

Hawai'i's reliance on imported staples is risky and costly.



If imports were disrupted Hawai'i would have less than a week's supply of food.



**\$3.1 BILLION** leaves the state annually to support agriculture elsewhere.



Replacing just **10%** of imported food with locally grown staples... would generate **\$313 million** and create **2300 jobs!**

source: DBEDT

'Ulu is one of the world's only perennial staple crops that grows on trees, sequestering carbon and helping to fight climate change.

# Why?

## BREADFRUIT

Over 99% of Hawai'i's staple foods are currently imported – mainly rice, wheat, and corn.

Yet, just a few hundred years ago, the islands were completely self-sufficient – and 'ulu was a BIG part of the solution.



Carolee Loebel-Fisher

Hawaiian mo'olelo teaches that 'ulu is a gift from the god Kū, ensuring food security, abundance, and resilience for generations.

### Recipe-Ready Breadfruit

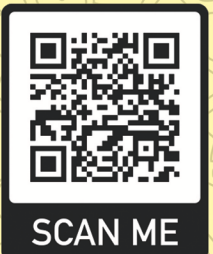
Minimally processed 'ulu provides a stable and broader market for farmers and has a 1 year shelf life if kept frozen.

**'Ulu flour** has a shelf life of 2 years if kept sealed.



### Farmer-owned, 'āina grown

The Hawai'i 'Ulu Cooperative is committed to the revival of 'ulu to strengthen Hawai'i's food security and to the value of mālama 'āina – care or protection of the earth.



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