

The **Kona County Farm Bureau** of Kealahou, HI, received \$22,991 to “grow farmers” through a marketing, farmer education, and consumer awareness campaign that included using print advertising, supplies, and chef demonstrations.

[Final Report FY10](#)



Keauhou Farmers Market Farmer-Chef Program SF-PPR Performance Progress Report-Final Report HI-366-2010-G-1147

Project Summary

The Saturday Keauhou Farmers Market was started seven years ago, operated by the Kona County Farm Bureau. Unlike the majority of outdoor markets on the island, vendors at the Keauhou Farmers Market exclusively offer farm products grown, or produced from products grown, on the Island of Hawaii.

Food Security

The State of Hawaii imports about 85% of our food from out of State. After the demise of the mono-crop plantation era there has persisted an assumption that growing food for local consumption was not economically feasible because imported fresh produce would always be less expensive than Hawaii grown produce. But a transition to a local diversified agricultural industry is gaining ground. As imported food gets more costly, many farmers are increasing production of a variety of agricultural crops to be marketed to local residents, retail/wholesale outlets, and the Island's resort and restaurant establishments. This trend continues to be fueled by the "buy-local" food movement as consumer preference for a fresh, locally-produced, sustainable food system increases.

The activity laying the foundation of the Keauhou Farmers Market Farmer-Chef Program was twelve highly publicized monthly Farmer-Chef Presentations held over the course of one year at the Keauhou Farmers Market. Each Presentation was structured to connect our farmers/vendors directly with local chefs, to identify their respective needs and to build more direct and ongoing cooperative relationships between them. The Keauhou Farmers Market Farmer-Chef Program was based of the following outcomes:

- Conduct monthly public Farmer-Chef Presentations at the Keauhou Farmers Market.
- Survey the participants.
- Study the feasibility of utilizing the Keauhou Farmers Market organization to establish an ongoing farmer/vendor-chef network.

Outcomes Achieved

Conduct twelve monthly Farmer-Chef Presentations.

"Learn how the Farmer grew it, watch the Chef prepare it, *and* taste the results!"

Held on the last Saturday of each month at the Keauhou Farmers Market, each Farmer-Chef Presentation served as a powerful means of increasing public attendance at the Farmers Market, evaluating customer preferences and expanding customer knowledge about the diversity and uses of

locally-grown products. About 100 people participated in each presentation. The participants primarily came from the local community, with a small percentage being tourists.

- Each Presentation featured a local farmer sharing information about the selected agricultural product and how it is grown/produced.
- This was followed by an Island chef demonstration, cooking on site, using the selected agricultural product.
- After the presentation, food samples and public surveys were distributed by Market Vendors and KCFB member-volunteers.

The Keauhou Farmers Market Web Site provides a summary of each Farmer/Chef Presentation. The site includes the recipe used by each month's featured Chef.

Below is a summary of our twelve monthly Farmer/Chef Presentations:

January 2011

CHEF: Owner/Chefs Ladda & Howie Simon, Lotus Café

FARMERS: Melanie & Colehour Bondera, Kanalani Ohana Farm

FEATURING: Mixed Vegetables

February 2011

CHEF: Owner/Chef Diane Tomac-Campogan, Nasturtium Café

FARMER: Edward May, Kona Ti Company

Featuring: Avocados

March 2011

CHEF: Executive Chef Robert Revita, Regency at Hualalai

FARMER: Greg Smith, Earth Matters Farm

Featuring: Fresh Sweet Corn

April 2011

CHEF: Owner/Chefs Ladda & Howie Simon, Lotus Café

FARMERS: Melanie & Colehour Bondera, Kanalani Ohana Farm

FEATURING: Mixed Vegetables

May 2011

CHEF: Owner/Chef Morgan Starr, Mi's Italian Bistro

FARMERS: Roy Honda & Jean Kadooka, Roy Y. Honda Farm

Featuring: Avocados

June 2011

CHEF: Chef Devin Lowder, Island Charcuterie

FARMERS: Tim Bruno, Luana Farm

FEATURING: Kona Coffee

July 2011

CHEF: Chef Wayne Nelson, Kenichi Pacific

FARMERS: Raven Bolas, Certified Arborist

FEATURING: Surinam Cherries

August 2011

CHEF: Chef Muzzy Fernandes, Jackie Rey's Ohana Grill

FARMERS: Brad Hunter, Hunter family Farm

FEATURING: Dragonfruit and White Pineapple

September 2011

CHEF: Executive Sous Chef Clem Kaimiola, Sheraton Keauhou Bay Resort & Spa

FARMER: Vheissu Keffer

FEATURING: Breadfruit (Hawaiian 'Ulu)

