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NEWS RELEASE

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MAUI VISITORS BUREAU PROUDLY PRESENTS MĀLAMA MAUI, PRESERVING MAUI'S AGRICULTURAL & CULTURAL RESOURCES

MAUI, Hawai'i – With this update of the Mālama Maui Campaign, the Maui Visitors Bureau extends an invitation to you to experience Maui Nui in all its authenticity.

Mālama means to care for, to preserve, to protect, in the Hawaiian language. Maui Nui includes the islands of Maui, Moloka'i and Lāna'i. The campaign appeals to travelers who enjoy learning about the history, natural environment and living culture of a place, travelers who want to immerse themselves in the rich heritage that makes a destination unique. This type of travel has been called agritourism or ecotourism, yet Mālama Maui reaches beyond these labels, asking visitors to experience what most Maui residents value above all – aloha 'āina or love of the land.

On personal, community, business, and government levels, numerous people in Maui Nui practice Mālama Maui daily. They are committed to reverse a pattern of loss that began with Captain Cook's arrival in 1778. For two whole centuries, natural and cultural treasures have been neglected, suppressed, or ignored. Yet a deep sense of interdependence infuses the Hawaiian spirit, and a new energy has surged forward to preserve, protect, and perpetuate the heritage of Maui. Grassroots efforts have taken off and multiplied.

Today, these efforts include:

- Protection of Maui's endangered native habitats on land and in the ocean
- Participation in the renaissance of Hawaiian culture



- Preservation of the legacy of the plantations and the local culture they forged
- Movement toward a sustainable lifestyle based on an agricultural heritage

Visitors to Maui Nui have a role to play in restoring the balance. In visiting authentic Maui – the places that convey its heritage – they become participants. In knowing that the Hawaiian islands are important to the planet, they may even become champions for preservation initiatives themselves.

“When we poll our visitors, they nearly always say that natural beauty and local culture are what draw them to Maui,” says Terryl Vencl, executive director, Maui Visitors Bureau. “By acknowledging aspects of Maui that are valued and often vulnerable, Mālama Maui supports the ambitions of our people while enriching the experience of our visitors.”

Thus, while Mālama Maui showcases the dramatic history, rich culture, and precious ecology of Maui Nui through attractions available to visitors, it also raises awareness of this fragile heritage. The campaign seeks to preserve, perpetuate, and protect Maui Nui’s unique wealth – to the sustainability of Island life.

In this Mālama Maui press kit packed with insiders’ tips, you’ll learn about the heritage of Maui Nui, which embraces a unique environment of natural wonders, Hawaiian and local cultural traditions that belong to the Island, and a legacy of agriculture that has spanned close to 1700 years. Discover how Maui’s small town charms say “You are on Maui, not in Anywhere, USA.”

The kit is divided into four parts:

- The natural environment – Maui’s ecology
- The cultural environment - Hawaiian culture and values
- The local culture of Maui Nui – The effect of two centuries of change
- Sustainability efforts – Modern farming and agricultural values of Maui

Quite naturally, the four parts overlap. The interdependence that islanders experience with their environment offers a recurring theme. From earliest times, agriculture has been vital to islanders’ survival. Cultivation of the land, the ‘āina, has influenced the natural, cultural and demographic makeup of the islands. In ancient times, the distance between farm and meal was no larger than the ahupua‘a, the land division that stretched from the mountain to the ocean and provided a community with all its needs. During the centuries of change, impoverished foreigners, mostly from Asia, uprooted themselves from their home countries in the hope that agriculture in Hawai‘i might improve their fate. Today, having felt the grave consequences of global change and the



lengthening distance between table and farm, island agriculture once again is seeking to sustain. The distance is shortening once more. Wise use of the land is all-important.

If all goes well, the 21st century will witness how Maui Nui grassroots efforts prove successful in restoring the delicate balance that makes both humans and nature thrive.

Respected native Hawaiian cultural leader Charles Ka‘upu and native Hawaiian healer Kahu Kapi‘ioho‘okalani Lyons Naone are two of the key spokespersons for the Mālama Maui campaign.

