

FOR IMMEDIATE RELEASE

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2022 Localicious® Hawai‘i

Support Localicious® businesses who buy local and contribute to K-12 ag education

HONOLULU, HI – Established in 2014, **Localicious® Hawai‘i** is a year-long marketing campaign organized by the Hawai‘i Agricultural Foundation (HAF) that recognizes restaurants and businesses dedicated to supporting Hawai‘i’s agriculture and fishing industries. Localicious® will also help raise funds for HAF’s K-12 ag education programs in public schools that work to grow the next generation of farmers, ranchers, and fisherman for our state. Since 2014, HAF has served over 27,000 students at 151 schools statewide.

HAF launched Food-A-Go-Go in 2020 as a pivot to support all restaurants because all restaurants were affected by the pandemic. **In 2022, HAF has shifted its Localicious® campaign back to restaurants and businesses that support local agriculture.** With the strain between residents and visitors growing, the Localicious® platform will **target visitors** and ask them to support Localicious® businesses that will, in turn, help our local agricultural and fishing industries. HAF will reach the visitor industry through a digital marketing campaign that includes search engine optimization, social media platforms, and digital advertising.

“Today over 200 businesses have pledged to become a Localicious® member,” says Jason Wong, Region President of Sysco Hawaii. “This campaign promotes the important role our local businesses play in supporting local agriculture and has made a hallmark of recognizing restaurants and businesses across the state that choose to source locally.”

The goals of the campaign are to:

- 1) support local businesses that buy from our local farmers, ranchers and fishermen
- 2) create an opportunity for visitors to contribute to our local economy
- 3) help create more demand for our local ag and fishing industries, and
- 4) provide credible information to the public on how they can help Hawai‘i in its efforts to support local ag and diversify our economy.

Let's come together to support ag education for our keiki and cultivate the next generation of agribusiness professionals for the sustainability of our islands. For more information and a full list of participating restaurants, visit <https://localicioushawaii.org>.

2022 Localicious® Hawai'i is presented by Sysco® Hawai'i and our many other Supporting sponsors.

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 in Hawai'i, and by better connecting the farmers with the community and vice-versa.

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