SPECIAL GUEST: Craig Elevitch

October 2011

CHEF: Chef Patti Kimball, Culinary Art Educator

FARMER: Diana Duff, Hoku Farm

FEATURING: Lilikoi

November 2011

CHEF: Chef Scotty Hiraishi, Sam Coi's Kai Lanai

FARMER: Steve Dias, Dias Farm and Ranch

FEATURING: Hawaiian Sweet Potato

December 2011

CHEF: Chef Colin Gould

FARMER: Bonnie Perata, Kona's Earthly Delights Farm

FEATURING: Kabocha Squash and Hearts of Palm

Advertising/Promotion/Supplies

We are very grateful for the FMPP grant funding that made it possible to educate the community about the Farmer-Chef Program. Advertising the monthly presentations went a long ways in building momentum for the Farmer-Chef connection, even to those who didn't actually attend the presentations. Display advertising is the primary means of reaching the overall community and therefore the major of the advertising funds are dedicated to local print media including the local daily newspaper, *West Hawaii Today* as well as other publications in advance of each presentation. Posters and brochures were created for each monthly presentation featuring local chefs, restaurants, and farmers.

Surveys

Two surveys took place as part of the Program. The first survey was distributed to the public attending each of our Farmer/Chef Presentations. The results of this survey demonstrated that the public has a very strong interest in not only consuming more locally-produced agricultural products, as well as a willingness to pay a higher price for these products, and they also share a belief that a more food self-sufficient community is important for our economy as well as our food security.

A second survey was distributed to restaurants, chefs, and caterers to examine their current use of, access to, and interest in gaining more access to local agricultural products. The results of this survey made it clear that many of our local chefs would like more access to local food sources. Most restaurants purchase agricultural products which are flown to the island from out of state and delivered to them by a whole sale service, making it very convenient means to fill their orders for fresh

agricultural products. Although the survey clearly demonstrated that most chefs/restaurants would like to have more access to locally grown agricultural products, and they believe that consumers are attracted to menus featuring local agricultural products, they were concerned that local farmers lack the capacity to deliver a consistent quality and volume to meet the industry's needs.

Expand the Keauhou Farmers Market presence on line.

We were able to establish a Vendor page as part of the Keauhou Farmers Market web site. We also expanded the Keauhou Farmers Market web site to summarize each Farmer/Chef Demonstration, including recipes from all demonstrations.

Beneficiaries

The long term goal is to expand the capacity of farmers/vendors to produce, our chefs' the opportunity to serve, and our consumers access to locally-grown agricultural products on the Island of Hawai'i. Both farmers/vendors and chefs benefited by the Farmer-Chef Program because it worked to:

- Build public expectation and preference for locally grown agricultural products on menus in Island restaurants.
- Expand farmers/vendors understanding regarding product development and purchasing preferences of chefs and restaurants, as well as the costs, quantities/packaging desired, and delivery needs.
- Build participants' interest in, and explore the feasibility of, utilizing the Keauhou Farmer's Markets organization to establish an ongoing farmer/vendor-chef cooperative that could serve to provide greater predictability to the supply-demand needs between farmers/vendors and chefs.
- Explore what local products currently are available that could be supplied to chefs as well as identify additional products sought by chefs that could be available through the formation of relationships with local farmers/vendors.

Education is good for business!

Traditionally, the Keauhou Farmers Market the summer is the slowest time for Vendor sales but during the Farmer-Chef Program we experienced our busiest summer season ever.

Lessons Learned

Over the course of the twelve Farmer-Chef Presentations we observed a new, unexpected trend that gained momentum. We began to attract a larger and larger number of individuals who attended the Presentations in order to question the Farmers about the growing techniques, availability, as well as the marketing of the featured agricultural product. Some of our Presentations took on the mood of an agricultural extension service education program! In addition, our Chefs were fielding an increased amount of inquiries regarding the preparation and storage of the featured product. In summary, it is clear from this active attendee participation that our Farmer-Chef Presentations served a purpose much more substantial role beyond merely providing a 'food show', and demonstrated needs for more local diversified agriculture education.

