

FY 2014

\$83,530 to the North Kohala Community Resource Center, Hawi, HI, to increase low-income access to locally grown food, and expand market opportunities for local farmers and producers.

Final Report

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2014 – September 30, 2016
Authorized Representative Name:	Megan Solis, Associate Director
Authorized Representative Phone:	(808) 889-5523
Authorized Representative Email:	megan@northkohala.org
Recipient Organization Name:	North Kohala Community Resource Center
Project Title as Stated on Grant Agreement:	Increasing Direct Producer to Consumer Market Opportunities in North Kohala
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-HI-0051
Year Grant was Awarded:	2014
Project City/State:	North Kohala, Hawaii
Total Awarded Budget:	\$83,530

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. Goal/Objective 1: Increase access to locally grown food for the low-income population

Continue to provide an EBT component at the Hawi Farmers Market on every Saturday.

a. Progress Made:

- 3,212 EBT Transactions total from December 2014- September 2016 (95 Saturdays; average 33.8 transactions per day, a 30% increase since Baseline data of December 2014)
- \$79,897 was generated for farmers and producers accepting EBT at Hawi Farmers Market from December 2014- September 2016, a 22.75% increase from Baseline data of December 2014.
- A total of 30 vendors accept EBT at the Hawi Farmers Market, a 30% increase from baseline data of December 2014.

b. Impact on Community:

As shown in the data above, the increases in EBT transactions mean that more low-income families are buying fresh produce at our farmers market and more local farmers and producers are participating and being supported by EBT users.

Create and continue to run a CSA program for low-income families through the North Kohala Food Basket

a. Progress Made:

- Monthly CSA Boxes were distributed to Sacred Hearts Food Basket families from June 2015 through September 2016. A total of 890 lbs of produce was distributed to food basket clients and \$2,572.73 was paid to project partner and local agricultural producer Palili O Kohala.

b. Impact on Community:

Two hundred (200) unduplicated low-income families have benefited from the CSA boxes through Sacred Hearts Food Basket during this grant, and local farm Palili O Kohala (a cooperative of 10 local families) has increased their income through this partnership.

- ii. Goal/Objective 2: Expand market opportunities in order to increase the income for local farmers and producers.

Advertising and marketing for Hawi Farmers Market

a. Progress Made:

At the start of the project there was no advertising or marketing for the Hawi Farmers Market. Throughout the grant period:

- A total of Three (3), ½ page color advertisements for the Hawi Farmers Market were placed in Ke Ola Magazine, a free magazine with an island-wide bi-monthly distribution of 24,000.
- A total of six (6) color advertisements for the Hawi Farmers Market were placed in the Kohala Mountain News, a free newspaper delivered to every PO Box holder in North Kohala with a circulation of 3,800.
- A total of three (3) advertisements for the Hawi Farmers Market were placed in the North Hawaii News. The North Hawaii News is a weekly newspaper distributed in North Hawaii with a distribution of 17,000 including every PO Box holder in North Kohala.
- ¼ sheet flyers promoting the EBT Booth at the Hawi Farmers Market were distributed to Sacred Hearts Food Basket Member clients on CSA distribution days.
- Two (2) roadside sandwich board signs and two (2) large banners advertising the Hawi Farmers Market were designed, printed and set out weekly to advertise during Market hours.
- The Hawi Farmers Market website was launched and maintained at www.HawiFarmersMarket.com. The website includes professional photographs and profiles of vendors.
- As the result of outreach to Hawaiian Airlines, a full color feature article about Kohala, specifically Kohala's agriculture and the Hawi Farmers Market was published in the December 2014/January 2015 issue of Hana Hou, Hawaiian Airlines in-flight magazine.

b. Impact on Community:

- The Hawi Farmers Market advertising campaign expanded two (2) consumer bases: Hawaii Island residents and visitors to Hawaii Island.
- Thirty (30) unduplicated farmers/producers benefited from the marketing and advertising of the Hawi Farmers market.

Advertising and marketing for agricultural tourism initiative

a. Progress Made

- One (1) 1 advertisement was printed in Edible Hawaiian Islands Magazine, a quarterly magazine with a statewide distribution of 15,000.
- Three (3) months of advertising were published in This Week- The Big Island, a magazine with an Island wide distribution of 65,000 per issue.
- Two (2) advertisements were created and submitted for publication in the Kohala Mountain News, a free newspaper delivered to every PO Box holder in North Kohala with a circulation of 3,800.
- A total of four (4) ½ page ads were placed in Ke Ola magazine, a free magazine with an island wide bi-monthly distribution of 24,000.
- A ½ page ad for an event hosted by a member of the North Kohala Ag Tourism initiative, HIP Agriculture, was placed in The Paradise Post, a free monthly newspaper with an island-wide distribution of 15,000.

- Renewed 2015 and 2016 annual membership with the Hawaii Visitors and Convention Bureau, this membership lists North Kohala Farm Tours on their website, www.gohawaii.com, which receives 800,000 views per month.
- Rack Cards for the North Kohala Agricultural Tourism initiative were distributed monthly by Big Island Brochure from January 2015- March 2016 to over 67 hotels, B&B's, and local businesses.
- A social media outreach campaign was launched and updated regularly on the Farm Tours North Kohala Facebook page promoting the North Kohala Agricultural Tourism initiative.
- Outreach promoting the North Kohala Farm Tours was sent to 11 hotel concierge and 3 destination management companies. Additionally in November of 2014 Project Manager, Leslie Nugent, and project partner Kohala Grown Farm Tours, visited 11 hotel concierge and 3 destination management companies sharing information and resources about the North Kohala Farm Tours.
- Google analytics was set up in September 2015 to track the number of website views. September 2015 will serve as our Baseline number with 223 views. From September 1, 2015 to September 30, 2016, the Farm Tours North Kohala website had 700 page views; 94.2% were new visitors. The Hawi Farmers Market website had 131 page views; 80.9% were new visitors.
- In March 2015, the project manager attended a conference with the Hawaii Tourism Authority and shared information and brochures with multiple hotel representatives about the agricultural tourism initiative.
- Project advertising and marketing specialist Andrea Dean attended a social media workshop conducted by the Hawaii Visitor and Convention Bureau.
- Marketing and Outreach Specialist, Andrea Dean, along with Project partners Kohala Grown Farm Tours and Lokahi Garden Sanctuary, met with the President of the Hawaii Agtourism Association to discuss how to best promote Agtourism in North Kohala.
- A video used for social media marketing that features the North Kohala Ag-tourism initiative was produced by Filmmaker Keith Nealy Productions.
- As the result of outreach and promotion, a full color feature article on Ag-tourism in North Kohala was published in the February/March 2015 edition of Ke Ola Magazine, a free magazine with an island wide bi-monthly distribution of 24,000.
- An article on the North Kohala Ag Tourism initiative featuring project partners Kohala Grown Farm Tours, and Lokahi Garden Sanctuary was published in the Honolulu Star Advertiser, on Sunday, March 20, 2016. The Honolulu Star Advertiser is a daily newspaper with a state-wide and online Sunday distribution of 171,160.
- North Kohala Ag-tourism project partner Andrea Dean was featured promoting local farms in North Kohala in the March 2016 issue of Bon Appetit Magazine, a monthly magazine with total distribution of 1,521,651.
- An article featuring North Kohala Ag Tourism initiative project partner Lokahi Garden Sanctuary was featured in a USA Today article on December

18, 2015, highlighting farms in Hawaii. The article was in the travel section of USA Today online which has a 1.4 million “digital non-replica” circulation.

- An article featuring North Kohala Ag Tourism initiative project partners was featured in the Alaska Airlines Magazine March 2016 issue (pg 135-145). The monthly in-flight magazine is available to all 1.88 million passengers that board Alaska Airlines flights monthly.
- An article featuring North Kohala Ag Tourism initiative project partners Kohala Grown Farm Tours was featured in an October issue of the North Hawaii News. The North Hawaii News is a weekly Newspaper distributed in North Hawaii with a distribution of 17,000. We have attached a pdf of the advertisements and articles promoting North Kohala ag-tourism and the Farmers Market.

b. Impact on Community

The print advertising and web based promotional campaign for the North Kohala Agricultural Tourism initiative expands 2 customer bases: Hawaii Island residents and visitors to Hawaii Island.

- Five (5) farmers/producers benefit from the marketing and advertising of North Kohala Ag tourism initiative.

Creation and distribution of a “Grown/Made in Kohala” label

At the start of the project there was no way to readily identify products that are made and/or grown in North Kohala at the Hawi Farmers Market.

a. Progress Made:

- 800 sheets of 2 inch round Made and Grown in North Kohala stickers were printed and distributed to twenty (20) Hawi Farmers Market vendors.

b. Impact on Community:

Establishment of (1) new market: value-added products

Expansion of (1) new consumer base: Hawaii Island residents

Expansion of (1) new consumer base: Visitors to Hawaii Island.

Farmer/producer beneficiaries: Twenty (20) Farmers/Producers benefit from the "Grown/Made in Kohala" label.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.
 - i. Number of direct jobs created: 8 jobs created
 - ii. Number of jobs retained: 8 jobs retained
 - iii. Number of indirect jobs created: 38 indirect jobs created
 - iv. Number of markets expanded: Three (3)- (low-income population through EBT and CSA programs, Hawaii Island residents, and visitors to Hawaii Island through improved Farmers Market signage, website and print ads)
 - v. Number of new markets established: One (1) – Value-added products by identifying products grown or made in Kohala
 - vi. Market sales increased by \$79,897 and increased by 22.7% since baseline data of December 2014 for Farmers’ Market farm vendors participating in EBT program.

- vii. Number of farmers/producers that have benefited from the project: 38
 - a. Percent Increase: 52%

- 3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

We expanded three consumer bases: low-income consumers through the EBT and CSA box programs; Hawaii Island residents, and visitors to Hawaii Island through improved Hawi Farmers Market signage, website, and print ads and articles. We also established one (1) new consumer base: Sacred Hearts Food Basket clients.

- 4. Discuss your community partnerships.

- i. Who are your community partners?

Palili O Kohala: farm providing produce for CSA program

Sacred Hearts Food Bank: program administering CSA box distribution

Hawi Farmers Market: partner in EBT acceptance with vendors and Grown/Made in Kohala label distribution; beneficiary of new website and ad campaign

Lokahi Garden Sanctuary, Kohala Grown Farm Tours: Farmers/producers participating in farm Tours North Kohala

- ii. How have they contributed to the overall results of the FMPP project?

Our community partners (listed above) have been instrumental in supporting the implementation of our project. It is with their support that we have been able to maintain an EBT Booth at the Farmers Market, increase opportunities for direct producer to consumer sales, distribute CSA boxes to our low-income population, and expand resident and visitor markets through the implementation of the Farm Tours North Kohala initiative.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

Our community Partners will continue to contribute to our future activities by continuing to support the EBT Booth at the Hawi Farmers Market, continuing to use the made/grown in Kohala labels, continue to promote Farm Tours North Kohala. Additionally more local farmers are beginning to distribute locally grown produce to the Sacred Hearts Food Basket.

- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Yes, we used contractors to conduct work such as bookkeeping, photography and videography services, and graphic design. Their work has supported us in achieving our outcomes by maintaining clear financial records, taking necessary photographs and video suitable for professional advertising, and designing materials for to maximize our marketing and outreach impact.

- 6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results? Yes, results were publicized via informational flyers and an article in the Kohala Mountain News.

- ii. To whom did you publicize the results? Results were distributed to all project partners, all farmer beneficiaries, and all PO Box holders in North Kohala via the Kohala Mountain News.
- iii. How many stakeholders (i.e. people, entities) did you reach? Over 4000 stakeholders were reached.

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item). – Attached.

7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information? Yes, feedback was collected via surveys distributed to project partners, farmer beneficiaries, recipients of the Sacred Heart Food Basket CSA, and EBT Booth customers, a suggestion box at the EBT Booth, as well as verbal feedback.
 - ii. What feedback was relayed (specific comments)?
 Food Basket clients shared that they greatly enjoyed receiving fresh produce each month and would like to continue to see that service offered.
 Farmers/producers at the Hawi Farmers Market reported that an average of 20% of their sales comes from the EBT Booth. Farmers shared the following comments:
 - “The Hawi Farmers Market signs help tourists/visitors find us and know the market it happening.”
 - “The EBT Booth is very important to farmers”
 100% of EBT Booth clients surveyed reported that being able to use the EBT Booth at the Hawi Farmers Market is very valuable to them. Additionally 100% of EBT Booth clients surveyed shared that having the EBT Booth at the Hawi Farmers Market continue is very important to them. When asked if having the EBT Booth at the farmers market impacts how they/their families eat, clients responded with the following comments:
 - “The EBT Booth at the farmers market helps provide fresh food that I know is local and healthy for me and my family”
 - “I love the EBT Booth at the Farmers Market, I can find varieties that I can’t find in stores and all in one place, So very much appreciate this opportunity.”
 - “Makes available 'fresh' and real food to young and old residents of Kohala.”
 - “It allows us to have more locally grown fruits and veggies in our home. This program is awesome and a great resource in our community.”
 - “Allows our family to eat fresh food during the week”
8. Budget Summary:
- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
 - ii. Did the project generate any income? No income was generated.
 - a. If yes, how much was generated and how was it used to further the objectives of the award? N/A

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
An important aspect to having success with our project was regular and consistent communication with project partners. Our project partners were essential in completing our goals and objectives and communicating in a way so that we were all on the same page allowed for a smooth execution of our activities. There were instances when our timeline was altered based on the need for certain deliverables to be accomplished, such as needing professional photographs before launching the website. In these instances it was important to include these changes in our reporting and work to accomplish our goals as best we could.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: N/A
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: In administering the project we found it helpful to have a payroll service for staff and to use contracted labor to conduct specialized tasks. It was helpful to keep clear records both financially as well as of things that were published. It was best for us to keep these records organized by the reporting period they corresponded with. It was helpful to be in communication with the FMPP grant management team when questions regarding budget and timeline arose; we found these communications to be helpful and clarifying.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
One of the main highlights from this project is that the EBT Booth at the Hawi Farmers Market is a large economic generator for our local producers, increases direct producer to consumer sales, and supports our low-income community in having access to fresh and healthy food. The feedback from this project shows that it is a priority for our community to continue to receive this service. To ensure that the EBT Booth continues, we are working to build a broad base of funders including individual donors, private foundations and government grants. We anticipate EBT Booth sales will increase by 5% in the next year and that all 30 farmer beneficiaries will continue to benefit. The farmers involved in Farm Tours North Kohala will continue to offer farm tours and expand the growth of ag-tourism in our community. The made/grown in Kohala label will continue to serve to increase the market for value added products. The Hawi Farmers Market Roadside signs and banners are fixtures that continue to expand the consumer base for the market to include residents and visitors alike. Additionally, the partnership with the Sacred Hearts Food Basket has strengthened and more farmers/producers are beginning to donate produce to support our communities most food insecure population. We anticipate funding being available to continue offering compensation to our farmers and producers for their contributions to the food basket.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

Our next steps are to secure funding to continue to offer these valuable services to our community with priority placed on the EBT Booth, the distribution of fresh produce to the Sacred Hearts Food Basket, and Marketing and advertising for the Hawi Farmers Market. In addition, we are planning to publish a revision of our North Kohala Know Your Farmer Directory, first published in 2012, that serves to increase direct producer to consumer sales by connecting local producers with local consumers. Additionally we anticipate funds generated from advertising and marketing within the directory and a small fee for its distribution can be used to help support the continuation of our programs.

