

Now Serving

30 VARIETIES OF GREENHOUSE GROWN MICROGREENS



BEFORE
25 acres of trees



DURING
trees clear & framing



AFTER
4000 square feet

HUA MOMONA FARMS



It's not the destination... ..

There are plenty of euphemisms that pertain to a start-up business; "Patience is a virtue" certainly comes to mind. With those words, "*getting to revenue*" has been longer than desired, though abundant with lifetime moments, wonderful accolades, and incredible sunsets.

Leslie Quinn
getting to know our first harvest

It's the Journey...

A few years ago Gary Grube, his wife Kathy and daughter Michelle along with then boyfriend Antonio Brunetti made a visit from Chicago. The Grubes have made the trek to Maui just about every year since their honeymoon visit in 1989. They met organic farmer extraordinaire Dan Rudoy in Hana for an organic farm tour and culinary adventure where the family chose which vegetables they would enjoy in their chef-prepared dinner that night under the dark sky and stars of Hana. The experience left an impression on each one of them.

A few nights later while enjoying a great dinner and fine wine selected by Richard Olsen at Lahaina Grill, Gary exclaimed - "it's time for our family to have a Maui presence and wouldn't a farm be a great adventure". Next thing we know Mary Ann Fitch is running us all around West Maui looking at this and that, when she nailed it with the old line "I have a 25 acre undeveloped lot on the hillside you might like" - and here we are three years later...

A state of the art 4,000 square foot greenhouse, a crew of talented personalities, advisors, family, and friends coming together to clear, design, construct, and basically wave a magic wand in order to complete the vision.

Further stars aligned when we found a very talented and experienced farmer from New Jersey who was actively looking to move to our island home. PJ Sabatino has proven an invaluable asset to the program. From below the surface of the soil considering the perfect recipe of natural amendments for our micros to behind the welder fabricating harvesting mechanisms to streamline our process, his areas of expertise seem to have no limits - and we're not sure, but we don't think he ever sleeps.

Next, Chef Zach Laidlaw - an internationally accomplished culinary maven and key team member. Gary remembers enjoying one of Chef Zach's creations years ago and knew then how gifted he was. Realizing what an asset he could be to the team, Gary convinced Zach to move to Maui (which wasn't really hard). Zach began his Maui career as an apprentice at Fleetwood's on Front St. ** Mahalo to Chef Eric for the

Quite a ride



Pictured from top:

Biblical rain and flooding delays concrete (again)

Owner, Gary Grube shows us how it's done

Farm Manager , PJ Sabatino finally has his toys in place

opportunity ** and quickly rose to the rank of Chef de Cuisine, but as pre-arranged, he recently took his leave from Fleetwood's to join Hua Momona Farms full-time as our Executive Chef. Why an Executive Chef for a greenhouse with no kitchen? Well, who better to determine which micros to grow than someone who has spent years in the kitchen using them? Zach has a unique view on what our partnering Chefs will desire for their individual restaurants. Our hope is that we can help to elevate the Maui culinary experience for visitors and residents alike.

So, now we're up and running, passing out samples around the neighborhood which *everyone* loves and preparing for our first orders. Cue the trumpets! If anyone is in the area, please stop by for some samples or call us for a care package. We love to share our story as well as our microgreens. We also want to hear your thoughts on which direction to expand our offerings!

Lastly, congratulations to Antonio and Michelle Brunetti on their recent marriage! The picture-perfect Maui proposal (2 years ago) is a story for another newsletter!