

URBAN concepts



Welcome to our Summer 2024 issue of Urban Concepts!

So far, this season has been one of growth, innovation, and community engagement and we hope to continue this path through the rest of the year.

In this edition, we have an article on helpful summer maintenance tips and our produce showcase featuring facts on watercress. We are also introducing a limited segment on local mom-and-pop retailers that grew into large companies that many of us are still familiar with today, featuring Meadow Gold Dairies and Foodland.

We hope you enjoy the newsletter and thank you for being a part of our community. Here's to another edition of Urban Concepts!

Mahalo,
Brett Hill Construction, Inc.

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SUMMER MAINTENANCE TIPS



Summer is always our busiest time of year. As the scorching Hawaii weather becomes unbearable, many rely on their air conditioners to provide relief from the rising temperatures. In this article, we share some of our recommended tasks to help keep your home functioning efficiently during these warm summer months and what to look out for when performing visual assessments of your home. By dedicating a little time to perform basic checks on your property now, you'll save yourself from bigger headaches later and keep your home a comfortable, safe haven all summer long.

AIR CONDITIONER

The air conditioner is a very important piece of equipment in any home. It's a valuable source of comfort, especially during the summer, so ensuring it runs efficiently and continues to cool your home throughout the year is of utmost importance. If you currently have your air conditioners maintained on a regular basis - quarterly or semiannually, depending on the usage frequency - you are being proactive in avoiding potential unexpected breakdowns or costly repairs. Regular maintenance not only protects your air conditioning equipment but also helps prevent damage caused by condensation water leaks that might otherwise go unnoticed.



Without proper and timely maintenance, your air conditioner may prematurely malfunction. One of the most common issues is a clogged condensation drain line, which causes water to overflow from your condensation drip pan or hose. If not caught early, this water leak can spread throughout your home, causing damage to your carpet or flooring, walls, and furniture. Even if you are maintaining your air conditioner, periodically checking under your unit and the surrounding floor area is a good practice to catch and prevent water leaks from causing significant damage to your residence or even your downstairs neighbors.

SMOKE DETECTOR

Smoke detectors may be one of the most important items in your home when it comes to your family's safety. These early warning devices help alert your family to fire and dangerous smoke while there is still time to evacuate. However, they need to be periodically tested to ensure proper function. At least once a month, you should press the "Test" button to make sure the batteries are still working.

As a recommendation, you should replace the batteries once a year, even if the smoke detectors are still functioning. Set a date that's easy to remember, such as July 4th, and replace the batteries in all the smoke detectors in your home so there's no question about when each detector's battery was replaced.



WINDOWS & LANAI DOOR

It is crucial to check for proper function of windows and lanai doors, especially in these hot summer months when sufficient ventilation is essential. Lubricating your windows and sliding doors is necessary to keep them operating smoothly, particularly if they are heavy. Since we are also near the ocean, the salt air can cause the rolling metal parts to seize more quickly.

Checking for air leaks around windows and doors is also recommended to ensure cold air stays in and hot air stays out. If you find any leaks, consider sealing them with weather stripping or caulking, or make an appointment to have them professionally sealed.



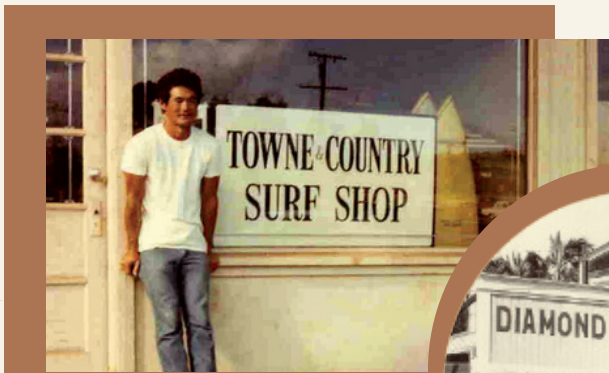
MOLD & MILDEW PREVENTION

Prevent the possibility of mold and mildew in your home by keeping closets, dresser drawers, and any other areas where mildew is likely to grow as clean as possible. Greasy films, such as those that form on kitchen walls, may also provide nutrients for mildew-causing molds, so always ensure that kitchen areas and stove fan filters are kept cleaned. Additionally, make sure that the dryer is venting properly and that the exhaust fans in your bathrooms are clear of dust buildup. Proper air circulation is crucial for removing moisture. When natural breezes are insufficient, you can use air conditioners, fans, or dehumidifiers to assist in the drying process

- OTHER
- -Be aware of termite, roach or rodent droppings on your floor or countertops. It would be recommended that you contact an exterminator immediately to address any infestation. Termites are more prominent during the summer months, especially with the humid Hawaii weather.
- -Clean your ceiling fans, make sure to dust and wipe down every couple of weeks or so.