"Grow Farmers"

From its conception, the purpose of the Keauhou Farmers Market has always been to provide a weekly venue for farmers to incubate Hawaii-grown agricultural and to increase the diversity, quantity and quality of products being produced for distribution within our local community. And by building grass roots consumer preference for Hawaii's agriculture products we increase our farmer/vendor opportunity

to expand their contribution to the local food economy. In this the Keauhou Farmers Market is quite successful.

But currently the Farmer-Chef relationship faces limiting factors. Many local farmers lack the production capacity to move beyond the weekly farmers' market retail venue that would be necessary to provide a consistent supply of local products to Island chefs and restaurants. In moving forward it is clear we need to work to "grow farmers" to increase/modify their operation to serve these potential markets so that local chefs have dependable access to locally produced agricultural products. We should work with local chefs to determine their specific needs. This could expand the developing trend where a farmer works directly with a chef to tailor production to fill that specific need. The other approach could be in the formation of a cooperative where a number of low production farmers combine resources to meet a specific chef's needs. Although it turned out to be beyond the scope of this Program, in the future we believe it is important to continue to explore the viability of expanding the Keauhou Farmers Markets' web site to include a link serving to spot light and connect Farmer-Chef supply and demand. The goal of such a tool would be to increase the efficiency of doing business for both producers and buyers. Chefs could have a direct access to local products and place orders with more than one producer. Toward this goal we began to begin discussions regarding the feasibility of establishing an ongoing farmer-chef cooperative which could provide a daily direct network serving to connect "sellers and buyers" of local agricultural products by promoting product availability on a day-to-day basis. Many chef's who were surveyed said they would be very interested in participating in such a cooperative.

Finally, we wish to thank the USDA Agricultural Marketing Services and the Farmers Market Promotion Program for making this exciting program possible.

2012 West Hawaii Today's
Best of West Hawaii

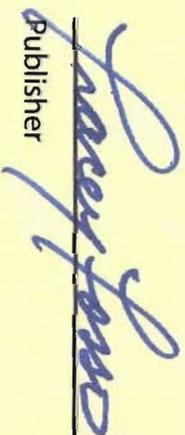
Certificate of Excellence

This Certificate Acknowledges That

Keaouhou Farmers Market

Was Chosen As

"Best Outdoor Market"



Publisher



General Manager
Keauhou Farmer's Market
Keauhou Shopping Center
78-6831 Alii Dr.
Kailua Kona, HI 96739-2000



Dear Keauhou Farmer's Market,

Congratulations! You've earned a "Recommended on TripAdvisor" sticker!

Travelers are impressed by your business and service standards — and it shows in their reviews. We're recognizing this impressive accomplishment by presenting you with a coveted "Recommended on TripAdvisor" sticker. As only 3+ rated properties will receive this TripAdvisor accolade, we hope you'll display your sticker with pride for customers to see.

As the world's largest travel website, TripAdvisor enjoys more than 50 million savvy visitors* every month, who turn to us for advice about hotels, restaurants, attractions and more.

Prominently displaying the "Recommended on TripAdvisor" endorsement shows current and potential customers that:

- You welcome their business
- Your establishment and services are highly regarded
- You're associated with a top name in travel and restaurant reviews

TripAdvisor also offers a broad range of free marketing tools that can help you promote your business, including email alerts when new reviews are posted, "How To" guides and videos for optimizing your TripAdvisor listing, tips on how to post management responses, and more.

Visit www.tripadvisor.com/Owners, then select your business type and search for your property's name to find the tools available to you. Congratulations again on your recognition, and keep up the good work!

Yours sincerely,



Christine Petersen
President, TripAdvisor for Business

KEAUHOU FARMERS MARKET

Saturday, January 29 at 10am

Meet the farmers *Meet the chefs*

Melanie & Colehour Bondera

Kanalani Ohana • 640-1643

Chefs Ladda & Howie Simon

Lotus Cafe • 327-3270

Farmer-Chef Presentation

the last Saturday of each month
at the Keauhou Shopping Center

FEATURING LOCALLY GROWN PRODUCE

Learn how the Farmers grew it, watch the Chefs prepare it,
and taste the results! FREE!

