



Produced by Maui Ag Marketing Coalition Ph: 808-268-3276
Every Friday 12:00-6:00pm at Maui Community College, Kahului

TODAY'S VENDORS

Ali'i Kula Lavender - Lavender strawberry syrup, scones and scone mix, lavender tea, lemonade, jellies & jams, gourmet seasonings, lavender mango sherbet, many wonderful lavender bath and body items, culinary lavender, potted lavender, and fresh cut lavender bouquets.

Farm Bureau Store —

Broke da Mouth Cookie Company - Assorted fresh baked scones made in Kahului with Maui Brand sugar; **Cooperative Extension Service** – Tomatoes; **Escobedo Farm** - head cabbage; **Hawaiian Commercial and Sugar Company (HC&S)** - Maui Brand Natural Cane Sugar -- premium Maui Gold and natural white; **Kula Country Farms** - Fresh strawberries and onions; **Local Island Fresh Edibles** - Micro greens, fennel, kale and mustard greens; **Maui Culinary Academy** - Roasted pineapple jam and raspberry wine jelly; **Maui Pineapple Company** - “Hawaiian Gold” pineapple; **Maui Tropical Plantation** – Apple bananas and Haden mangos; **Maui Upcountry Jams & Jellies** – Strawberry guava jelly, mango jam, guava jam, mini gift baskets, specialty mustards, and mango chutney; **Nui Fresh Produce** – Eggplant; **Olowalu Nui Farm** - Hydroponic red and yellow tomatoes, and pomodoro sauce; **Pualana Farms** - Ginger, heleconia and foliage bundles, and white eggplant; **Shishido Farm** – Beans; **Sunset Tropicals** – Assorted tropical flower bouquets; **Tropical Apiary Products of Maui** – Honey; **Waipoli Hydroponic Greens** – Butter lettuce, mixed head lettuce, and watercress.

Hawaiian Authentic Arts & Designs – Over 79 items, including many styles of hats and bowls, custom-made and handwoven on-site from coconut palm leaves.

Maui Rose Soaps – All-natural fine bath soaps, body butters, and gift sets. Dozens of scents, from flowery tuberose to earthy lava flow, all handmade in Kula.

Ono Organic Farms – Certified organic papaya, guava, apple bananas, wild passion fruit (liliko'i), soup sop, pineapple and onions.

SoMoor: Maui Tropical Jams, Jellies & “Moor” - Wild liliko'i jelly and butter (including a no sugar added version), mango chutney, tangerine marmalade, lemon curd, guava barbecue sauce, hummus.

Tropical Daystar – Posters, notecards and prints by Lahaina fine artist Nadine Ramelb. 100% inspired, published and printed on Maui.

FEATURED FARMER OF THE DAY

One of the largest tropical fruit farms in the state of Hawaii is a certified organic farm right here on Maui. **Ono Organic Farms** is a family-owned and operated tropical fruit and coffee farm located in Kipahulu, near Hana. Four generations of the Boerner family have been organic farmers in this lush jungle environment for sixty years.



Chuck Boerner, President of Ono Organic Farms, was raised on the islands of Oahu and Maui knowing, “*the key to our wealth is our health.*” He and his family live this philosophy in their work and everyday lives on the eastern side of Maui. A recognized expert in the field of organic farming, Chuck has a thriving consulting business that takes him all over Hawaii and around the world to serve a wide variety of clients.

Visit Chuck at the Ono Organic Farms tent today at Aloha Friday Farmers Market. He may give you a few organic farming tips (and maybe a few surfing tips, too), and you can experience just how ono his hand-picked organic fruits are.

Chuck and his family also invite you to enjoy “tasting tours” of their farm on Mondays and Thursdays beginning around 2 p.m., and by special appointment. For more information, call Ono Organic Farms at (808) 248-7779.

SUMMER SMOOTHIES

Smoothie Bar

11:00 a.m. - 3:00 p.m. — Outside the Pa'ina Building

Maui Culinary Academy debuted its Smoothie Bar at Aloha Friday Farmers Market last week. It was a big hit. We had a hunch it might be. Who doesn't love a freshly blended fruit drink on a summer day? Today's smoothies are even more of a special treat because they're made with certified organic fruit from Ono Organic Farms. Blended with non-fat yogurt and with no sugar added, we don't think you'll find a more healthful, Maui-fresh smoothie anywhere. Have the chefs-in-training whip up a delicious papaya-banana-strawberry smoothie for you today! They're just \$3 for the 16-ounce size; 50 cents extra if you add a protein boost.

HEY, WHERE'S MY CHEESE & BREAD?