Thank you for exploring these summer home maintenance tips with us. By staying proactive and addressing these essential tasks, you can ensure your home remains safe, comfortable, and efficient throughout the season. Remember, a little maintenance and awareness now can prevent costly repairs down the road. Enjoy your summer with the peace of mind that your home is in great shape!

Local Mom-and-Pop Retailers that grew



"Buy local" and "Support local" are two slogans we often hear in Hawaii. Their meaning goes well beyond purchasing from or contributing to any organization founded and developed in Hawaii. They signify supporting the people of our community and honoring the rich history of our multicultural values that make us who we are today.

Supporting a local company or organization means we malama (take care of) our own and want to see them have a sustainable future in Hawaii. This is especially true when the business or non-profit organization we're supporting reinvests its resources back into our community by providing jobs, supporting other local businesses, or helping our residents who benefit from certain services.

Many of today's well-known businesses and non-profit organizations in Hawaii started from humble beginnings. Through hard, honest work, embracing the local cultural values, and giving back to the community, they grew and thrived, becoming household names in Hawaii. Some of these businesses have survived and thrived for well over 100 years and have even branched out worldwide.

Please enjoy learning a little bit about the first two featured local companies in our limited segment on local mom-and-pop retailers that grew. We will be highlighting different local companies over the next few newsletters.



With the arrival and introduction of cattle to Kealahou on the Big Island as a gift to King Kamehameha in 1793, and with additional herd of cattle arriving a year later, two industries were born in Hawaii - cattle ranching and the dairy industry.

Allowed to roam wild, the cattle population on the Big Island grew exponentially (both wild and domesticated), reaching a point where they needed to be controlled. This growth led to the birth of the ranching industry when, in 1823, King Kamehameha III invited experienced Mexican ranchers, Espanoles (or Paniolos), from California to teach the native Hawaiians cattle-handling skills.

The dairy industry got its start in the mid-1800s when the increased demand for milk required additional dairy cattle to be imported in 1869. With the fastest-growing population at that time, the island of Oahu became the center of dairy farm operations. Back then, many dairies operated in areas where urban Honolulu exists today - Manoa, Kapahulu, Kaimuki, and Hawaii Kai.

To meet the growing demand, in June of 1897, seven dairy businesses on Oahu - Wai'alaie Dairy, Kaipu Dairy, Manoa Dairy, Honolulu Dairy, Nu'uaniu Valley Dairy, Woodlawn Dairy, and Kapahulu Dairy - partnered to form the Dairymen's Association, which would later be renamed to Meadow Gold Dairies. This partnership was formed to economize and streamline milk production, providing a greater volume of milk to keep up with the consumer demand, thus allowing Hawaii to be self-sufficient in milk.

The Dairymen's Association also sustained itself through several global events, such as World War I, the Great Depression, and World War II. In fact, during World War II, the Dairymen's Association played an important role for the military in Hawaii by providing a crucial nutritional source for wounded and injured military personnel.



Beatrice Foods

In 1953, Beatrice Foods Company purchased the Dairymen's Association and continued to operate it under that name until 1959, when it was rebranded as Meadow Gold Dairies.

Dean Foods

In 2001, Dean Foods acquired Meadow Gold Dairies. They owned and operated the company for nearly 20 years until it filed for bankruptcy, sold its neighbor island operations, and shut down the Honolulu processing plant in 2021.

Bahman Sadeghi

In May 2021, Bahman Sadeghi, a dairy farmer from Hawaii Island, purchased Meadow Gold Dairies and opened a distribution center in Waipahu.

