

## AG-TASTIC, FROM PAGE 6

"The advantage of having (the farm fair) at Bishop Museum is that it's accessible to more of the public, the way it was when they use to hold it at McKinley High School," Kitagawa said. "I think people were less interested in attending when it was held out in Kapolei."

Dan Nakasone, who is helping with marketing and publicity for the fair, agreed, adding that the Ag-Tastic Expo will allow the public to be more "up close and personal" with local farmers and producers. "At the same time you're meeting and talking to them, you'll be able to sample their products," he said.

One expo participant said people will be more interested and enthusiastic about agriculture than in past years.

"I'm glad they separated it out from the E.K. Fernandez rides and everything — the people who will be at this year's farm fair will be people who want to be at a farm fair," said Monique Van der Stroom, who with her sister, Sabrina St. Martin, run the Naked Cow Dairy in Wai'anāe.

Like the other half-dozen or more food exhibitors scheduled to participate in the Ag-Tastic Expo, Van der Stroom and her sister will be selling and providing samples of their dairy's products, including additive-free artisan cheeses and various flavors of butter.

"We make regular butter, hand-churned butter, European cultured butter, honey butter, garlic and herb butter," Van der Stroom said. "We also pasteurize our own milk — it's not homogenized. It has no added antibiotics or hormones. We want it to be farm fresh milk in its purest form, the way nature intended."

The Naked Cow Dairy is currently processing approximately 300 gallons of milk a day from 20 cows, which it hopes to increase to 50 as soon as construction for new barns and the installation of new equipment is completed.

"We're planning to start selling milk by this summer," she said, adding that by then the public should be able to purchase the dairy's milk and other products at farmer's markets, Whole Foods, all Down to Earth locations and at the dairy itself.

According to Nakasone, other Ag-Tastic participants expected to be at this year's event include Dean Okimoto of Nalo Farms, sampling the salad mix and salad dressing he created with Roy Yamaguchi; Shin Ho of Ho Farms, sampling long beans and tomatoes; Ryan Lum of North Shore Cattle Co., sampling and

selling grass-fed beef; Hawaii Egg Producers selling eggs; Naked Cow Dairy's butters and cheese; and samplings of coffees from Kauai, O'ahu, Molokai, Maui and Big Island.

One of the coffee producers who'll be there is Leo Javar, whose family owns



Livestock is always popular at the Hawaii State Farm Fair. Specialty coffees will also be featured this year.

the Pavaraga Coffee Company, which processes and roasts coffee beans from a number of growers on the Big Island, particularly from the Ka'u region.

Pavaraga joined with master roaster Dan Tang of Aroma Trading Company on the Big Island and, using roasted coffee grown by Ruby and Amy Javar of Pāhala, placed 10th in the world at the 2009 America Roasters Choice Tasting Competition held recently in Atlanta.

"At that same event, one of our coffees placed 7th in the international green coffee competition," Javar said. "What we've found is that all of the coffees in Hawaii are good. But what makes them great is the processing and roasting. It's like the ingredients for a salad — as good as they are, they don't achieve greatness until the chef makes the salad."

"We're excited to be at this expo because besides benefiting the economy,

all the way down to the farmers, this kind of exposure helps us make people aware that Hawaii's coffee really is as good as advertised. If the beans grown in Hawaii are prepared right, they really should be world-class."

Javar indicated he will be sampling Pavaraga's championship coffee at the expo along with other coffees, all of which are pure and natural, which means means the coffee beans were dried in their natural state as a cherry fruit rather than pulped and sun-dried.

"The result comes out very different," Javar said. "To make it simple, it will be a naturally sweet coffee with a lot of tangy fruit, chocolate and nutty tones,

the Pavaraga Coffee Company, which processes and roasts coffee beans from a number of growers on the Big Island, particularly from the Ka'u region.

"It is also a little extra-caffeinated since the beans absorbed most of the fruit juices in the coffee cherry. If you are a black coffee drinker, then this is probably the most interesting coffee you will have."

The menu of food vendors at the expo also helps illustrate Hawaii's latest agricultural trends and multi-ethnic diversity. Fairgoers will be able to bite into a grass-fed beef burger or feast from a large array of local-style grinds like teriyaki beef, kalua pig, chili 'n rice, gyros and garlic shrimp. Or, they can cool off with a juicy slice of Hawaii-grown Sugarland watermelon and snack on a freshly roasted ear of Kahuku corn.

Admission is \$5 for adults and \$3 for children aged 4-12. The price include access into all Bishop Museum attractions including the new summer exhibit, "Backyard Monsters — The World of Insects," featuring six giant robotic bugs. Hours are 9 a.m. to 8 p.m. on Saturday, and 9 a.m. to 5 p.m. on Sunday.

For more information about the 2009 Hawaii State Farm Fair, log onto [www.hbf.org](http://www.hbf.org) or call 808-848-2074.