



Aloha Kitchen
Artisan Farmstead Cheeses, Salsas, Jams and more

2 hectares
5 acres
13 rai
31 dou



Aloha House
An Orphanage on an Organic Farm



7 hectares
17 acres
43 rai
108 dou

Aloha Ranch and Organic Farm
An Eco Village Half way to the Underground River

Aloha House Inc.

Registered with SEC
Non-profit, non-stock NGO
Accredited by the DSWD
Orphanage
Christian Ministry
Mother's Program
Train Progressive Organic Farmers







Aloha Bed and Breakfast
Stay on an Organic Farm in Puerto Princesa City

Experience Real Organic Living

Home About Us Photo Gallery

Located 20 minutes from the airport on the edge of city proper overlooking Honda Bay and the Sulu Sea...

Inquire Rates

Wake up on a farm full of fresh produce and order what you like!





Your room awaits.

Morning harvest for the customers.

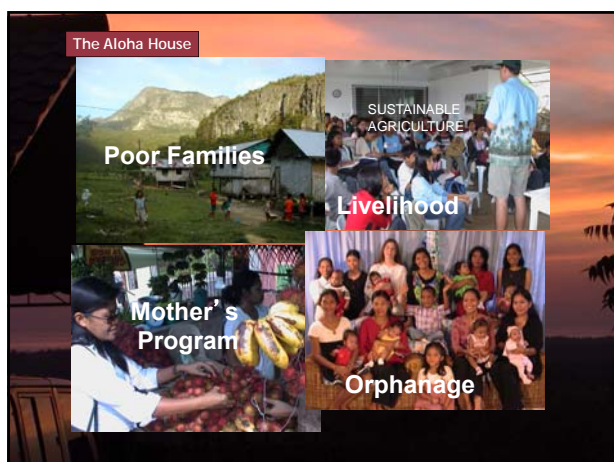


With 55 vegetables and 33 herbs there is always something to do on the farm. You can spend your time enjoying a restful, healthy break from the business of city life or roll up your sleeves and plant vegetables, harvest some herbs or milk a goat. We even have classes where you can learn to cook fresh from the farm, make cheese or study natural farming methods. You set your own pace and we give you an environment to meet your goals.



Aloha Livelihood and Value Added Farm Products Processing









Marketing the Farm Direct Sales

C.S.A.

Buy Local, Buy Fresh!

Community Supported Agriculture

C.S.A.

•Members receive a box of vegetables and fruits of **our** choice each week

- Members pre-pay
- P2,800 for 8 weeks (P350/week)
- Money for seeds, labor etc.
- Available for pickup at 3 convenient locations

Each week we can also include goat cheese or yogurt or banana bread or salsa etc. made in our kitchen from fresh farm ingredients

Marketing the Farm Direct Sales

Marketing the Farm Direct Sales

Buy Local, Buy Fresh!

Whole Wheat
Honey
Baby corn
onions
kimchi
Red lettuce
Green lettuce
Papaya
Sweet basil
Kangkong
cucumber
Pole beans
Thai basil
Chili Pepper

Saturday Drive Through Market

Buy Local, Buy Fresh!

Marketing the Farm Direct Sales

Saturday Drive Through Market

Buy Local, Buy Fresh!

Grow Local ≈ Buy Local

Marketing the Farm Direct Sales

Google "buy fresh, buy local"

Google "grow local, buy local"

Buy Local, Buy Fresh!

Search About 22,600 results (0.30 seconds)

Grow Local Buy Local

Everything Images Maps Videos News Shopping More

Home - Buy Fresh Buy Local
www.buylocalpa.org/...
Our aim at Buy Fresh Buy Local is to look for... and perhaps me...
Marketplace - About Us - Co...

Southeastern Pennsylv...
www.buylocalpa.org/southea...
Welcome to the Southeastern...
LOCAL Regional ...
Show more results from b...

