

From: [Pipanconsulting](#)
To: [Planning LPC Testimony](#)
Subject: Waikoloa Green Support Letter from Aloun Farms
Date: Thursday, June 11, 2026 9:53:26 AM
Attachments: [AFI In Support Waikoloa Green 061026.pdf](#)

Please see attached support letter from Aloun Farms for LPC items #6 & 7 - Waikoloa Green LLC PL-SLU-2026-000016 and PL-REZ-2026-000096

Best,

John Pipan
President
Pipan Consulting LLC
Office: (808)333-3391
Cell: (808)430-1441



June 10, 2026

Hawaii County Leeward Planning Commission
101 Pauahi Street, Suite 3
Hilo, HI 96720

Re: Letter of Support — Waikoloa Green Special Use and Change of Zone Applications

Dear Chair and Members of the Leeward Planning Commission:

I am writing on behalf of Aloun Farms to express my wholehearted support for the Waikoloa Green project currently before this Commission. I have known the team behind Waikoloa Green for a number of years, and I can say without reservation that they are exactly the kind of people who should be building something like this — people who actually care about farming, who understand what it takes to make agriculture work, and who have put that understanding at the center of their design from day one.

Aloun Farms has operated in Hawaii for decades, and in that time, we have watched our state's agricultural infrastructure erode in ways that have made it harder and harder for small and mid-sized producers to survive. The problems are not new: producers struggle to access reliable cold storage, processing facilities, and stable market outlets. Getting locally grown food from the field to the consumer is more expensive and more logistically complicated than it should be, and too many growers have given up as a result. The food hub model that Waikoloa Green proposes — co-located processing, cold storage, and a farmers market on the same site as hundreds of family farm lots — is a direct answer to those problems, and it is one that I genuinely wish had existed when we were starting out.

The one-acre family lots at the heart of the project are the right size for working families who want to farm seriously without taking on unmanageable risk. The ten-acre food hub parcels are the kind of shared infrastructure investment that transforms a collection of individual farms into a functioning local food system. And the fact that the project is designed to put all of this in a single community — alongside workforce housing for the resort workers who will be the hub's most immediate customers — reflects a sophistication about how food economies actually work that I do not often see in development proposals.

South Kohala has long had the land to support a thriving agricultural community. What it has lacked is the infrastructure to make farming there economically viable. Waikoloa Green has the potential to change that — not just for the families who will farm those lots, but for producers across the island who could find a new market outlet and processing facility at the food hub. Hawaii needs more projects like this, and I am proud to lend my support to a team that I trust to follow through on what they have promised.



I encourage the Commission to look favorably on this application. Please do not hesitate to contact me directly if you have any questions about my perspective on the project's agricultural merits.

Mahalo for your consideration,

Alec Sou
President
Aloun Farm, Inc.