Melanie & Colehour Bondera of Kanalani Ohana are certified organic growers. Sustainable farming for their family and community has been a way of life for many years for these farmers. They offer 100% Kona Coffee and a variety of fruits and vegetables. Visit them each week at the Keauhou Farmers Market.

Chefs Ladda & Howie Simon of the Lotus Cafe will be demonstrating their special preparation of Thai Green Curry. The Lotus Cafe serves delicious Thai, Indian and Indonesian cuisines using local and organic ingredients. Visit Howie at the Keauhou Farmers Market for juices, gelato, spring rolls and other fresh treats.

Brought to you in partnership with the USDA Farmers' Market Promotion Program



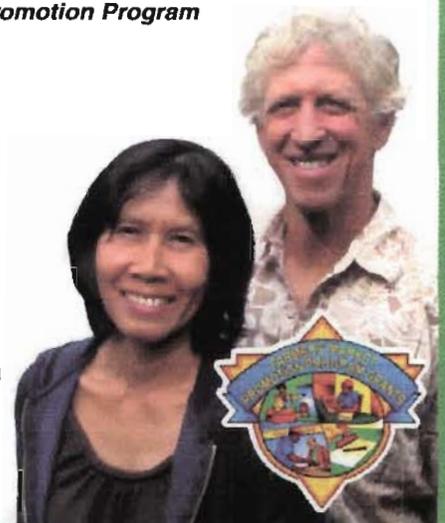
KEAUHOU FARMERS MARKET

Every Saturday 8am-12noon

www.keauhoufarmersmarket.com
www.konafarmbureau.org

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KEAUHOU SHOPPING CENTER, 78-6831 Alii Dr, Kailua-Kona



KONA COUNTY
FARM BUREAU

BUY LOCAL - IT MATTERS



KEAUHOU
RESORT

KEAUHOU FARMERS MARKET

Saturday, February 26 at 10am

Meet the farmer *Meet the chef*

Edward May
Kona Ti Company • 345-2822

Chef Diane Tomac-Campogan
The Nasturtium Café • 322-5083

Farmer-Chef Presentation

the last Saturday of each month
at the Keauhou Shopping Center

FEATURING LOCALLY GROWN PRODUCE -
AVOCADOS

Learn how the Farmer grew it,
watch the Chef prepare it, and taste the results! FREE!

Along with growing hundreds of varieties of Ti, farmer Edward May of Kona Ti Company also grows and harvests Avocados. At this presentation he will share his knowledge of cultivating Avocados, along with practical uses for ti. Visit Ed at his booth every week at the Keauhou Farmers Market.

Chef Diane Tomac-Campogan of the Nasturtium Café will share her unique approach to Avocado in a Cold Soup and a Tropical Smoothie. The Nasturtium Café creates inventive and healthy meals that feed the body and stimulate the senses. Join us as Chef Diane demonstrates her cooking style.

Brought to you in partnership with the USDA Farmers' Market Promotion Program



KEAUHOU FARMERS MARKET

**Every Saturday
8am-12noon**

www.keauhoufarmersmarket.com

www.konafarmbureau.org

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KEAUHOU SHOPPING CENTER, 78-6831 Alii Dr, Kailua-Kona



BUY LOCAL - IT MATTERS



SATURDAY, FEBRUARY 26 at 10 am

Meet the farmer

Edward May

Kona Ti Company • 345-2822

Meet the chef

Chef Diane Tomac-Campogan

The Nasturtium Café • 322-5083

Farmer-Chef Presentation

the last Saturday of each month at the Keauhou Shopping Center

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KEAUHOU FARMERS MARKET

Saturday, April 30 at 10am

Meet the farmer *Meet the chefs*

Sara Moore
Kealia Ranch • 328-8777
mail@kealiaranch.com

Chef Instructor Betty Saiki
& Culinary Program students Emma Padilla, Charles Watson & Jamie Sagocio
West Hawaii Community College • 322-4853

Farmer-Chef Presentation

the last Saturday of each month at the Keauhou Shopping Center

**FEATURING LOCALLY GROWN PRODUCE -
HAWAIIAN NATURAL BEEF**

Learn how the cattle is raised,
watch the Chefs prepare it, and taste the results! **FREE!**

Sara Moore of Kealia Ranch is proud to bring wholesome beef direct from the rancher to the consumer. The cattle are pasture-raised in South Kona, and are naturally finished, with no antibiotics or added hormones ever. Be sure to visit Sara at her booth every Saturday at the Keauhou Farmers Market.

