

Choices



Inspiration & Imagination

Choices



Diversify by:
Season
Cultivar
Elevation

Consumer preferences-
Know your customers!
Chefs
Groceries
Farmers markets

Over 120 Fruit

54 Big Island Chefs

12 Trees Project

 <p>Dioscorea (Amora chinensis) July - January</p>	 <p>Fig (Ficus sp.) July - February</p>	 <p>Folia (Ficus sp.) April - December</p>	 <p>Mysore Raspberry (Rubus albanus) December - August</p>
 <p>Grunulatum (Cassia torquata) May - July</p>	 <p>Raspberries (Rubus sp.) October - March</p>	 <p>Tropical Apricot (Prunella sp.) September - June</p>	 <p>Pineapple (Ananas sp.) May - December</p>
 <p>Auranti (Citrus sp.) October - December</p>	 <p>Loquat (Eriobotrya japonica) November - May</p>	 <p>Sour Cherry (Prunella sp.) October - May</p>	 <p>Tamarillo (Solanum sp.) September - May</p>

1. Mysore
2. Figs
3. Loquat

Thousands of Loquat Products



Why don't we do this with Kona Coffee?



Choices



Jelly



Hawaiian Shaved Ice...
in Japan



How to



Freeze Dried



Frozen



Hundreds of Mango Products





The Image



• Local Products



Take Homes

Seasonal Guides

Posters

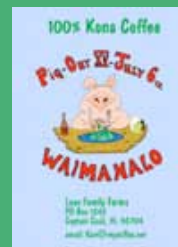
Postcards

The collage includes several educational items:

- Seasonal Guides:** Three guides titled "Fruit from the Big Island of Hawaii", "Big Island Spring", and "Fruit from the Big Island of Hawaii". Each guide features a grid of small images showing different fruit varieties and their seasonal availability.
- Posters:** Two posters are shown. One is titled "Fruit from the Big Island of Hawaii" and features a large grid of fruit images. The other is titled "Big Island Spring" and features a grid of images showing seasonal produce.
- Postcards:** Two postcards are shown. One features a close-up of a passionflower with its characteristic white petals and purple center. The other shows a branch of a tree with clusters of small, round, red and green fruits.





Occasional Occasions



Over 100 coffee labels



Get Personal

 <p>OF THIS WORLD TASTE</p> <p>ALIEN EMBRYO</p> <p>Some food scientists have said that the first people to try this product will be from Mars. Now, you can try it here. You'll find it in our store. It's a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>	<h1>Alien</h1>  <p>OF THIS WORLD TASTE</p> <p>Tamarillo's of Neptune</p> <p>Some food scientists have said that the first people to try this product will be from Mars. Now, you can try it here. You'll find it in our store. It's a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>	 <p>OF THIS WORLD TASTE</p> <p>Jupiter's Jackfruit</p> <p>Some food scientists have said that the first people to try this product will be from Mars. Now, you can try it here. You'll find it in our store. It's a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>
 <p>OF THIS WORLD TASTE</p> <p>Shooting Stars</p> <p>Interstellar travelers who stop in Hawaii delight in the taste of our sweet starfruit. Now you can too! Pieces of frozen, sweet starfruit in a light sugar and water syrup can be used anyway you like.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>	<h1>Attack</h1>  <p>OF THIS WORLD TASTE</p> <p>Planetary Poha</p> <p>Some food scientists have said that the first people to try this product will be from Mars. Now, you can try it here. You'll find it in our store. It's a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>	 <p>OF THIS WORLD TASTE</p> <p>Lunar Loquat</p> <p>Some food scientists have said that the first people to try this product will be from Mars. Now, you can try it here. You'll find it in our store. It's a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>
 <p>OF THIS WORLD TASTE</p> <p>Saturnian Surinams</p> <p>Some food scientists have said that the first people to try this product will be from Mars. Now, you can try it here. You'll find it in our store. It's a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>	 <p>OF THIS WORLD TASTE</p> <p>GALAXY FRUIT SAUCE</p> <p>Some food scientists have said that the first people to try this product will be from Mars. Now, you can try it here. You'll find it in our store. It's a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>	 <p>OF THIS WORLD TASTE</p> <p>GALAXY FRUIT SAUCE</p> <p>Some food scientists have said that the first people to try this product will be from Mars. Now, you can try it here. You'll find it in our store. It's a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future. It's also a great way to get your taste buds ready for the future.</p> <p>From the Aliens at Love Family Farms Curtain Cook, IL 61010-1252 www.lovefamilyfarms.com</p>

Educate & Inform



A little something extra goes a long way.

