



Hawaii's Agricultural Partnership

Founding Partners:
Economic Development Alliance of Hawaii
Hawaii Department of Agriculture
Hawaii Farm Bureau Federation
University of Hawaii Manoa - College of
Tropical Agriculture & Human Resources

NEWS RELEASE

For immediate release: November 5, 2009

Ho, Ho, Ho - Buy Local!

Ag Event to Promote Locally Grown Gifts for the Holidays

HONOLULU - With the holiday season upon us, Hawaii agriculture advocates want to remind consumers to think local whenever possible when making holiday gift and party purchases. Buying local keeps our money flowing through our community and helps preserve jobs, which is especially critical during these difficult economic times.

To help consumers in thinking local, Hawaii farmers and representatives from the local agricultural community will assemble on **Friday, November 6, 2009 at Tamarind Park at Bishop Square** in downtown Honolulu between **11:00 a.m. and 1:00 p.m.** At the "Buy Local for the Holidays" event, Hawaii's agricultural industry will showcase locally grown produce, plants and processed products that would make great gifts for the holidays. (A list of participating farmers is attached.)

Some of the products that will be displayed include holiday wreaths and gift baskets using all locally grown agricultural products. In addition, there will be demonstrations on making floral arrangements using locally grown flowers and foliage.

"Many of us will be careful about how much we spend on the holidays this year," said Susan Matsushima, CEO with Alluvion, a plant nursery on Oahu's North Shore. "But, we also want people to be mindful of where their money is going - Buy local, it matters!"

"Support for Hawaii farmers has never been more critical and that doesn't mean that you have to spend more - just better," said Dean Okimoto, president of the Hawaii Farm Bureau Federation and president of Nalo Farms, Inc. "On top of that, we all need to support our local economy. The internet is great technology, but when you order things from a mainland company, the money leaves our state at the speed of light."

The *Buy Local for the Holidays* event launches a newly formed agricultural partnership, 4 Ag Hawaii, which combines the forces of the Economic Development Alliance of Hawaii, Hawaii Farm Bureau Federation, University of Hawaii College of Tropical Agriculture and Hawaii Department of Agriculture. The partnership was formed to coordinate and pool resources to promote and expand Hawaii agriculture. The group also welcomes others in the public and corporate sectors to join the effort.

- more -

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Examples of how consumers can make little changes in their holiday buying include:

- √ Send locally grown fruits, like pineapple or export-treated papayas and apple bananas to friends and family on the mainland instead of ordering boxes from mainland fruit companies.
- √ Incorporate locally made jams, jellies and baked goods in holiday gifts.
- √ Purchase holiday wreaths made of locally grown flowers and foliage instead of imported wreaths.
- √ Look for locally grown potted plants, like poinsettias or chrysanthemums for gifts.
- √ Use locally grown produce for holiday dinners and potluck parties. (ie: use local beef for barbeques, local fruits for fruit salads, local eggs for pupus, salads and baking)
- √ Substitute locally grown foods in favorite holiday recipes.

These suggestions may seem insignificant; however, if we all do a little, it can have a great impact on our community.

Hawaii imports more than 85 percent of our consumer goods. A study released earlier this year indicated that if Hawaii replaced just 10 percent of foods we import with locally grown and manufactured foods, it would:

- Generate approximately \$94 million for local farmers,
- Have an economy-wide impact of \$188 million in sales,
- Create \$47 million in earnings, and
- \$6 million in state taxes, and
- Generate 2,300 jobs

The 4 Ag Hawaii partnership urges Hawaii residents to create our own economic stimulus - whenever possible, buy local - it matters!

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Buy Local for the Holidays!
Friday, November 6, 2009
Tamarind Park/Bishop Square
11:00 a.m. to 1:00 p.m.

List of Participants

FARMS:

Alii Kula Lavender
Alluvion
Big Island Abalone
Dole Foods
Greenpoint Nursery
Growing Creations
Helemano Plantations
Hiraoka Farms
Kahuku Farms
Ka'u Products
Keopu Coffee
Malie Kai Chocolates
Nalo Farms
Ohana Banana Farm

ORGANIZATIONS:

Hawaii Farm Bureau Federation
Hawaii Florists & Shippers Association
Hawaii Department of Agriculture
UH - College of Tropical Agriculture & Human Resources