Ka‘upu, whose family comes from the Island of Moloka‘i, became a kumu hula (dance teacher) as early as 1979 and has spent the better part of his teaching the sacred Hawaiian cultural arts. An accomplished master of Hawaiian chant, Ka‘upu performs with the world-renowned musical troupe HAPA. (www.hapa.com)

Naone is a noted Hawaiian practitioner of the cultural healing arts, and the founder and director of Kumu A‘o, a non-profit organization whose mission it is to protect and perpetuate Native Hawaiian cultural teachings, language, and healing practices, as well as to develop and implement projects of cultural and historical significance. (www.kahu-naone.com/)

Welcome to the real Maui, recognized in thirteen consecutive Conde Nast Travelers’ polls as “Best Island in the World.” We invite you to be inspired by what it means to Mālama Maui.

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INSIDE THE ECOLOGY OF MAUI Caring for an environment unique in the world

MAUI, Hawai'i – The Hawaiian Islands form the most remote archipelago on earth, the result of volcanoes formed by the slow movement of the Pacific Plate across a molten-magma hot spot. Maui Nui, which includes Maui, Moloka'i, Lāna'i, and Kaho'olawe, once formed a single emergent island of volcanic eruptions, with Maui Island first being formed about 2 million years ago. Surrounded by a vast expanse of ocean, 2,500 miles from any other landmass, the islands eroded in utter isolation until the first Polynesian voyagers arrived maybe around 300 A.D. On wind, waves and wings a few species accidentally arrived.

While they rarely survived, once in a while, a spore, seed, insect, bird, or even a snail would manage to persevere. The few pioneer species that took hold embarked on a strange course of evolution and diversified into numerous new species uniquely adapted to their immediate surroundings – micro-ecosystems at times not larger than a single bog.

Today, rushing streams shaded by native sedges, plunging waterfalls flanked by tree ferns, jungles flitting with honeycreepers, eery dryland forests and a volcanic crater are all part of the rich ecological wilderness that thus evolved in Maui Nui, giving us a biodiversity of flora and fauna not found anywhere else in the world.

Embracing 30,000-plus acres, Haleakalā National Park has designated 80 percent of its lands as wilderness, but the biodiversity it shelters cannot be taken for granted: After 1778, the year that Captain Cook opened Hawai'i to the West, alien species brought in



intentionally or as stowaways invaded the pristine environment of the islands. Species native to the islands proved defenseless, the ecosystems fragile. Over the decades, original forests shrunk to small, remote pockets of life. Native species once arrived every 30,000 years, today a new species hitchhikes to Hawai‘i about once every 20 days.

Haleakalā National Park harbors more endangered species than any other national park. In 1980, it was named an International Biosphere Reserve for the exemplary efforts to stop the extinction of Maui’s extraordinary native plants and animals. A prime example is the Haleakalā silversword, a plant with long, arching sword-like leaves that form a silver waist-high sphere. The silversword flowers only once in its life, sending up a tall spike loaded with purple daisy-like flowers, and, after seeding, dies. All but extinct, it was saved by controlling wild goats that once roamed the crater, and by regulating the behavior of humans, who used to uproot the plants.

The park’s conservation efforts are as tangible with the nēnē goose, the beloved State bird of Hawai‘i, which is beginning to thrive again after having been reduced by predators and hunters from a natural population of about 25,000 to as few as 30 individual birds in the 1950s.

Haleakalā National Park wraps around the summit crater of East Maui’s dormant volcano: At the park’s summit headquarters visitors can join rangers to learn the stories behind the volcano’s wilderness. Since the park is also imbued with cultural significance, you are bound to learn about Hawaiian culture as well. Drivers can reach the 10,023-foot summit by scaling Highway 378, said to be the steepest 45 minute road trip anywhere on earth.

Many other initiatives in Maui Nui are dedicated to conservation. Grassroots companies, large organizations, and community volunteers are working together to restore, protect, and preserve the environment. In 1952, David Thomas Fleming, a retired Maui ranch manager and Territory senator, started an arboretum in at Pu‘u Māhoe at Ulupalakua to preserve species from the vanishing native dryland forest of Auwahi. Today, the D. T. Fleming Arboretum includes 110 species of native Hawaiian plants, 33 of which are endangered including the last seed-producing alani (*Melicope knudsenii*). Volunteers and Friends of the arboretum support its efforts to preserve Hawaiian native plants through protection, propagation and distribution. Tours are available on the last weekend of each month.