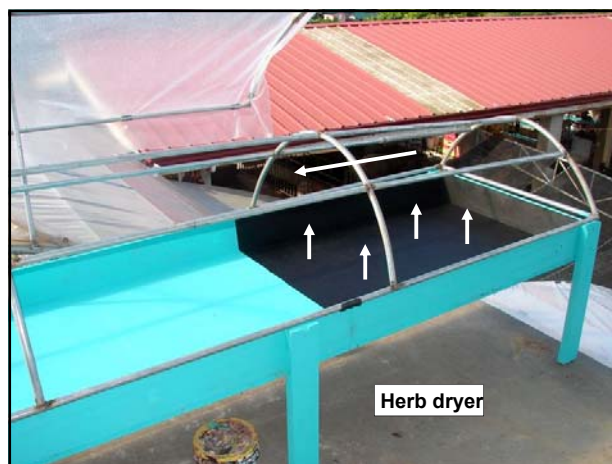
Buy Fresh Buy Local...
www.buylocalvirginia.org/...
Buy Fresh Buy Local Virgin...
Virginians to find local food...
round while ...

Be Green 2: Gro...
www.khon2.com/...
Concern about the e...
More search tools among many segme...

Earth Day event promotes...
asunews.asu.edu/2009/04/03_feas...
Earth Day event promotes grow...

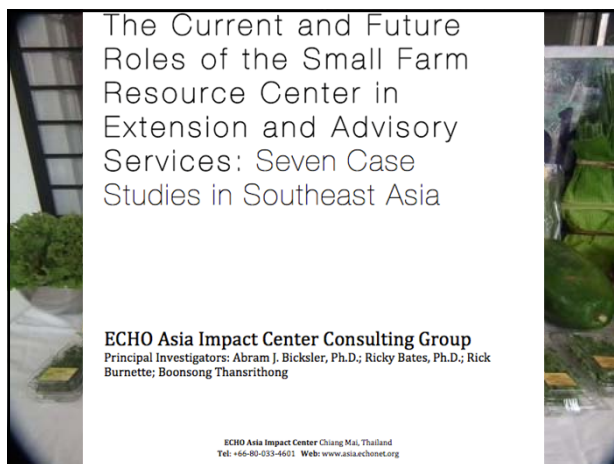












Factors	Strengths	Weakness	Proposed Activities to Maximize	Proposed Activities to Minimize
I. Funds	Allocated Funds for Farm operation is readily available Management is not stingy as far as release of funds is concerned		Enhance monitoring of funds allocated for farm supplies/stocks so possible wasteful use can be avoided Keep Stock cards/inventory updated	
II. Manpower	More workers were hired Farm Manager had been w/ Aloha for years	Trained workers left Current workers are mostly trainees Older employees are less productive	Regular meetings to get feedback from Farm Managers/Management Team to assess workloads/duties	Advertise the need for Farm Worker Good screening of applicants
III. Management		Less monitoring on key people assigned Monitoring of farm stocks/supplies		Review incentive/Perks Implement Performance Based Promotions/Land salary increases Keep Stock Cards & improve inventory Management
IV. Tools/Machines	No lack of equipments & tools to use	Big Generator broke Updated inventory of Tools	Proper tool storage and care	Purchase of a better bigger Gen Set
V. Methods	Sustainable and double		Continue training the farmers and emphasize keeping good practices	
VI. Natural		Pests and bug problem Fly problem		

Table 3: SWOT analysis for Aloha House - answers in regular text were given by the interviewees while answers in bold are the opinions of the evaluators.

