

Proclamation

Farmers' Markets provide a place where farmers may showcase and sell their locally grown, fresh produce. Farmers profit from direct sales made at these markets and have the opportunity to establish, cultivate and build relationships with customers.

Understanding the value and need for this kind of venue, the Hawai'i Farm Bureau Federation (HFBF) launched its first "100 percent locally grown" farmers' market in the Kapi'olani Community College (KCC) parking lot in 2003. Though it started out with just 12 participating farmers, the KCC Farmers' Market now hosts more than 60 farmers and vendors and attracts 5,000 visitors a week. Due to the success of the KCC Farmers' Market, the HFBF launched farmers' markets in Kailua in 2004, Mililani in 2005, Kona's Keauhou in 2006, Hilo's Kino'ole in 2007 and Wai'anae in 2008.

Founded in 1948, the HFBF is a nonprofit organization dedicated to helping farmers and the agricultural industry by representing, protecting and advancing their social, economic and educational interests in Hawai'i. The HFBF lobbies Congress, the state Legislature and county councils to protect and ensure the best interests of farmers and ranchers. In addition to increasing penalties and enforcement of agricultural theft and vandalism, they have helped establish the Hawai'i Right to Farm Act, which protects the rights of existing farms from urban encroachment and have annually contributed funds for research and development to benefit our state's farmers.

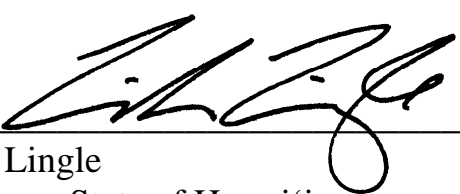
With the support of the University of Hawai'i College of Tropical Agriculture and Human Resources and the Hawai'i Department of Agriculture, the HFBF launched the *Buy Fresh, Buy Local* campaign in 2005. This call-to-action encourages the community to purchase homegrown fruits and vegetables, thereby increasing Hawai'i's sustainability. For the past five years, farmers' markets have given consumers an enjoyable, convenient opportunity to *Buy Fresh, Buy Local*.

THEREFORE, I, LINDA LINGLE, Governor, and I, JAMES R. "DUKE" AIONA, JR., Lieutenant Governor of the State of Hawai'i, do hereby proclaim **November 8, 2008**, as

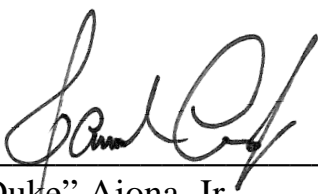
HAWAI'I FARMERS' MARKETS DAY

in Hawai'i, and encourage the interest, visibility, consumption and increased sustainability of local agricultural products.

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, this third day of November 2008.



Linda Lingle
Governor, State of Hawai'i



James R. "Duke" Aiona, Jr.
Lieutenant Governor, State of Hawai'i