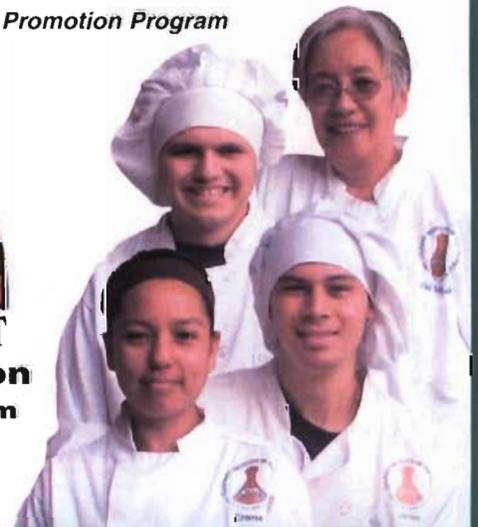
WHCC Chef Instructor Betty Saiki and her team of first year Culinary Program students will demonstrate their recipe for Beef and Vegetable Stir Fry. The college also offers lunches on Wednesday and Friday. Reservations required. Call 322-4853 for more information. Show your support for our local culinary talent.

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KEAUHOU FARMERS MARKET

Saturday, May 28 at 10am

Meet the farmers

Roy Honda & Jean Kadooka

Roy Y. Honda Farm • 328-9188

Meet the chef

Chef Morgan Starr

Mi's Italian Bistro • 323-3880

Farmer-Chef Presentation

the last Saturday of each month at the Keauhou Shopping Center

FEATURING LOCALLY GROWN PRODUCE -
TOMATOES AND SPINACH

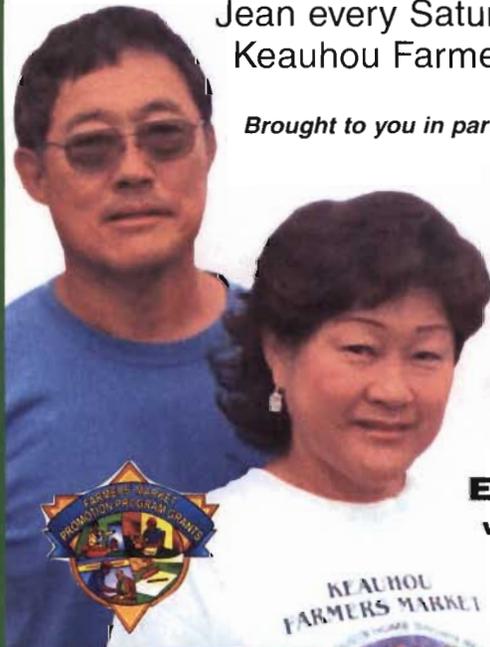
Learn how the Farmers grew them,
watch the Chef prepare them, and taste the results! FREE!

Roy Honda and Jean Kadooka of Roy Y. Honda Farm are best known for their tomatoes, along with their spinach, eggplant, cucumbers, macadamia nuts and papayas. At this presentation they will share their knowledge about cultivation and farming. Visit

Jean every Saturday at the Keauhou Farmers Market.

Chef Morgan Starr from Mi's Italian Bistro demonstrates his recipes for Fresh Fettucini with a roasted Tomato sauce, and an Eggplant Parmesan Crisp. Join us on Saturday for Chef Starr's flavorful presentation. Mi's Italian Bistro in Kealakekua is open Tues-Sun 4:30pm-8:30pm. Call 323-3880 for reservations.