LOCAL FOOD & LOCAL FARMS NORTH KOHALA



Lōkahi Garden Sanctuary



Kohala Grown
Farm Tours & Market



Palili 'O Kohala



Culinary & Fermentation Classes

EXPERIENCE THE CULTURE AND AGRICULTURE OF NORTH KOHALA

The community of North Kohala is committed to revitalizing the local food system and agricultural traditions. Come meet the farmers who are growing food and perpetuating culture in our community today. North Kohala has farm tours and tastings, cultural and culinary events, and farm fun for the whole family!



All tours and culinary events are in North Kohala. Please contact the farm directly for reservations, address and directions.

FOR UP TO DATE TOUR INFORMATION:

www.farmtoursnorthkohala.com

or call farms directly:

Lōkahi Garden Sanctuary: 808-987-7501

Kohala Grown Farm Tours: 808-937-4930

Culinary & Fermentation Classes: 808-884-5633

Palili 'O Kohala: 781-454-6573



**FARM TOURS IN
NORTH KOHALA
BIG ISLAND, HAWAI'I**

**GROWING THE LOCAL FOOD SYSTEM
IN NORTH KOHALA**

Growing Agricultural Tourism in North Kohala is a project of the North Kohala Eat Locally Grown Campaign and is sponsored by the USDA Agricultural Marketing Service's Farmers Market Promotion Program.



LOCAL FOOD AND LOCAL FARMS
NORTH KOHALA

F
N

FarmTo

THE FRUITS OF NORTH KOHALA

Promotional support provided by the
USDA AMS Farmers Market Promotion
Program

The image is a vertical promotional poster for a farmers market. The background is dark with a pattern of glowing, bokeh-style light spots. In the top left corner is a circular logo with a yellow border. Inside the logo, the text 'LOCAL FOOD AND LOCAL FARMS' is written in a semi-circle at the top, and 'NORTH KOHALA' is at the bottom. The center of the logo features a green landscape with rolling hills and a sun rising over a field of crops. To the right of the logo, the letters 'F' and 'N' are visible in a large, yellow, serif font. Below the logo, the text 'FarmTo' is written in a yellow, serif font. The main title 'THE FRUITS OF NORTH KOHALA' is centered in a large, white, serif font. At the bottom, a small white text block reads: 'Promotional support provided by the USDA AMS Farmers Market Promotion Program'.



Dear Sacred Hearts Food Basket Clients,

Did you know that you can use your EBT card at the Hāwī Farmers Market to purchase fresh local produce?

It's as easy as:



What You Can Buy At The Farmers Market

YES

- Fruits & Vegetables
- Breads and Cereals
- Baked Goods
- Meats, Fish and Poultry
- Milk, Eggs, Cheese
- Seeds
- Plants which produce food
- Jams, Jellies & Honey

NO

- Food that will be eaten at the market
- Hot foods
- Any nonfood items
- Soaps
- Alcohol or tobacco
- Household supplies
- Vitamins and medicines

**LOCALLY GROWN PRODUCE, PLANTS, CRAFTS,
CLOTHING, LOCALLY MADE FOOD AND
BEVERAGES, MUSIC AND MORE!**



Hāwī Farmers Market

Saturdays, 8 am – 2 pm

Under the Banyan Trees in Hāwī



**The Hāwī Farmers Market
accepts EBT! (for eligible food items)**

Promotional support for the Hāwī Farmers Market is provided by the North Kohala Eat Locally Grown Campaign and Hāwī Farmers Market with funding support from the USDA Agricultural Marketing Service's Farmers Market Promotion Program.

EXPERIENCE THE FLAVOR OF NORTH KOHALA



AT THE Hāwī Farmers Market Saturdays, 8 am – 2 pm

Under the Banyan Trees in Hāwī
(Corner of Akoni Pule Highway (270) and Hāwī Road)

Promotional support for the Hāwī Farmers Market is provided by the North Kohala Eat Locally Grown Campaign and Hāwī Farmers Market with funding support from the USDA Agricultural Marketing Service's Farmers Market Promotion Program.

EXPERIENCE THE FLAVOR OF NORTH KOHALA



AT THE Hāwī Farmers Market Saturdays, 8 am – 2 pm

Under the Banyan Trees in Hāwī
(Corner of Akoni Pule Highway (270) and Hāwī Road)

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EXPERIENCE THE FLAVOR OF NORTH KOHALA



AT THE Hāwī Farmers Market Saturdays, 8 am – 2 pm

Under the Banyan Trees in Hāwī
(Corner of Akoni Pule Highway (270) and Hāwī Road)

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EXPERIENCE THE FLAVOR OF NORTH KOHALA



AT THE Hāwī Farmers Market Saturdays, 8 am – 2 pm

Under the Banyan Trees in Hāwī
(Corner of Akoni Pule Highway (270) and Hāwī Road)

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EXPERIENCE THE FLAVOR OF NORTH KOHALA



AT THE **Hāwī Farmers Market** **Saturdays, 8 am – 2 pm**

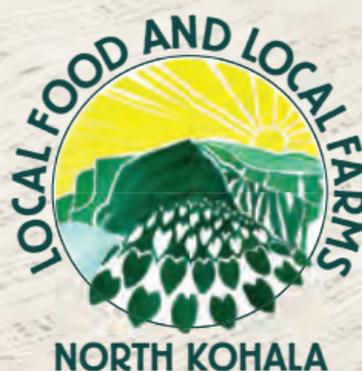
Under the Banyan Trees in Hāwī
(Corner of Akoni Pule Highway (270) and Hāwī Road)

Promotional support for the Hāwī Farmers Market is provided by the North Kohala Eat Locally Grown Campaign and Hāwī Farmers Market with funding support from the USDA Agricultural Marketing Service's Farmers Market Promotion Program.



LOCAL FOOD AND LOCAL FARMS NORTH KOHALA

The community of North Kohala is revitalizing the local food system and agricultural traditions. Come meet the farmers who are growing food and perpetuating culture in our community today. North Kohala has farm tours and farm to fork culinary events for the whole family!



FARM TOURS:

- Lōkahi Garden Sanctuary**
- Kohala Grown Farm Tours & Market**
- Kohala Institute At 'Iole**
- Palili 'O Kohala**

FARM-TO-FORK CULINARY EVENTS:

- The Coastal Oven**
- The Art of Fermentation**
- Rio Polynesian Supper Club**
- Kohala 'Āina Harvest Festival**



www.farmtoursnorthkohala.com

Growing Agricultural Tourism in North Kohala is a project of the North Kohala Eat Locally Grown Campaign and is sponsored by the USDA Agricultural Marketing Service's Farmers Market Promotion Program.

Come Stroll the Galleries, Eat and Play...

Visit Hawi and Kapa'au in North Kohala

Looking for a way to experience a taste of Old Hawaii? Come visit the birthplace of King Kamehameha in beautiful, green, historic North Kohala, at the northernmost tip of Hawaii Island. Once sugar plantation towns, Hawi and Kapa'au offer a delightful array of small shops, eateries and wonderful art galleries. It's also the home of an exciting waterfall! It's just a short drive from the Kohala Coast resorts and a great day trip from anywhere on the island!



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KOHALA ZIPLINE

Suitcase Included - Awa'ole Ready for Best Sustainability Award Winner 2019. *Closed for sale and with some other promotions. *Only program not pre-registered. Children 10 and under must be accompanied by an adult (18+ only) (limited to 10).

.....and Stay for the Weekend!

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Expecting over 100 items from Hawaii and the Islands!

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WE HIRE! We have a position in Maui, HI. We are looking for a person to work in a retail environment. Come join our team! **COME TO HAWAII! (SAFE! THE COVID!)**

Local Food • Music • Crafts



Product of support for the local farmers market is provided by the North Kohala Local Food, Green & Organic and the Farmers Market with funding support from the USDO Agriculture Marketing Service's Farmers Market Promotion Program.

TRADITIONAL HAWAIIAN TASTE • CULTIVATION • ORGANIC MACADAMIA NUTS • MEDICINAL PLANTS • FERMENTED FOODS

LOCAL FOOD AND LOCAL FARMS NORTH KOHALA

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FARM TOURS:
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Kohala Institute At 'Iole
Pali'i 'O Kohala

FARM-TO-FORK CULINARY EVENTS:
The Coastal Oven
The Art of Fermentation
Rio Polynesian Supper Club
Kohala 'Aina Harvest Festival

www.farmtoursnorthkohala.com

Coaching Agricultural Extension in North Kohala is a project of the North Kohala Local Food, Green & Organic Program, which is supported by the USDA, Agricultural Marketing Service's Farmers Market Promotion Program.

TRADITIONAL HAWAIIAN TASTE • CULTIVATION • ORGANIC MACADAMIA NUTS • MEDICINAL PLANTS • FERMENTED FOODS

Peace, continued from Page 10 sites around the United States—gathered at the Jefferson School African American Heritage Center in Charlottesville. In the morn-

ing together to make the game accessible to as many children as possible all over the world. If you would like to see this game in a school or home-

played. It was one of the Prime Ministers in John's TED talk. She is now entering college, studying political science. Listening to them speak of how much the game taught them, and how it influenced their lives, made us all even more determined to carry on John's work.

I also had the honor of meeting 25 remarkable educators from all over the world. These are individuals who have facilitated the game in their own sites, and have added much to the game through their unique experiences in their native countries. We will be work-



Twenty-four educators from around the globe, including Susan Lehner of New, visited Honolulu as part of the World Peace Game Master Class in June, 2015.

ing we watched John facilitate the game with a group of children aged 9-12 from around the U.S., all of whom were playing the game for the first time. Our afternoon was spent comparing notes and ideas from our own experiences with the game and working together to develop standards for taking the game to the next level and helping it spread around the globe.

Meeting John Hunter in person and seeing him facilitate a game of his own, was the absolute highlight of my week in Virginia. John is even more gracious

and humble in person than he is on his TED talk or in his movie. He has surrounded himself with remarkable individuals who are dedicated to helping spread this game throughout the world. He has done 4½ work behind the scenes for 40 years, and it is just in the last few years, through the work of filmmaker Chris Santos, that the world has actually come to know this amazing man and his very important work with children and the World Peace Game.

During the week I met John's former students, who had all played the game with him, came to talk with us. Tanya Bingham played the game in 1978—thirteen years before the game was played. She is the founder of the Metropolitan Academy for Boys. Grace Payne



John Hunter embraces two of his former World Peace Game players, Grace Payne (left) and his first player ever, Tanya Bingham (right).



John Hunter and three educators from Maldives in traditional attire for the World Peace Game Master Class formal dinner.

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Hawaiian harvest: Exotic agriculture, pineapple wine



Nancy Trejos, USA TODAY

8:05 a.m. EST December 18, 2015



(Photo: MauiWine)

HAWAII ISLAND — Jim Reddekopp and his wife Tracy moved to the Big Island from Oahu 18 years ago because, he says, that island got "too busy." [Fullscreen](#)

"My wife and I had dreams of raising our children in a rural area. The island here is still untouched." **Beyond the beach: Hawaii farms welcome visitors**

Now, the Reddekopps and their kids are running the Hawaiian Vanilla Co., which draws island visitors for vanilla-infused luncheons and tours of the 20-acre farm.

"It's like welcoming people into our home," he says.

Hawaii is known for its stunning beaches and resorts, but beyond the surf and sand, there's an abundance of agricultural land that many travelers don't think to explore.

Farming sugar, cattle, pineapples, and coffee began in the early 19th century. Sugar is no longer a viable industry, but Hawaiians have turned their attention to a more diverse bounty.

The state has 7,000 farms and more than 1.1 million acres of land in production, according to the U.S. Department of Agriculture. In addition to cattle and coffee, these farms produce such goods as vanilla, mushrooms, lavender and even pineapple wine.

"There's a historical precedent and rich tradition of agriculture here," says Richard Liebmann, owner of Lokahi Garden Sanctuary, a wellness retreat center and organic farm on the Big Island.

Many of the farmers and producers welcome visitors. I take Liebmann up on his hospitality. He comes out to greet me as soon as I pull into his driveway. Liebmann is originally from Queens, N.Y., but after 35 years in Hawaii, he's adopted the Aloha spirit of kindness and warmth.

"Are you hungry?" he asks.

He serves a delicious asparagus soup followed by an omelet of fresh vegetables picked that morning from the garden along with a mixed greens salad.

Liebmann, a naturopathic physician, and his wife Natalie Young, a massage therapist, are growing more than 250 species of plants on their farm.

"Some are edible, some are medicinal and some are just beautiful to look at," he says.

The garden is located in the historic North Kohala community on the Big Island. In addition to growing plants, the couple tend to many animals, including chickens, sheep and a cow on 10 lush acres with sweeping ocean views. They offer walking tours as well as longer retreats, spa treatments and healthy meals.

"We really like this rural lifestyle," he says.

Jane Holmes is also enjoying that lifestyle at the Hamakua Heritage Farm in the rural community of Laupahoehoe, where mushrooms known as alii and pioppini sprout in jars.

The specialty exotic mushrooms are grown in a mixture of corncob, wheat bran and grandis eucalyptus sawdust called substrate. The bottle cultivation method originated in Japan.

