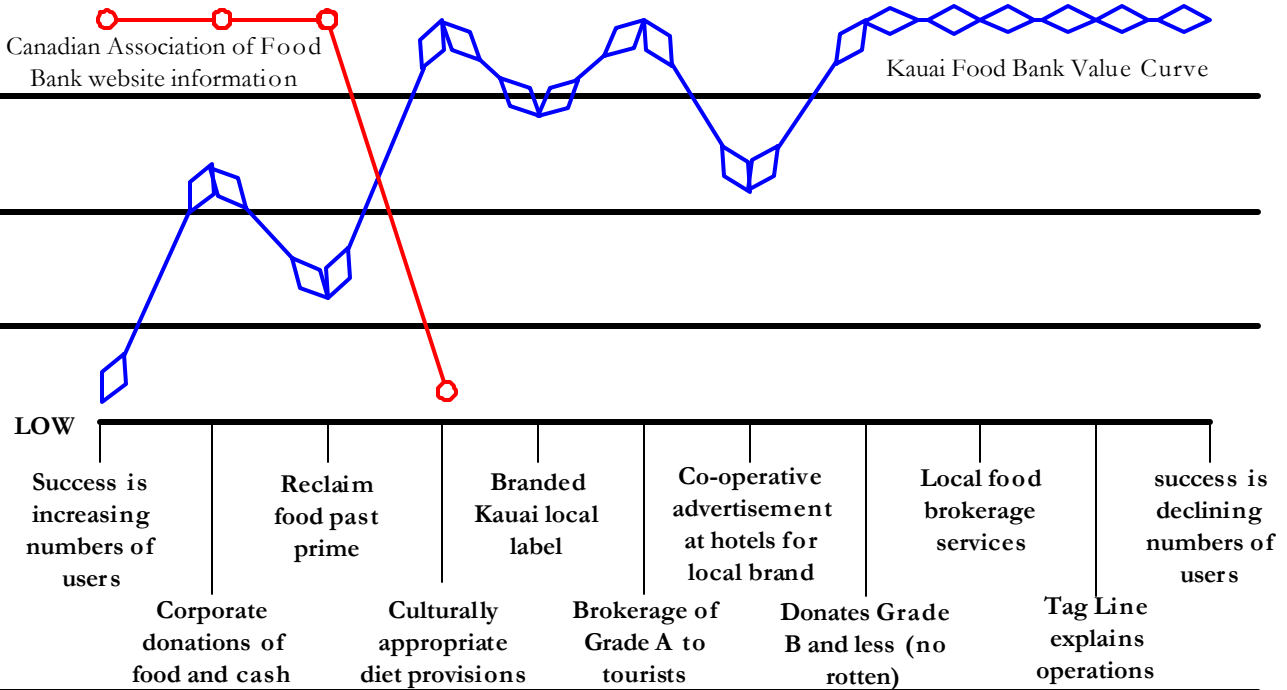


The Strategy Canvas of Kauai Food Bank, Lihue, HI

"Putting ourselves out of business through economic development"

developed from analytical tools in Blue Ocean Strategy by Kim, W. Chan & Renee Mauborgne. Harvard Business School Press 2005

HIGH



LOW

Success is increasing numbers of users

Reclaim food past prime

Branded Kauai local label

Co-operative advertisement at hotels for local brand

Local food brokerage services

success is declining numbers of users

Corporate donations of food and cash

Culturally appropriate diet provisions

Brokerage of Grade A to tourists

Donates Grade B and less (no rotten)

Tag Line explains operations

Information for the Kauai Food Bank strategy comes from:
 Feb 2005. Fisher, Andy. *Building the Bridge: Linking Food Banking and Community Food Security*.
 Community Food Security Coalition