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HAWAII AGRICULTURE FOUNDATION LAUNCHES LOCALICIOUS HAWAII*More than Sixty-five Restaurants to Raise Funds for Ag Education*

HONOLULU, HI - The Hawai'i Agricultural Foundation (HAF) announced today that it will launch Localicious Hawai'i from March 1 – 31, 2014 for the first annual statewide campaign to raise funds for agricultural education by teaming up with local restaurants that are committed to buying local. More than 65 restaurants will support the campaign by asking patrons to order a Localicious dish which will be made with a locally grown, caught or raised product. Each time the dish is ordered, restaurants will donate \$1 to HAF's Veggie U educational program. The dish(es) will be identified on menus with a sticker or logo next to the item.

Participating restaurants include 3660 on the Rise, Alan Wong's, Alan Wong's Amasia at the Grand Wailea, 'Ama 'Ama, BLT Steak, Chef Chai, Diamond Head Market & Grill, DK Steak House, Duke's Beach House at Kaanapali, Greens & Vines, Halekulani Orchids, HASR Bistro, Hoku's, Huggo's, Hukilau Honolulu, Hula Grill Waikiki and Kaanapali, Humuhumunukunukuapua'a at Grand Wailea, Japengo Maui, Japengo Waikiki, Kakaako Kitchen, Ko at the Fairmont Kea Lani, Lavalava, Le Bistro, Leilani's on the Beach Maui, Madre Chocolate, Michel's Restaurant, Morimoto Waikiki, Murphy's Bar & Grill, Molokini Bistro at Grand Wailea, MW, Neiman Marcus - Espresso Bar, Mermaid Bar and Mariposa, Nobu, Ola, On the Rocks, Pa'akai, Pagoda, Prima, Pulehu an Italian Grill on Maui Real A Gastro Pub, Roy's Restaurants (all locations), Sansei Seafood Restaurant & Sushi Bar Waikiki, Shor, Side Street Inn Kapahulu, Star Noodle, The Grove, The Modern Honolulu, The Pacific Club, The Pineapple Room by Alan Wong, The Plumeria Beach House, The Tavern at Princeville by Roy Yamaguchi, Tiki's Bar & Grill, Town, Vino, Vintage Cave Honolulu, Wai'olu and Zippy's Restaurants.

Localicious Hawai'i supports the State of Hawai'i's *Buy Local, It Matters* initiative that encourages residents to support Hawai'i farmers by making conscious decisions to purchase locally grown produce. The campaign takes *Buy Local, It Matters* one step further by asking residents and visitors to support local restaurants that buy local and serve menu items that feature local farmers and products.

Nearly twenty-five years ago, the Hawai‘i Regional Cuisine movement, brought together twelve local chefs to promote Hawai‘i as a food destination and to promote an agricultural network so that chefs and restaurants had access to locally grown produce.

“Today, hundreds of restaurants support our local farmers, ranchers and fishermen and we want to make sure the public understands the important role they play in supporting local agriculture,” said, Yukio Kitagawa, Chairman of HAF Board. “We are proud to bring Localicious Hawai‘i to the community to raise awareness about restaurants that buy local while also raising needed funds for future farmers.”

Localicious Hawai‘i will run during the month of March to coincide with National Agricultural Day which will be celebrated nationwide on March 25, 2014. The goal of Localicious Hawai‘i is to raise \$50,000 for HAF’s Veggie U program. Participating restaurants raising \$500 will be able to adopt a public DOE fourth grade classroom wanting the Veggie U program in the fall semester.

Developed in Ohio, Veggie U is a comprehensive 25-lesson curriculum that combines science, health, language arts, and math into an engaging educational experience for students. Using a classroom garden kit complete with seeds, soil, flats, root view boxes, grow lights and a worm farm, students will engage in hands-on studies emphasizing the process from seed-to-harvest, while incorporating multiple subject area disciplines. HAF is currently field-testing the Veggie U program with four Department of Education elementary schools.

“Students will make connections between agriculture, science, math, health, and technology, thus fostering a lifelong understanding and appreciation of locally-grown produce,” said Alan Wong, Chairman of Localicious Hawai‘i and HAF board member. “We also need to make sure we have a pipeline of kids that want to be farmers and this program introduces students at an early age to agriculture-related careers.”

Localicious Hawai‘i is made possible through the generous support of Chef Zone (a Division of Y. Hata), the Hawai‘i State Department of Agriculture, Honolulu Magazine, KHON2 and KSSK. For more information, please go to www.localicioushawaii.com.

The Hawai‘i Agricultural Foundation is a non-profit charitable organization created to promote agriculture and farming. Established in 2007, HAF’s mission is to support and sustain Hawai‘i’s agricultural industry by addressing critical needs and services of farmers and the agricultural industry in Hawai‘i, and by better connecting the farmers with the community and vice-versa.

