

IA-000000381

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Individual Applica	ation		
Application ID	IA-000000381	Account	
Application Status	Submitted	Contact	Melissa Rhoden
ACT 310 - Applica	tion for Grants		
Legal Name of Requesting Org/Individual	North Shore EVP	DBA	
Type of Business Entity	501 (C)(3) Non-Profit Corporation	Existing Service(Presently in Operation)	Yes
Mailing Address	1-3887 Kaumualii Hwy Hanapepe, Hawaii 96716-1069 United States	Amount of State Funds Requested	\$127,273.00
Island	All Islands		
Program Overviev	N		
Program 1 Overview			
Program 2 Overview			
Program 3 Overview			
Department Notes			
Agency Eligbility			
Recipient of Terminated Federal Funding	No	Able to Provide Documentation Evidence	Yes
Serves Negatively Impacted Populations	Yes	Narrative	In addition to the reduction in programs, specifically the Farm to School grant that we submitted a proposal to, we also had a USDA 2501 program award. Our last two payments, submitted to USDA in June 2025 and August 2025, totaling \$140, 000+, have not been paid on.
Date Funding Stopped	3/24/2025		
Amount of Other	Funds Available		
State Fund Total Amount	\$78,723.00	County Fund Total Amount	\$19,660.00
Federal Fund Total Amount	-\$140,947.79	Private/Other Fund Total Amount	\$104,689.00

Unrestricted Assets

\$16,701.31

Contact Person for Matters Involving this Application

\$795,400.00

Grants

Total Amount of State

Applicant Name Melissa (Lisa) Rhoden **Applicant Title Executive Director**

Applicant Phone (808)-343-8196 **Applicant Email** lisa@nsevp.org

State of Hawaii Eligibility

Organization is Yes Nonprofit is a 501c3 Yes

Licensed or **Accredited**

Complies with Anti-Nonprofit has Yes Yes

Discrimination Laws Governing Board

Will not Use State Yes Is Incorporated Under Yes **Funds for Lobbying** Laws of State

Will Allow Access to Yes Has Bylaws and Yes **Audit Records**

Policies

Account Information

Organization Name North Shore EVP **Organization DBA**

> **EIN** Street 1-3887 Kaumualii Hwy PO Box 1069

Account Email City Hanapepe admin@nsevp.org

Account Phone (808) 343-8196 **State** HI

Website https://nsevp.org/ Zip 96716

Mission Statement To improve communication, networking

and civic and civil engagement across the communities of the North Shore, in order to identify opportunities for economic growth from within the region and promote community-driven solutions that blend our traditional strengths in agriculture, manufacturing and hospitality and integrates new opportunities to build a strong and resilient economic foundation for the

region.

Point of Contact

Point of Contact First Melissa (Lisa) **Point of Contact Last** Rhoden

Name

Point of Contact Title Executive Director Point of Contact Email lisa@nsevp.org

Point of Contact (808) 343-8196

Phone

Name

Leadership

Leadership First Name Lisa **Leadership Last Name** Rhoden

Leadership Title Leadership Email **Executive Director** lisa@nsevp.org

Leadership Phone (808) 343-8196

Background and Summary

Applicant Background

The North Shore Economic Vitality Partnership (NSEVP) is a 501(c)3 non-profit organization focusing on regional economic development. North Shore EVP developed and manages Hawai'i GroupGAP. Initiated in 2017 and receiving full USDA approval in 2019, Hawai'i GroupGAP supports over 50 farmers statewide with training, technical assistance, and certification in USDA Harmonized GAP and Harmonized GAP Plus+ (HGAP/+) standards.

Through a combination of federal, state, and private awards totaling over \$2.9 million since 2020, North Shore EVP has expanded and sustained the Hawai'i GroupGAP program, allowing participation costs to remain highly subsidized for producers. Each member also receives complimentary access to HeavyConnect, a digital recordkeeping system valued at \$200 per login per month that streamlines essential food safety documentation and audit processes.

Today, Hawai'i GroupGAP supports 54 producers pursuing or maintaining USDA HGAP/+ certification, including 17 who have recently transitioned to new farm parcels and require Thai-English language support. The program maintains an active interest list of over 20 additional producers and continues to evolve to meet statewide demand.

As Hawai'i's regional food system strengthens through initiatives like the Department of Education's local procurement goals and expanding distributor requirements for food safety certification, Hawai'i GroupGAP provides an accessible pathway for small and mid-scale farms to meet those market needs. The program remains the only GroupGAP training framework available to diversified crop farmers and food hubs statewide, offering affordable, multilingual, and technology-driven support for achieving USDA HGAP/+ food safety certification.