The Nature Conservancy Hawai‘i also labors to restore the forests of Maui Nui, and is part of several Maui Nui public/private partnerships, including the East Maui Watershed Partnership. The East Maui partnership is concerned with an area that is home to 63 rare plant species and a greater concentration of rare and endangered birds than any other place in the United States. The watershed also serves as the largest



source of harvested surface water in Hawai‘i, critical to agriculture, residential living, and commerce. So far, seemingly small tasks – fencing out animals such as feral pigs, goats, deer, and cattle; controlling invasive weeds such as miconia – have yielded huge results.

Waikamoi Preserve is a 5,230-acre cloud forest within the East Maui Watershed Partnership that teems with rare endemic plants and endangered forest birds. Especially when the native raspberry and other understory plants in bloom, resplendent honeycreepers can be seen at close proximity, You can reserve a spot for a guided Waikamoi Cloud Forest Hike through Haleakalā National Park or The Nature Conservancy. Volunteer work parties at Waikamoi may also be available.

The Nature Conservancy also leads hikes on Moloka‘i, at Kamakou Preserve. The rain forest of Kamakou Preserve lies near the summit of Moloka‘i’s highest mountain and shelters more than 250 species of Hawaiian plants – at least 219 of which are endemic. The last known sightings of the Moloka‘i thrush (oloma‘o) and Moloka‘i creeper (kakawahie) were in this forest region, but you might yet glimpse the shy and vivid green ‘amakihī today.

You can take a short, self-guided tour through the 590-acre Kānepu‘u Preserve on Lāna‘i. This rare forest contains the largest remnants of olopuā and lama dryland forest in Hawai‘i and represents a type of forest that once covered much of the dry lowlands of the Hawaiian Islands. Among the trees are ‘aiea, once used for canoe building.

As Maui Nui deepens its knowledge about its unique ecology and integrates environmental initiatives further into visitor activities, conservation efforts such as the ones mentioned above are bound to multiply. These are fascinating times for those eager to explore the world’s wild places as expressed in unique environments. In all its beauty and biodiversity, Maui speaks of evolutionary wonders as well as losses that bear significance on the entire earth.

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THOUGHTFUL ECO-EXPLORATIONS Sensitive adventures amid a subtle landscape

MAUI, Hawai'i – In stream-rich valleys, on verdant mountains, in dry, cool areas, along the shore, Maui Nui hosts the rarest landscapes on earth, ecological communities of plants and animals not found anywhere else. The vital importance of this wondrous biodiversity has spurred an exciting spectrum of eco-minded visitor activities that harmoniously blend thoughtfulness, environmental education, fun, and active exploration.

Take Skyline Eco-Adventures, which combines short hikes with thrilling, high speed zip line rides that soar over canyons and ravines. Behind the excitement burns founders Danny and Buck Boren's commitment to the environment. Company staff members actively participate in native forest restoration, receive paid community service days, and take recycling seriously. In addition, the company donates a percentage of its sales to 1% For the Planet. "We believe that by making meaningful monetary and physical contributions toward preservation efforts on Maui, we can make a difference," Danny says.

Hike Maui employs a team of expert wilderness guides who deeply care for the land they engage, and it provides a choice of awesome explorations. including adventures in the waterfall canyons and forested ridges of the West Maui Mountains. Founded in 1983, making it one of the oldest hiking companies in the State, it has been called Maui's "grandfather of ecotourism."



Much of the precious natural beauty of Maui is tucked away on private property. Maui Eco-adventures has access to several privately-owned sites and offers rainforest and waterfall hikes laced with information about Maui's cultural and natural history. This company also offers out-of-the-box ideas for outdoor exploration — for example, a kayak/hike exploration of West Maui, or a night in Haleakalā Crater with a personal chef.

Haleakalā National Park descends all the way to the sea through the pristine Kīpahulu region, ending at the sparkling freshwater pools of 'Ohe'o Gulch. Visitors can only reach this rural region via the challenging, gorgeous three-hour Hāna Highway, but it is worth the trip. Hiking here is self-guided and rewarding. A mesmerizing two-mile hike to Waimoku Falls, for example, follows a stream and includes two canyon-crossing bridges as well as a mystic bamboo grove.

Steep-walled 'Īao Valley in Central Maui near Wailuku has been carved by the largest stream in Maui Nui, and has long been famed for its 1,200-foot rock landmark, 'Īao Needle. In this sacred valley are burial places of the highest ali'i (chiefs). In 1790, Kamehameha I defeated King Kahekili of Maui at 'Īao in a bloodbath caused largely by Kamehameha's access to Western arms. So many died that their corpses blocked the stream; the attack became known as the Battle of Kepaniwai – the damming of the waters. You can hike the cool, forested 'Īao Valley rich with native plants on your own or with skilled guides from Hawai'i Nature Center. A non-profit environmental education organization, the Center also runs a small, eco-educational interactive nature museum, a must-stop for kids. Today, Kepaniwai is the site of a cultural park.

