

IMPROVE EDUCATION
 PROTECT THE ENVIRONMENT
 ADDRESS INFRASTRUCTURE CHALLENGES
 ADOPT SUSTAINABLE ECONOMIC STRATEGIES
 MEET HUMAN NEEDS & PRESERVE LOCAL CULTURE

FOCUS OUR
 MAUI ISLANDS
 NUI OUR FUTURE

Own it!

HOME GROWN mo' bettah!

LOCALLY GROWN & RAISED FOODS

- ✓ are fresher and taste better
- ✓ are available year-round
- ✓ have much less environmental impact
- ✓ preserve green space & farmland
- ✓ promote food safety
- ✓ support our local economy
- ✓ provide variety
- ✓ create community



By eating foods that are grown and raised locally, with the same air and water that we breathe and drink, we connect to this unique environment and become part of the local ecosystem.

Think you can't taste the difference between lettuce picked yesterday and lettuce picked last week, factory-washed, and sealed in plastic? You can. And fresh food lasts longer too.

The fewer steps there are between your food's source and your table the less chance there is of health-threatening contamination. And don't forget that those thousands of miles our food imports are shipped creates a big carbon footprint.

Almost 60% of MAUI COUNTY land is in agriculture with 1,096 farm and



livestock operations producing cattle, hogs, eggs, honey, aquaculture, sugar, pineapple, vegetables and melons, fruits, coffee, macadamia nuts, and taro.

The highest vegetable crop production per pound is cucumbers, followed by cabbage, onions, taro, Italian squash and romaine lettuce. Other diversified crops including flowers and nursery products are rapidly expanding and



account for about 70% of farm revenue.



So when buying locally produced foods we're not only eating healthier, we're benefiting our community, environment, and lifestyle.

"Pineapple is high in the enzyme bromelain and the antioxidant vitamin C, both of which play a major role in the body's healing process."

~ Monique M. Gilbert, B.Sc.

WHAT LOCAL PRODUCT DID YOU BUY THIS WEEK?
 VISIT www.focusmauinui.com or CALL 808.270.6801