



The HILO VISITOR

‘ULU RISING

Try this Hawaiian Food Staple

Breadfruit or ‘ulu [pronounced oo-loo] is a staple of modern and ancient Hawaiian food. It was among a dozen or so “canoe plants” that the first Polynesians brought when they settled the Hawaiian Islands more than a thousand years ago.

In its unripe form, ‘ulu taste and texture is similar to white potatoes. But ‘ulu is much more nutritious—rich in protein, fiber, antioxidants and B vitamins. Depending on its ripeness, the fruit can be served savory or sweet. It can be baked, boiled, mashed, fried or ground into flour to use in baked goods.

‘Ulu is grown in abundance on the Island of Hawai‘i, thanks to farmers and local food organizations, such as the Hawai‘i ‘Ulu Cooperative. The co-op brings small farms together to meet the rising demand for ‘ulu. Money earned from combined harvests is used to buy equipment to make new products, like hummus and flour. This shared system helps keep local farming viable.

“We expect in the next nine to 10 years to be processing over a million pounds of locally grown ‘ulu per year,” said Kasey Crispin, communications lead for the Hawai‘i ‘Ulu Cooperative. This is good news for farmers, foodies and anyone who



The Polynesian god Kū is said to have transformed into an ‘ulu tree to feed his family. Other legends throughout the islands refer to the fruit.

cares about island health. ‘Ulu requires less water than many crops, stabilizes soil and plays a key role in healthy agroforests.

Breadfruit season runs from July through December, with peak harvest usually between August and November. Want to try ‘ulu or bring it home? Find it at stores like Mahi‘ai Made and at restaurants like Hilo Bay Cafe. Or if you want to see ‘ulu trees in person, check out a local farm tour.

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WHAT'S IN SEASON?

Highlighting the freshest in locally grown fruits and vegetables



CACAO (CHOCOLATE)

Cacao harvest typically peaks between August and November. One of our favorite things to do when family and friends visit is to tour one of the local

farms at Lavaloha or Mahi'ai Made. Both are a short ride from the Port of Hilo.



COFFEE

Hawai'i's coffee harvest season typically runs from August through March. All coffees grown on the island of Hawai'i are hand-harvested. They are known for

their smooth, medium-bodied and fruity taste. You can sample and buy Hawai'i grown coffee in shops including Big Island Candies (6 minutes from the Port of Hilo), Puna Chocolate Company (8 minutes), Big Island Coffee Roasters (15-minute walk) and in any local grocery store.

Hawai'i is only one of two places in the United States where coffee and cacao are grown. And most of it is grown right here, on the island of Hawai'i. With its perfect mixture of sun, shade and rain, the east side of the island is an ideal place to grow these popular crops.



LILIKOI (PASSION FRUIT)

From cookies to cocktails, lilikoi-flavored treats can be enjoyed year-round. But it is only during this time of year that you can taste fresh lilikoi. The peak season

for this sweet-tart fruit is from November through December. About the size of an egg, lilikoi usually appears deep purple or bright yellow. Its pulpy flesh has the taste and texture of citrus, a mix of sweet and sour.



RAMBUTAN

Originally from Southeast Asia, rambutan has its peak season from October through March in Hawai'i. About the size of large grapes, rambutan grows

in clusters on a tree branch. Its red skin has a spiky-looking exterior but the fruit inside is white, soft, sweet and slightly tangy. It is a fun food to eat fresh from places such as the Hilo Farmers Market (catch a free shuttle ride to/from the Port!).



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HAWAI'I'S PONO PLEDGE

Travel in Harmony

What does it mean to be pono as a visitor to Hawai'i? Pono is a Hawaiian word with deep, layered meaning. When something is "pono," it is in a state of correctness or harmony with its surroundings and community.

To encourage safe, responsible and respectful tourism, the Island of Hawai'i Visitors Bureau and Hawai'i County created The Island of Hawai'i Pono Pledge. The pledge introduces visitors to eight principles related to visiting the Island of Hawai'i. The pledge covers a wide range of situations, experiences and thought-provoking possibilities. More than 26,000 visitors have signed the Pono Pledge since it was created.

The pledge was inspired by insights shared at the 2017 Hawai'i Tourism Authority's Global Tourism Summit. Ólöf Ýrr Atladóttir, then director general of the Icelandic Tourist Board and vice president of the European Travel Commission, delivered a keynote address at the Summit on O'ahu. Her presentation emphasized responsible tourism practices and the critical need for destinations to balance community wellbeing with industry growth. Drawing from Iceland's experience managing dramatic tourism surges, Atladóttir shared how they communicated behavioral expectations in a lighthearted way through the Icelandic Pledge.

Pono

Pono has a plethora of meanings which is normal in the Hawaiian language. Common meanings of pono include goodness, uprightness, proper, just and fair.

Source: wehe.hilo.hawaii.edu



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**HILO HULA
TUESDAYS**

Free event 12 noon to 1 p.m.
Mo'oheau Park Bandstand
329 Kamehameha Ave.
across from the Farmers Market

VISIT OUR ALOHA INFORMATION STATION!
Next to the Hilo Downtown Bus Terminal
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Island of Hawai'i



E 'apo i ke a'o a ho'ohana,
a e 'oi mau ka na'auao.
Those who apply their teachings
increase their knowledge.




Explore Hilo 

Visit the many businesses run by Hawai'i residents sourcing products locally. Experience the authenticity and history that Hilo has to offer. Please use our map to find locations of the featured businesses in this newsletter and more!
Go to www.thehilovisitor.com/maps or scan the QR code.



Map of Hilo