An invaluable source of information on Maui Nui trails and treks is Nā Ala Hele, a State of Hawai'i program established in 1988 within the Division of Forestry and Wildlife. Its website provides maps and advice for 18 trails on Maui and one each on the islands of Moloka'i and Lāna'i.

Moloka'i is so undeveloped that environmental experiences are inevitable. At the east end, in Hālawa Valley, Hawaiian families have undertaken the historic task of replanting ancient taro patches, or lo'i; they are taking visitors on guided two-mile hikes up the valley to beautiful Mo'o'ula Falls. Stone works speak silently of the valley's 1,000-plus-year human history.

The cliffside trek down to Kalaupapa Peninsula in Moloka'i is a once-in-a-lifetime experience of sensational natural beauty and compelling human story. Now a National Historical Park, Kalaupapa is the site of a former "leper colony," where Father Damien and Mother Marianne labored and sacrificed their very lives to assist victims of Hansen's Disease exiled there. Visitors have the option of traveling the trail's 26 switch-backs by foot or on the back of one of Moloka'i's famous mules.



On Lāna‘i, a superb wilderness experience takes you to the Munro Trail, a challenging 8-mile trek over an unpaved road to the top of the island’s only mountain, 3,370-foot high Lāna‘ihale. Be prepared for magical vistas of the surrounding red-dirt land.

Of course, many other eco-adventures exist on Maui Nui. Don’t forget the tropical gardens, for example, including Maui Nui Botanical Gardens in Kahului, an often overlooked depository for the plants of Maui Nui, providing a center for environmental education, Hawaiian cultural expression, conservation, biological study, and recreation.

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OCEAN IN THE BALANCE

Maui embraces conservation, education, and play

MAUI, Hawai'i – In the near-shore waters of Maui, pairs of delicate butterfly fish and moray eels dart swiftly, endangered sea turtles bob gently, myriad colorful organisms make their living above and in reef crevices. Even the reefs themselves are formed by tiny animals – layers of coral in all different shapes, sizes and colors, living structures which the entire, complex ecosystem of the ocean depends. In the vast expanse of water surrounding the islands, thousands of invertebrates, whales and monk seals, fish and turtles, even sharks, maintain a fragile balance with each other – all sustained by the reefs.

Myriad marine life may be overwhelming to first-time snorkelers. Dazzled by the beauty swimming by, snorkelers often do not realize that one fourth of the fish in Maui's coastal waters are not found anywhere else in the world, or that the reefs on which the fish depend are threatened by pollution, anchors and even well-meaning visitors.

Fortunately, an increasing number of mindful activity outfitters and marine conservation agencies are sharing the delicate marine ecology of Maui with visitors through exciting "ed-ventures". Coral Reef Alliance, a nonprofit organization, has been working with marine recreation providers, community members and agencies to create voluntary standards for ocean activities to ensure the health and sustainability of the reefs.

Humpback whales are a perfect example of what conservation efforts coupled to education can do. Once swimming in ever smaller numbers, today thousands of



humpback whales visit Maui Nui's waters every year from November through May. At the Kihei headquarters of the Hawaiian Islands Humpback Whale National Marine Sanctuary you can fill your heart and mind with knowledge about these gentle giants of the Pacific. Under federal auspices, the Sanctuary recently completed a new multipurpose educational center to expand its research and visitor programs, offering an ever growing number of exhibits and informative talks.

In its Discovery Center in nearby Mā'alaea Harbor Village, equipped with extensive studies concerning the humpback whales, dolphins, and coral reefs of Maui County, the Pacific Whale Foundation has developed an award winning program for visitors as well. The nonprofit also offers eco-adventures, including whale watching around Maui, snorkeling at Molokini, one of Hawai'i's most famous mid-ocean reefs. And a Lāna'i wild dolphin eco-tour; its vessels are high-tech catamarans powered with biodiesel produced on Maui.