Strengths (Present)	Opportunities (Future)
<ul style="list-style-type: none"> Husband/wife duo speak local language and understand culture Most permanent structures are built on land owned by the Farm Great location on a hill affording good breezes and cooler climate Have built staff capacity Farm is self-supporting and contributes to 25% of operating expenses of the orphanage Provides organic food to orphanage and surrounding communities Actively engaging multiple stakeholders Overnight accommodations Training facilities Waste stream becomes input stream Very open with sharing information/recipes 	<ul style="list-style-type: none"> Intensive row cropping - mix perennials in with annuals: permaculture focus Aloha Ranch (in progress) becomes the back-up if land tenure becomes a concern Increased capacity for more outreach to farmers and other NGOs Agritourism potential Increased staff capacity to run farm in absence of American manager Continued open access dissemination of information/knowledge
Weaknesses (Present)	Threats (Future)
<ul style="list-style-type: none"> Limited land Have to rent land from neighboring farmers Limited water Management intensive Many activities happening simultaneously Outreach occurs on farm, not in communities 	<ul style="list-style-type: none"> Tenure issue for production plots - but focus on vegetable and herbs because not permanent Political instability Funding issues Farm becomes a burden and extension work tapers off









Marketing the Farm
Grocery Outlet





Marketing the Farm
Direct Sales
Value Added Products

Natural Soap Production



Marketing the Farm
Direct Sales
Value Added Products

Natural soap
and oils



Organic Foods

Marketing the Farm
Direct Sales
Value Added Products



Marketing the Farm
Value Added Services

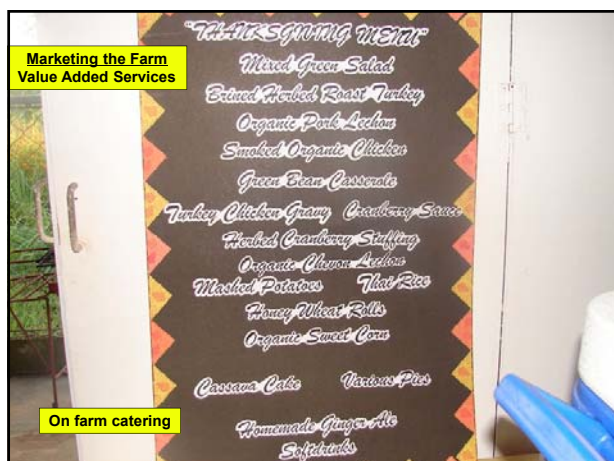
On farm catering



On farm catering

Marketing the Farm
Value Added Services

Birthday Parties







Training Options

We teach with hands-on participation and lectures of our techniques. Participants train on a commercial farm with real farmers that have mastered the technology in sustainable agriculture.

3 day intensive training – a complete systems approach with hands on training in sustainable agriculture for the tropics.

The 3 day fees include a text book: *A Natural Farming System for Sustainable Agriculture in the Tropics*, materials, tools, fertilizers, a bottle of beneficial microorganisms, snacks & lunch.

*Internships – a 4-month work-while-you-learn-train program for managers and workers who want to start or improve a farm. Participants live on campus and need open cover rooms and board.

*Custom training – some groups and NGOs have needs and limited time. We can prepare a half-day introduction to sustainable practices.

*Lectures – Keith Mikkelson is the author of *A Natural Farming System for Sustainable Agriculture in the Tropics*, available to present his materials to groups.

*Farm Tours – available by appointment.

Aloha House, Mimi Rd.,
Puerto Princesa City, Palawan

Cell: 0917-553-0306

Marketing the Farm Farm Brochure

Farm Store

ORGANIC FARM

The farm was developed from the desire to provide ourselves and our clients high quality nutrient dense farm produce. Over the years we've gained success in organic food production entirely free of pesticides, herbicides and other chemical inputs. This is an on-going livelihood project that employs local workers. We supply a local supermarket and various restaurants as well as visitors with farm fresh fruits and vegetables, herbs, eggs, milk and eggs.

Fresh Fruits and Vegetables

Success in organic agriculture starts never using chemicals while growing nutrient dense food in natural balanced soil that is rich in beneficial microbial activity. Try our herbs, lettuce and salad vegetables as well as other exotic and local veggies and in season fruits that will bring you health!

Join our Community Supported Agriculture - C.S.A.

Members of our C.S.A. enjoy a variety of farm fresh products weekly in the form of a Happy Box. Family or individual memberships receive a box of fruits and vegetables for 8 weeks which is prepared by members. We have several convenient pick up sites for you!

