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January 29, 2010
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ULUPONO INITIATIVE LEASES KAPALUA FARMS; AIMS TO EXPAND ORGANIC FARMING ON MAUI

Ulupono Sustainable Agriculture Development LLC, a subsidiary of the Ulupono Initiative, announced today that it would be assuming operations of Kapalua Farms, an organic farming and agriculture research facility located near the entry of the Kapalua Resort in West Maui. Maui Land & Pineapple Company, Inc., owners of the 158-acre agricultural parcel, successfully reached an agreement with Ulupono earlier this month, with the transition of the property already underway.

“We are pleased to partner with Ulupono Sustainable Agriculture Development as they assume operations of Kapalua Farms,” said Warren H. Haruki, chairman and interim CEO of Maui Land & Pineapple Company, Inc. “Our desire was to find an operational partner that would be able to continue organic farming operations and to maintain Kapalua Farms as a community resource, employer, and provider. Ulupono is an exemplary organization committed to preserving our agricultural land, and we look forward to working together.”

Ulupono Initiative is a Hawaii-focused social investment organization rooted in the local wisdom that a healthy environment and a healthy economy go hand in hand. The organization focuses on improving sustainability and the quality of life for Hawaii residents in three main areas: renewable energy, food production, and waste reduction.

Ulupono will assume all aspects of Kapalua’s farming operations, leasing equipment and processing facilities from Maui Land & Pineapple. The company has plans to eventually

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expand operations, producing more organic vegetables, herbs and eggs for the people of Maui. “Our business plan for Kapalua Farms is to demonstrate that commercial scale organic vegetable farming can be competitive with imported, conventionally grown produce,” said Kyle Datta, general partner of the Ulupono Initiative. “Kapalua Farms is one of the largest organic farms in the state, and the having the ability to utilize its existing plantation infrastructure to produce affordable, healthy food for the local market is an extraordinary opportunity.”

“Currently in Hawaii, we produce less than half of the total fruits and vegetables we eat,” he added. “We need to shift in the way we think about producing food, and the importance of sustainability. Expanding agriculture production will improve our state’s self-reliance and profitability.”

In addition to operating the organic farm, Ulupono’s plans also include the continued use of Kapalua Farms as a resource for educational programs and agricultural research. “We also plan to maintain the farm as a resource to the community by expanding its community gardens, continuing to provide educational opportunities for local schools such as Lahainaluna High School and Maui Preparatory Academy, and partnering with the universities to do innovative research and crop development,” said Robin Campaniano, general partner of the Ulupono Initiative. “This is our chance to truly make Kapalua Farms a place for the community and to share Ulupono’s vision for a more sustainable Hawaii with others.”

Ulupono also plans to create at least 20 agricultural jobs to expand production at the farm. Organizers hope that plans for future expansion of the farming operations will allow for additional jobs to be created over the next two to three years.

“I applaud the efforts of Ulupono Sustainable Agriculture Development, who in taking over operations of Kapalua Farms are preserving agricultural land and creating jobs, in addition to providing a healthy and affordable food source for Maui businesses and families,” said Senator Rosalyn Baker, who represents the Kapalua area. “During these tough economic times, it’s good to see organizations that are working to help Hawaii realize a more sustainable future.”

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ABOUT THE ULUPONO INITIATIVE

The Ulupono Initiative is a Hawaii-based business and social investment initiative sponsored by eBay founder Pierre Omidyar and his wife Pam. Rooted in the local wisdom that a healthy environment and a healthy economy go hand in hand, the Ulupono Initiative invests in and helps scale innovative Hawaii-based organizations to catalyze economic and social change in the areas of waste reduction, local food production and renewable energy. By growing a progressive, thriving economy based on sustainability, the Ulupono Initiative ultimately aims to improve the quality of life for Hawaii's people.

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