Dedicated to fostering understanding, wonder, and respect for the marine life of Hawai'i, the Maui Ocean Center in Mā'alaea opened in 1998 and remains one of the most advanced aquarium facilities in the world. Visitors encounter hundreds of endemic animal species, engage in interactive displays, or wander through exhibits such as a 750,000-gallon open ocean display – by way of an acrylic tunnel. Animals at the Center are gathered right off shore, in compliance with strict government permits. Many, such as the green sea turtles, the rays, and the sharks, are merely temporary guests. Maui Ocean Center honors its host culture as well, by showcasing the myths, language, and history of the Hawaiian Islands.

Want to get in the water right away? Long before others spoke of eco-adventures, marine biologist Ann Fielding started to show visitors the rich beauty of the marine life of Maui with personalized tours, and she is still doing so today. Formerly with the University of Hawai'i, Fielding has formed her own company, Snorkel Maui. She and her two trained marine-experts act as guides to ensure that you meet the ocean's creatures as wondrous, interdependent individuals. Snorkeling turns into a thrilling experience when you recognize the cleaner wrasse nibbling parasites off other fish, who line up for treatment. It's cool to know that the coral a parrot fish chews eventually resurfaces as sand. You'll explore shallow water sites right at the shoreline, no experience is needed, and Fielding provides all the gear.

Several other snorkeling adventures are available in Maui Nui, including sailing and kayak tours that pause at Molokini. Hawaiian Sailing Canoe Adventures takes visitors along the Wailea Coast in a Hawaiian outrigger canoe offering an introduction to ancient Hawaiian culture and history over and above snorkeling. Maui Eco Tours has been blending kayak adventures with snorkeling since 1993 and is thoroughly committed to the well-being of animals. They offer full vegetarian or vegan lunches on



its tours. Keli'i's Kayak Tours takes groups of eight or fewer people in low impact vessels with guides taking their time to teach about paddling as well as nature itself.

Moloka'i provides fascinating opportunities for shoreline exploration. Located just a ferry trip or plane hop across the channel from West Maui, its waters are great for kayaking. Guides from Moloka'i Fish & Dive accompany your kayak right from the wharf of historic Kaunakakai and have you paddle through tropical mangroves frequented by Samoan crabs.

On Lāna'i, the marine environment of Hulopo'e Bay belongs to the world's most spectacular, and kayaks are available at the resorts or in Lāna'i City. Trilogy Excursions, founded in 1973 and is the oldest sailing company on Maui, uses well-equipped sailing catamarans for sunrise and sunset Lāna'i discovery tours departing from Lāhaina.

There is so much water around Maui Nui, the list of water adventure companies is large; some outfitters offer scuba diving. The best companies invite visitors to become aware of the complexity of the vibrant marine environment before plunging in – before they go on their own to marine conservation areas. It's good for the ocean and makes the ocean experience so much more rewarding.

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HAWAIIAN CULTURE, HAWAIIAN LAND In Maui Nui, the traditional way of life is rooted in the 'āina

MAUI, Hawai'i – When Polynesian voyagers first came to the Hawaiian islands, maybe as early as 300 AD, they found forested mountains, flitting birds, colorful snails, and insect life no one had ever seen before - from blossoming 'ōhi'a, and colorful honeycreepers to elusive butterflies, a dazzling diversity to behold. Fiery volcanic eruptions inspired awe, as did snowcapped summits, rushing streams, and offshore reefs teeming with wondrous fish. The first Hawaiians brought in their canoes a variety of plants that could provide food and medicine; they planted these alongside the endemic, existing species.

Over the years, an agricultural and highly developed society emerged interdependent with its surroundings, respectful of land and sea, economically self-sufficient. Isolated from the outside world and inseparably entwined, the Hawaiians spurred a living culture originating in the unique conditions of their environment. When Captain Cook “discovered” the Islands in 1778, he found a thriving native population living in sustainable harmony.

Today, traditional Hawaiian practices are proving to be the key to island living once more. The natural environment of Maui Nui and the communities that have made it their home seem to do best when merging with the cultural values of old-connectedness with the land has become the pulse of the sustainability the islands seek.

Sustainability in ancient Hawai'i centered around ahupua'a, traditional land divisions that stretched from the mountain to the ocean. Ahupua'a communities ('ohana) divided



the labor and shared the food raised having access to fish from coastal waters and forest resources alike. Careful resource management ensured that no species was ever depleted, and stream water never went to waste. Taro, a starchy corm often pounded in a paste called poi was the staff of life and the symbol of the community.

