



*Loko i'a steering committee members gather in Keaukaha, Hilo in September.*

# Welcome to the *Enhancing Hawai'i's Food Security through Aquaculture Newsletter*

**Tuesday, October 24th, 2023**

- Sharing current Hawai'i seafood market and supply chain research.
- Brought to you by the Hawai'i Team of the Swette Center for Sustainable Food Systems, Arizona State University. Hawai'i serves as a significant model in examining sustainable food systems, including seafood. Our team is dedicated to offering insights and suggestions to enhance sustainability in our food systems via in-depth research and community collaboration.
- *Funding for Enhancing Hawai'i's Food Security through Aquaculture Newsletter was made possible by the U.S. Department of Agriculture's (USDA)*

*Agricultural Marketing Service through grant AM22LFPPAZ1104. Its contents are solely the responsibility of the authors, and do not necessarily represent the official views of the USDA.*

## Seeking Interview & Survey Participants

We are conducting an in-depth market and supply chain analysis for seafood raised in Hawai'i, with the goal to uplift commercial aquaculture and loko i'a (Native Hawaiian fishponds) as sustainable seafood options for the islands. Your insights and experiences are invaluable, and we invite you to participate.

### Who Can Participate?

- Industry leaders within the Hawai'i seafood industry
- Commercial aquaculture producers
- Kia'i loko (guardians or caretakers of the fishponds)
- Commercial buyers of seafood including: institutional purchasers (ex. hospitals, schools), retailers, wholesalers, and distributors
- Restaurant owners and chefs

### Participation Details

- **Interviews:** A 1-hour Zoom interview, compensated with a \$30 Amazon gift card
- **Commercial Producer Survey:** online survey, approximately 10 minutes to complete, to be filled out by producers of seafood products
- **Commercial Buyer Survey:** online survey, approximately 10-15 minutes to complete, to be filled out by people who purchase seafood products for resale including restaurants

### How to Participate

Interested in contributing to our study? Please [click here to fill out a short Google form](#) with your name and business details and we will get back to you. If you have any questions or require additional information, feel free to reach out to us via email at [kaitlyn.crowe@asu.edu](mailto:kaitlyn.crowe@asu.edu).

## **Do you source seafood or seafood products for a Hawai'i business?**

Our study needs your input! Please consider filling out this online, anonymous survey. You will be asked about the seafood you source for your business, your views on different kinds of seafood, and the various factors you consider when choosing seafood.

Responses to the survey will be used to guide policy, marketing, and supply chain improvement recommendations.

**Fill out the survey now!**

## **Research Updates**

### **Hawai'i Seafood Consumer Surveys**

#### ***Preliminary Data***

#### **Honolulu & Hawai'i Counties**

Our team is currently conducting consumer surveys on O'ahu and Hawai'i Island. One purpose of the survey is to determine trends in attitudes of Hawai'i seafood consumers. As of 10/20/23, 291 surveys have been collected by visiting grocery stores and asking customers to complete the survey on an Ipad.