With this purchase, the future for Meadow Gold Dairies looks bright, as they have a strong local presence with Viva milk products, the POG tropical juice drink, and more new products planned for the future.

Lani Moo

In 1949, Dairymen's Association introduced a calf as a marketing promotion to raise awareness among children about good health and nutrition. As part of this promotion, they initiated a contest for children to submit potential names for the calf. Patricia Colburn, a first grader from Kamehameha School for Girls, submitted the winning entry, "Lani Moo." Lani Moo, along with its association with the Dairymen's Association and later Meadow Gold Dairies, has become an iconic brand name in Hawaii, recognized by multiple generations of families.

Today, the current Lani Moo lives at the Honolulu Zoo. In partnership with Meadow Gold Dairies, the zoo has set up the Lani Moo Keiki Corner, an interactive educational exhibit that teaches children about cows, milk, and nutrition.



Other Interesting Facts

Milkmen - There was a time in Hawaii when milkmen, a term that was not considered politically incorrect at the time, were a common sight. As a precursor to modern delivery services like pizza delivery, Uber Eats, and Door Dash, milkmen would make recurring deliveries to households. Initially, these deliveries were made in horse-drawn carriages and later in milk trucks, with bottles of milk left at the doorsteps of homes that has ordered home delivery.



Kawailoa Beach - At one time, there was a surf spot on the North Shore of Oahu at Kawailoa Beach called "Dairyman's", later shortened to "Dairies", named after the Dairymen's Association dairy farm located mauka of Kamehameha Highway from that surf spot. However, the name has since faded with the rebranding of the company to Meadow Gold Dairies.

*Maurice
"Sully"
Sullivan,
Founder of
Foodland*



Foodland was founded by Maurice J. Sullivan, known as "Sully". Originally from Ireland, he arrived in America at the age of 17. Within a year at his first job at A&P Tea Company in Pennsylvania, he worked his way up from sacking potatoes to store manager in Buffalo.

*Sully at
Lanikai
Store*



In 1942, at the onset of World War II, Sully was deployed to Hawaii and assigned to the commissary as a buyer for the officers' mess hall. His buying trips around the island took him to Kailua, allowing him to meet the Lau Family, who operated the Lanikai Store, where he would go to work for 2 years as the store manager after being discharged from the Army in 1946.

On May 6, 1948, Sully and the Lau Family opened Foodland, Hawaii's first modern supermarket, at Market City in Honolulu. The opening drew such a large crowd that the front doors had to be locked to regulate the amount of people entering the store at a time.

The success of the Market City store demonstrated the popularity of the supermarket concept and highlighted Sully's commitment to providing an excellent shopping experience. The company expanded rapidly, opening one store each year for the next ten years. It reached Kauai in 1967, Maui in 1970, and the Big Island in 1971.



In 1995, Foodland introduced the Maika'i program and became the state's first supermarket to offer a frequent shopper program. Today, there are over 250,000 active Maika'i members.

Sully's daughter, Jenai, took over as president in 1995 and CEO in 1998, continuing to carry on Sully's legacy.