Several projects are under way that seek to restore traditional Hawaiian land use. In Kīpahulu, a rural, verdant district in east Maui, the nonprofit Kīpahulu ‘Ohana has established Kapahu Living Farm, a 2.5-acre plateau of restored taro patches interspersed with bananas, breadfruit, coconut, and sugar cane. In a partnership with Haleakalā National Park, it hosts daily cultural interpretative hikes filled with scenic beauty and hands-on cultural learning in muddy taro patches and amid powerful endemic plants.

With its astounding natural beauty, culminating in the pristine Mo‘o‘ula Falls, Hālawa Valley in East Moloka‘i once offered a perfect spot for early Polynesian settlement and became one of the islands’ great taro growing areas. The stream-rich valley sustained Hawaiian culture continuously until the 1960s. Today, members of the Hālawa Valley Cooperative have restored some of the lo‘i, and offer guided hikes to bring ancient history and traditional practices vibrantly alive for visitors. The valley is filled with archaeological sites. The two-tiered Mo‘o‘ula Falls drops 250 feet into a delightful pool where legend states that a giant lizard (mo‘o) lives. Before swimming, visitors are advised to drop a ti leaf into the water. If it floats, it is safe to swim. But if it sinks? The mo‘o is angry and will not welcome you.

Moku‘ula in Lāhaina promises to become one of the most significant, dynamic centers of living Hawaiian culture in Hawai‘i. The site once belonged to the most sacred places in the Islands. A lake island full of mythical, political and spiritual significance; it served as the capital of the Kingdom of Hawai‘i sustaining taro patches and fishponds for the chiefs. However, the site was ignored for years covered underneath a ball park. Today, restoration efforts overseen by the nonprofit Friends of Moku‘ula are underway. The project is funded in part by fascinating tours that share the history of this important place and its significance in modern Hawai‘i.

A National Tropical Botanical Garden in east Maui, containing the world’s largest collection of breadfruit tree varieties, Kahanu Garden, is home to a sacred heiau (temple). Also noteworthy is its “Canoe Garden,” a living collection of the plants used by the early Polynesians. The garden intends to transport people back in time and show them what a Hawaiian landscape would have looked like.

Native Hawaiians depended on the land but as much on the water, especially shoreline waters, where mountain streams met the sea. Vital to survival and deeply respected, water held important symbolism in chants and myths. At each level of its course, a fresh



water stream served a purpose, until eventually spilling into brackish ponds close to the sea: aquaculture was part of the Hawaiians' ingenious skills. In Kīhei, one such ancient fishpond has been restored through traditional Polynesian techniques. Kō'ie'ie Fishpond is believed to trace back to the earliest years of settlement – some 1500-plus years ago – a technological feat of expertly crafted stonework enclosing three acres of sea water ideal for breeding fish. It is said that before 'Ao'ao O Nā Loko I'a O Maui (Association of the Fishponds of Maui) began its preservation efforts, Kamehameha I was the last to restore the pond's walls. The initiative's slogan for the ongoing work? "Revitalize a wall... Revitalize a culture..."

Few other fishponds remain in Maui Nui, but similar restoration projects are taking place on Moloka'i, which boasts the largest reef system in the United States. As a result, it has the world's most spectacular collection of loko i'a or fish ponds. About 70 ponds stretch along the south shore and most of the ponds are currently hidden in mangrove thickets visible only from the air. One Ali'i Fishpond accepts visitor tours. The 27-acre restoration project engages local youth and seeks to be self-sustaining. Thus far, mullet, goatfish and shrimp have been released. It serves as a model of the harmonious Hawaiian way of life.

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NATIVE HAWAIIAN ARTS

Eternal values based on environmental awareness
infuse the ancient arts

MAUI, Hawai'i – Highly skilled, interdependent with their surroundings, respectful of land and sea, yet without a written language, the Hawaiian people expressed, recorded, and remembered their heritage, history, and spirituality through the arts.

The heart and soul of Hawaiian culture became the sacred hula Hawaiian dance which honored the gods who permeated nature, the ancestors and genealogies. Sometimes a prayer, sometimes whimsical, hula preceded important events and brought delight. Dancers committed to years of devotion and apprenticeship and a lifestyle imbued with reverence.