"Excuse the sawdust," Holmes says as she leads a tour of the 16,000-square ft. production facility. "We're definitely a working farm here."

After passing various rooms used for incubation, growing and packaging, she shows off the finished product: a 3 ½-inch alii mushroom with a thick meaty stem that is sold to markets and restaurants throughout the island.

The factory produces more than 4,000 pounds of mushrooms a week. The substrate is then recycled and given to local farmers, who use it to boost their own crops.

Holmes ends the tour with a taste of treats made with mushrooms, including trail mix and cookies. Later, I have Hamakua mushrooms in a more traditional preparation in a ricotta cheese cavatelli pasta at Merriman's, a farm-to-table restaurant in Waimea.

About 10 miles from Hamakua, I prepare my palette for a very different taste. At Hawaiian Vanilla Co., I have a vanilla-infused lunch of shrimp, chicken, salad and ice cream, all washed down with a vanilla lemonade.

"The more vanilla you use, the better everything tastes," says Reddekopp.

After lunch, Reddekopp leads our group on a tour of the property while telling us the history of vanilla, which comes from an orchid. It also happens to be difficult to produce, which is why a 4-oz. bottle costs \$18 to \$20.

"This has humbled me, this plant," he says.

An island away, the producers of pineapple wine have also been humbled at times.

Growing wine in Hawaii isn't easy because of the climate, but the owners of MauiWine decided to give it a shot in 1974. The winery produces roses, syrahs and chenin-viognier. But it's also found a niche in pineapple sparkling wines.

Joseph Hegele, director of sales and marketing, says the growers got into pineapple wine accidentally.

"When they were waiting for the vineyard to mature, they used what was readily available as a practice," he says. With pineapple so prevalent, "It's kind of like we fell into it," he says.

Fruit is also the star of the show at ONO Organic farm, a family-owned and operated coffee and tropical fruit farm located in the Kipahulu community.

At an afternoon exotic fruit tasting, Bailey Spry chops, explains and passes around exotic fruits. A soursop tastes like Sour Patch Kids. An ice cream banana, one of almost 30 varieties, tastes just as it sounds.

Gary Lamb, who is visiting from San Diego with his family, says he'd rather visit a place like ONO than just sit on the beach.

"It connects us with the food we eat," he says.

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@jake_of_all_trades Went on a supsquatch ride and met a new friend. #LetHawaiiHappen #VisitOahu



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Hawai‘i In A Glass

from the Hawaiian Islands

Go beyond the cliché umbrella drinks and explore Hawai‘i’s burgeoning cocktail scene. All six islands make use of fresh and exotic ingredients to create distinct drinks with inspired flavor profiles. In celebration of all its delicious diversity, *Bon Appétit* asked top tastemakers to share their go-to cocktails that “Let Hawai‘i Happen” with every sip.



TIKI INIKI

Kaua‘i

“Sit at the bar and order a Trader Vic’s Mai Tai. On your first sip, the smell of fresh mint and orange draw you in. Then, ice-cold lime juice and complex rum flavors are followed by hints of caramelized sugarcane, bananas, coconut, almond, and cocoa beans aged in oak casks. This is a well balanced cocktail using two different rums including an agricole, fresh-squeezed local limes and oranges, and garnished with mint from co-owner Michele Rundgren’s garden on the North Shore.”

Marta Lane, Author and Owner, Tasting Kaua‘i Food Tours @TastingKauai



THE PIG AND THE LADY

O‘ahu

“If you want something salty and sweet, try the salt preserved calamansi and palm sugar soda. It’s a bright, effervescent, and refreshing drink that’s great anytime. The citrus-like flavor of calamansi, plus the round sweetness from the palm sugar, all come together when it’s muddled with a splash of ice cold soda water. It goes down easy, so it’s very hard to have just one!”

Andrew Le, Chef, The Pig and the Lady @PigandtheLady



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“If you want authentic Hawai‘i flavor, order a Coconut Porter. Ours is milder on the roast and carries toasted, nutty flavors of coconut in the nose, along with mocha characteristics on the back end. It goes great with rich meat dishes, but chocolate is where its flavor truly shines.”

Garrett W. Marrero, Founder, Maui Brewing Co. @MauiBrewingCo



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Andrea Dean, Writer/Local Foodie @AndreaSwanDean

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When first conceiving the Kohala Market in Hawi, Leo Woods and his wife, Jeannievie, decided they wanted to take it one step further. Why not also offer tours of the very farms where the local, organic produce they sell is grown?

In partnership with Nate Hayward, a permaculture designer and farmer, the Kohala Grown Farm Tours have been offered since last Aug., led by him and Leo on Wednesdays, Thursdays and Fridays weekly. Groups range from three to 14 people and are often a mix of locals and tourists.

Traveling by van, the tours visit two or three farms, with guided hikes around the properties. Nate provides historic facts about the exotic fruits, vegetables and herbs that grow in the orchards and gardens. The organic produce found there is sold to local restaurants, the Kohala Market and Hawi's weekly farmers market.

“Originally we started with farms where we had personal connections but it has expanded since then,” Leo says. “The farms we visit now rotate seasonally.”

Currently, tours visit Blue Dragon Farm, owned by Bennett Dorrance Jr., who also owns the Blue Dragon Restaurant in Kawaihae, and Lokahi Garden Sanctuary, a 10-acre farm owned by Dr. Richard Liebmann and Natalie Young. A rare Bodhi tree, usually planted in close proximity to every Buddhist monastery, brings a Zen-like quality to their orchard.

If not eaten whole, fruits found in the orchards are often prepared into juices, sauces, salads and sorbet served at local restaurants. Mamey sapote – a sweet, salmon-colored tropical fruit that resembles a papaya – is the main ingredient in a creamy milkshake popular in Cuba, according to Nate.

The lush Kohala countryside is home to a wide variety of crops that thrive on the rich volcanic soil. White pineapple, apple bananas, dragon fruit, mango, papaya, lilikoi, lychee, Longan and star fruit are some of the fruits to name a few. Cacao, coffee, avocados, asparagus, taro, kale, chard, pumpkins, okra, eggplant, cucumbers and tomatoes are also grown in Kohala. According to Nate, asparagus shoots grow so fast here they have to be harvested twice daily.

Herbs and spices range from two types of cinnamon to ashwaghandha – a tonic herb that can help relieve stress and anxiety in adults – tamarind, allspice, basil, ginger and curry leaf.

Miracle berries are a tour highlight. When sucked on for several minutes, a natural chemical component dramatically changes the taste buds so lemon juice tastes more like lemonade.

As Nate explains, all of the fruits and vegetables grown on Hawaii Island originated elsewhere, first brought here by original settlers traveling in canoes from Polynesia. Later, additional plants were brought from Central and South America, Asia, the Caribbean, Mexico and the Yucatan Peninsula by Spaniards, Asians and from elsewhere.

After touring the first farm, tables are set up – complete with table cloths, plates and napkins – where hungry visitors sample juicy, tropical fruits picked just feet away, along with fresh coconut water as a thirst quencher. Tourists from as far as India, China, Chile, the Philippines, Switzerland and Ethiopia have taken the tour.

After visiting the farms, visitors experience a farm-to-table lunch at Sushi Rock in Hawi, utilizing produce seen that morning used in sushi rolls, sandwiches and salads.

“One day, a sustainable shift will happen when people eat less wheat and rice and more local produce,” Nate remarks. “Kohala is a little hidden gem.”

The Kohala Grown Farm Tours are \$125 per adult and \$60 for children 12 and under. Locals receive a 20 percent kam’aina discount. Reservations can be made at www.kohalagrownfarmtours.com/. For more information call 937-4930.

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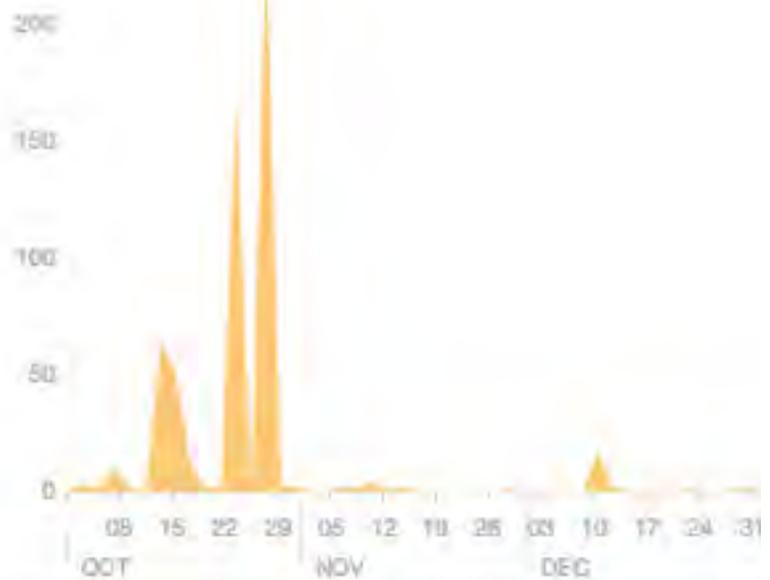
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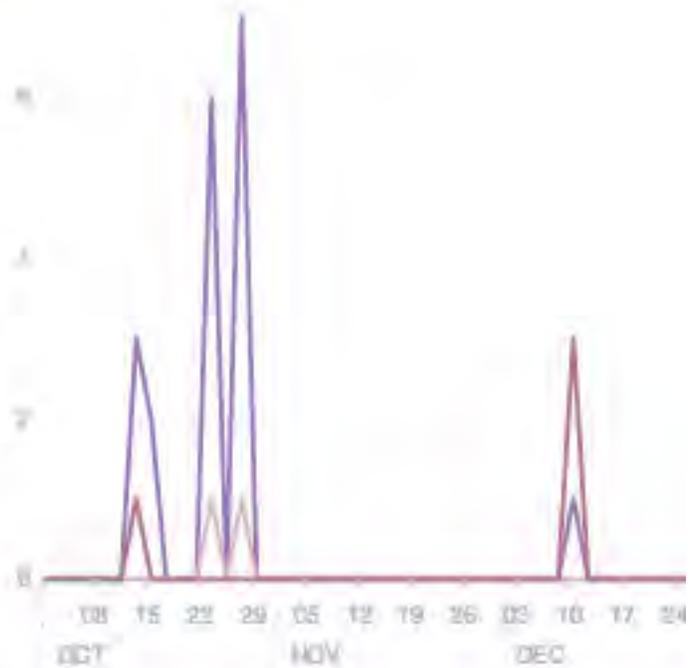
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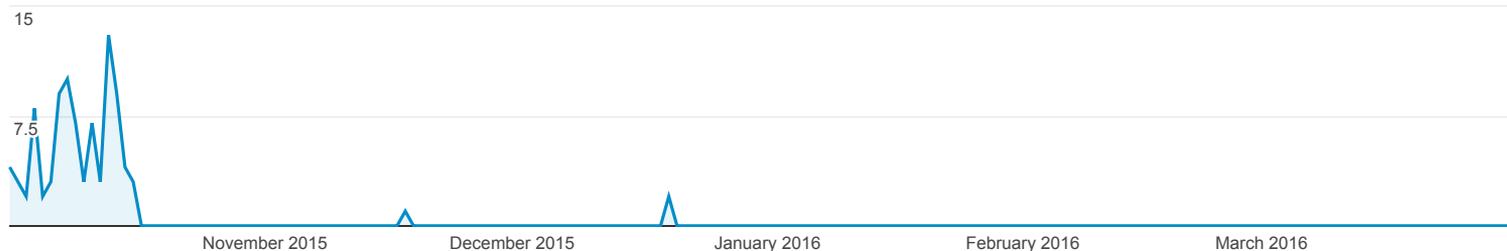
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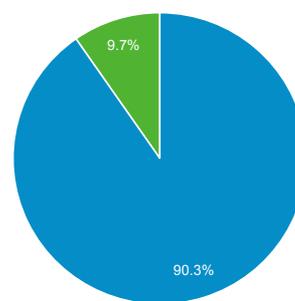
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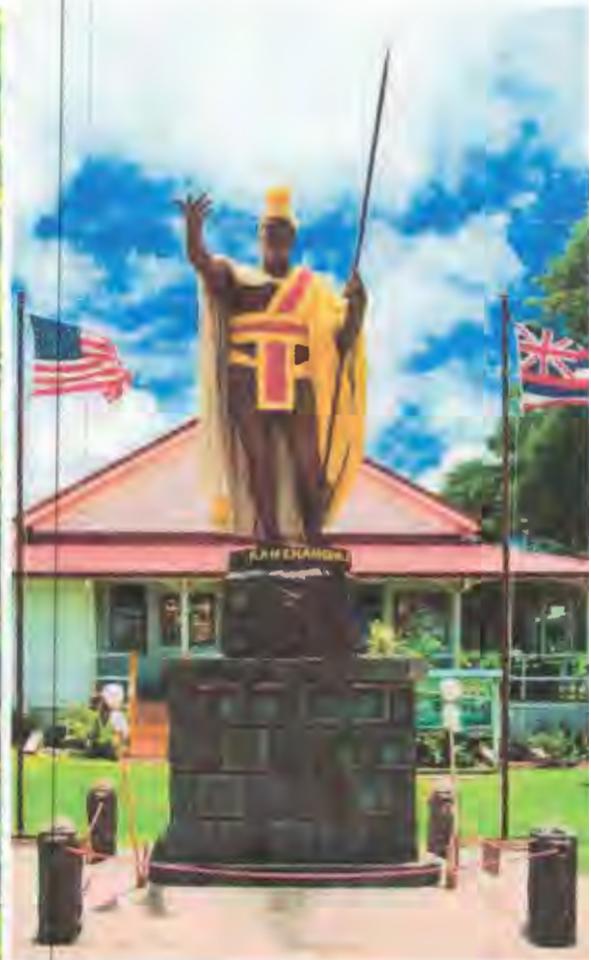


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8. pl	1	1.08%
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HAWAII'S SMALL TOWNS

COMMUNITIES ACROSS THE ISLANDS HOLD NUMEROUS CHARMS • BY ERIC LUCAS

When Bev Gannon first walked into the Hali'imaile General Store in 1988, it was a recently vacated local market in an old building in a tiny town amid pineapple fields in Maui's Upcountry. For Gannon, the site offered a possible solution to a problem for her growing catering business—she needed a bigger kitchen—and neither she nor anyone else could have foreseen the ultimate outcome.