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KEAUHOU FARMERS MARKET

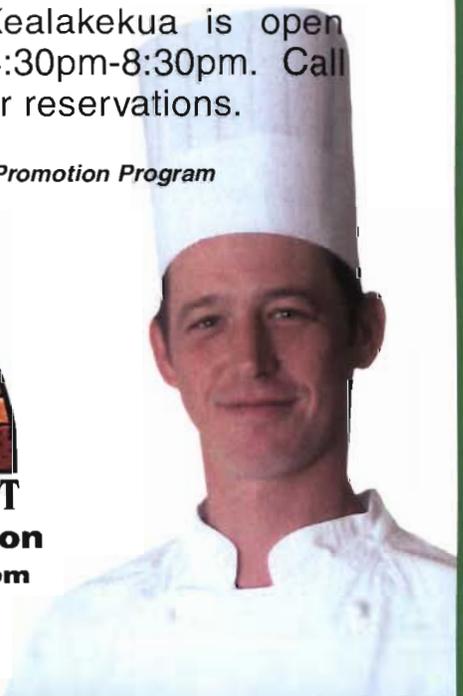
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KEAUHOU
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KEAUKO FARMERS MARKET

Saturday, May 28 at 10am

Meet the farmers *Meet the chef*

Roy Honda & Jean Kadooka

Roy Y. Honda Farm • 328-9188

Chef Morgan Starr

Mi's Italian Bistro • 323-3880

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the last Saturday of each month
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Every Saturday

8am-12noon

www.keauhoufarmersmarket.com

www.konafarmbureau.org

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KEAUKO SHOPPING CENTER, 79-6991 Ali Dr., Kaneohe, Kona

KONA COUNTY FARM BUREAU

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KEAUKO RESORT

Mi's

Free

1/2 lb Fresh Pasta

With purchase of
dinner

Italian Bistro

81-6372 Mamalaha Hwy

#103

Kealahou, HI 96750

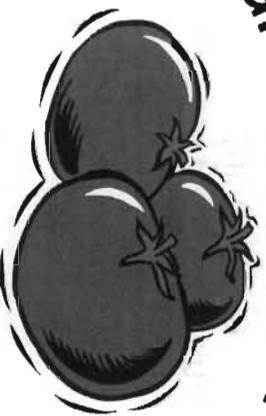
808-322-3880

Valid till 6/20/2011

1 coupon per table

misitalianbistro.com

tycchan@misitalianbistro.com



KONA GROWN GREEN HOUSE

ROY Y HONDA FARM

83-5383 Mamalaha Hwy. Captain Cook, HI 96704

Phone: 808 328-9188 • Fax: 808 328-8644

Email: Royhonda@hawaiiintel.net

KEAUHOU FARMERS MARKET

Saturday, June 25 at 10am

Meet the farmer

Tim Bruno

Luana Farm • 328-8797

Meet the chef

Chef Devin Lowder

Island Charcuterie Co. • 896-5055

Farmer-Chef Presentation

the last Saturday of each month at the Keauhou Shopping Center

**FEATURING LOCALLY GROWN PRODUCE -
100% KONA COFFEE**

Learn how the Farmer grew it,
watch the Chef prepare it, and taste the results! **FREE!**

Tim Bruno's Luana Farm produces award-winning 100% Kona coffee, along with local produce and "farm fresh" skin care products. At this presentation Tim will share his insights into growing coffee sustainably, using no pesticides or herbicides. Be sure to visit Tim at the Keauhou Farmers Market every Saturday.

Chef Devin Lowder of Island Charcuterie Co. produces 100% natural Big Island meat products. He will demonstrate his recipe for 100% Kona Coffee cured Crispy Pork Belly with a fresh savory garnish. Chef Devin also provides catering and personal chef services. Visit him at the Keauhou Farmers Market each Saturday.

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KEAUHOU FARMERS MARKET
Every Saturday 8am-12noon
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KEAUHOU FARMERS MARKET

Saturday, July 30 at 10am

Meet the farmer

Raven Bolas

Pacific Landscape Biotech • 212- 3547

Meet the chef

Chef Wayne Nelson

Kenichi Pacific • 322-6400

Farmer-Chef Presentation

the last Saturday of each month at the Keauhou Shopping Center

FEATURING LOCALLY GROWN PRODUCE - SURINAM CHERRIES

Learn how the Farmer grew them,
watch the Chef prepare them, and taste the results! FREE!

