

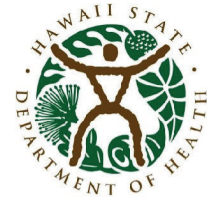


**HAWAII  
GREEN**  
10-ENTRY LEVEL

2023  
**BUSINESS  
PROGRAM**



**HAWAII  
STATE  
ENERGY  
OFFICE**



## Background:

South Maui Fish Co. sells fresh local fish in Kihei. Sustainability and conservation are at the core of their business model, and with a low footprint, their dedicated team serve an ocean-to-plate menu of poke, fish tacos, fish plates, sides to compliment, and fish filets by the pound. They sell out daily and are about passionate about ensuring no fish is wasted. What their fisherman catch is what's on the menu whether 'ahi or marlin, and they catch only what is needed for the day. Through a partnership with a local worm composting farm, unused parts of the fish are hauled to contribute to an organic composting project.

## Highlights

- Offer fresh caught local fish, never frozen
- Conservative model, low impact and resource efficient
- When the fish sells out, they close early—minimal waste
- Partner with a local worm composting farm for unused parts of the fish
- Offer eco-friendly food ware
- Participate in Surfrider's waste reduction initiative