POP



Give them Something Extra!



What's left when the coffee is finished and the jelly is gone?

What gives them lasting information on how to buy more?

We need more than another business card, brochure or another web site.



Value added in agroforestry

LocalHarvest

mycoffee.net
Love Family Farms Coffee from Hawaii

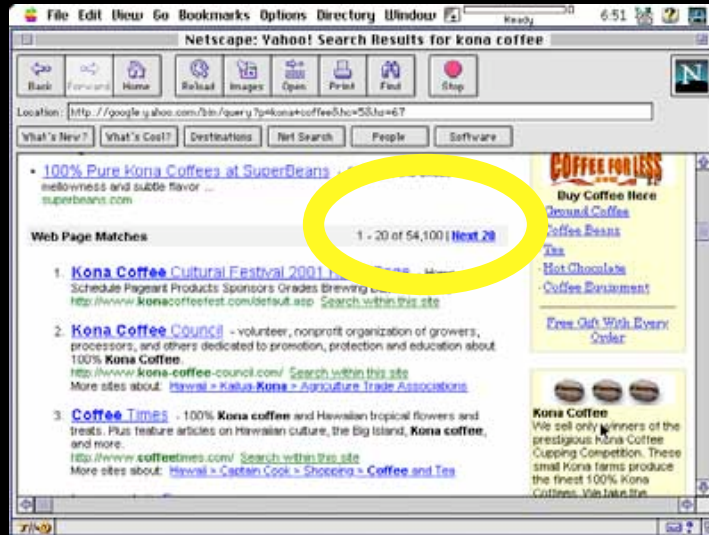
The Net

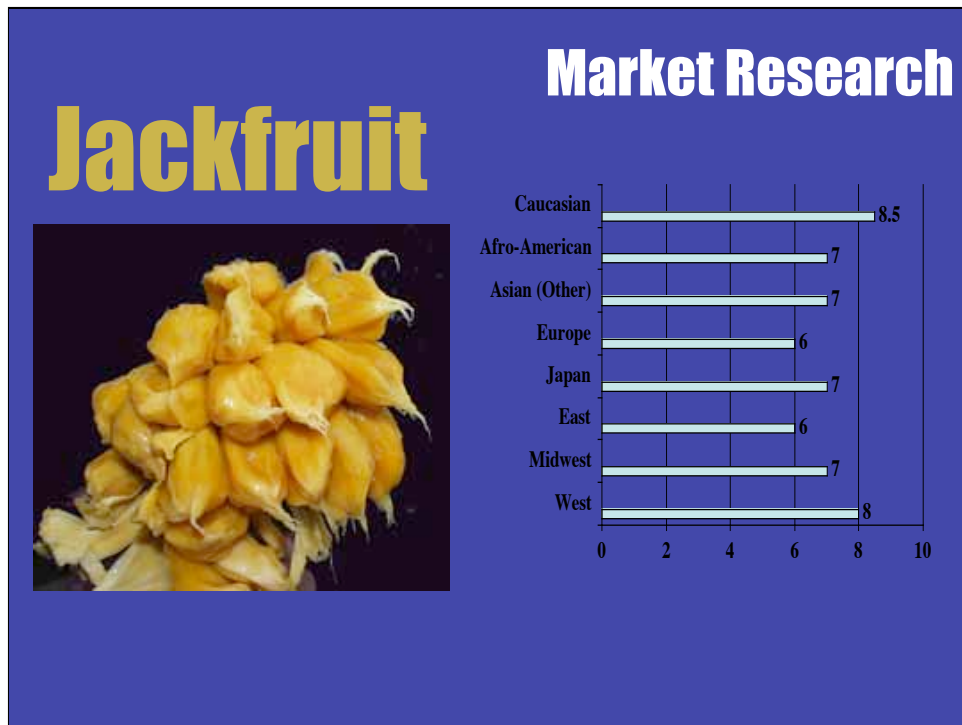
www.localharvest.org

www.MyCoffee.net

www.HawaiiFruit.net

Competitive Intelligence







Points to Remember

- Choice
 - Sizes, packages & products.
- Change
 - Product & package evolution
- Competitive Intelligence
 - Keep informed
- Occasions
 - Private & custom labels
- Waste Not
 - After markets
- POP
 - Point of purchase/ educate & inform