Certified Arborist and Pacific Landscape Biotech owner Raven Bolas is a consultant and plant care specialist. She is currently managing a plot of 135 Surinam Cherry trees, maintaining their health and collecting data. Be sure to join us as Raven shares her insights into keeping plants and trees fruiting and healthy.

Chef Wayne Nelson from Kenichi Pacific will be presenting his recipes using Surinam Cherries in a variety of preparations. Kenichi Pacific is located in the Keauhou Shopping Center and offers Japanese/Pacific Rim "fusion cuisine". Experience the flavors of Kenichi Pacific as Chef Wayne demonstrates his unique dishes.

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KEAUHOU FARMERS MARKET

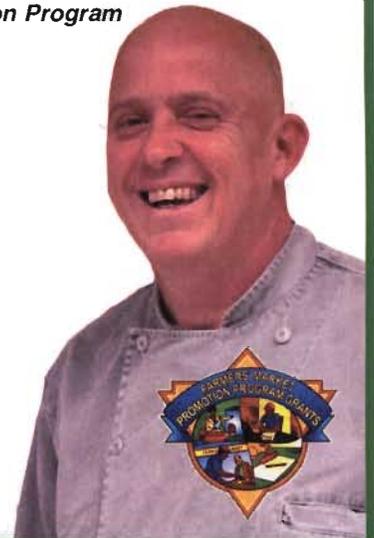
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FARM BUREAU

BUY LOCAL - IT MATTERS



KEAUHOU
RESORT

KEAUHOU FARMERS MARKET

Saturday, August 27 at 10am

Meet the farmer

Brad Hunter

Hunter Family Farm • 328-7490

Meet the chef

Chef Muzzy Fernandez

Jackie Rey's Ohana Grill • 327-0209

Farmer-Chef Presentation

the last Saturday of each month at the Keauhou Shopping Center

FEATURING LOCALLY GROWN PRODUCE - DRAGONFRUIT & WHITE PINEAPPLE

Learn how the Farmer grew them,
watch the Chef prepare them, and taste the results! FREE!

Farmer Brad Hunter of Hunter Family Farm explains how dragonfruit and white pineapple are grown and harvested. Brad and his family participate in the Keauhou Farmers Market each week bringing a variety of fruits and vegetables, and fresh fish, too. Visit Brad each week at the Keauhou Farmer Market.

Chef Muzzy Fernandez of Jackie Rey's Ohana Grill will be presenting his recipes using dragonfruit and white pineapple in a variety of preparations. Born on Hawaii Island, Chef Muzzy has a great feel for the "fruits of the land and sea". Experience the flavors of Jackie Rey's Ohana Grill with Chef Muzzy's creative dishes.

Brought to you in partnership with the USDA Farmers' Market Promotion Program



KEAUHOU FARMERS MARKET

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www.keauhoufarmersmarket.com
www.konafarmbureau.org

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KEAUHOU SHOPPING CENTER, 78-6831 Alii Dr, Kailua-Kona



BUY LOCAL - IT MATTERS



**KEAUHOU
RESORT**

KEAUHOU FARMERS MARKET

Saturday, October 29 at 10am

Meet the farmer Meet the chef

Diana Duff

Hoku Farm • hokudi@aol.com

Chef Patti Kimball

Culinary Arts Educator • 331-1439

Farmer-Chef Presentation

last Saturday of each month at the Keauhou Shopping Center

FEATURING LOCALLY GROWN PRODUCE -

PASSIONFRUIT (LILIKOI)

Learn how the Farmer grew it,
watch the Chef prepare it, and taste the results! FREE!

Diana Duff's Hoku Farm is a three acre organic farm in Honaunau. Along with coffee and bananas, Diana has diversified into other fruit including lilikoi, as well as veggies, greens and herbs. She also writes a weekly gardening column. At our presentation Diana will present insights into the growing and managing of lilikoi.

Chef Patti Kimball, previously a culinary instructor for Konawaena High School, is now busy developing recipes for special diets and giving cooking demonstrations. At this month's presentation Chef Patti will be making a macnut shortbread with a lilikoi curd. Be sure to join us as we explore the flavors of lilikoi.