Funding Request Purpose The goal of this request is sustained delivery of critical food safety practice technical assistance that ensures Hawai'i produce farmers are supported despite the loss of federal funding initiatives and are able to help advance state goals, including the following objectives: (1) Hawai'i produce farmers receive training and are prepared to meet food safety procurement guidelines from institutional and commercial buyers, (2) Locally grown, highly nutritious foods remain available and accessible throughout the state, (3) The Hawai'i GroupGAP Program continues to expand to support the growing number of USDA HGAP/+ certified operations in the state.

Geographic Coverage Served Hawai'i GroupGAP provides services statewide. We are currently working with farms on Moloka'i, Lāna'i Maui, Kaua'i, Hawai'i, and O'ahu Islands. Hawaii GroupGAP has trained eleven (11) cohorts of producers, totaling over 50 farmers.

Public Purpose or Need Served As the most geographically isolated state in the country, Hawai'i imports approximately 92% of its food supply. The local supply chain is incredibly fragile and fragmented, as seen during 2020 at the height of the COVID-19 pandemic. Since that time, the State has increased efforts to encourage local food production through legislation designed to strengthen underutilized local markets, for example mandating the Hawai'i Department of Education reach 30% local food purchasing by 2030. Increasing the number of USDA HGAP/+ certified operations in Hawai'i leads to expanded purchasing opportunities for farmers and increased availability of local foods in Hawai'i schools. By assisting diversified crop farmers in achieving USDA HGAP/+ food safety certification, North Shore EVP is contributing to increased market access for producers, ensuring long-term benefits for farmers, students, and the community as a whole. Additionally, preparing local farmers to meet the market's food safety guidelines reduces reliance on imports and improves biosecurity. Reducing the state's reliance on imported fresh produce lowers the likelihood of introducing invasive pests and diseases through agricultural imports from the Continental U.S and elsewhere.

Federal funding reductions and uncertainty have negatively impacted service providers such as Hawai'i GroupGAP, leading to adverse effects on the farmers we serve. Cuts to food safety initiatives, including the National Institute of Food and Agriculture's Food Safety Outreach Program (NIFA FSOP) and the Patrick Leahy Farm to School Program, have reduced opportunities for farmers to access food safety education and participate in training and certification programs in a timely manner. While certain programs, such as the Food Safety for Specialty Crops Reimbursement Program, remain authorized, the Farm Service Agency is currently unable to review applications or issue reimbursement payments, and it is unclear when such activities will resume. This uncertainty limits producers' access to the cost-recovery opportunities they rely on to achieve and sustain certification. Additionally, operations that are affected by reduced food safety training services are also experiencing operational impacts from broader federal reductions including cuts to the Farm Bill and SNAP. These cuts limit farmers' ability to invest in critical infrastructure and jeopardize market stability.

Sustaining and expanding the Hawai'i GroupGAP program has never been more critical. Federal funding enhances our ability to reach farms through outreach as well as targeted training. Unfortunately, with fewer grant opportunities available, the Hawai'i GroupGAP program cannot expand at the pace needed to meet demand and support the state's objective to increase local food production.

Funding Hawai'i GroupGAP ensures that food safety training to meet institutional and commercial buyer requirements remains accessible to Hawai'i farmers, supports the availability of nutritious locally grown foods throughout the state, and enables expansion of Hawai'i GroupGAP to serve the growing number of USDA HGAP/+ certified operations in the state.

Target Population Served Hawai'i GroupGAP primarily serves small- to mid-sized fruit and vegetable producers across the state, nearly 70% of whom are resource-limited. Some of these producers are also English language learners needing language access support to equitably participate in training opportunities.

Summary and Outcomes

Measure(s) of Effectiveness Hawai'i GroupGAP trains and certifies at least ten (10) additional fruit and vegetable producers by the end of 2026

At least five (5) of these newly certified producers are connected to new commercial or institutional markets by the end of 2026.

Hawai'i GroupGAP evaluates the program training curriculum for alignment with HDOE procurement and local distributor food safety requirements.

The intended outcomes of these deliverables are to provide continuity for the Hawai'i GroupGAP program while strengthening it's overall effectiveness and impact. By recruiting at least ten farms in 2026 and supporting them through comprehensive online training, technical assistance, and internal audits, North Shore EVP aims to increase the number of Hawai'i farms achieving and maintaining USDA HGAP/+ compliance. These efforts will enhance farm food safety practices and expand the pool of certified local producers capable of meeting institutional and commercial buyer requirements. Additionally, through knowledge assessments, alignment reviews with state procurement objectives, and analysis of new market connections, North Shore EVP will evaluate both the quality and relevance of training content and the program's success in improving market access for participating farms.

