

The Island of



The Heart of Hawai'i®

## CELEBRATE FARM TO TABLE CUISINE ON OAHU

### **Oahu's local farms, chefs, markets, restaurants make up Hawaii's culinary epicenter**

OAHU – People from all corners of the globe love visiting Oahu for its unmatched weather, sublime scenery and unique and fascinating culture, but these days Oahu's innovative farm to table cuisine is one of the island's greatest attractions. With ideal year-round climate conditions and rich volcanic soil, it is only natural that the island of Oahu is home to an abundance of farms. The countless farmers, chefs, restaurants, and consumers dedicated to utilizing Oahu's locally-grown products have helped develop the island's farm-to-table movement, growing it considerably in recent years and paving the way toward island-wide sustainability.

#### **Local Farms**

##### **ALOUN FARMS**

**About:** Founded in 1977 by Laotian immigrant Aloun Sou and his family, Aloun Farms began as a basic five-acre operation in the Lualualei Valley of Waianae, producing several varieties of Asian vegetables, green onion and herbs. Today, the farm is nearly 3,000 acres and produces more than 40 different crops. Aloun Farms is a strong supporter of community outreach through educational tours and collaboration with the Future Farmers of America (FFA) program.

**Special products:** Aloun Farms Ewa Sweet line includes crisp, juicy and sweet corn, melons, and onions. The corn and onions are grown year-round, and melons are grown during Oahu's spring season. The Sunburst Melon and Thai Watermelon are two of Aloun's signature products.

**Where to find them:** Farmers' markets and supermarkets island-wide, including Costco, Foodland and Wal-Mart stores; Chef Chai Chaowasaree incorporates Aloun products into his menus at Chai's Island Bistro and Singha Thai Cuisine.

**Contact:** [www.alounfarms.com](http://www.alounfarms.com) or (808) 677-9516

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### HO FARMS

**About:** Ho Farms, a 40-acre produce farm on Oahu’s North Shore, is a food safety certified farm (one of the few in Hawaii) that has been recognized for its efforts to minimize the use of pesticides and chemicals, resulting in healthier, natural and better-tasting food.

**Special products:** Specialty tomatoes, renowned for their sweet flavor and crispy texture, are Ho Farms’ signature product. They produce tomatoes of the baby Roma, cherry, golden grape, grape, Kahuku golden, and zebra varieties, all vine-ripened and individually handpicked at their peak flavor. The farm also grows Japanese cucumbers, long squashes and long beans.

**Where to find them:** Farmers’ markets island-wide; on Oahu at Foodland, Down to Earth stores, Malama Market, and Tamura’s Market; and RumFire at Sheraton Waikiki.

**Contact:** [www.hofarms.com](http://www.hofarms.com) or (808) 375-1375

### MA‘O ORGANIC FARMS

**About:** Waianae Community Re-Development Corporation established MA‘O Organic Farms hoping to impact five critical areas of need in the region – out-of-school youth, sustainable economic development, agriculture, health, and Hawaiian culture. Today, the five-acre certified organic farm offers after-school programs, workshops, garden clubs, and internships for local middle and high school students, and produces and sells more than three-dozen different high-quality organic crops.

**Special products:** MA‘O is known for its signature “Sassy” salad mix—a combination of kale, Swiss chard and cilantro—and produces a variety of herbs, root vegetables, bananas, mangos, and citrus fruits such as Meyer lemons, Tahitian limes, and Clementine tangerines.

**Where to find them:** Farmers’ markets island-wide; health food stores including Whole Foods, Down to Earth, Umeke Market, and Kokua Market; and restaurants such as Alan Wong’s, Azul at the JW Marriott Ihilani, Chef Ed Kenney’s Town and Downtown, Kona Brewing Company, Nobu Waikiki, and Tiki’s Grill and Bar.

**Contact:** [www.maoorganicfarms.org](http://www.maoorganicfarms.org) or (808) 696-5569

### MARINE AGRIFUTURE (Sea Asparagus)

**About:** Located on Oahu’s North Shore, Marine AgriFuture hydroponically produces Kahuku sea asparagus, a tender and crispy sea vegetable packed with phytochemicals that protect the liver, heart and cellular DNA. Wenhao H. Sun, Ph. D., president of Marine AgriFuture, has perfected the science of growing the sea asparagus—classified as a cancer-fighting “superfood” which can aid weight loss, boost

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energy, enhance the immune system, make certain vaccines more effective, and destroy some types of tumor cells, particularly lung and blood cancers.