At that point, the building was a ramshackle, peeling-paint, still-cluttered outpost of a disappearing Hawaiian plantation economy. And she was an ardent amateur cook who enjoyed using Island ingredients as she prepared meals for her music-industry husband's friends and clients.

Today, Gannon, the store and the town of Hali'imaile are famous.

She's the grande dame of Hawai'i regional cuisine, a James Beard Award nominee and top-caliber culinary celebrity.

Hawai'i's small towns feature enticements such as (clockwise from top left) zooming over trees at Kohala Zipline in Hawi, on Hawai'i Island; learning about history in nearby Kapa'au, home of a famed statue of Kamehameha I; visiting the Wai'oli Hui'ia church, in Hanalei, Kaua'i; and sampling a Sashimi Napoleon at Hali'imaile General Store, on Maui.

The store, with its building restored, is now a gleaming peach-and-white example of Hawaiian plantation architecture, and a worthy complement to its setting amid verdant hillsides.

And Hali'imaile, a 10-block village with fewer than 1,000 residents, has become a quintessential example of the Hawaiian small town in which adventurous travelers can discover delights ranging from gourmet food to distinctive art to little-known heritage.

- **IN KAPA'AU**, at the far north end of Hawai'i Island, a much-photographed statue of King Kamehameha I epitomizes the history to be found in his hometown, which was also an early center of the Hawaiian sugar cane industry, and remains a focal point of Hawaiian *paniolo* (cowboy) culture.
- **IN HANAIEI**, on the Nāpali Coast of Kaua'i, a one-lane bridge leads to a bayside town that is the capital of taro culture in the Islands. Brought recently to the limelight by the 2011 film *The Descendants*, Hanalei is a funky surf town, and the home of the Wai'oli Hui'ia church—perhaps the most-photographed church in the Islands and an emblem of 19th century missionary history.



Bev Gannon built the Hali'imaile General Store from a small business in the Maui Upcountry into a focal point of Hawai'i regional cuisine.



TOP: ILLUSTRATION / COURTESY HAWAII TOURISM AUTHORITY (HTA)

Savoring casual yet delectable dishes from shrimp trucks is a popular activity in many small communities on O'ahu.

- **IN KAHUKU**, on the Northeast shore of O'ahu, a half-dozen shrimp trucks do a thriving business selling coconut and butter-and-garlic shrimp to visitors and residents. The prawns are grown in nearby lagoons. Roadside farmstands offer a vast variety of tropical fruits, and not far away are the famous monster waves that draw hundreds of surfers and thousands of onlookers each winter.

ALTHOUGH HONOLULU is now a major metropolitan area with hundreds of thousands of people, that's a relatively recent development. Once upon a time, all Hawaiian communities consisted of small villages. Today, the next-largest town outside of Honolulu is Hilo, at about 43,000; most other towns are far smaller, which harks back to the days prior to Western contact.

Back then, the inhabited Hawaiian Islands were divided into triangular land sections called *ahupua'a* that each ran from a point atop the nearest mountain to a broad stretch of shoreline. The upper reaches were woodland watersheds; the middle



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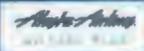
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sections had agricultural terraces for taro and other key crops; the shores held villages, fishponds and *heiau* (temples).

Though each is different, today's Hawaiian hamlets are thriving 21st

TODAY'S HAWAIIAN HAMLETS ARE THRIVING 21ST CENTURY DESTINATIONS WHERE TRAVELERS BROWSE ART GALLERIES, DINE ON HOMEGROWN FOODS AND VISIT ARTISAN CRAFTSPEOPLE TO BUY THEIR WARES.

century destinations where travelers browse art galleries, dine on homegrown foods and visit artisan craftspeople to buy their wares.

So many Hawaiian small towns have boomed and faded, and then been reborn, that they are now gaining great cachet as day-trip destinations from nearby resort districts. For instance, upcountry and southeast of Hali'imaile is the town of Makawao, whose main street has a few dozen colorful shops, cafes and galleries. Downslope is Pa'ia, whose general store is still a thriving market and has become a guidebook-worthy draw for the quirky offerings on its shelves.

Yet Hali'imaile largely retains the quiet character it has held for decades, despite a steady midday stream of cars coming through town.

"Back in 1988, I don't think 10 cars an hour passed by on the road out there," says Gannon. She indicates the street that fronts her restaurant just 100 feet from our window-side table. "The building was funky and run-down, and I thought I'd just slap on a coat of paint and open a deli."

Her plans were so low-key, and the location so unimpressive, that bankers rejected financing requests, and Gannon, her husband and close friends funded renovations themselves. Their contract with the building's owner, the Maui Land & Pineapple Co., required Gannon to provide lunch for the company's workers every day. Aside from that, she intended no major gourmet dining

spot and was stunned when 150 customers showed up for the opening. Her success put Hali'imaile on the map and added cachet for Hawai'i regional cuisine—kalua pork wontons, for example, and ahi poke.

But hers was the main attraction in Hali'imaile until the 2000s, when other local entrepreneurs realized the little community in Maui's green hills could provide a good

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HAWAII'S SMALL TOWNS

WHAT'S IN A NAME?

Waimea is a famous town near the north end of Hawai'i Island, a capital of the Islands' ranching heritage.

Waimea is also the name of an epically scenic canyon on Kaua'i, as well as a town along Kaua'i's southwest shore, where the Waimea River meets the Pacific Ocean. And it's the name of the bay at that spot. And it's a verdant rain forest valley on O'ahu's North Shore.

This profusion of Waimeas was no problem for the Polynesians who settled the Hawaiian Islands centuries ago, and named their places as they pleased. Until Kamehameha I united the islands around the end of the 18th century, travel between them was arduous.

Now, of course, it is easy and common, and duplicate names cause problems for mapmakers and delivery officials. If you send a letter to Kailua, Hawai'i, the question arises as to which Kailua you mean. The solution in some cases, according to some government naming standards, is to append distinguishing names to one of the duplicates—the appendage is usually the name of a neighboring place.

Thus, the town on Hawai'i Island is Kailua-Kona, which can help differentiate that town from O'ahu's Kailua.

Some duplicate names need no official differentiation: *Kilauea* is a town on the Kaua'i North Shore; it's also the volcano currently erupting on Hawai'i Island. Mauna Loa is the bigger, dormant volcano adjacent to the Kilauea volcano—and Maunaloa is a town on Moloka'i. And, of course, *Hawai'i* is the state's largest isle, as well as the name of the entire state.

The duplicate-name phenomenon is not unique to the Aloha State. According to the U.S. Census, there are at least 94 places named after George Washington in the United States. There are several dozen Franklins, too. And there are plenty of Georgetowns—mainly named for a king, if not a president. —E.L.



COURTESY: MAUI PINEAPPLE TOURS

Maui Pineapple Tours, based in Hali'imaile, offers tour participants samples of fruit picked fresh.

home for their enterprises. First came the pineapple-growing company Maui Gold, which took over fields near town from Maui Pine in 2009, when the latter departed the agriculture business. Today, busloads of visitors arrive for tours of the fields, a quick education in pineapple agronomy, and the chance to pick fruit and learn to select, prepare and serve it.

"People gobble up information," says Darren Strand, president of Hali'imaile Pineapple, Maui Gold's parent company, in the firm's offices, housed in old warehouses next to Gannon's restaurant. "They love meeting the people who grow the pineapples."

He indicates that visitors often stop by seeking fresh pineapples—as does his neighbor, Gannon.

"This is an amazing little place, Hali'imaile. I'd say 30 percent of our 83 workers just walk across the street to come to work."

In other old warehouses nearby, a custom cabinetmaker has set up shop. Next door is a high-end paddleboard maker. Across the street from Bev Gannon's restaurant is a blown-glass gallery; and next to that, in old Quonset-hut pineapple warehouses, is the Hali'imaile Distilling Company, where Mark Nigbur is the master distiller. The company makes Pau Maui

Vodka, and offers tastings and tours. Nigbur uses Maui Gold pineapples to make the mash for his vodka. Like Gannon, Nigbur and his family live close to Hali'imaile. As at Maui Gold, virtually all his employees are Upcountry residents.

"You can take the Maui Gold tour, come here and taste what I make with their pineapples, then go to Bev's restaurant and finish



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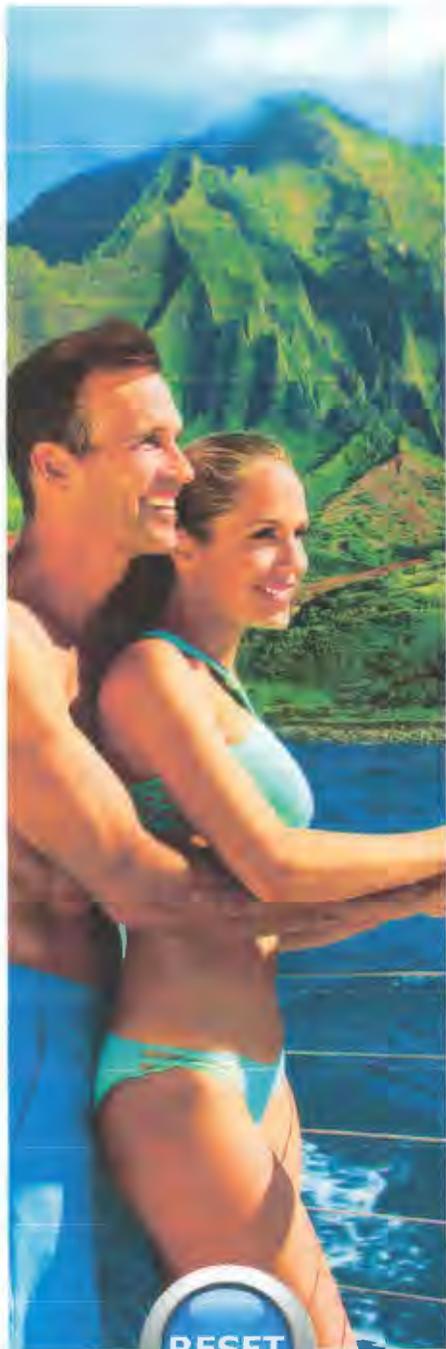
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 HAWAII'S SMALL TOWNS

with her pineapple dessert," says Nigbur, a Coloradan who moved to Maui specifically to make vodka from pineapples. Gannon's pineapple upside-down cake is famous throughout the Islands.

"Let's call this the pineapple triangle," says Nigbur.

IF HALI'IMAILE is known for its cuisine and pineapples, then the area on the north shoulder of Hawai'i Island, known as North Kohala, might be best known for its cultural history.

The town of Kapa'au is, at almost 1,800 people, a bit bigger than the roughly thousand-resident Hali'imaile.

**MOST RESIDENTS OF THE
NORTH KOHALA AREA CAN
RECITE THE STORY OF
KAMEHAMEHA, WHO UNITED
THE ISLANDS INTO ONE
KINGDOM IN THE LATE 18TH
AND EARLY 19TH CENTURIES.**

Kapa'au is where a particularly famous statue of King Kamehameha I is located, standing tall on a hill in a small park overlooking the main road.

It's safe to say most residents of the North Kohala area—which also includes the history-rich town of Hawi—can recite the story of Kamehameha, the royal baby who was supposed to be killed but was saved by villagers who believed a grand destiny lay in his future. Grand, indeed: Kamehameha grew up to become the legendary leader who united the Islands into one kingdom in the late 18th and early 19th centuries.

"So, if Kamehameha was headed over to Maui to take over our neighbor island, his war canoe had to get in the water somehow," says Bill Wong, pointing out a



COURTESY: ATV OUTFITTERS HAWAII

Visitors to the North Kohala area, on Hawai'i Island, can enjoy a tour from ATV Outfitters Hawaii that discusses local legends, history and geography.

handmade cut that slashes down through the bluff overlooking the Pacific at Kauhola Peninsula. "This is where they hauled his canoe in and out. Kamehameha I always came here to his temple to pray for the strength of his warriors before battle."

Wong owns ATV Outfitters Hawaii; he and his guides take visitors around North Kohala on four-wheel all-terrain-vehicles, regaling them with local history and lore, such as Kamehameha's exploits.

Wong's own heritage here is deep; his great-grandfather came to the Hawaiian Islands from China in the 1870s to work in the nascent sugar industry. He has Native Hawaiian and Filipino ancestry, as well, and he's an accomplished team roper who raises cattle on his small ranch and has a son living in Texas pursuing his own professional rodeo career. "His

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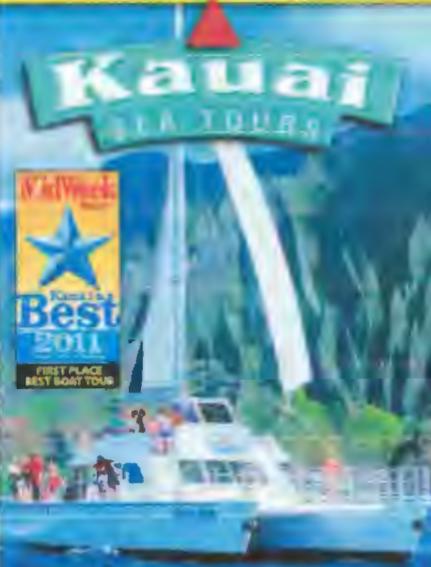
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fellow riders get a big kick out of calling him 'Cowboy Wong,' says his father, gleefully.

Back down the road at Hawi, visitors can also fly through the sky at Kohala Zipline, an attraction that provides dozens of jobs to Kohala residents. Up the mountain from here, along a country lane often called one of America's most scenic drives, Kahua Ranch introduces travelers to Hawai'i Island's paniolo culture at a working cattle operation whose beef might wind up on plates back down the hillside in Hawi, at Bamboo Restaurant. A nearby farmers market offers local fruits and goodies. The main

IN HANAIEI IS THE
RESTAURANT SEAT WHERE
GEORGE CLOONEY SAT WHILE
FILMING A MEMORABLE SCENE
IN *THE DESCENDANTS*.

street is lined with colorful shops and galleries; driving by one, Wong pulls into the parking lot and declares, "This was the laundromat. It's where we used to take our clothes to wash the canefield dust out."