Meat Products

Cultured Vegetarian and vegetarian meals to bring you health through better digestion. We're a farmstead with culture with great health benefits, available only by order.

Poultry and Eggs

Live and dressed chicken, smoked chicken, eggs from pasture-raised poultry, by order basis only.

Kimchi

Korean Kimchi, Lacto Fermented Pickles, Cucumber Pickles, Radish, Ginger and Garlic etc.

By Order

Seasonal, Whole Wheat Bread, Rolls and Buns, Banana Bread, Natural Fruit Yoghurt, Wheat Germ, Ginger Ale, Pine Juice and Cider, Sprouts, Pesto made from our organic, sweet basil. Cashew spread so creamy (chick you'll fall in love with it).

Marketing the Farm Farm Brochure

PRICE LIST
effective February 2009

Organic Herbs:	Php	
Chinese Celery	30.00	100 grms.
Cilantro / Coriander	70.00	100 grms.
Dill weed	70.00	100 grms.
Garlic Chives	100.00	kilo
Gotu kola	70.00	100 grms.
Italian Oregano	70.00	100 grms.
Lemon Basil	30.00	100 grms.
Lemon Grass Stalk	50.00	kilo
Lemonmint	30.00	100 grms.
Orange mint	30.00	100 grms.
Parsley	70.00	100 grms.
Rosemary	40.00	100 grms.
Sweet Basil	300.00	kilo
Tarragon	50.00	100 grms.
Thai Basil	30.00	100 grms.

Others:	Php	
Cucumber	60.00	kilo
Flowering Peppercorn	60.00	kilo
Lettuce	200.00	kilo
Arugula	200.00	kilo
Mizuna	150.00	kilo
Tat-soi	60.00	kilo
Palm-Sal	60.00	kilo
Peppercorn	45.00	kilo
Radish	60.00	kilo
Sweet Corn	50.00	kilo
Thai Hot Pepper	300.00	kilo
Tomato (small)	60.00	kilo
Tomato (Big)	100.00	kilo
Upland Kangkong	50.00	kilo

Marketing the Farm Price List

Kitchen Produce:

Yogurt	120.00	per tub
Kimchi	90.00	per tub
Pickled Cucumber	60.00	per tub
Pickled Papaya	60.00	per tub
Feta Cheese	850.00	kilo
Spread Cheese	800.00	kilo
Ricotta Cheese	600.00	kilo
Gouda Cheese	1,200.00	kilo
Cheddar	1,500.00	kilo
Mozzarella	800.00	kilo
Fresh Milk (Cow)	75.00	liter
Mayonnaise	95.00	jar
Ketchup	76.00	jar
Tomato Salsa	95.00	jar
Jam	85.00	jar
Virgin Coconut Oil	220.00	Half Liter
Wild Honey	220.00	liter
	820.00	4000ml
	1,200.00	6000ml
Native Honey Bags	70.00	pc.

*** Price are subject to change without prior notice***

Marketing the Farm Price List

On farm Trainings

Marketing the Farm Trainings

Inviting the community





Marketing the Farm
Trainings

Agricultural Internships

- Interns work in a 4 month program 8 -10 hrs/day
- Sponsors cover Room and Board fee P7,000/mo.
- Lots of hands on, Technical lectures, management, tests
- In the beginning Interns are not very helpful or productive
- By the time they are skilled they leave
- Interns gain valuable Technology to improve/start own farm
- We get to see farmers succeed
- In 4 months you can (example)
 - Plant corn and harvest
 - Grow most vegetables to sell
 - Fatten piglet and go to market
 - Raise 100+ chickens for sale