### **Quality Ratings and Perceptions of 3 Types of Seafood**

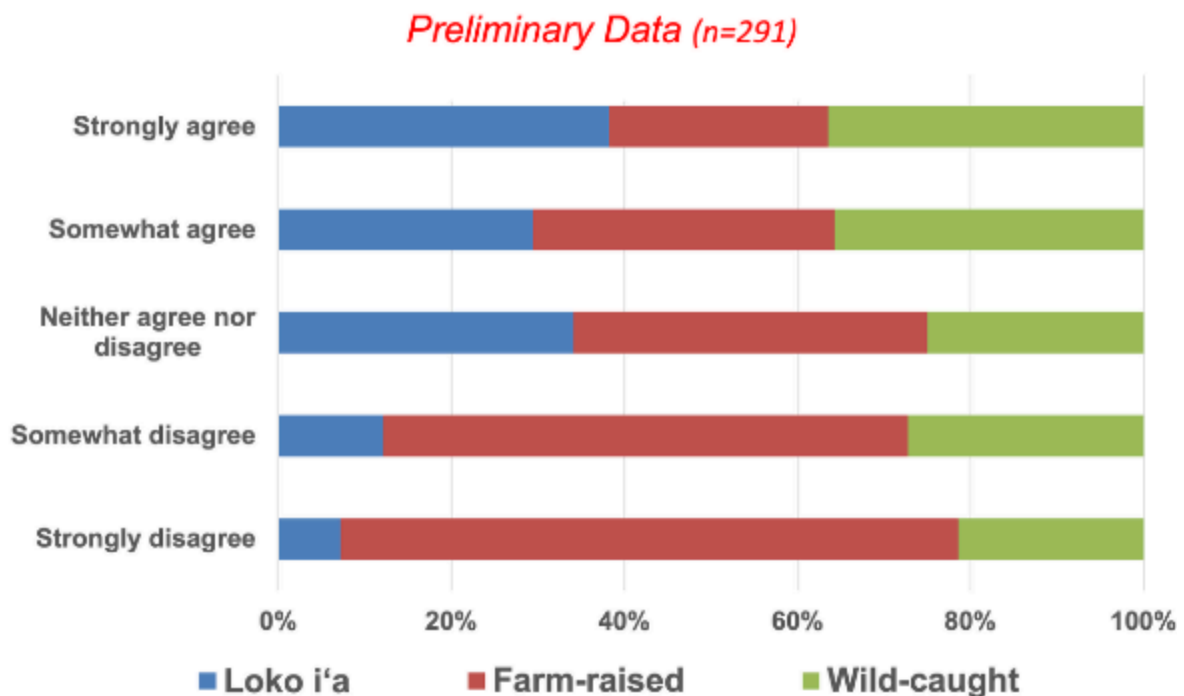
In a series of questions, consumers were asked: *How do you rate the quality of: 1. Seafood raised in a loko i'a (Native Hawaiian fishpond), 2. Farm-raised seafood, 3. Wild-caught seafood.*

Then, for each type, consumers rated their opinions on a 5-point Likert scale from "strongly agree" to "strongly disagree" for 3 different statements:

1. It is healthy to eat
2. It is sustainable
3. It tastes good

Below are the preliminary results on a *100% stacked bar graph* which displays consumer perceptions of seafood types across various agreement levels. Each horizontal bar represents the *total respondents for a specific opinion*, with colored segments showing the *relative distribution* of seafood types, highlighting the *proportion each seafood holds within each opinion category*.