Sugar cane disappeared in the 1960s and 1970s; cattle ranching endures, but producers face many challenges, only beginning with shipping costs to and from the island. The point is, Wong emphasizes, that North Kohala has bounced back more than once, emulating its homegrown hero Kamehameha. Indeed, the king is such an icon that a local nonprofit, the Kohala Institute, has restored Kamehameha's taro terraces as part of a budding agritourism venue.

"[Also,] a group of local young men got interested in taro patches nearby, and they happily donated their time to restoring them," marvels the institute's presi-

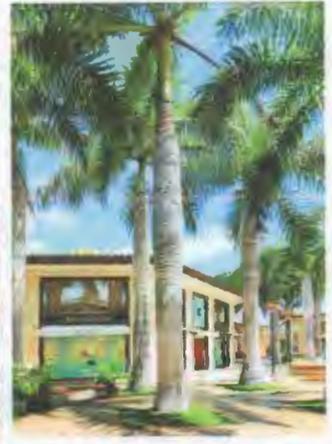
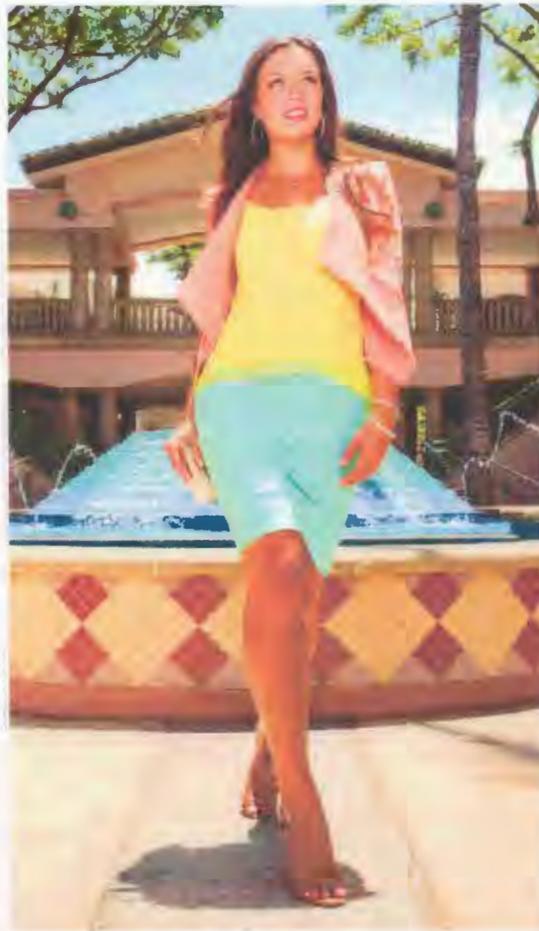
MORE SMALL TOWNS

• **Hale'iwa:** This small town on the North Shore of O'ahu is a focus of global attention each winter when the big waves arrive and draw expert surfers—and thousands of spectators. A sprinkling of shops and cafes greet visitors who avidly seek souvenirs and scarce parking spots near wave-watching sites.

• **Kailua:** Poised on O'ahu's east shore, beneath the sheer-sloped palisades of the Ko'olau Mountains, this town is the home of two excellent artisan chocolatiers, Madre Chocolate and Mānoa Chocolate Hawaii, which are just three blocks from each other. It is also the home of Kailua Beach Park, famous for its swimming and snorkeling. (Please respect parking restrictions near the beach.)

• **Pā'ia, Maui:** Pacific swells build offshore in the winter and draw big-wave surfers and their admirers. The best vantage is at Ho'okipa Beach Park; adjacent to that is Mama's Fish House, a long-revered seafood restaurant. The town itself has many small shops, galleries and boutiques.

• **Hāna, Maui:** Situated at the end of a famously scenic and winding road, this serene settlement is nicknamed "Heavenly." A luxury resort, Travaasa, and several small cafes spice up the area's peace and quiet. —E.L.



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dent, Noe Kalipi. "It was a major project, believe me. They cleared out the trees and vines, and come up here regularly now to tend the taro."

The institute also has a heritage citrus orchard, and is renovating a 19th century girls' school into a lodge and retreat center that will welcome visitors starting this summer.

"We can't be driven down," says Bill Wong, who also grows taro along with managing his 250 head of cattle. "Sugar came and went, and we survived. This is a place where people find their way."



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TARO IS ALSO CRUCIAL to the character of Hanalei, on the North Shore of Kaua'i. The vast fields just outside town—which utilize water from the nearby slopes of Mount Wai'ale'ale, one of the contenders for wettest spot on Earth—supply a large portion of the taro used throughout the Islands.

The taro patches come into view as drivers heading toward Hanalei descend the road from Princeville. At the bottom of a hill, cars line up to cross a picturesque one-lane bridge—one of almost a

EVERYONE IN TOWN JUST CALLS HER "BEV," AND IF SHE PUT THE TOWN ON THE MAP, THE PLACE IN TURN HELPED HER.

dozen between here and the end of the road about 10 miles farther, at Kē'e Beach. Elaborate customs govern traffic on this famous first bridge: a sign instructs visitors that it is courteous to allow a group of five to seven cars to pass from the other side before venturing onto the bridge yourself to cross.

Once in Hanalei, a few blocks' drive farther west brings you to the frequently photographed Wai'oli Hui'ia church, a gorgeous green-and-white gem framed perfectly against the waterfall-striped mountainside behind. Here, too, is a new entrant in the popularity sweepstakes for selfie settings: the exact seat at Tahiti Nui Restaurant where George Clooney sat while filming a memorable scene in *The Descendants*.

I don't need to sit in Clooney's seat and document the moment. I do, however, have a question for our waitress as I scan the menu.

"Did I hear a rumor they are thinking of replacing the one-lane bridge?"

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She gasps in mock outrage.

"Never! If they tried to put in a fancy new one, the town would stop it in its tracks," she informs me. "That's the whole key to life in Hanalei—you just can't be hasty if you have to wait to get here in the first place."

I think about that as I savor my dinner, the restaurant's signature slow-roasted ribs. Here's a town that deliberately blocks haste at its front door. It's clearly more than just a thoroughfare from one side of the Hanalei River to the other.

BACK IN HALI'IMAILE, in the middle of my lunch with Bev Gannon, a visitor from Arizona approaches our table to shake her hand. "It's an honor to meet you," she declares. "For my money, this is the best restaurant in the world."

The world is a mighty big place, and Hali'imaile is just one tiny mote of human life within it. Gannon cannot help but smile and shake her head in wonderment.

"All those years ago, I didn't expect to be open more than a couple years. But I put this place on the map, and I'll never leave."

An upland breeze lifts the leaves of a hibiscus bush nearby. Gannon looks completely at home here, her long hair blowing in the breeze. Everyone in town just calls her "Bev," and if she put the town on the map, the place in turn helped her.

"I love this little town," she says.

That's an easy sentiment to share. ▲

Eric Lucas is an associate editor at Alaska Beyond Magazine.

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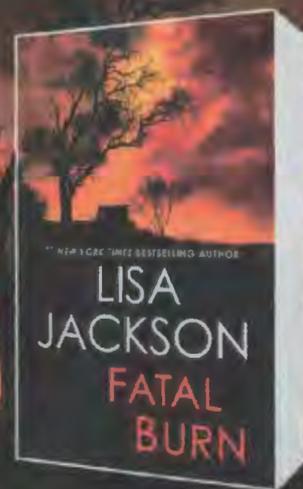


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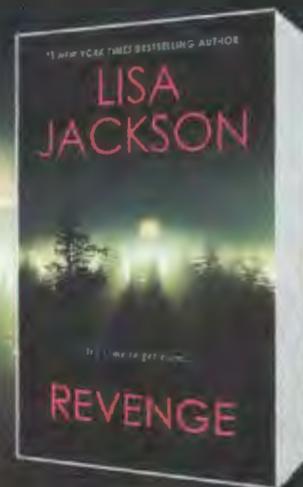
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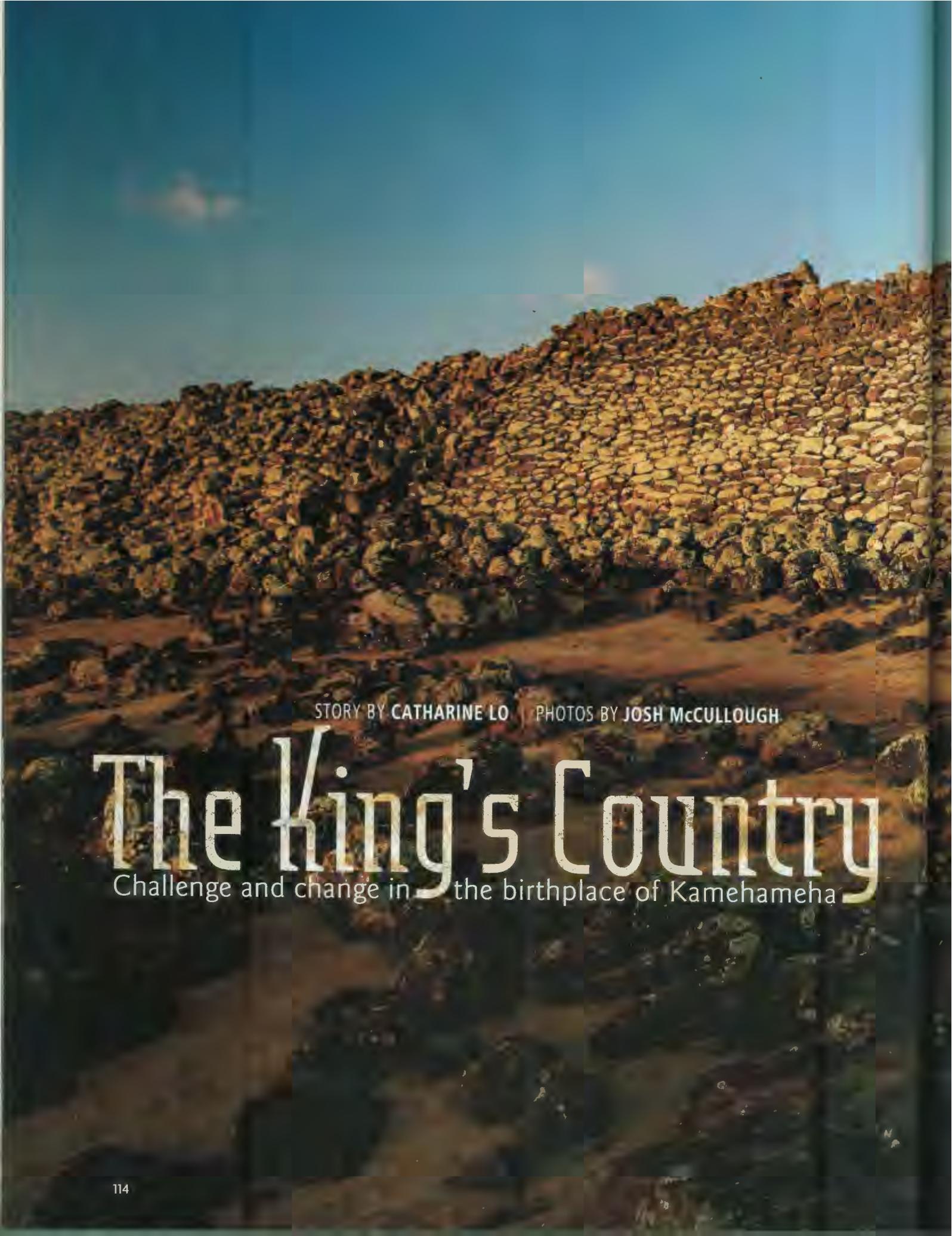
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The King's Country

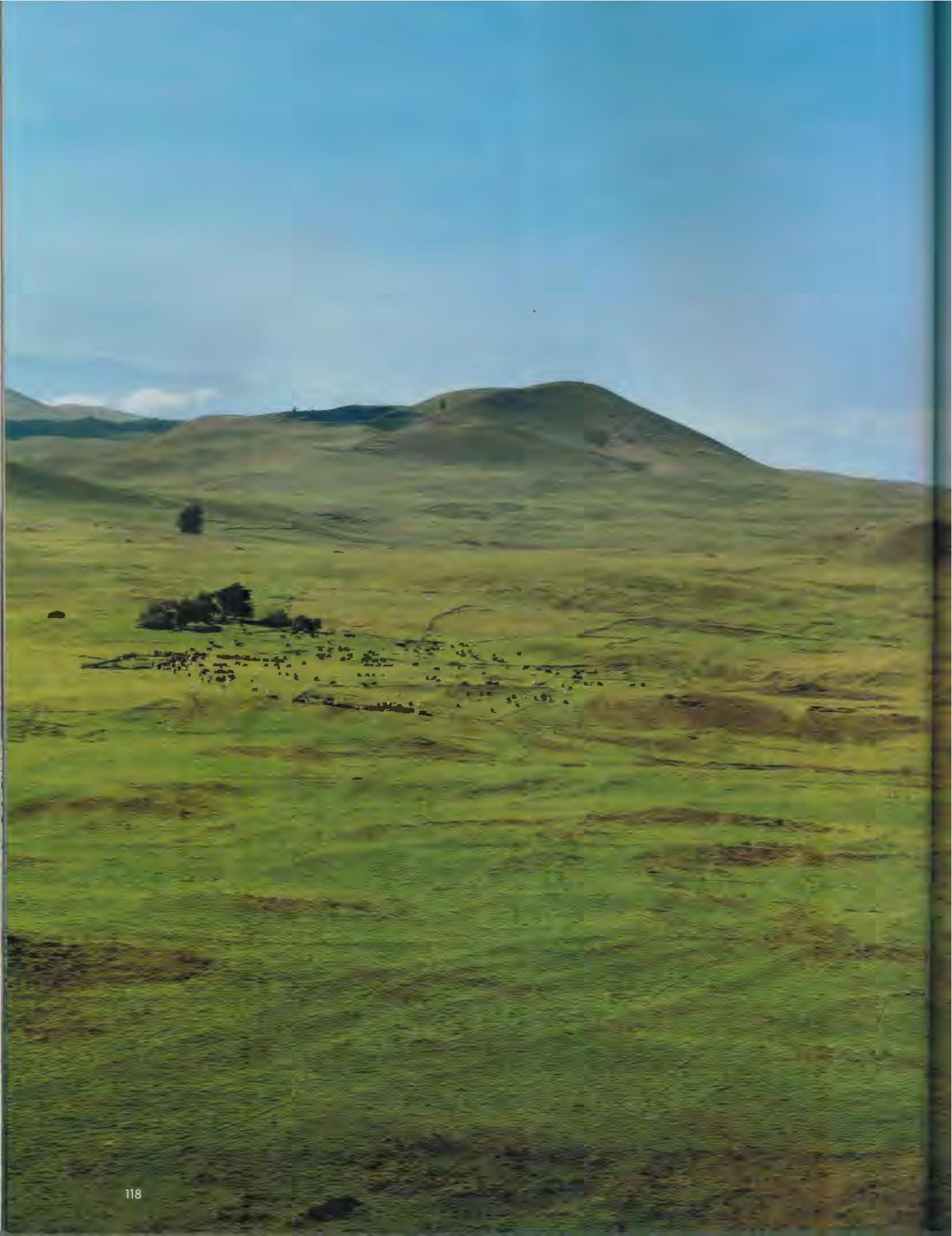
Challenge and change in the birthplace of Kamehameha





Kohala, the northernmost district of Hawai'i Island, has been contoured by wind, rain and sea over millennia. On the summit of Kohala Mountain—the island's oldest volcano—upwards of two hundred inches of rainfall a year create streams that flow to the coast through valleys like this one. Honokāne Iki. Kohala's lush valleys, rich in both coastal and agricultural resources, were prized areas of settlement in pre-contact times. Opening spread: The walls of Mo'okini heiau, one of the oldest heiau in the Islands, were built with stones from Pololū valley, passed hand to hand along a human chain that stretched fourteen miles.







