

FOR IMMEDIATE RELEASE

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OVER 200 RESTAURANTS PLEDGE TO BE LOCALICIOUS® IN MARCH 2020

When customers order the Localicious® dish, a portion of the proceeds benefit ag education

Honolulu, HI – March 1 kicks off the beginning of Localicious® Hawai‘i, a month-long public awareness campaign of the Hawai‘i Agricultural Foundation (HAF) that runs annually in the month of March. In its seventh year, the Localicious® campaign promotes restaurants that use locally-sourced ingredients and raise funds for HAF’s K-12 agricultural education in Hawai‘i public schools. Customers are encouraged to visit a Localicious® restaurant and order the Localicious® dish in March. Each time a Localicious® dish is ordered, the restaurant makes a contribution to HAF’s K-12 ag education programs. These programs play an important part in planting seeds of interest in our keiki for an ag-related career, needed to help increase local food production and safeguard the sustainability of our islands.

Localicious® has become Hawai‘i’s largest restaurant initiative with 229 participating restaurants this year. Since its launch in 2014, the campaign has raised over \$300,000 for ag education.

“The shocking reality is that we currently import about 90% of our food,” says Denise Yamaguchi, Executive Director of the Hawai‘i Agricultural Foundation. “The goal of the Localicious® campaign is to help increase local food production by promoting restaurants that utilize local ingredients. When you choose to dine at a Localicious® restaurant and order the Localicious® dish, you are showing your support to the hardworking local farmers, ranchers and fishermen that grow our food and are helping to create a more sustainable future for Hawai‘i.

“We are proud to serve as the presenting sponsor of Localicious®,” says Jason Wong, President of Sysco Hawai‘i. “This campaign brings people together across industries to support local agriculture, K-12 ag education and connects the community with those who grow and produce our food.”

Every week in March, winners will be selected to win a \$100 gift card to select Localicious® restaurants in an enter-to-win lucky draw on LocaliciousHawaii.com. New to this year’s campaign is a chance to win big with the #EATLOCALICIOUS2020 Instagram competition. Diners can enter to win a grand prize of a two-night stay on Hawai‘i Island and enjoy a private tour of the new Kona Brewing Company brewing

facility, with 2-nights hotel accommodation and roundtrip airfare for the winner and one guest. To enter to win, customers simply snap a photo of their Localicious® dish, post it with the hashtag #EATLocalicious2020, tag the restaurant, and “like” the @HiAgFdn and @LocaliciousHi accounts on Instagram. Each post counts as one entry. The competition begins on March 1 and ends March 31. No purchase necessary. Must be 18+ years of age. The giveaway is not affiliated with Instagram.

Localicious® Hawai‘i is presented by Sysco Hawai‘i with additional support provided by Hawai‘i Gas, HONOLULU Magazine, HONOLULU Family Magazine, Paradise Cove, Kona Brewing Company, Hawai‘i News Now, New West Broadcasting Corporation, Kaua‘i’s Kong Radio 93.5 and Pacific Media Group.

Media photos available upon request.

For more information and to see all participating restaurants, visit LocaliciousHawaii.com

About Hawai‘i Agricultural Foundation

The Hawai‘i Agricultural Foundation is a non-profit charitable organization created to promote agriculture and farming. Established in 2007, HAF’s mission is to support and sustain Hawai‘i’s agricultural industry by addressing critical needs and services of farmers and the agricultural industry, and by better connecting the farmers with the community and vice-versa. For more information, visit HawaiiAgFoundation.org

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