## “IT IS HEALTHY” Consumer Perceptions

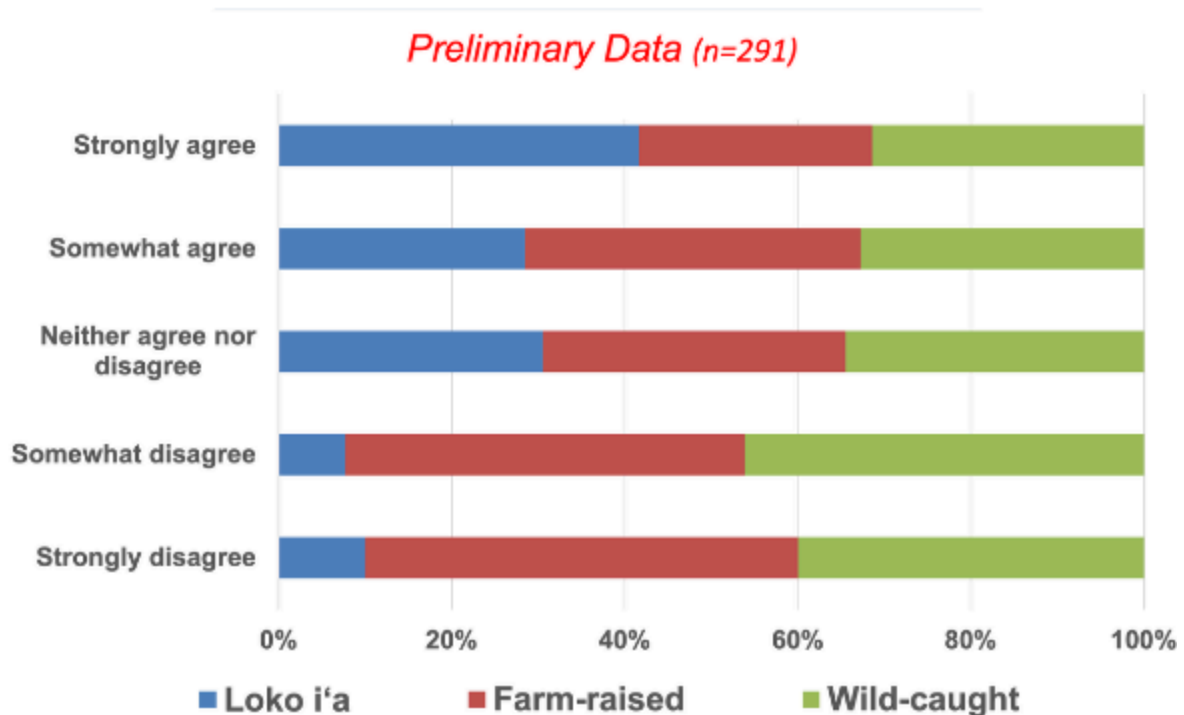


### “It is healthy” Preliminary Results

- **Loko i'a-raised seafood:** Predominantly viewed as healthy, with very few strongly disagreeing.
- **Farm-raised seafood:** Elicits polarized views, with both significant agreement and disagreement regarding its healthiness.
- **Wild-caught seafood:** Predominantly perceived as healthy, with a significant majority in agreement and minimal neutrality.

- **Overall comparison:** Wild-caught seafood is the most consistently viewed as healthy, followed by loko i'a-raised seafood. Farm-raised seafood receives varied opinions, with a notable portion not viewing it as healthy.

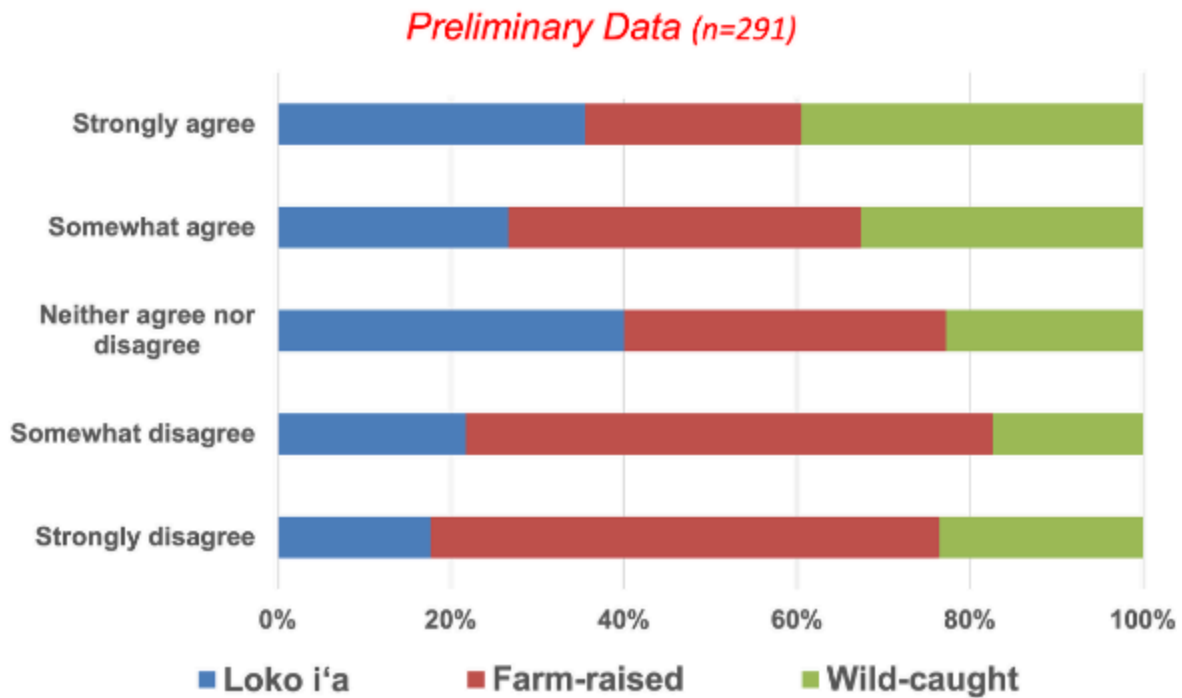
## “IT IS SUSTAINABLE” Consumer Perceptions



