

HAWAI'I HOMEGROWN[®]
FOOD NETWORK



BISHOP MUSEUM
AMY B.H. GREENWELL
ETHNOBOTANICAL GARDEN

FOR IMMEDIATE RELEASE

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BREADFRUIT FESTIVAL--ROOTED IN THE PAST AND BEARING FRUIT FOR THE FUTURE

HOLUALOA, HAWAI'I – Hawaii Homegrown Food Network, the Breadfruit Institute of the National Tropical Botanical Garden and Amy B.H. Greenwell Ethnobotanical Garden, are presenting the *Breadfruit Festival* at the Amy B.H. Greenwell Ethnobotanical Garden in South Kona on Saturday, September 24, 2011 from 9:00 am – 3:00 pm. The Garden will also be holding a dedication for its new visitor center at 12:00 noon on the Festival day. The Festival and dedication are free and open to the public.

The Breadfruit Festival celebrates the rich culture of breadfruit ('ulu) in Hawai'i and the Pacific, raises awareness about the importance of breadfruit for food security and teaches about the many delicious ways to prepare breadfruit.

A highlight of the day will be cooking demonstrations by local celebrity chefs, food booths featuring breadfruit and other local favorites prepared by Hawai'i Island's finest chefs, and the "I Love Breadfruit" Cook-Off Contest where anyone may enter their favorite breadfruit dish to compete for prizes.

The Breadfruit Festival will also feature Hawaiian and Pacific Islander cultural activities including 'Ulumaika (breadfruit bowling), talks on the culture and history of breadfruit, 'Ōlelo No'eau, woodworking, quilting demonstrations, tapa making, 'ulu poi making and more.

Workshops on breadfruit propagation, tree care and maintenance, economic opportunities, the Hunger Initiative and other topics will be given by experts Dr. Diane Ragone and Ian Cole of the Breadfruit Institute of the National Tropical Botanical Garden.

An art exhibit will feature the finalists in a fine art contest which focuses on the beauty of breadfruit, and a youth poster contest. Breadfruit trees will be available for sale on festival day, but supplies are limited and advance purchase for pick up at the festival is encouraged by contacting hooulu@hawaiihomegrown.net.

In addition to the September 24th Breadfruit Festival in South Kona, an East Side festival spearheaded by project partners Ho'oulu Lahui and Kua O Ka Lā Public Charter School will be held March 2-3, 2012.

Learn more about the Breadfruit Festival by visiting www.breadfruit.info.

The Breadfruit Festival is a program of *Ho'oulu ka 'Ulu—Revitalizing Breadfruit*, a project of the Breadfruit Institute of the National Tropical Botanical Garden and the Hawai'i Homegrown Food Network to revitalize 'ulu as an attractive, delicious, nutritious, abundant, affordable, and culturally appropriate food that addresses Hawai'i's food security issues.