The ridges in this land illustrate that it was once an ancient dryland field system, a system that spanned fifteen thousand acres across Kohala's leeward pastures and fed thirty thousand people. "Hawaiians understood food security," says Kehaulani Marshall, executive director of the organization Ulu Mau Puanui, which was established to study rain-fed agriculture. "They could project the needs of a growing population." Though we might not go back to the rain-fed system, Marshall says, we can definitely apply the knowledge of it to modern field management practices.

Early on a Saturday morning in October 2010, hundreds of Kohala residents got out of bed and formed a human chain along Akoni Pule Highway. They put their right hands in, they passed a book on down. They put their right hands in, and this happened through the route. That's right. They did the "huki-pokey" (huki, Hawaiian for "pull together"), and when they turned around, the new library's shelves were stocked. That's what it was all about.

Local historian Boyd Bond, the key organizer, rode up and down the 1.3-mile stretch between the new North Kohala Public Library and the old Bond Memorial Public Library, which was named for his great-grandfather and philanthropist, Dr. Benjamin Bond, and built on land donated by his great-aunt Caroline. Boyd was on his bicycle, cheerleading and smoothing out any hiccups. The huki-pokey was inspired, he explains, by the construction of both the Mo'okini and the Pu'ukoholā heiau, two of the largest temples on Hawai'i Island—the heiau were built stone by stone, each moved hand to hand by a human chain that stretched over many miles.

The huki-pokey participants drove from all over the island to lend a hand. The Lions Club, the zip-line staff and members of the fire department all showed up. Moms swung babies onto their backs and loaded their strollers with books. The Kohala High School football team, wearing their jerseys, filled in the gaps. They responded quickly, like a good defensive line should, when the crowd urged, "Plug that hole!"

The books moved through a receiving line that began with kūpuna (elders), followed by high, middle and elementary school students—symbolizing the passing on of knowledge from old to young. At the end of this extraordinary effort, the new library—itsself a trailblazer, the first library in the state to achieve LEED Gold certification—was filled with books. The Kohala-born King Kamehameha would have been proud.

"A lot of what happened was on faith," says Boyd. "We asked people to sign up, and the day before we had 430. Any event organizer in their right mind would have canceled." The optimal number of participants, he says, would have been twenty-two hundred, the minimum needed twelve hundred. "But I knew this was Kohala. We

never sign up. We just show up." In the end fourteen hundred people appeared to help.

"There's 'town' Kohala and there's 'country' Kohala," says Lehua Ah Sam as we jump in the car together and start driving. It was the students in a class she taught at Kohala Middle School, she says, who reiterated the distinction, telling her, "Ho, Miss, you live in da country!"—which makes her laugh, because compared



Scenes from Kohala (top to bottom): The Bond Memorial Public Library, built in 1928, remains a landmark in Kapa'au; storefronts in Hāwī attract passing visitors; rolling pastures dominate the vistas along Kohala Mountain Road, as do the twin peaks of Pu'u Kalāhikiola—also known informally as the "chichi mountains."

with Hilo, where she grew up, *all of Kohala* would be considered rural enough to be "country."

I've known Lehua only an hour, but the young Hawaiian has already earned my admiration. Lehua "married into Kohala," and her deep attachment to the community—her extensive knowledge of its history and family genealogies—makes a huge impression. She has just come from tending three lo'i (taro patches) that have been in her husband's family since 1926. The back of her pickup truck is filled with trashcans full of greenwaste. Our conversation about Kohala flows effortlessly, some of it thoughtful reflection, some of it pidgin-fueled banter.

First we pass through "town," which includes Hāwī and Kapa'au, Kohala's two centers of commerce. Hāwī's main strip is a series of brightly painted, plantation-era storefronts, mostly gift shops and galleries. Tourists trickle in and out. In front of the Aloha Man store is the turnaround spot for bicyclists in the Ironman Triathlon. We drive past Shige's, the gas station and the Nakahara Store, where you can buy everything from *char siu* to fishing tackle. Continuing east, Lehua points out Takata's, a ninety-two-year-old institution and Kohala's biggest grocery store, and Fig's, Traci Figueroa's roadside plate lunch place that makes burgers sourced from local ranchers. Kapa'au offers more community services—the bank, hospital, police and fire departments, and the hardware store. In front of the civic center is the King Kamehameha statue, a popular photo op for visitors.

As big buildings disappear, the road picks up more curves, and the hues of green become richer. We find ourselves in the "country," passing forested gulches that were once home to many ali'i (chiefs) and where their descendants still live. The highway ends at Kohala's main visitor attraction: the Pololū lookout. A handful of visitors and surfboard-toting locals are making their way down the 'Āwini Trail, which leads to a rocky coastline backed by ironwood and hau trees.

From the ridge I gain a real appreciation for the district's allure as a final frontier. As far as the eye can see, there is virgin earth. Pololū marks the eastern boundary of Kohala, and it is the first in a series of seven windward valleys that have seen very few human footsteps. The cathedral-like valleys, with walls rising to 2,500 feet, were carved out of Kohala Mountain—the oldest of Hawai'i Island's seven volcanoes—by

The King's Country

wind, rain and sea. At the mountain's summit two hundred inches of rain fall annually, creating waterfalls and streams that flow through a coastline of boulders and black sand.

"Kohala is special because it has direct access to windward and leeward resources, along with mauka [mountain] and makai [ocean] resources," Lehua points out. She lists the sources of the district's historical abundance: taro production on the valley floors, pig farms and 'iliahi (sandalwood) trees on the mountain slopes, patches of olonā (a plant used to make strong, lightweight cordage) in the rainforest and 'uala (sweet potato) fields in South Kohala.

Culturally, too, the valleys hold great significance. Wākea and Papa, the gods that created Hawai'i, hailed from Pololū. And it was to the valley called Āwini that Chief Nae'ole stole away with the infant Kamehameha to protect him from jealous chiefs who sought to kill him after prophecies foretold that he would unify the Islands and establish the Hawaiian kingdom.

The birth of Kamehameha was a definitive moment in Kohala's history, and to this day much community pride is tied to the area's association with the king, who epitomizes the leadership, spirit of independence and sense of stewardship still alive in the community. Even many Kohala place names are derived from critical points during Nae'ole's flight: Hāwī, "to breathe with a squeal," where the hungry infant cried without his mother's milk; Kapa'au, "swimming kapa," where the bark-cloth swaddling the baby was lost in the stream; Makapala, because the warriors' eyes—maka—became pala, or swollen, following their futile search for the infant.

Kohala, Lehua notes, was a major staging point for Kamehameha's battles against the Maui chiefs. "Kohala is the southern keeper of the channel that separates Hawai'i from the rest of the islands," she says. From the northernmost tip at 'Upolu, the current flows most favorably; when Kamehameha's warriors were returning from Maui, a canoe would be sent ahead to tell the people, "Pa'i 'ai! Pa'i 'ai!": Pound the kalo (taro) so the warriors can eat. "Kohala was always a favored place for ali'i to go and be themselves and not deal with the rigors of court life," says Lehua. "In many ways, I think that is what made Kohala so proud—because the people walked among the chiefs."

To supplement the production of irrigated wetland kalo, Hawaiians developed



Leeward Kohala, seen above, is hot and dry, with barren lava fields along most of the coastline. Top to bottom: Sunset at Lapakahi Historical State Park; the entrance to the Mo'okini heiau and Kamehameha's birthplace; a streambed in Neue bay, near the Pololū valley lookout; a kiawe forest at Puakea; and a Friday night scene at Māhukona, an old loading dock. Kohala, one of six traditional districts on Hawai'i Island, spans both windward and leeward areas—a geographical distinction that ensured that resources were traditionally abundant in Kohala. The chiefs liked the area, too. "Kohala was always a favored place for the ali'i to go and be themselves," says Lehua Ah Sam.

rain-fed systems to grow 'uala, dryland taro and other crops. These field systems, unique to Hawai'i, were all but abandoned after European contact, and the knowledge of how they were managed eventually lost. Early on a Saturday morning, I meet up with Kehaulani Marshall and Ala Lindsey of Ulu Mau Puanui at their project site on Kohala's leeward slope. Inspired by the research of ecologist Peter Vitousek, Ulu Mau Puanui was established in 2010 to continue studying rain-fed agriculture and to learn how Hawaiians were able to feed more people than we do today.

Our adventure starts with a short but arduous fifteen-minute hike 2,250 feet up to the top of Pu'u Kehena for a bird's-eye view. From here it's possible to see nine mountains. The rest is ranch land—vast, rolling green pastures that stretch from Waimea inland all the way to the coast, interrupted by occasional patches of shrubs where heavy rains collect. Across the landscape, herds of cattle loll and graze, a perfect snapshot of the scenery you expect to see along Kohala Mountain Road. The panorama makes me inhale a little more deeply. This, I realize, is cowboy country.

But beneath this pastoral landscape, LIDAR (Light Detection and Ranging) maps recently exposed a massive grid of underground mounds and ridges that are invisible to the naked eye, except in the early morning light when shadows reveal grooves in the topography. This is the fifteen-thousand-acre Leeward Kohala field system that once supported an estimated thirty thousand Hawaiians. "The cowboys who worked these pastures were just doing their work, never realizing that this was a big farm that fed a lot of people," says Kehaulani, who is Ulu Mau Puanui's executive director. This dryland system is concentrated in a band about seven miles long and two miles wide that receives thirty to seventy inches of rain a year. Cultivating enough food, Kehaulani adds, would have required significant resource management including calculated field rotation and five thousand field hands. She points out trails that run mauka to makai, along which people who lived in warmer areas closer to the coast would hike up to work in the fields.

While we talk, site manager Ala Lindsey brings over some carved stone adzes they have recovered in the fields and on the pu'u (hills)—ancient tools that were most efficient for planting and tilling the soil. "Us guys called it dirt before. Now we call it soil. Dirt is dirty. Soil is rich with nutrients," laughs Ala, one of those unsuspecting



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cowboys who rode over these fields for decades. Decked in a white tank top, weathered jeans and a belt buckle etched with a horse, he has the rugged, confident stance of a cowboy who knows and respects the land. Today, farming the three gardens they have planted at Puanui has become foundational to his life. He spends so much time here—with his family in tow—that his grandson's first word was “‘uala.”

We hike back down through knee-high stands of kikuyu grass to one of the gardens, where Ala explains how the system works: The mounds are rocks pushed to either side of the ‘uala bed. Sugar cane that is planted on top of the mounds catches the rain and feeds the plants, “a natural sprinkler system,” he says. The soil in between the mounds is the richest. Through experimentation they’ve learned how the ‘uala reacts to seasonal patterns.

A locational threat surprisingly absent today are Kohala’s fierce mumuku winds, which typically funnel down from the uplands and sweep across the fields, breaking anything that grows over a foot tall. The field walls serve to protect the crops. “Creating a windbreak is not the best way to manage the wind,” Kehaulani explains. “You have to let it through and just slow it down.”

For Kehaulani and Ala, sharing and growing what they’ve learned is the most rewarding part of their work. Students of all ages—from Island schools as well as universities on the Mainland—have come for visits, planting different varieties of ‘uala and testing different mulching techniques. Ala encourages all of his students to plant the cuttings they get from Puanui. “‘Share,’ I tell everyone. ‘Give your neighbor. Give your friend. Give your uncle. Give your auntie.’ That way,” he continues with a sparkle in his eyes, “once they leave here, my plant always living.”

For a flavor of Kohala culture, the Saturday farmers market in Hāwī is a sure bet. All of the produce is grown within a five-mile radius, and you’ll find homemade treats like pickled pineapple, breadfruit chips, liliko‘i, kombucha and zucchini bread. Here, old Kohala—descendants of chiefs and missionaries and families of ditch builders, plantation workers, ranchers and paniolo (cowboys)—mingles with new Kohala—entrepreneurs, retirees and veterans, artists and hippies, vacation rental owners and independent farmers. While they often hold very different views—differences that sometimes escalate and



Kohala today remains a place of agriculture, even if modern-day farmers are raising a much greater variety of food than their forebears. Top to bottom: Cattle at PonoHolo Ranch; Ala Lindsey of Ulu Mau Puanui with ancient adze tools found in the dryland field system; a scene from the Hāwī Farmers Market, which every Saturday offers a vast and vibrant selection of fresh produce; a stand at Kohala Grown Market; and a dragonfruit from Lokahi Garden Sanctuary. “This birthplace of Kamehameha was once a place so abundant that he brought his warriors here to rest and eat,” says Andrea Dean, who coordinates numerous agricultural initiatives in Kohala. “Today we are trying to recreate that abundance through a concerted community effort.”

inflame issues like public access and rural development—they all share a love for Kohala and a desire to see the community thrive. Three decades after the closing of the sugar plantations, Kohala is still carving out its new identity. What's in store for the community? I decide to ask social architect Jim Channon, who eats breakfast at the farmers market religiously.