**Special products:** In addition to sea asparagus, Sun sells pickled sea asparagus and ogo (seaweed), and a sea asparagus bento with inari sushi and pickled sea asparagus, prepared lomi-style and mixed with fresh mushrooms over a noodle salad.

**Where to find it:** Farmers' markets island-wide; stores including Don Quijote, Marukai and local health food stores; and restaurants such as Ola at Turtle Bay Resort, Town and Downtown, Twist at Hanohano, and more.

**Contact:** [www.olakai.com](http://www.olakai.com) or (808) 779-2885

## NALO FARMS

**About:** Nalo Farms, a family-run operation founded in 1953, is nestled at the feet of the Koolau Mountains in Waimanalo. The farm primarily produced herbs until an entire crop of basil was wiped out by disease in 1990. Shortly after, owner Dean Okimoto met with Chef Roy Yamaguchi who suggested Okimoto grow baby greens for his flagship restaurant, which had opened in 1988. The rest is history and now, Nalo Farms supplies approximately 130 restaurants with more than 3,000 pounds of their fresh-cut, high-quality greens each week. Okimoto is also president of the Hawaii Farm Bureau.

**Special products:** Nalo Farms' signature crops are seven types of lettuce, and other herbs, sprouts, and microgreens. The "Nalo Greens" are often found accompanying Pacific Rim and Hawai'i Regional Cuisine. Nalo Farms has also partnered with Roy Yamaguchi to produce "Da Farmer & The Chef" salad dressings and sauces.

**Where to find them:** Farmers markets island-wide; a variety of local health food and supermarket stores; and restaurants including Roy's, Alan Wong's, Side Street Inn, Longhi's, Mariposa at Neiman Marcus, Kakaako Kitchen, and more.

**Contact:** [www.nalo-farms.com](http://www.nalo-farms.com) or (808) 259-7698; [www.dafarmerandthechef.com](http://www.dafarmerandthechef.com)

## NORTH SHORE CATTLE COMPANY

**About:** North Shore Cattle Company, a family-operated ranch is located in the foothills of the Koolau Mountains with a panoramic view of the Waianae Mountain Range and the North Shore coastline, is the largest commercial grass-fed cattle ranch on Oahu at 1,100 acres.

**Unique products:** North Shore Cattle Company is known for its 100 percent Hawaii grass-fed Angus beef – antibiotic and hormone-free. The beef is dry-aged with a variety of cuts available, from lean ground beef and filet mignon to andouille beef sausages.

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**Where to find them:** The recently-opened Paniolo Grill at Coral Creek, in Ewa Beach, the Dole Plantation's burger stand, and restaurants throughout Oahu including Alan Wong's, The Pineapple Room, Ola at Turtle Bay Resort, Top of Waikiki, Kona Brewing Company, and more. Customers can place orders on North Shore Cattle Company's website for delivery or for pickup at the Saturday KCC Farmers' Market or Thursday Kailua Farmers' Market.

**Contact:** [www.beefhawaii.com](http://www.beefhawaii.com) or (808) 685-6400

### **NORTH SHORE FARMS**

**About:** Located on Oahu's North Shore in Waialua, North Shore Farms is best known for its signature Big Wave Tomatoes.

**Unique products:** North Shore Farms sells a variety of its crops through tasty products such as the popular Neapolitan Grilled Pizza (made with Big Wave Tomatoes, hand-stretched cream mozzarella and macadamia nut pesto sauce), heirloom tomato sauces, salsa, lomi lomi tomato and salmon, pickled tomatoes, dill beans, okra, asparagus, and more. Owner Jeanne Vana recently unveiled a new dessert tomato – an heirloom tomato dipped in Waialua chocolate

**Where to find them:** Farmers' markets island-wide; and some of Oahu's top restaurants including Chef Mavro, Alan Wong's and 21 Degrees North at Turtle Bay Resort.

**Contact:** [www.bigwaveflavors.com](http://www.bigwaveflavors.com) or (808) 389-6255

### **SUMIDA FARM**

**About:** Sumida Farm, founded in 1928, now produces 75 percent of all the watercress in Hawaii. The farm's unparalleled site contains natural ground springs and allows it access to an abundance of cool, crystal-clear filtered water from the Pearl Harbor aquifer.

**Unique product:** Watercress, a delicate, leafy green vegetable, belongs to the same family as cabbage and broccoli, and contains powerful phytochemicals good for the lungs and eyes. A popular local vegetable in Hawaii, its crisp texture and peppery taste works with everything from salads and soups to sauces and sandwiches. The 300 tons of watercress produced each year go to local markets, hotels, and restaurants—none of the product is exported to the mainland.