Projected Annual Timeline November 2025 – June 2026: Recruit at least 10 farmers to join the Hawai'i GroupGAP program. (Lead: Francesca Scola)

February 2026 – November 2026: Deliver farmer training and technical assistance to prepare participants for USDA HGAP/+ certification. (Leads: Francesca Scola, Ingrid Dufford, Mia Horn, Deyaneira Lugo Ruiz) August 2026 – December 2026: Support participating farmers in achieving USDA HGAP/+ compliance and certification. (Lead: Francesca Scola)

September 2026 – December 2026: Conduct program evaluation, including training assessments, alignment with State procurement objectives, and documentation of increased market access. (Lead: Melissa Rhoden)

Quality Assurance and Evaluation Plans

North Shore EVP will monitor and evaluate the Hawai'i GroupGAP program's effectiveness by measuring the following deliverables:

Number of farms (at least 10) recruited in 2026

Number of farms (at least 10) that receive online GGAP training and technical assistance to meet USDA HGAP/+ compliance through the 2026 training cohorts

Number of farms (at least 10) completing a successful internal audit by the end of the project period Additionally North Shore EVP will assess the GroupGAP USDA HGAP/+ training content delivery through knowledge assessments completed at the end of each cohort training, a review of program alignment with State procurement objectives, and review of market accessibility for participating farms, measured by number of connections made between farms and new markets (i.e. HDOE, FreshPoint Hawai'i, etc). The Hawai'i GroupGAP program Quality Management System is audited twice yearly by an external auditor and by USDA AMS staff to meet USDA GroupGAP requirements. The results of the QMS audit inform our team of any program weaknesses and non conformance. Corrective actions are required to be written and implemented for evaluation in the following year's QMS audit.

Scope of Work

North Shore EVP will implement a one-year project to expand farmer participation in the Hawai'i GroupGAP program and strengthen statewide food safety capacity. The project will provide outreach, training, certification support, and evaluation to ensure participating farmers are prepared to meet USDA Harmonized Good Agricultural Practices+ (HGAP/+) certification requirements and access institutional and commercial markets.

The project will kick off with recruitment of at least ten farmers to participate in the Hawai'i GroupGAP program. Outreach will target small- and mid-scale produce growers statewide seeking to expand market access through food safety certification. Recruitment tasks will include announcements, initial site visits, application review, and invitation of selected participants into the 2026 training cohorts.

Following program acceptance, North Shore EVP's food safety team will deliver training and individualized technical assistance to participating farmers. Activities will include remote training classes, on-farm assessments, records support, and farm food safety plan development to prepare participants to meet USDA HGAP/+ standard compliance. The training will ensure each farmer understands the requirements of the standard and can implement the necessary food safety practices at their operation.

The food safety team will support participating farmers through the certification process, including conducting internal audits, reviewing documentation, and addressing any non-conformances identified during internal and external audits. Internal audit activities will ensure that all ten participating farmers meet GroupGAP program compliance and achieve USDA HGAP/+ certification.

North Shore EVP will conduct a program evaluation to measure project outcomes and impacts. The evaluation will include participant knowledge assessments, an analysis of program alignment with State procurement and local food system goals, and documentation of increased market access among certified farms.

In Year 1, North Shore EVP will recruit at least ten farmers to participate in the Hawai'i GroupGAP program. Recruitment will begin in November 2025 and continue through June 2026, led by Francesca Scola, Food Safety Director.

Following acceptance into the training cohort, North Shore EVP's food safety team will deliver farmer training and technical assistance between February and November 2026. This effort will ensure that participating farmers are well prepared to meet USDA HGAP/+ food safety certification requirements. Training and technical assistance will be coordinated by Francesca Scola, Food Safety Director, with implementation support from Ingrid Dufford, Mia Horn, and Deyaneira Lugo Ruiz, Food Safety Specialists. From August through December 2026, the team will support participating farmers in achieving USDA HGAP/+ compliance and certification. Francesca Scola will oversee this phase, leading internal audit efforts to ensure that ten farmers successfully complete GroupGAP program requirements.

Finally, from September through December 2026, North Shore EVP will conduct a program evaluation to

assess outcomes and impact. The evaluation will include GroupGAP training knowledge assessments from each cohort, a review of program alignment with State procurement objectives, and measurement of increased market access for participating farms. This process will be led by Melissa Rhoden, Executive Director of North Shore EVP.