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KEAUHOU SHOPPING CENTER, 78-6831 Alii Dr, Kailua-Kona



BUY LOCAL - IT MATTERS



KEAUHOU FARMERS MARKET

Saturday, December 31 at 10am

Meet the farmer Meet the chef

Bonnie Perata

Kona's Earthly Delights Farm • 328-9817

Chef Colin Gould

Gourmet to Go / Captain's Table • 936-2084

Farmer-Chef Presentation

last Saturday of each month at the Keauhou Shopping Center

FEATURING LOCALLY GROWN PRODUCE -

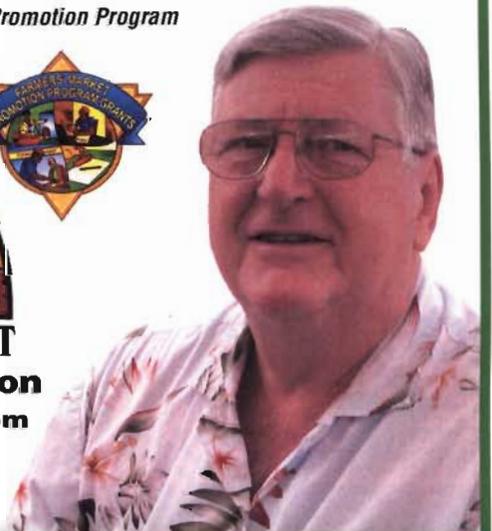
KABOCHA SQUASH & HEARTS OF PALM

Learn how the Farmer grew them,
watch the Chef prepare them, and taste the results! FREE!

Kona's Earthly Delights Farm is a Certified Organic Farm in South Kona. Bonnie and Bacci Perata grow and process Kona Coffee, Macadamia Nuts, exotic tropical fruit and produce on their beautiful organic farm. At our presentation Bonnie will share her experience in growing and cooking Kabocha Squash and Hearts of Palm.

Chef Colin Gould and Rowena Vaca's Captain's Table caters special events on the Big Island of Hawaii. And their new Gourmet to Go in Kona offers delicious daily specials, sandwiches and salads for lunch and dinner. Join us as Chef Colin demonstrates his unique recipes using this month's featured produce.

Brought to you in partnership with the USDA Farmers' Market Promotion Program



KEAUHOU FARMERS MARKET

Every Saturday 8am-12noon

www.keauhoufarmersmarket.com
www.konafarmbureau.org

Sponsored by KONA COUNTY FARM BUREAU

KEAUHOU SHOPPING CENTER, 78-6831 Alii Dr, Kailua-Kona



BUY LOCAL - IT MATTERS



Farmer-Chef Presentation

TODAY at 10am



Farmer-Chef Presentation
The Pacific Northwest
Farmer-Chef
Presentation
The Pacific Northwest
Farmer-Chef
Presentation
The Pacific Northwest
Farmer-Chef
Presentation



BUY FRESH!
BUY LOCAL!
NEAHEE FISHERS MARKET
2015-2016
FRESH LOCAL PRODUCE

CH

SOPHIE





Kona County Farm Bureau

Farmer-Chef Program

Survey

Totals from Chefs

1. Do you include locally-grown agriculture products in some of your recipes at this time?
23 yes _____ no
2. Do you think customers like restaurants to include local agricultural products on menus?
23 yes _____ no
3. Do you currently have easy access to locally-grown agricultural products?
20 yes 3 no
4. Are local products becoming more affordable / available compared with products from the mainland?
14 yes 9 no
5. Do you think that local farmers can provide consistent quantities and qualities of products?
12 yes 11 no
6. Is all of the fresh produce you purchase delivered directly to you?
10 yes 9 no
7. Do you purchase local products direct from farmers, from a local distributor, or either?
6 direct from farmer 8 local distributor 9 either
8. Would you consider purchasing products from a wholesale cooperative offering a diversity of local fresh-daily agricultural goods?
15 yes _____no 6 maybe
9. Comments or suggestions:
"Need more local products."
"Can't get consistent quantities."
"Difficult getting delivery."
"A co-op would be great!"
"I like to use as much local as I can."
"I've never been asked what I need as a chef."
"We are 100% behind local produce, even if we have to pay more."
"Consistency and price are big issues when buying local."
"A website with daily updates would be great!"
"I hope one day I can buy only from local farmers."
"Co-op is a great idea!"