**Where to find it:** Farmers' markets island-wide; most of Oahu's major grocers including Safeway, Foodland, Times, and Star Market; Chef Mavro, Roy's, Sam Choy's, and Hoku's at The Kahala Resort.

**Contact:** (808) 488-4517

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### **THE UNITED FISHING AGENCY – HONOLULU FISH AUCTION**

**About:** Before sunrise, local fishermen bring their fresh catch to the Honolulu Fish Auction and sell them to the highest bidders, primarily chefs and buyers who supply local restaurants, hotel and retail venues. The auction, located at Pier 38 off of Nimitz Highway, begins at 5:30 a.m. (sharp), Monday through Saturday, and goes until all the fish are sold. Don't be surprised if you don't recognize the language the bidders are using; it is an internal dialect developed over decades that only the buyers and the auctioneer understand.

**Unique products:** An impressive variety of fish found in Hawaii's waters including ahi, aku, marlin, mahimahi, wahoo, swordfish, opah, monchong, and opakapaka.

**Where to find it:** Virtually every store or restaurant serving fresh fish on Oahu can be traced back to the Honolulu Fish Auction. Nico's at Pier 38 and Uncle's Fish Market are great casual places to enjoy the freshly caught fish. For a more high-end experience, try Chai's Island Bistro, Chef Mavro, or Azure at The Royal Hawaiian.

**Contact:** (808) 536-2148

### **WAIALUA ESTATE**

**About:** Waialua Estate's Hawaiian Cacao began as an experimental crop in 1996, as part of Dole Food Company Hawaii's diversified agriculture program. The estate's 18-acre orchard on the North Shore of Oahu is planted along the fertile banks of the Kaukonahua stream on land once used for sugar cultivation.

**Unique products:** The special blend of Trinatario, Forestero and Criollo cocoa beans produces a fine flavored, single origin, world-class chocolate grown only in the USA, with subtle flavors, aromas and textures that characterize Waialua Chocolate. Dole Hawaii also produces Waialua Coffee.

**Where to find it:** Farmers' markets island-wide; restaurants such as Alan Wong's, Chef Mavro and 21 Degrees North at Turtle Bay Resort.

**Contact:** [www.waialuaestate.com](http://www.waialuaestate.com) or (808) 847-3234

### **Farmers' Markets**

The popularity of farmers' markets has increased dramatically over the last few years, as more people are concerned with buying and eating local to help the environment and have better tasting food. Meet the farmers and food producers of Hawaii's diversified agricultural scene and select from a wide variety of fruits, vegetables, flowers, beef, aqua-cultured seafood, fresh-baked breads, handmade pastas, tropical jams and jellies, unique snack foods, honey, baked goods, specialty seasonings, and so much more.

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The **Honolulu Farmers' Market** opened in June 2009, making it extra convenient for Honolulu residents to stock up on locally produced goods. It is held every Wednesday from 4-7 p.m. in the Kapiolani-Ward parking lot at the Neal S. Blaisdell Center.

Address: 777 Ward Avenue, Honolulu, Hawaii 96814

Contact: [www.hfbf.org/FarmersMarket.html](http://www.hfbf.org/FarmersMarket.html) or (808) 848-2074

The **Kapiolani Community College Farmers' Market**, held Saturdays from 7:30-11 a.m. in the Kapiolani Community College parking lot, is Oahu's largest farmers' market. An average of 50-60 vendors set up every week, with guest vendors from neighbor islands frequently visiting. To add a touch of gourmet, several restaurants and vendors such as Bale, Hawaii Seafood, North Shore Cattle Company, India Café and others serve breakfast food items, and students from KCC's Culinary Institute of the Pacific are also on hand to serve up tasty treats.

Address: 4303 Diamond Head Road, Honolulu, Hawaii 96816

Contact: [www.hfbf.org/FarmersMarket.html](http://www.hfbf.org/FarmersMarket.html) or (808) 848-2074

The **Haleiwa Farmers' Market** began in April 2009 with the goal of being the first green farmers' market on Oahu – solar-powered, plastic-free with a Reduce Reuse Recycle campaign, and food vendors using only bio-compostable plates and utensils that are composted after use. The market encourages a "BYOSB" (bring your own shopping bag) policy. More than 40 vendors, a market café, educational demonstrations, kids' booth, and musical acts keep shoppers well fed and entertained. It takes place every Sunday from 9 a.m.-1 p.m.

Location: Intersection of Kamehameha Highway (Haleiwa's two-lane main drag) and Cane Haul Road/Haleiwa Bypass Road.