Channon reminds me of a mix between Christopher Lloyd and Donald Sutherland. A retired US Army lieutenant colonel, he is best known for creating the *First Earth Battalion Operations Manual*, which redesigned military codes to incorporate nondestructive methods of conflict resolution. It was Channon who inspired Jeff Bridges' character in the movie *The Men Who Stare at Goats*.

"Kohala is very attractive to iconoclastic people who are the first to run from big cities," Channon says of the people who have joined the community in the post-sugar era. "Between 1990 and 1996, thirty-two out of the thirty-six mostly empty buildings in Hāwī and Kapa'au were restored. We went from two to sixteen restaurants and two to eighteen galleries, so we made a tourist destination out of the town to influence people coming here and make a living doing it. The mantra that we accepted 1998 was 'Keep Kohala Kohala,' but it had nothing to do with industry. It had to do with cultural lifestyle. At the core of this concept is the idea that people take care of their friends and neighbors."

Channon argues that a multicultural population mix like Kohala's offers greater creativity and resilience. Matter-of-factly, he lists the three guiding principles: One, create gathering places for affiliation to occur. Two, eat local. And three, recognize the genius of the kids. If this is the future of Kohala, it remains aligned with the values of its past.

Certainly the desire to eat local is a priority that shapes the community today. The district's Community Development Plan sets an ambitious goal to source fifty percent of its food locally by 2018. Practically every household already grows something to contribute to the dinner table. A group called Sustainable Kohala has even set up a seed bank at the library.

"Between consumer desire for 'local' and a consistent supply of 'local,' there is a big gap," says Andrea Dean, a community organizer who promotes sustainable ag tourism to help backyard farmers and smaller food producers supplement their

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The practitioners (top to bottom): Auntie Noe at the Konea O Kukui garden sanctuary; Oliko Cookman in the taro lo'i restored by 'Ōhua o nā Kia'i no nā Keiki o ka 'Āina; and the Kawe family at Palili 'O Kohala, an agricultural cooperative that uses natural farming methods.

income. Andrea also helped arrange for the use of food stamps at the farmers market, which brings an additional \$40,000 a year to Kohala growers.

Kohala has numerous independent ag initiatives that have been established to bridge the gap between demand and supply, and Andrea and I spend a day visiting some of them. At Hawai'i Institute of Pacific Agriculture, Dash and Erika Kuhr offer immersion training in cultivating Polynesian crops. At Kohala Institute at 'Iole, Sa'o Vaefaga and the members of 'Ōhua o nā Kia'i no nā Keiki o ka 'Āina take students to the lo'i they've restored on the land where Nae'ole's mother once farmed kalo. At Lokahi Garden Sanctuary, Richard and Natalie Liebmann work a farm that includes medicinal herbs, berries, flowers, a citrus orchard, dragonfruit and even pambuco, the only wood in the world from which violin and cello bows are made.

Bill Wong, the proprietor of Kohala Ditch Adventures, tells me that his ag teacher at Kohala High School, David Fuertes, once handed him an octopus to plant under a coconut tree in the northernmost corner of a grove of a hundred trees

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that Bill was about to plant. The idea, Bill explains, was that the tentacles of the he'e would inspire the roots to spread out and take hold. Today that tree is a little more squat and filled out than all the others—round and fat, like an octopus.

I ask Fuertes, who now teaches Korean-style natural farming at Palili 'o Kohala, about the range of techniques that Kohala growers practice, from permaculture to agroforestry. "Kohala is a place of independent thinkers," he replies. Of everyone I meet, he sums up the prevailing attitude of Kohala residents best: "If you want 'em, you make 'em. If you broke 'em, you fix 'em."

It didn't take long for me to realize that resilience fuels the independent spirit of the Kohala community, whose members always show up—with their own backhoes to clear the roads after an earthquake, with 'ukulele to replace one that a little boy lost to a house fire, with meals for a neighbor who fell and broke his hip. It's in the practice of modern-day paniolo who keep Kohala a national leader in the ranching industry. It's in the practice of groups like the Kohala Watershed Partnership, which restores native forests so that there will be water for the future. It's in the practice of the North Kohala Resource Center, which has helped raise some \$10 million to fund eighty-seven local initiatives—programs like the Kohala Community Athletic Association, which organizes after-school youth sports, and the Kohala Ark, which shuttles seniors to the farmers market.

The Kohala spirit is also found in home-grown mo'olelo (stories) and mele (song)—many of Hawai'i's most celebrated musicians come from Kohala, including the late falsetto singer Kindy Sproat and slack key guitarist John Keawe. There's an 'ōlelo no'eau (saying) that sets the community's standard: Lele o Kohala me he lupe la, or Kohala soars as a kite.

Lehua tells me that she and her husband, Ashton, want to raise their kids in Kohala because it's still possible to teach them traditional practices in the same ways that their parents and grandparents learned. Whether it's fishing or weaving nets, way-finding or lā'au lapa'au (herbal healing), Kohala still has practitioners. "City people may have broad horizons, but they only know little pockets here and there," Lehua says. "Kohala people see their horizons like this"—she raises her hands like a goalpost, each arm representing the wall of a deep valley—"but they know every inch in between." **HH**



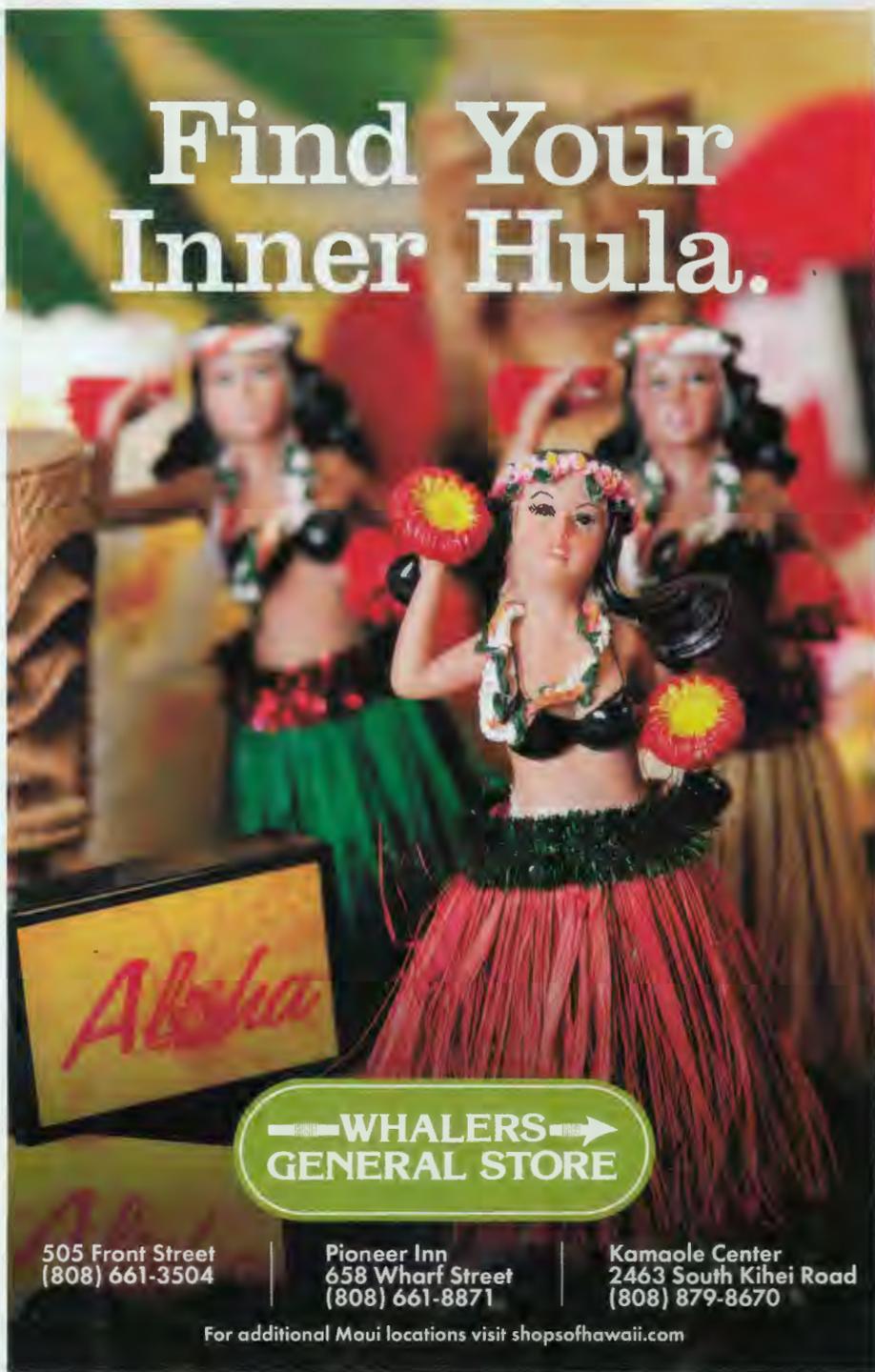
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From Seed to Soul:

North Kohala's Eat Locally Grown Community Initiative

| By Gayle Kaleilehua Greco

The churning sound of mixing wet cement shovel-by-shovel, two able bodies continuously mixing in rhythmic timing, are met by the words of David Fuertes, "we need 'em, we make 'em." Uncle David is referring to the cement that he and his helper are preparing in order to make a trough for the pigs.

Here at the Palili 'O Kohala farm in North Kohala, Uncle David captures a time where if you needed something for your family, farm, or business, the drive to Hilo was not always an option. "You broke 'em, you fixed 'em," Uncle remembers while feverishly mixing the cement—reminding us that there is a purpose and history in what we today call sustainability.

Palili 'O Kohala is an agricultural cooperative comprised of primarily Native Hawaiian families. The cooperative is a natural farming learning lab and a producer of taro, pigs, and chickens. Here, families are trained to take care of the land, grow their own provisions, and be part of a cooperative that sells their products as an income stream.

This working farm is one of several farms and businesses that participate in and support the North Kohala Eat Locally Grown community initiative that was created in 2009 in order to "Keep Kohala Kohala"—to maintain a rural, agricultural lifestyle for its residents. North Kohala has a strategy and goal in its county

mandated Community Development Plan (CDP) to produce 50 percent of the food it consumes.

North Kohala is a geographically isolated community located at the end of the road on the northernmost tip of Hawai'i Island. As you venture to the well-traveled towns of Hawi and Kapa'au, you experience the green hills, the magnificent forests, the groves of macadamia nut orchards, and the possibility of a whale sighting off the coast in winter months.

The area has a population of about 6,500 residents in 1,800 households, a blend of seven diverse ethnic cultures—Hawaiian, Japanese, Filipino, Puerto Rican, Chinese, Portuguese, and Caucasian. This rich diversity brings with it the history of each culture, the stories, and the traditions that provide the knowledge for farming and taking care of the community.

In pre-contact times, Hawaiian agricultural systems in North Kohala fed a population of 30,000. During the plantation era, community life was rooted in sharing and bartering from individual homesteads and gathering and hunting from the mountains, gulches, and ocean.

The community today is still rural with 98 percent of the land zoned for agricultural use. In North Kohala, growing, hunting, gathering, and bartering is still alive and well. However, like most of Hawai'i Island, the majority of the food bought and





consumed in the community is being brought in from outside of the state. The increasing awareness in where our food comes from, coupled with the origins of agriculture in the breadbasket of North Kohala, provide a compelling example of where history and community meet.

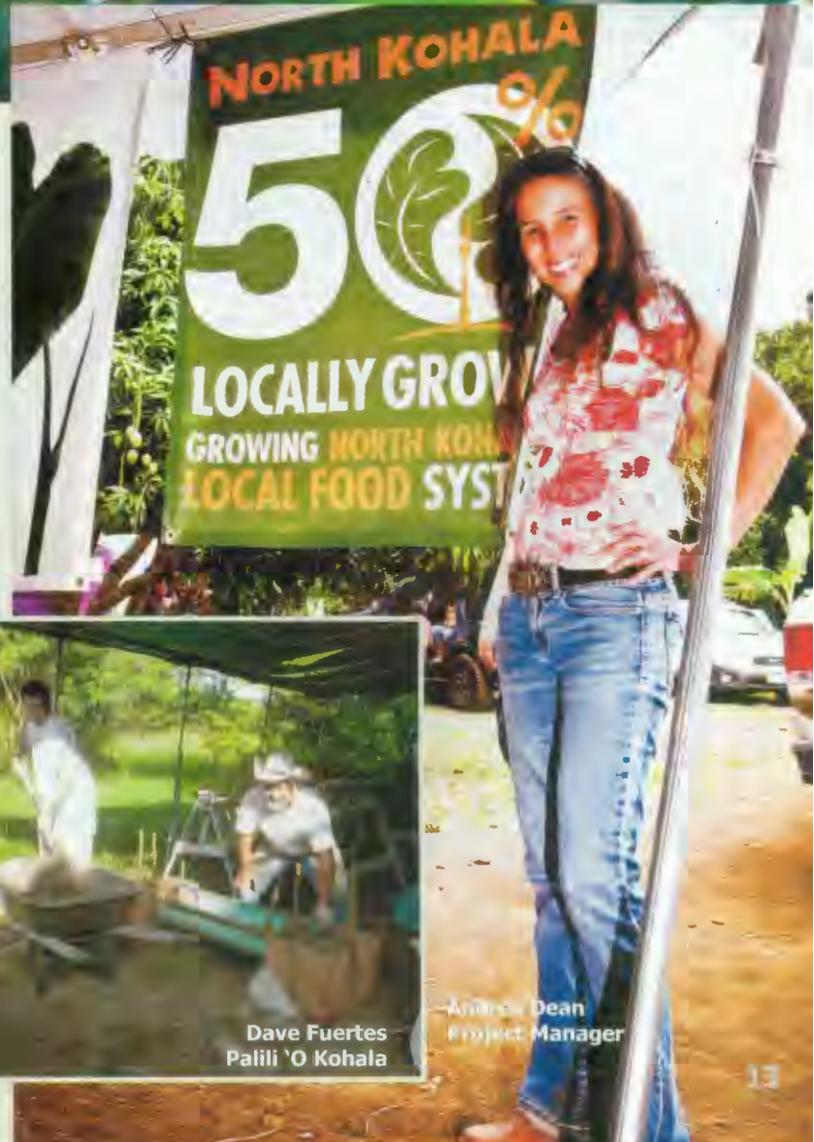
Andrea Dean, Project Manager of the North Kohala Eat Locally Grown Campaign, expresses her belief in sustaining agriculture and unifying the food system in North Kohala.