### “It is sustainable” Preliminary Results

- **Loko i'a-raised seafood:** Predominantly viewed as sustainable with a considerable neutral stance and minimal strong disagreement.
- **Farm-raised seafood:** Elicits mixed views; while some find it sustainable, many express reservations. A notable portion remains neutral.
- **Wild-caught seafood:** Similar to farm-raised seafood, with mixed opinions. Both positive and negative sentiments are evident, and neutrality is also present.
- **Overall Comparison:** Loko i'a-raised seafood enjoys a more positive or neutral sustainability perception, while both farm-raised and wild-caught seafood generate polarized views.

# “IT TASTES GOOD” Consumer Perceptions



## “It tastes good” Preliminary Results

- **Loko i'a-raised seafood:** Mostly perceived positively in taste, with minimal strong disagreement.
- **Farm-raised seafood:** Many reservations about taste, but also a notable neutral stance.
- **Wild-caught seafood:** Largely preferred, with dominant positive taste perceptions.
- **Overall comparison:** Wild-caught seafood is most favored in taste. Loko i'a-raised seafood is generally positive or neutral, while farm-raised seafood has mixed views, leaning toward neutrality or negativity.

## Comparing the 3 graphs:

While perceptions about taste are relatively consistent and positive across all

seafood types, there are distinct differences in perceptions of health and sustainability. Wild-caught seafood is predominantly viewed as the healthiest option, loko i'a-raised seafood is notably seen as the most sustainable, and farm-raised seafood has varied opinions in terms of health and sustainability. However, its reception regarding taste is more consistent and favorable.

## Loko i'a (Native Hawaiian Fishpond) Restoration Community Work Days



Across the Hawaiian islands, the call to restore and nurture the cherished loko i'a is growing. With numerous community work days available across the islands, it is clear there is plenty of work to be done! These work days typically start around 8 or 9am and wrap up by midday. Securing your spot with an RSVP is essential, and spots may fill up quickly, so consider committing to attend early!

## Click on the links for more details and to RSVP

### O'ahu

[Loko ea](#) (Hale'iwa, 3rd Saturdays)

[Waikalua](#) (Kane'ohe, Nov. 11th, 2023)

[He'eia](#) (Kane'ohe, 2nd & 4th Saturdays)

[Loko I'a Pā'aiau](#) ('Aiea, 1st Saturdays every other month)

[Huilua](#) (Kahana Bay, 2nd Saturdays)

### Moloka'i

[Al'i](#) (South shore, 3rd Saturdays)

['Ōhalahala](#) (Kūmimi Beach, Nov. 15th is the next one)

## Kaua'i

[Alakoko](#) (Niumalu, Puna, 3rd Saturdays)

## Hawai'i Island

[Kīholo](#) (North Kona coast, 3rd Saturdays)

[Hale o Lono](#) (Hilo, 2nd Saturdays, RSVP on instagram)

What other Hawai'i seafood, aquaculture and fishpond events are going on? Click the button below to submit your event so it can be featured in a future newsletter.

[Submit events](#)

## Want to volunteer? Check out this video

### Kūkulu Kuapā: Rock Wall Building

Filmed at Hale o Lono loko i'a in Hilo, produced by the Edith Kanaka'ole Foundation, and sponsored by OHA and the Hawai'i Tourism Authority, this 7-minute video details loko i'a rock wall construction, emphasizing Hawaiian customs, safety guidelines, and practical advice for volunteers. For everyone wanting to contribute and learn about Hawai'i aquaculture heritage, this is a must-watch. [Watch it here.](#)



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