Contact: [www.haleiwafarmersmarket.com](http://www.haleiwafarmersmarket.com) or (808) 388-9696

More Oahu farmers markets include:

- **Kailua Farmers' Market** – Thursdays, 5 p.m.-7:30 p.m., Kailua Long's Drugstore
- **Mililani Farmers' Market** – Sundays, 8 a.m.-11 a.m., Mililani High School
- **Waianae Farmers' Market** – Saturdays, 8:30 a.m.-12 p.m., Waianae Coast Comprehensive Health Center

Contact: [www.hfbf.org/FarmersMarket.html](http://www.hfbf.org/FarmersMarket.html) or (808) 848-2074

- **Waialua Farmers' Market** – Saturdays, 8:30 a.m.-12 p.m., Waialua Sugar Mill

Contact: [www.sugarmillhawaii.com](http://www.sugarmillhawaii.com)

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- **North Shore Country Market** – Saturdays, 8 a.m.-2 p.m., Sunset Beach Elementary School  
Contact: [www.northshorecountrymarket.org](http://www.northshorecountrymarket.org)

### State of Hawaii’s “Seals of Quality” Program

The Seals of Quality represent the cream of the crop of Hawaii’s agricultural producers. The program was established in 2006 to protect the integrity and value of the marketing cachet for Hawaii-branded farm and value-added products. Products with this seal are genuine, Hawaii-grown or Hawaii-made premium products, a guarantee enforced by the State of Hawaii. To meet program standards, all fresh agricultural products must be produced entirely in Hawaii and meet the highest quality standard.

Look for the following Oahu-based companies with the Hawaii Seal of Quality:

- For J’s Hawaii (gourmet sea salts and sugars) [www.4jshawaii.com](http://www.4jshawaii.com)
- Hawaiian Chip Co. (taro and sweet potato chips) [www.hawaiianchipcompany.com](http://www.hawaiianchipcompany.com)
- Ho Farms (specialty tomatoes) [www.hofarms.com](http://www.hofarms.com)
- Kamauoha Farms (North Shore Noni) [www.kamauohafarms.com](http://www.kamauohafarms.com)
- Kamiya Gold, Inc. (papayas) [www.kamiyapapaya.com](http://www.kamiyapapaya.com)
- Manoa Honey Company (Hawaiian honey) [www.hawaiibeekeepers.org](http://www.hawaiibeekeepers.org)
- Marine Agrifuture, LLC (Kahuku sea asparagus) [www.olakai.com](http://www.olakai.com)
- Nalo Farms (Nalo Greens) [www.nalo-farms.com](http://www.nalo-farms.com)
- North Shore Cattle Company (grass-fed Angus beef) [www.beefhawaii.com](http://www.beefhawaii.com)
- Twin Bridge Farms (asparagus) (808) 864-6477

Contact: [www.hawaii.gov/hdoa/add/soq](http://www.hawaii.gov/hdoa/add/soq) or (808) 973-9595

### Oahu Chefs

Local chefs have taken advantage of the bounty of the sea and land of Hawaii over the last several decades, developing **Hawaii Regional Cuisine** (HRC). HRC is a distinctive cuisine featuring island fish, produce and food products often using a fusion of culinary and ethnic food styles found in the islands. The island of Oahu distinguishes itself with 12 of the 15 founding chefs of HRC creating their signature style and fusion. Some of Hawaii’s best chefs including Alan Wong, Roy Yamaguchi, George “Chef Mavro” Mavrothalassitis, and Sam Choy have spearheaded the promotion of the Hawaiian Islands’ culinary revolution worldwide. Bringing even greater distinction to HRC, Wong, Yamaguchi, Mavrothalassitis, and Choy have all received numerous awards and recognitions by the prestigious James Beard Foundation for their culinary work.

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The next generation of chefs who trained, studied or were inspired by the original 12 founding chefs of HRC are called **Hawaii Island Chefs** (HIC). As an association, they carry on the HRC tradition by supporting and encouraging up and coming chefs and culinary programs throughout the state.

Community and relationships are important for HIC as they are committed to Buy Hawaii and are respectful of the environment and supply issues in an effort to ensure sustainability. Notable Oahu HIC chefs include Chai Chaowasaree, Elmer Guzman, Ryan Loo, and Fred DeAngelo. From fine dining to gourmet plate lunches, Oahu's chefs remain committed to perpetuating the creativity, excitement and innovation of Hawaii as a premier culinary destination.

For more information on Oahu, go to [www.visit-oahu.com](http://www.visit-oahu.com) or follow OVB's tweets at [www.twitter.com/OahuVB](http://www.twitter.com/OahuVB).

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