Inviting the community



Marketing the Farm
Internships

Hands on work duties



Marketing the Farm
Internships

Bantay Bala

Hands on work duties



Marketing the Farm
Internships

Sourcing Materials

Hands on work duties



Marketing the Farm
Internships

The Dorms

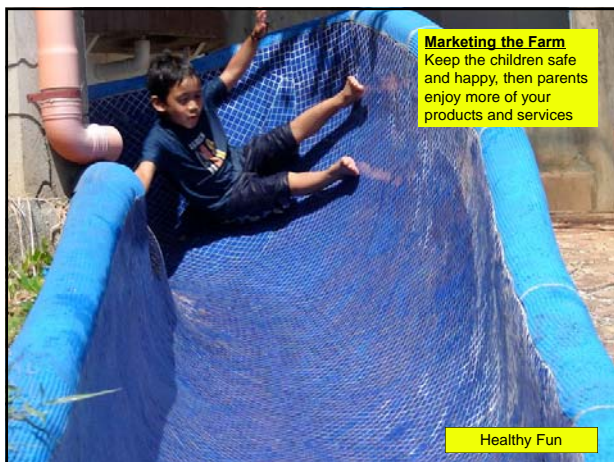


Marketing the Farm
Facility Design









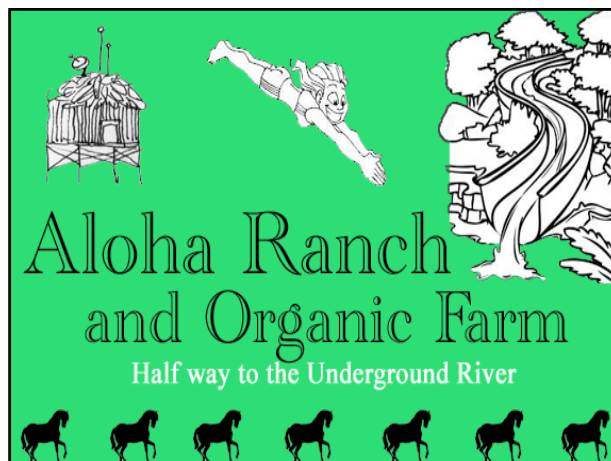