Didn't spot the goat cheese on your way into the market today? Missed the aroma of fresh-baked bread? We know you've come to expect these at Aloha Friday Farmers Market, and that's why we're sorry to confirm that Surfing Goat Dairy and Maui Culinary Academy are not here today. They are taking part in Maui's internationally recognized wine and food event, the Kapalua Wine & Food Festival. We hope they'll have a great time as they work their way from the Grand Tasting to the Seafood Festival, which wraps up this spectacular celebration on Sunday, July 10. We promise the bread will be fresh and awaiting your arrival next Friday.

EXPERIENCE THE PA'INA FOOD COURT FOR LUNCH TODAY

Maui Culinary Academy's food service is on summer schedule from June – August. With fewer students and faculty on campus, the Pa'ina Building is operating on a reduced schedule, opening for lunch at 11:00 a.m. and closing at 1:00 p.m.

During the regular school year, six food service stations are open to serve an astonishingly wide variety of lunch options, from exotic sushi to home-style soups. At this time, only the **Paniolo Grille** is open, serving up hamburgers, sandwiches and salads.

DOOR PRIZE WINNERS

Congratulations to the following winners of last week's door prize drawings. Remember, to increase your chances of winning, bring your unwanted phone books to our Information tent for recycling and we'll give you an extra door prize entry for each phone book! Mahalo nui loa to **AdVentures** "The Dolphin Phone Book" for sponsoring many Aloha Friday Farmers Market weekly door prizes and the recycling program.

Bill Grubbs of Maui

\$20 gift certificate for Penne Pasta Cafe in Lahaina.

Kathie Zwick of Kihei

\$20 gift certificate for Penne Pasta Cafe in Lahaina.

Edith Don of Pukalani

Choice of "Heartbreak" CD by Maui paniolo entertainer Steve Zuwala or Aloha Friday Farmers Market t-shirt.

MECO EMPLOYEE DAY PRIZE WINNER

It was our pleasure to host Maui Electric Company Employee Day at Aloha Friday Farmers Market last week. In addition to special discounts on July 1, MECO employees were offered their own door prize drawing. Congratulations to **Willy Bennett** of MECO. His name was drawn as the winner of an Aloha Friday Farmers Market three-pocket logo apron.

If you'd like us to offer your company's employees their own special day at Aloha Friday Farmers Market, call Market Manager Darlis Smith at 268-FARM (3276) to arrange it.

PRODUCE CONTEST WINNERS

Congratulations to **Yolanta Marche** of Makawao for winning last week's Produce Matching Game, and **Kayla Mambog** of Wailuku for winning the Produce Roping Game (our little tribute to rodeo weekend on Maui). Not many people were successful at the roping game, so we think Kayla might have a bright future as a rodeo star. These lucky ladies will receive Aloha Friday Farmers Market aprons as their prizes.

TODAY'S SPECIAL GUESTS

Drop by the tables of these visiting guests to get helpful information for you and your family:

Aloha Airlines – Sarah Neilson is Maui's Human Resources Manager for Aloha Airlines. Sarah is accepting applications and providing information about part-time Ticket Counter Agents and Baggage Handlers for the Kahului Airport.

Maui 4-H Program – Ester Yap is the Maui 4-H Program Assistant, located at the County Extension Service offices at MCC. Talk with Ester today about the fun and benefits of the 4-H youth development program for boys and girls, K-12.

ORGANIC INSIGHTS

USDA certified organic foods have higher price tags because they cost more to produce. Farmers must follow strict certification regulations, which takes extra time and labor. Crop yields are often lower because conventional chemicals aren't used to boost production. Many scientists maintain that typical levels of conventional pesticides in the diet aren't a health concern, while others argue that the fewer pesticides, the better – especially for children who eat a lot of fruit.

WHAT'S COOKIN'

This special salsa bursts with a great combination of flavors. Feel free to substitute Maui onions – the salsa won't be as colorful, but the taste will still be magnificent. Oh, and double the recipe – it'll go fast.

Papaya and Red Onion Salsa

Gourmet, June 1998

Serves 4

1/2 firm, ripe papaya
1/4 medium red onion
1 fresh jalapeno chile
1 tablespoon finely chopped fresh cilantro
2 teaspoons fresh lime juice
1 teaspoon pure maple syrup

Discard papaya seeds. Peel papaya and chop enough to measure 1/2 cup. Mince enough onion to measure 2 tablespoons. Mince enough jalapeno (with seeds) to measure 1/2 teaspoon.

In a bowl, stir together the papaya, onion, jalapeno, and remaining ingredients. Season with salt. Salsa may be made one day ahead and chilled, covered. Just 20 calories and less than 1 gram fat per serving.