



*Island
fresh*

Buy Fresh Buy Local

It's as easy as counting to three



1

Enjoy exceptional taste and freshness.

Premium taste. Maximum freshness. Produce picked and eaten closer to its height of ripeness has exceptional flavor and, when handled properly, is packed with nutrients.

2

Strengthen your local economy and community.

Buying local food keeps your dollars circulating in your community. Building relationships with the farmers who grow your food strengthens your ties to the community and the land.

3

Help preserve open space.

By supporting local farmers, buying local food helps preserve green, open space in your community.



Hawaii Farm Bureau
F E D E R A T I O N



Department
of Agriculture
STATE OF HAWAII



College of Tropical Agriculture
and Human Resources
University of Hawai'i at Mānoa

Buy Fresh Buy Local

Enjoy Freshness Today!

- Eat food in season and buy from suppliers who provide fresh, locally grown food.
- Connect with local farmers through farm tours and by shopping at farmers' markets. Visit www.hfbf.org/FarmersMarket.html for the location of Hawaii Farm Bureau Federation-sponsored markets on Oahu.
- Encourage your local grocery stores and area restaurants to purchase more of their products from local farmers.
- If your school or workplace has a cafeteria or uses catering services, encourage them to serve Hawaii products.
- Host an Island Fresh party and share with your guests the benefits of eating locally grown foods.