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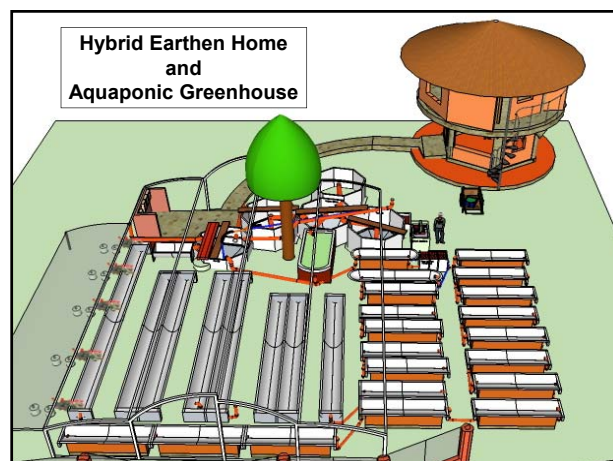
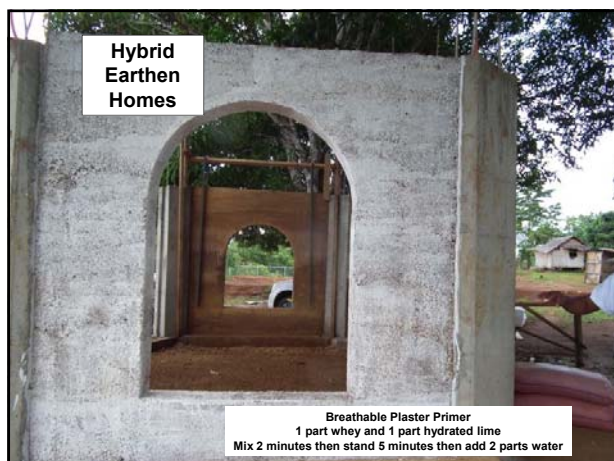
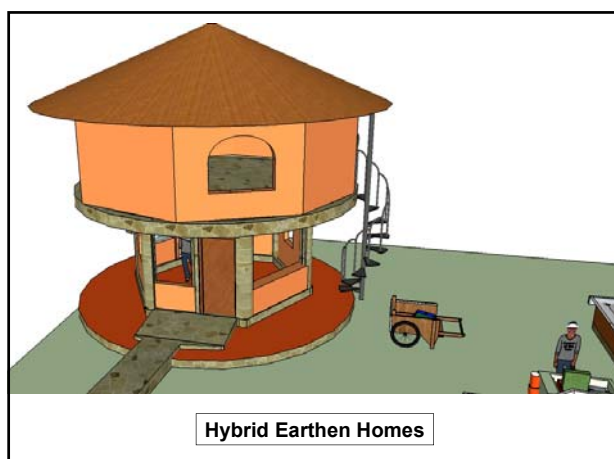
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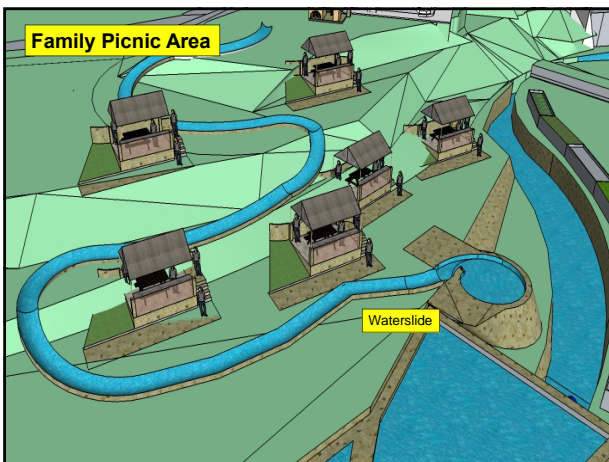
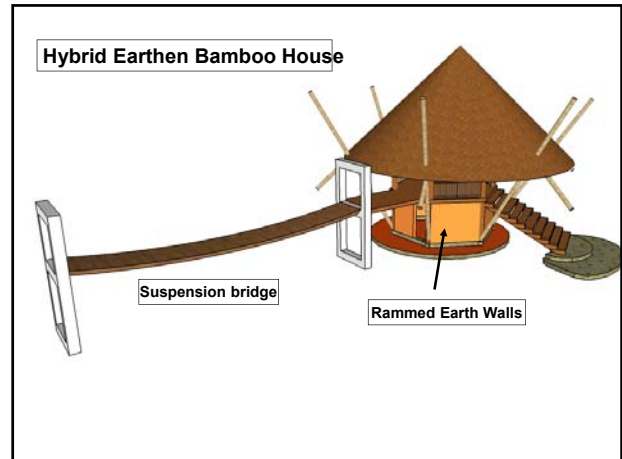
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An Orphanage on an Organic Farm

