description, farmer profile and helpful resources)

Otsuji farm is situated on the slope of Koko Crater overlooking Hawaii Kai and Maunaloa Bay. The workshop took place at the top of the farm above the many terraced fields in cultivation. Our hosts Ed Otsuji and his son Jonas shared the farm's 40 year history as well as their experiences with CSA's (Community Supported Agriculture), farmer's markets and other direct marketing strategies. The Otsuji's credit the farmer's markets as the key to their farm's success.



Guest speaker Lisa Asagi of the Hawaii Farm Bureau Federation shared information about the rise in farmer's markets as well as specific guidelines for farmer's looking to sell at any of the Farm Bureau farmer's markets. Jill Nordby of Holoholo General Store shared her experiences running a small CSA business and plans for a holoholo truck to bring veggies to neighborhoods.



The presentations were followed by a farm tour, looping through the fields and learning which vegetables are grown and how vegetables are planted in mixed crops. We also saw their use of Vetiver grass to prevent erosion from the terraces. Vetiver grass is a fast-growing, strong grass that is sterile and therefore non-invasive.

Workshop Handouts:

[Oahu RC&D Direct Marketing Fact Sheet](#)

Select Resources & Publications:

[North American Farmers' Direct Marketing Association:](#)

USDA Agriculture Marketing Service: Resource Clearinghouse



[Farmers Market Promotion Program](#) (FMPP): a competitive grant program that assists in establishing, expanding, and promoting domestic farmers markets, roadside stands, community-supported agriculture programs, and other direct market opportunities.

[Direct Marketing Resource Guide](#)

"[Toward Sustainable Agriculture: A Guide for Hawai'i's Farmers](#)" (UH CTAHR Publication)

"[Direct Marketing of Your Agricultural Products](#)" (UH CTAHR Publication)

"[How to Direct-Market Farm products on the Internet](#)" (USDA publication)

[Oahu Farmer's Markets](#) (list)