Financial Information

Q1 Requested Amount \$160,000.00 **Q3 Requested Amount** \$55,000.00

Q2 Requested Amount Q4 Requested Amount

Sources of Funding The Food Basket -USDA Local Food

Promotion Program (North Shore EVP is

a partner org, \$80,000)

Hawai'i Agricultural Foundation-USDA Local Food Promotion Program (North Shore EVP is a partner org, \$34,725) City and County of Honolulu- USDA Regional Food Systems Partnership (North Shore EVP is a contractor,

\$30,000)

County of Hawai'i Agriculture Impact

Grant, \$25,000

Atherton Family Foundation \$20,000

State and Federal **Contracts and Grants**

North Shore EVP will be receiving funding only from the HDAB, "GroupGAP Food Safety Training Program", 2024

grant in FY 2026. We have uploaded a list of awarded contracts and grants within the last 3 years (2022-2025).

State and Federal Tax None Credits

Prior FY Balance of \$5,430.68 **Unrestricted Assets**

Experience, Capability, and Personnel

Skills and Experience

North Shore EVP developed the state's first USDA GroupGAP program, Hawai'i GroupGAP, in 2019. Hawai'i GroupGAP has trained eleven (11) cohorts, totaling over 50 farmers and supports farms on all of the Hawaiian Islands. Hawai'i GroupGAP is responsible for 42% of the Harmonized GAP/+ certified operations in the state at the moment.

Team members have completed individual training and certifications related to food safety, including Produce Safety Alliance Grower training, USDA Harmonized GAP/HGAP+ Auditor training plus annual refreshers, and Worker Protection Standards "Train the Trainer" certification. We developed a customized GAP training curriculum for producers participating in Hawai'i GroupGAP that includes nine training classes covering the USDA Harmonized GAP/+ standard, a risk assessment workbook, templates for master inputs (fertilizer. chemicals, equipment, and suppliers), a farm food safety plan, required records, and water sampling instructions. To strengthen the consistency and accuracy of recordkeeping, we identified a specialized digital platform for food safety documentation (HeavyConnect) and secured no-cost access for Hawai'i GroupGAP farmers. All curriculum documents and HeavyConnect record templates have been translated into Thai and Mandarin, and are updated regularly as compliance standards change.

North Shore EVP received legislated funding in 2024 (passed through HDAB) to help support the Hawai'i GroupGAP program, highlighting food safety certification as the keystone to a resilient agriculture sector. We are administering four (4) grants now (HDOE, HDAB, Kauai Co. OED, Hawai'i Community Foundation) and successfully completed nineteen (19) federal, state, and private grants demonstrating both commitment to Hawai'i's small, disadvantaged farmers, and the ability to execute and financially manage projects well. Our project team has the technical and administrative expertise to successfully fulfill the objectives and goals of this proposal.

North Shore EVP has also established strong partnerships that are essential to the success and growth of Hawai'i GroupGAP. Since 2019, our program has been supported by the USDA Agricultural Marketing Service (AMS). USDA AMS staff, including the GroupGAP Administrator, provide ongoing communication, annual training, and refresher courses to ensure our team stays current with updates to the USDA HGAP/+ standards. This relationship ensures that Hawai'i GroupGAP operates with the highest level of technical accuracy and compliance. We've developed strong working relationships with local distributors, including FreshPoint Hawai'i, Hilo Products, and D. Otani Produce. These partnerships are critical to linking producers with markets. By sharing information about crop demand, certification/insurance requirements, and volume expectations, distributors help Hawai'i GroupGAP prepare producers to meet market opportunities. Hawai'i Department of Education, "Training and technical assistance to HIDOE schools to promote school garden food safety and facilitate best practices to meet compliance under the Harmonized Good Agricultural

Practices standard", 2025 HDAB, "GroupGAP Food Safety Training Program", 2024

County of Kaua'i, Office of Economic Development, Ag/Farm Expansion Grant "Increasing Kaua'i's Food

Safety Certified Farms", 2024

USDA Office of Partnerships and Public Engagement 2501 Program, "Building Relationships with Socially Disadvantaged and Veteran Farmers on Kaua'i and O'ahu Through USDA Program Engagement, Technical Assistance, and Business Training", 2022

USDA National Institute of Food and Agriculture, Food Safety Outreach Program, "Opening New Markets for Small Farms by Expanding Hawai'i's USDA GroupGAP Food Safety Certification Program", 2022. City and County of Honolulu, Office of Economic Resiliency, "Food Safety Training for Oahu Farmers", 2022 City and County of Honolulu, Department of Community Services, Grants In Aid program "GAP Training" FY22

Facilities

North Shore EVP administers Hawai'i GroupGAP from individual home offices and does not have a facility or stand-alone office.

