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## FARMERS' MARKETS OFFER A FRESH TAKE ON HAWAII'S CUISINE AND CULTURE

There's no doubt that the Islands of Hawai'i have spectacular weather for sun, surf, and sand. With such ideal year-round climate conditions, it's no surprise that Hawai'i is also home to an abundance of farms. While coffee and pineapple are Hawai'i's more notable products, the growing concept of farm-to-table cuisine has opened the door to a vast realm of quality produce that the Islands have to offer. Countless chefs and restaurants statewide feature locally grown produce in their menus, offering a fresh and true Hawai'i dining experience while leading the way toward statewide sustainability.

Farmers' markets offer a unique cultural experience, allowing consumers to sample firsthand fresh local produce and goods and meet the people who put their love and care into the food we eat. With dozens to choose from on all islands, each farmers' market has its own stories and products to share. Below is a sample of what's available on each island:

### **KAUA'I**

#### **Hanalei Saturday Market**

<http://www.halehalawai.org/market.htm>

*Location: Hanalei Community Center*

*Day/Time: Saturdays 9:30 a.m. – 1:00 p.m.*

A smaller community-based event focused on products grown and made by members and small businesses of the Halele'a neighborhood and others from Kaua'i.

#### **Hawaiian Farmers Of Hanalei Market**

*Location: Waipā, Kaua'i*

*Day/Time: Tuesdays beginning at 2 p.m.*

A group of 12-25 local farmers who offer mostly organic produce and fresh fish occasionally.

#### **Kaua'i Community Market**

*Location: Kaua'i Community College*

*Day/Time: Saturdays, 10:00 a.m. – 1:00 p.m.*

In addition to the usual fresh local produce, this new market, modeled after the KCC Farmers' Market on O'ahu, offers lots of value-added products as well as agricultural and culinary demonstrations.

**Kōloa Sunshine Market**

<http://www.kauai.gov/default.aspx?tabid=214#>

*Location: Kōloa Ball Park*

*Day/Time: Mondays beginning at noon*

Come early and prepare for the crowds as locals and visitors dash for the stands to snatch up the 'ono (delicious) food.

**O'AHU**

**Hale'iwa Farmers' Market**

<http://www.haleiwafarmersmarket.com/>

*Location: Kamehameha Hwy. at the Bypass Road*

*Day/Time: Sundays 9 a.m. – 1 p.m.*

Held in the famous surf town on O'ahu's North Shore, stop by for some fresh seasonal fruits and homemade treats before heading to experience some of the island's renowned surfing and beach destinations.

**Honolulu Farmers' Market**

<http://www.hfbf.org/farmersMarketHonolulu.shtml>

*Location: Neil Blaisdell Center*

*Day/Time: Wednesdays 4:00-7:00 p.m.*

Enjoy live music while browsing through the day's products, which include fresh local produce, flowers and plants, baked goods, and other specialty items.

**Honolulu Fish Auction**

<http://www.hawaii-seafood.org/auction/>

*Location: Commercial Fishing Village–Pier 38*

*Day/Time: Monday thru Saturday beginning at 5:30 p.m.*

Choose from a variety of the freshest locally caught fish at the only auction of its kind from Maine to Tokyo. From bigeye tuna to swordfish and mahimahi, the morning's catch are unloaded from the fishing boats as they come in and inspected and cleaned for auction the same morning.

**The KCC Farmers' Market**

<http://www.hfbf.org/farmersMarketKCC.shtml>

*Location: Kapi'olani Community College*

*Day/Time: Saturdays 7:30-11:00 a.m.*

A mixture of vendors from throughout the Islands offer local goods from fresh churned and flavored butters to Hawaiian Red Veal. Students from the college's Culinary Institute of the Pacific program show off what they've learned by preparing their own baked goods and dishes.

**King's Village Farmers' Market**

<http://www.kings-village.com./index.html>

*Location: Waikīkī, O'ahu (131 Ka'iulani Ave.)*

*Day/Time: Fridays 4:00-9:00 p.m.*

Easily accessible from anywhere in Waikīkī, this market offers a cheaper and healthier dining alternative to the numerous restaurants available. Visitors can also watch as the King's Guard performs the Changing of the Guard Ceremony at 6:15 p.m.