"For me, projects that help localize the food system also bring the community together. I think that is the heart of the local food movement. Kohala people have always traded and bartered their food. It's a cultural exchange and builds community resilience," Andrea says.

The campaign's objectives include expanding agricultural tourism in North Kohala, conducting public education initiatives to increase the market for locally grown food, and expanding opportunity for both the low-income population and the farmers by offering an EBT booth at the Hawi Farmers Market.

In 2014, the Growing Agricultural Tourism in North Kohala initiative was developed as a way to attract visitors to North Kohala who are seeking an authentic, educational, rural experience in Hawai'i and to bring an additional revenue stream to the farmers. Nothing brings the agricultural tourism initiative to life more than visiting the businesses that participate in the project.

In the hills of the 'Iole ahupua'a (land division), is the Kohala Institute at 'Iole, a historic property once the homestead of missionaries Ellen and Reverend Elias Bond.



Dave Fuertes
Palii 'O Kohala

Andrea Dean
Project Manager

Signing in at the front counter, we are met by Maya Parish, Program Director, whose exuberance immediately stirs an anticipation of what is to come. As an introduction Maya shares, "We are the stewards of 2,400 acres in North Kohala on the island of Hawai'i that includes the historic ahupua'a, 'Iole. Our initiatives focus on sustainability, education, arts and culture, and contemplation. We are guided by our core values GRACE."

- G = Gratitude: recognize everything is a gift or a lesson.
- R = Respect: be open and truly listen.
- A = Accountability: take responsibility for ourselves and the impact of our actions.
- C = Courage: act with integrity.
- E = Engagement: contribute our gifts to benefit others.

Of course, grace is the distinct feeling that is present as you walk the grounds at 'Iole.

The tour explores the connection between traditional and contemporary agricultural practices through experiential learning. Walking through historic lo'i kalo (wetland taro patch), the macadamia nut orchards, and rich vegetation, a deep respect for the 'āina and history emanates from the property.

In the past two years of the program, more than 1,000 children have visited the property to learn the importance of culture,



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sustainability, values, and responsibility. Maya describes the 'Iole Ag Journey as a way to provide families an experience of Hawaiian farming, perhaps more so than they have in their current environment; an opportunity to reflect on the stories of how their kūpuna (ancestors) grew up; and a vision of their part in perpetuating culture and sustainability.

A few miles outside of Kapa'au is Hawai'i Institute of Pacific Agriculture's main farm and headquarters. The Hālawā educational farm site is located on 25 acres, rich with bamboo groves, extensive banyan tree networks, ancient lo'i (taro) terraces, and farming operations. As part of a community outreach program, field trips for students K-12 provide workshops featuring the propagation of traditional Hawaiian and Polynesian crops, composting, and harvesting fruit and macadamia nuts. HIP Ag also hosts a two-month adult internship program offering full experiential immersion in hands-on farming and community living experience. Raising their family on the property, Dash and Erika Kur, the Directors of HIP Ag, live the daily life of organic farming while teaching children and adults the benefits of environmentally focused living.

Driving through Hawi town, we find ourselves traveling up a long windy road, past forested groves, pastures, and a barn, arriving at Lōkahi Garden Sanctuary. Located on 10 lush acres, sits a striking residential holistic healing and wellness center. Richard Liebmann and Natalie Young, owners of the property, have perpetuated 'lōkahi' (harmony and balance within and without) in their retreat center, working organic farm, and tropical botanical sanctuary. From the majestic ocean views, sweeping green landscapes, a reflective pond, fresh organic produce, and happy sheep, one can imagine the possibilities of a direct healing experience with the land and elements.



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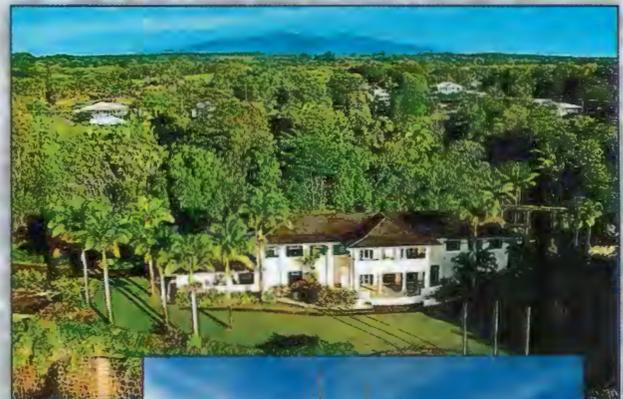
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Jeannie-vie and Leo Woods, owners Kohala Grown Market

In 2014, Leo and Jeannie-vie Woods opened Kohala Grown Farm Tours and Market in Hawi. Their engaging commitment to the North Kohala agricultural community is evident as they talk about "passionate sustainability." Farmers themselves, the Woods imagined having a local market where farmers could sell their goods and local products could be featured.

The Kohala Grown Market is a beautiful example of that vision with fresh produce, coffee, macadamia nuts, and local artisan fare. The farm tours developed as a unique way to enhance the education of visitors while supporting the farmers.

Leo explains, "People can experience each farm, meet the farmers, learn about the products, and take part in food tastings: it's a win-win for everyone, the guests and the farmers."

Kohala Grown Farm Tours conclude with lunch at a local restaurant that uses food from the farms visited and a stop at the market to purchase local products. In keeping with the agricultural tourism initiative, this value-added business model allows the farmers to keep farming and visitors to have an experience of where their food comes from.

As the day ends in North Kohala, there is a sense of true community, a fusion of generations teaching each other in equal measure, a cultural respect for the land, and a sustainable model for agriculture production and income. In the preface of the strategic plan for growing the local food system, the authors state, "Relationships are at the heart of a local food system. At the end of the day it is not about the food, it is about the people who grow the food, buy the food, teach our children and teach each other. Growing a local food system is about nurturing strong relationships in order to sustain a healthy and resilient community." ❖

Additional information on North Kohala farm tours, culinary events and to make reservations: FarmToursNorthKohala.com

Contact Andrea Dean: andrea@andreadean.com

Contact writer and photographer Gayle Kaleilehua Greco: gayle.greco@gmail.com



The Art of Fermentation

For people interested in the health benefits of fermented foods, guests harvest from a private orchard and garden and are then mentored in the art of making probiotic and enzyme-rich fermented foods (including fermented vegetables, kombucha, and beet kavas) at the Always in Season Farmstead perched at a 1,500-foot elevation above Hawi town. Weekly tours by reservation.



Rio Polynesian Supper Club

North Kohala born and raised Chef Rio Miceli serves up a six course "field-to-fork" menu accompanied by selected wine or beer pairings. The dinner is located at the private farm and garden of Starseed Ranch and begins with a walking tour. Custom dinner by reservation.



The Coastal Oven

Sweeping views of the North Kohala coastline are the backdrop to an elegant multi-course feast with live entertainment in a rustic farm setting. Local producers are on hand to answer questions about the foods used in the meal. Dinners are the last Saturday of each month.



Palili 'O Kohala

This farm is an agricultural cooperative that uses chemical free Natural Farming methodologies to grow taro, pigs, and chickens. The project is aimed at increasing community food self-sufficiency as well as economic development for Hawaiian families through the sales of value-added products from taro. Farm tours educate visitors about Natural Farming and the cultivation and cultural aspects of taro. Weekly tours by reservation.



Kohala Institute at 'Iole

'Iole is a historic ahupua'a that is home to a historic lo'i kalo (taro patch), the largest organic macadamia nut orchard in the State of Hawai'i and a Polynesian agroforestry demonstration. The farm tours include Hawaiian 'oli (chant) and mo'olelo (cultural history) as well as locally sourced snacks. Weekly tours by reservation.



Lōkahi Garden Sanctuary

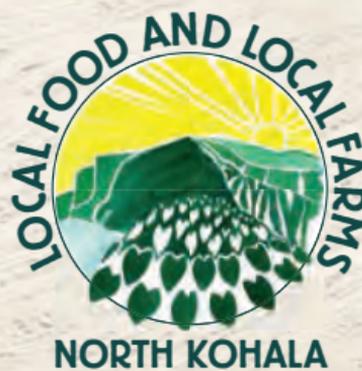
Lōkahi Garden Sanctuary is a working organic farm, garden sanctuary, and wellness retreat that includes extensive vegetable, medicinal and culinary herb gardens, fruit and nut orchards, and small tree forests with native and "useful" trees. Founded by husband and wife health care





LOCAL FOOD AND LOCAL FARMS NORTH KOHALA

The community of North Kohala is revitalizing the local food system and agricultural traditions. Come meet the farmers who are growing food and perpetuating culture in our community today. North Kohala has farm tours and farm to fork culinary events for the whole family!



FARM TOURS:

- Lōkahi Garden Sanctuary**
- Kohala Grown Farm Tours & Market**
- Kohala Institute At 'Iole**
- Palili 'O Kohala**

FARM-TO-FORK CULINARY EVENTS:

- The Coastal Oven**
- The Art of Fermentation**
- Rio Polynesian Supper Club**
- Kohala 'Āina Harvest Festival**



www.farmtoursnorthkohala.com

Growing Agricultural Tourism in North Kohala is a project of the North Kohala Eat Locally Grown Campaign and is sponsored by the USDA Agricultural Marketing Service's Farmers Market Promotion Program.

Workshop Attendees Learn to Make Useful Products with Healing Herbs

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which are concentrated, said Thomas.

She also expressed her belief that we need to take care of ourselves with safe and beneficial herbs we can grow in our home gardens before, during and after visits to health care professionals. Once established, herbs tend to be drought tolerant, so constant watering is not required. Most insects avoid the strong scent of herbs.

Several herbal

hydrosols were passed around, filling the barn with wonder-

ful scents as participants tried them out. Thomas talked about the effectiveness of vinegar spray, and of tea tree sprays with thyme or rosemary as antiseptic and antibacterial bathroom and kitchen counter (surface) sprays. This simple household practice is non-toxic and as effective as sometimes dangerous and

expensive commercial products. Herbal hydrosols for the home, skin, pets, bug repellent and our internal health are easily and affordably within everyone's reach.

The second part of the workshop was hands-on and experiential, when participants got to make their own hydrosol mixtures using recipes and hydrosols provided by Kainoa Farms. I made a Hawaiian flower essence spray to send to my sisters on the mainland. Recipes for cleaning sprays, skin sprays, pet sprays, and food flavor enhancers were all available. Then participants were treated to mixed drink samples of hydrosols with water or lemonade and ice cubes made with herbal waters and flowers—a great idea for kids. Also on the herb buffet were nuts in herb-infused vinegar, and herb-infused butters and oils.

It was a fun and informative afternoon at The Hub Barn and I left feeling refreshed and infused with local herbal essence!



Photo by Tim Head

Karen Thomas with her hydrosol distiller for processing herbs.

Kohala Hospital Charitable Foundation
Presents the 3rd
Boots, Brats and Barbeque
at Kahua Ranch




LIVE
2015
7 pm
\$60.00
Wine.
Live Auction

available at Mother's Antiques and Fine Cigars, Hawaii,
or from any KHCF Board Member

ch, Hwy 250, North Kohala, between mile marker 11 and 12

Early - Bring a jacket - Share a ride, don't drink and drive

No ticket sales at the Ranch

online at: www.kohalahospitalcharitablefoundation.com
May 10th, 2015 to KHCF, P.O. Box 430, Kapaau, HI 96755
Call on May 16th at Kahua Ranch. For additional info call: 808-889-5590

(\$60.00 each) Total: _____

**LOCALLY GROWN PRODUCE, PLANTS, CRAFTS,
CLOTHING, LOCALLY MADE FOOD AND
BEVERAGES, MUSIC AND MORE!**





Hāwī Farmers Market
Saturdays, 8 am - 2 pm
Under the Banyan Trees in Hāwī



**The Hāwī Farmers Market
accepts EBT! (for eligible food items)**

Promotional support for the Hāwī Farmers Market is provided by the North Kohala Eat Locally Grown Campaign and Hāwī Farmers Market with funding support from the USDA Agricultural Marketing Service's Farmers Market Promotion Program.



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CONCIERGE



NORTH KOHALA
EAT LOCALLY GROWN

North Kohala Eat Locally Grown (NKELG) was a recipient of the 2014 USDA Agricultural Marketing Service's Farmers Market Promotion Program grant. This grant provided funding for almost two years of programming from December 2014 - September 2016. Here are some of the results we accomplished:

- Operated an EBT Booth at the Hawi Farmers Market every Saturday, distributing over \$34,650 to Hawi Farmers Market vendors from December 2014- September 2015, and over \$42,500 to Hawi Farmers Market vendors from October 2015- September 2016. There were an average of 111 EBT transactions per month.
- Advertisement for the Hawi Farmers Market and the North Kohala Ag Tourism Initiative was placed in Ke Ola Magazine, Kohala Mountain News, North Hawaii News, Edible Hawaii, and Paradise Post. Over 30 Kohala producers benefited.
- In partnership with Palili O Kohala , 330 lbs poi and 560 lbs of sweet potato were distributed to over 200 families through the Sacred Hearts Food Basket.
- "Made and Grown in Kohala" Labels were created and distributed to Hawi Farmers Market vendors.
- Two roadside stands and two banners were created to highlight the Hawi Farmers Market.
- Outreach to concierge promoting the Hawi Farmers Market and the North Kohala Ag Tourism initiative, as well as distribution of rack cards for the Ag Tourism initiative.
- Launched the new Hawi Farmers Market Website at www.HawiFarmersMarket.com

We welcome your feedback about this program!
We have an anonymous comment box at the EBT Booth,
or you can email Leslie at Lrae.nugent@gmail.com.

Thank You for all of your support!

We are grateful to all our project partners including: Hawi Farmers Market LLC, Sacred Hearts Food Basket, Palili O Kohala Cooperative, Hawi Farmers Market vendors, North Kohala Ag Tourism initiative participants, and our fiscal sponsor the North Kohala Community Resource Center.

We intend to continue this valuable work in our community If you are interested in supporting financially or otherwise please reach out to Leslie at the EBT Booth or via email
Lrae.nugent@gmail.com