Proposed Staffing and Service Capacity

North Shore EVP's team includes an Executive Director, Food Safety Director, two full-time Food Safety Specialists, a half-time Food Safety Specialist, and a half-time Administrative Assistant. The Executive Director is based on Kaua'i, the Food Safety Specialists are located on O'ahu, and the Administrative Assistant provides remote support from the West Coast.

For the proposed project, the Executive Director will dedicate approximately 20% effort to assisting with producer training, conducting internal audits, connecting certified producers with buyers, and evaluating overall project outcomes. The Food Safety Director will dedicate roughly one-third of her time to leading farmer recruitment, overseeing training and technical support, conducting internal audits, and facilitating market connections for certified producers. The Food Safety Specialists will each dedicate about one-third of their time (one-quarter time for the Specialist in training) to farmer recruitment and site visits, delivery of training and technical assistance to help producers achieve USDA HGAP/+ certification, and participation in internal audits.

Project administration will follow the management structure that North Shore EVP has implemented successfully across multiple prior awards. The full team meets weekly to review project status, report on completed activities, discuss challenges, and plan next steps. In addition, the Food Safety Team holds a dedicated bi-weekly meeting to track training progress for each participating farm. The weekly meetings are led by the Food Safety Director, with bi-weekly meeting facilitation duties rotating among team members. The Food Safety Director provides supervision and training for the Food Safety Specialists, while the Executive Director oversees and supports the Food Safety Director and Administrative Assistant. The Executive Director is also responsible for communicating with the expending agency regarding project reporting and outcomes.

Staff resumes have been uploaded for review.

Staff Position(s) and Compensation Executive Director: \$90,000 Food Safety Director: \$80,000 Food Safety Specialist 1,2: \$52,500

Other Information

Pending Litigation Not applicable

Special Licensure or Accreditations

North Shore EVP is an approved USDA GroupGAP provider and maintains USDA GroupGAP certification. Our organization meets USDA GroupGAP program standards and provides certified support to Hawai'i farms pursuing USDA food safety certification in HGAP/+. Staff members are trained in food safety management, GAP compliance, and agricultural education outreach.

Private Educational Institutions Not applicable

Confirmations

Documentation of Federal Impacts

Hawaii Compliance **Express Certificate**

IRS Determination Letter

Hawaii AG **Certificate of Good** Standing by the DCCA

Records Retention Policy

By-laws or Corporate Resolutions

Active Status with the

Authorized Representative Certification

Signee Title

Executive Director

System Information

Applied Date

Created Date

Category

10/24/2025, 1:26 PM

10/16/2025, 12:17 PM

Grant Application

Application Type

Owner Name

Created By

Act 310 Nonprofit Grant Application

Melissa Rhoden, 10/16/2025, 12:17 PM

Grants Management

Last Modified By Melissa Rhoden, 10/24/2025, 1:26 PM	Last Modified Date 10/24/2025, 1:26 PM	
Files		
North Shore EVP _Document Retention & Destruction	North Shore EVP Bylaws	
Policy	Last Modified 10/24/2025, 1:23 PM	
Last Modified 10/24/2025, 1:24 PM	Created By Melissa Rhoden	
Created By Melissa Rhoden		
	North Shore EVP_IRS letter	
North Shore EVP_DCCA Filing	Last Modified 10/24/2025, 1:21 PM	
Last Modified 10/24/2025, 1:23 PM	Created By Melissa Rhoden	
Created By Melissa Rhoden		
	FY 2025 Farm to School Implementation Grants	
NSEVP Narrative Stmt.docx	Last Modified 10/24/2025, 12:45 PM	
Last Modified 10/24/2025, 12:58 PM	Created By Melissa Rhoden	
Created By Melissa Rhoden		
	2025 Resumes_combined	
250902_Email- Food Safety Certification for Specialty	Last Modified 10/24/2025, 12:41 PM	
Crops Program 2025	Created By Melissa Rhoden	
Last Modified 10/24/2025, 12:45 PM		
Created By Melissa Rhoden	Future Sustainability Plan_ Act 310 submission Hawaiʻi GroupGAP_	
251022 Org. Chart (1)	Last Modified 10/24/2025, 12:37 PM	
Last Modified 10/24/2025, 12:40 PM	Created By Melissa Rhoden	
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Hawaii GGAP Act 310 Budget	BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES.xls - P206A (1)	
Last Modified 10/24/2025, 11:39 AM	Last Modified 10/24/2025, 11:38 AM	
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