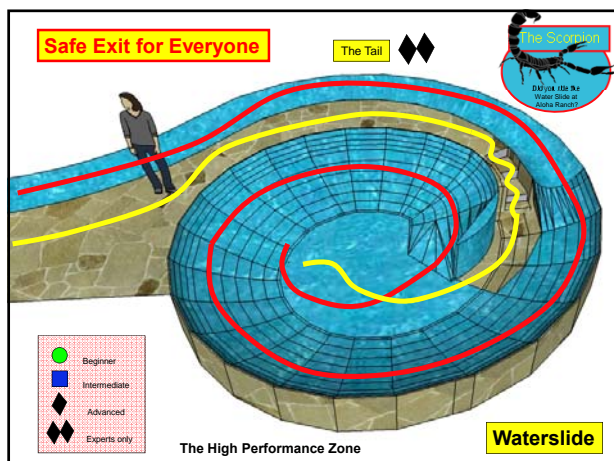
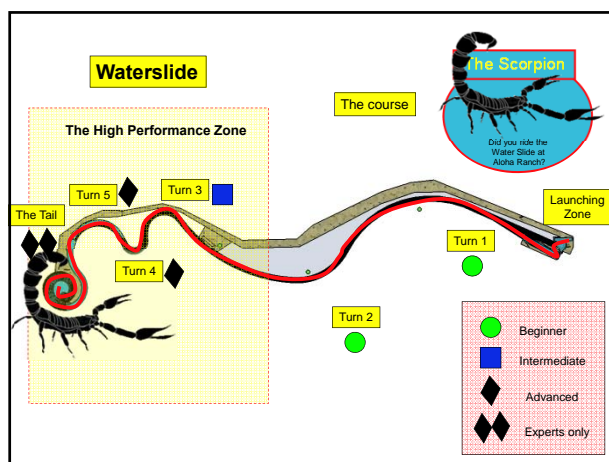
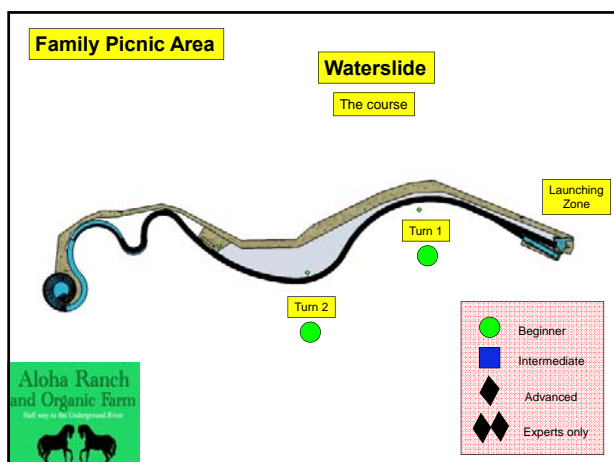
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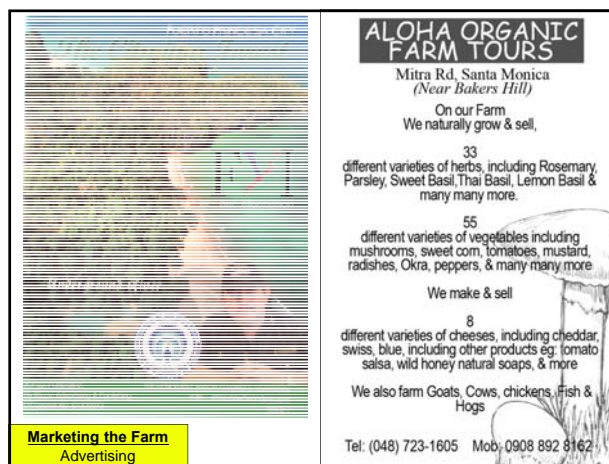
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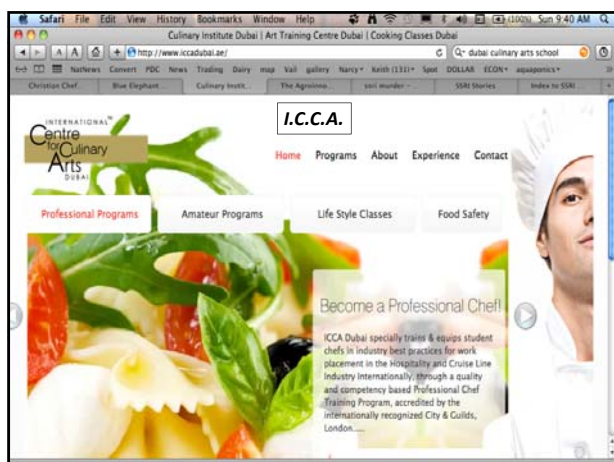




















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Aloha Farm
We are a small organic farm & orphanage. We have food products for sale like wild honey, chili garlands, produce etc. Also pick your own produce. We train families on sustainable agriculture. We have a playground and waterslide for the children.

Aloha House Inc.
phone: 063-48-434-6011
Mitro Rd.
Puerto Princesa City, Palawan, 5300
www.mozcom.com
www.ourchurch.com/view?rowid=165026

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phone: 859-336-3075
stay@maplehillmanor.com
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Marketing the Farm
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