

**Maui Ag Marketing Coalition**  
PMB 125, P. O. Box 959, Kihei, HI 96753



## **FARMERS MEETING CALLED**

**KULA:** The newly formed Maui Ag Marketing Coalition, will be conducting an informational **meeting for Maui farmers interested in selling their local produce** and farm products **at the Aloha Friday Farmers Market, a weekly market and celebration starting on April 1.** The meeting is **scheduled to take place at the Kula Community Center on Wednesday, Feb. 23, starting at 6 p.m.**

Call Darlis Smith, Market Manager at 268-FARM (3276)  
or e-mail Steve Rose at [steve@madeinmaui.org](mailto:steve@madeinmaui.org) for more information.

The weekly Aloha Friday Farmers Market will be hosted by the Culinary Academy at Maui Community College. The market will feature only Grown on Maui produce and Made in Maui, ag-related products. This policy will give Maui farmers a continuing local outlet for their products, even if the farm operation is too small to stock a booth of its own every week. Local chefs, residents and visitors have a dependable source for fresh local foods. Made-in-Maui breakfasts and lunches will be prepared and offered by the MCC Culinary Arts staff and students along with all-Maui snacks. The MCC-prepared foods will not only create an additional local farm-product user, but will also guide Maui people about how to use the farmers' produce.

The membership and sponsors of the producing organization, The Maui Ag Marketing Coalition, already includes the Maui County Farm Bureau and its Grown on Maui program, The Made in Maui Trade Council of The Maui Chamber of Commerce, The Maui Flower Growers Association, Surfing Goat Dairy, Paradise Flower Farms, Maui Land and Pineapple, HC&S and others. Even some non-ag sponsors like Ad-Ventures Hawaii LLC and the office of Maui County Mayor Alan Arakawa have signed on.

Thomas Kafsack, owner of Surfing Goat Dairy, the “Executive Farmer in Charge” of the market, brings valuable experience to the process of developing the market and making it profitable for farmers. He says, “If you have a way of putting good, local farm products in front of customers, a way that they trust really means the produce is local, they will buy it. Families want fresh food on their tables, and many local chefs are looking for the best of the best, exactly what Maui farmers produce.”