**Ward Centers Farmer's Market**

<http://www.vward.com/Dining/Merchants/WCFarmersMarket.html>

*Location: Ward Warehouse parking lot (Auahi Street)*

*Day/Time: Tuesdays 9 a.m. – 1 p.m.*

Watch Mana Ai as he pounds *kalo* (taro) in the traditional Hawaiian way and take home a batch of the fresh organic poi among other goodies the vendors have to offer.

**MAUI**

**Farmers' Market Of Maui–Honokōwai**

*Location: Lāhaina, Maui*

*Day(s)/Time: Mondays, Wednesdays, and Fridays, 7:00 a.m. – 11:00 a.m.*

Enjoy the tastes of Maui at this open-air market complete with everyone's favorites: Maui gold pineapple, strawberry papayas, apple bananas, and homemade salsas and guacamoles.

**The Maui's Fresh Produce Farmer's Market**

<http://www.queenkaahumanucenter.com/events/farmers-market>

*Location: Queen Ka'ahumanu Center*

*Day(s)/Time: Tuesdays, Wednesdays, and Fridays, 8:00 a.m. – 4:00 p.m.*

In between shopping, browse through a variety of fresh local produce and baked goods.

**Maui Mall Farmers' Market & Craft Fair**

<http://www.mauimall.com/>

*Location: Maui Mall*

*Day(s)/Time: Tuesdays, Wednesdays, and Fridays, 8:00 a.m. – 5:00 p.m.*

Diverge from the typical mall shopping for a sample of unique Hawai'i products and food.

**Maui Swap Meet**

<http://www.mauiexposition.com/>

*Location: Maui Community College*

*Day/Time: Saturdays, 7:00 a.m. – 1:00 p.m.*

A visitor favorite filled with a variety of vendors selling Hawai'i souvenirs, fresh produce, arts and crafts, and other local treats.

## **HAWAI'I'S BIG ISLAND**

### **Akebono Farmers' Market**

*Location: Akebono Parking Lot (Pāhoa, Hawai'i)*

*Day/Time: Sundays, 7:00 a.m. – 2:00 p.m.*

Live music and a kava bar make this large, covered, outdoor market a unique place to shop.

### **Ali'i Gardens Marketplace**

<http://www.aliigardens.com/>

*Location: Kailua-Kona, Hawaii (Ali'i Drive)*

*Day(s)/Time: Wednesdays thru Sundays, 9:00 a.m. – 5:00 p.m.*

Find the best that Kona has to offer from macadamia nuts, to 100% Kona coffee, and local produce in the best open-air marketplace on the island.

### **Hilo Farmers Market**

<http://www.hilofarmersmarket.com/>

*Location: corner of Mamo St. and Kamehameha Ave.*

*Day(s)/Time: Wednesdays and Saturdays, 6:00 a.m. – 4:00 p.m.*

With a group of over 200 local farmers and artisans, the selection of produce, crafts, gift items, and local flowers is vast.

### **Keauhou Farmer's Market**

<http://www.keauhoufarmersmarket.com/>

*Location: Keauhou Shopping Center*

*Day/Time: Saturdays, 8:00 a.m. to noon*

Sample exotic fruits, see a coconut prepared, and taste 100% pure Kona coffee while listening to live local music.

### **Laupāhoehoe Farmers' Market**

*Location: Hamākua, Hawai'i (ocean side of Hwy. 19 between mile markers 25 and 26)*

*Day/Time: Sundays, 9:00 a.m. – 1:00 p.m.*

This small town market features only products grown or made in Hawai'i.

For a list of more farmers' markets in Hawai'i, visit the following websites:

- **State of Hawai'i Department of Agriculture**  
<http://hawaii.gov/hdoa/add/farmers-market-in-hawaii>
- **Hawai'i Farm Bureau Federation**  
<http://www.hfbf.org/>
- **Big Island Visitors Bureau**  
<http://www.bigisland.org/ag-tourism/45/farmers-market>