Hula was celebrated throughout the islands until, during the mid-1800s, western missionaries shocked by its natural sensuality forced it underground. In the late 1800s, King David Kalākaua brought hula back to life, but western influences would dilute its original depths. Today, hula has been fully revived in recognition of its paramount significance in Hawaiian culture. Kumu hula (expert teachers) are training dedicated students according to the legacy.

Beloved in Maui Nui is the Central Maui hālau hula (hula school) Na Hanona Kulike 'O Pi'ilani, founded in 2003. Co-kumu hula (teacher) Kapono'ai Molitau is the son of the late John Keola Lake, a revered leader of the Hawaiian cultural renaissance. Just before his passing in May 2008, Lake wrote, "My hope is that this generation whom I have



taught will not only pass along the knowledge to the next generation, but prepare them to become teachers for the generations to come.” His wish is what has long been part of the mission of Molitau’s hālau.

Maui Nui lost another great legend in 2008, when Auntie Nina Maxwell passed away in June. She was the kumu hula for upcountry Pukalani Hula Hale, a hālau for Maui’s youth. Auntie Nina’s legacy gives new depth to famed and heartwarming Nā Mele O Maui, a song competition for Maui’s children. Through their schools, hundreds of Maui Nui keiki (children) from kindergarten to grade 12 participate in this inspiring event each singing at least two songs in the Hawaiian language. High School students exhibit their Hawaiian-themed arts and judges include renowned Hawaiian cultural practitioners. Since its debut in 1972, and traditionally hosted by Kā’anapali Beach Resort, Nā Mele O Maui has consistently contributed to the perpetuation of the unique heritage of Hawai‘i.

Several other hula festivals grace Maui Nui. On Moloka‘i, the annual Ka Hula Piko celebration draws numerous hālau hula from across the State to celebrate the birth of hula. According to the oral traditions of Moloka‘i, hula traces its origins to Ka‘ana on the heights of Mount Mauna Loa in west Moloka‘i. The vibrant performances during this event set this usually quiet island aglow.

In ancient Hawai‘i, chiefs supported and nurtured musical talent as well, often writing music themselves. Musical instruments were crafted from natural materials. Gourds, coconut shells, and fish skin lent themselves to drums. Pebbles smoothed by the waves and held in a performer’s hand made perfect clicking sounds. Unique and mastered by few today, the bamboo nose flute featured two or three carefully drilled holes and served as a favorite messenger between lovers. Such instruments have been revived today.

Contemporary Hawaiian music draws heavily from post-western-contact days, when Hawaiian songs became infused with a tender sadness for a land and a lifestyle lost. The award-winning kumu hula of Hālau Ke‘alaokamaile, Maui-born Keali‘i Reichel brings together old and new traditions in haunting renditions. His passion for the culture of Hawai‘i also led him to become the founding director for Pūnana Leo O Maui, a Hawaiian language immersion school. Once in serious danger, ‘olelo Hawaii (Hawaiian language) is alive again, thanks to musicians such as Reichel. Hawaiian language classes at Maui Community College are increasingly popular.

New Hawaiian voices continue to rise, most notably Maui’s own Napua Greig, whose 2007 debut album, Pihana, captured the prestigious 2008 Female Vocalist of the Year award at the 31st annual Na Hoku Hanohano Awards on O‘ahu. A passionate, skilled, young kumu hula, Greig was taught by her mother, recording artist Hulu Lindsey, and kumu hula Hokulani Holt-Padilla among other great Hawaiian artists. With her sister



Kahulu Maluo-Huber, she also teaches the dancers of Na Lei Kaumaka O Uka, a Merrie-Monarch award-winning halau for women and girls, embodying the passion a new generation holds for the knowledge and values of old while firmly engaged with the modern world.

Henry Kaleialoha Allen is Maui's own original and legendary Hawaiian Steel Guitarist for the world famous "Hawai'i Calls" radio broadcast show. In the 1950s, he became lead singer for the Martin Denny band which provided fuel for America's exotica ultra lounge craze. Hawai'i Governor Lingle proclaimed a day to honor his name in April 2004. Today, Allen continues to compose a medley of Hawaiian, jazz, and swing jazz songs.

As for the other Hawaiian arts, the ancient Hawaiians were master weavers, practiced feathered art, and made soft intricately patterned kapa cloth from the mulberry's bark. Today there is an exciting resurgence of these arts. Born in Hāna in 1938, Master Wood Carver Sam Kaha'i Ka'ai, created spiritual statues for the first traditional Hawaiian voyaging canoes that were being replicated. His collection includes weaponry, fishhooks, and ceremonial vessels. It is on display at Maui Arts and Cultural Center in Kahului.

