

FOCUS OUR
MAUI ISLANDS
NUI OUR FUTURE

PROFILE

The individuals featured here are your neighbors, friends, co-workers. They all share one thing: a true concern for the future of our island home and the willingness to become part of the building process.



Name:
Alii Chang

Residence:
Kula

Occupation:
Owner,
Ali'i Kula Lavender

How have you been inspired to take action or involve others in building the future we all want? I think agriculture lands have become so expensive now that we need to cooperate with the community and with different businesses for all us to enjoy quality of life here. At Ali'i Kula Lavender, we work with small and locally owned businesses to create and market our products. We have a very good networking business going here benefiting our community.

Focus Maui Nui is also about building community. How do you see yourselves fitting into that strategy? I think we give back through the education side and by letting people know there are other things you can grow. We are working with the Maui Community College Culinary School, a wonderful culinary school that is state of the art, in our product development. We have hosted teachers and students from our schools, like the Kamehameha Schools Business Academy. I feel from the farm aspect to the finished product, it all goes hand in hand. We created a niche and are happy to educate people.

What message do you want to send out to your fellow residents? Maui is so special that we should all make an effort to take care and preserve it for the generations to come. I also think that agriculture plays a big role and we farmers have to look at creating high value for the products we grow. Our community can work collaboratively to develop creative and alternative ways for agriculture here. I think we can make it such that the new generation will want to carry on agriculture.

FOCUS MAUI NUI: *The future rests with us...*

For information on how you, your group or company can get involved, contact 875-2300 or visit

www.focusmauinui.com.

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