



December 16, 2014

Aloha,

The Hawaii Agricultural Foundation (HAF) is proud to launch its second annual Localicious Hawai'i campaign that will run from March 1 – 31, 2015. The goal of the campaign is to recognize restaurants committed to buying local while also raising funds for important agricultural educational programs. Last year, 90 restaurant stores participated statewide in the HAF Localicious Hawai'i campaign and raised \$31,000 for agricultural education programs in our public schools.

To participate in the Localicious Hawai'i campaign, we are asking select restaurants to create (or identify) a dish incorporating a locally grown, raised or caught product on your menu and give \$1 to agricultural education each time that dish is ordered. Your restaurant can either donate the funds or add \$1.00 to the price of the dish. We are counting on your guests to support our efforts by ordering that special item.

Funds raised from the Localicious Hawai'i campaign will go to HAF's Veggie U agricultural education program. Veggie U is a nationally recognized program (www.veggieu.org) that supplies classroom garden kits and a robust five-week science program to elementary schools. The program is being implemented in 75 public school fourth grade classes this 2014-2015 school year. Each restaurant that raises a minimum of \$500 will be able to adopt a public DOE class wanting the program in their school. A list of schools will be distributed at a later date.

To assist us in making the process as efficient as possible, we would appreciate your completing the attached Participation Form by January 9, 2015 so that we may include you in our media announcements, advertisements, website and marketing materials. We are currently redeveloping the website which will feature participating restaurants, collateral material (flyers and posters), stickers (where can be placed next to your item on your menu), public service announcements, etc. We are grateful to our major sponsors ChefZone (a division of Y. Hata), Paradise Cove Lu'au, Clear Channel and the Department of Agriculture for making Localicious Hawaii possible.

If you have any questions or need additional information, please feel free to call HAF's Executive Director, Denise Yamaguchi at 808-386-2538. We thank you for your consideration and look forward to your participation.

Mahalo,

A handwritten signature in black ink, appearing to read "Alan Wong".

Alan Wong
Chairman

A handwritten signature in black ink, appearing to read "Roy Yamaguchi".

Roy Yamaguchi
Vice Chairman