Sully and daughter, Jenai S. Wall

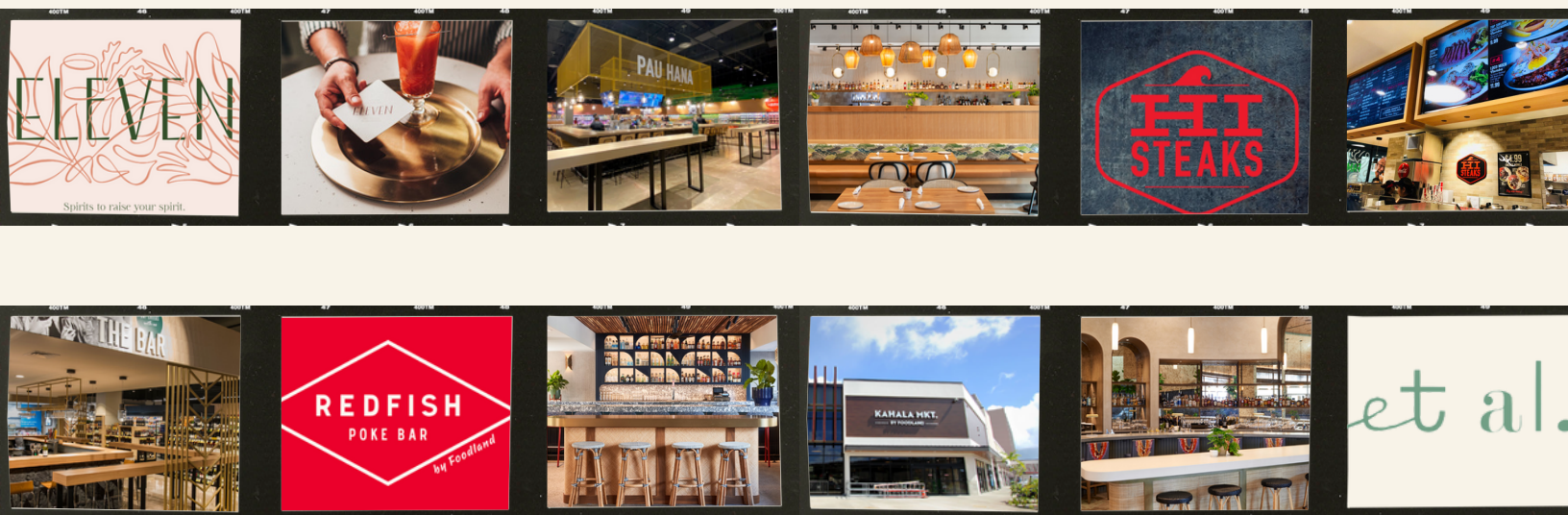


On August 31, 2016, Foodland reopened in Ala Moana Center with a reimagined grocery shopping experience. Along with a full-service supermarket, the new store features food options prepared by in-store chefs, concierge services, and a wine bar with a full menu and beer options.

On July 15, 2020, Foodland Farms Ka Makana Ali'i opened its first full-service restaurant and bar, Mahi'ai Table, inside the grocery store. A few months later, on November 11th, KAHALA MKT by Foodland opened, offering a boutique-style grocery and food shopping experience, creative grab-and-go cuisine, and its second full-service restaurant and bar, et al.

In 1980, Foodland launched its first state-wide community program, Shop for Better Education. Over 17 years, the program helped over 300 schools earn more than \$6 million in essential school supplies and equipment.

Now operating 31 stores statewide, Foodland remains the largest locally owned and operated grocery store in Hawaii, keeping Sully's vision of a family-run, community focused business alive.



PRODUCE SHOWCASE: WATERCRESS



WHAT IS IT?

Watercress is a light, crunchy leaf with similar flavors to mustard greens and arugula. When raw, it has a peppery taste but once it is cooked, the peppery flavor lessens and it has a distinct vegetable flavor with more mature watercress tasting slightly bitter.

HOW TO SELECT & STORE

When shopping for watercress, look for the bunches with dark green, crisp leaves that have firm stems. Avoid watercress that is yellowing, slimy, or wilted as well as ones with brown or mushy stems. When the watercress plants have white petaled blooms, this means that they have matured and gone to flower and are no longer edible.

Watercress is very perishable and should be stored in the fridge to keep it fresh. If planning to be eaten in a couple of days, place in a perforated bag before storing in the fridge. It can also be kept in a glass of water, similar to a bouquet of flowers, and put in the fridge with the leaves covered with a plastic bag. Watercress can also be frozen, this is a good option to preserve it if you are planning to eventually use it in a cooked dish.

NUTRITIONAL VALUE

Rich in vitamin A or retinol, which is important for keeping your retinas healthy and your vision good. Watercress is also rich in vitamin C, which supports your immune system, helping you heal from injuries and supports healthy collagen production. Rich in potassium, which is one of the most important minerals in your body, helping your body regulate your heartbeat, salt levels, blood pressure, and health of your bones.

HOW TO PREPARE & SERVE

Watercress can be eaten raw or cooked and is often included in many Asian and Asian inspired dishes. After any thick stems are removed, it can be made into a salad served on its own or mixed with other raw greens. It can also be included in smoothies blended with sweet fruits. Watercress is also frequently cooked into stir-fries, soups or sauteed on its own and served as a side dish.