Inspired by the skill of his great-grandmothers, Pohaku Kaho'ohanohano is a renowned lau hala (pandanus leaf) weaver and teacher, who has dedicated his life to finding old patterns, applying them and passing the knowledge on.

Seeking a synergy of present and past? Inspired by the Kumulipo (Hawaiian creation chant), and one of the most profound, oldest works to entwine Hawaiian culture with the environment, 'Ulalena is an art-filled must-see theatre production in Lāhaina that explores relationships between people, nature and mythology. Filled with metaphor, it impeccably integrates Hawaiian chants and dances, original music, choreography, and modern technology.

The vibrant revival of the Hawaiian arts finds its ultimate expression during the annual Celebration of the Arts Festival held each Easter weekend in Kapalua. This is Hawai'i's premiere arts and cultural event, attended by some of the islands' most renowned cultural practitioners and artisans. Over the course of three days, Maui Nui strengthens its people, its land, and its native Hawaiian culture in this genuine experience.

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THE ARCHITECTURE OF ANCESTRAL MAUI Teachers for tomorrow, ancient structures whisper of the past

MAUI, Hawai'i – Stones speak. Affected by the passing of time, infused with the energy of those who labored in service of their communities, silent witnesses to celebrations and sorrows, from Stonehenge to Machu Picchu the constructions of old tell the stories of a culture. This is certainly true for Maui Nui where numerous ancient stone works remain.

Best known are the heiau or ancient Hawaiians' places of worship. They were built with volcanic basalt stones and without the use of mortar. The construction of heiau was so ingenious that a mythical people, the Menehune, are often credited for the work. Traces of heiau date back to early settlement times and as society grew more complex, their design grew in size. After the 1300s, magnificent platforms surrounded by enormous walls appeared serving as political and religious centers. These compounds might contain hale (house structures) and ki'i (carved images). But the heiau might be simple shrines as well, dedicated to agriculture, war fare, fishing or ancestors.

A National Historic Landmark, located at Kahanu Garden in east Maui, Pi'ilanihale Heiau is believed to be the largest heiau in Hawai'i. Remnants of a village remain on the adjacent flat land. The north face of the heiau is as tall as a five-story building and its top is big enough to hold nearly eight football fields. Strategically located on a beautiful coastal point, the heiau has been associated with the great Pi'ilani dynasty. During the 16th century, these chiefs constructed Maui's famed alaloa, a paved trail that completely encircled the island. Not surprisingly, Maui's modern major highways bear the Pi'ilani name.



All that remains of Kuakeali'i Heiau is a large open platform about four feet high, but nearby ancient sites remain, shrouded in legend and myth. They are all part of the remote, 122-acre Wai'anapanapa State Park, a popular stop for its small black sand beach, picnic and camping spots and overnight cabins. A native hala tree forest opens to anchialine cave pools that tell the tragic story of a chiefess murdered by her jealous husband. Another cave is storied with a shape-shifting shark man. You can hike to Hāna along the ancient alaloa trail.

The high chiefs of Maui lived mostly in the Wailuku area in Central Maui. Among them was Maui's last great king, Kahekili, who died in 1794. He made his home at the majestic Haleki'i and Pihanakalani Heiau, which overlook 'Āo Stream and the great mountains of Maui. Declared a State Monument, the site contrasts eerily with its neighbors, bustling Wailuku and Kahului towns. Haleki'i is named for the many ki'i that once guarded this heiau, while Pihanakalani might have served as a luakini, a place for human sacrifice.

A deep sense of ancient sacredness permeates 'Āo Valley and surrounds its 1,200-foot volcanic spire, 'Āo Needle, featured in the legends of old. The three-vowel name means "radiant clouds," and in the valley's steep cliff sides hide the burial places of Maui's great chiefs. In 1790, Kamehameha I defeated Kahekili here in a bloodbath of defenseless warriors trapped by canyon walls. The infamous battle became known as the Battle of Kepaniwai – the damming of waters – for the many bodies that blocked the stream. Today, 'Āo Valley offers visitors various explorative opportunities including pathways with informative signs telling the stories of the past.

What were the tools used in and around the sacred heiau and ancient sites of Maui or the artifacts that complete the stories? Stop by at Bailey House Museum operated by the Maui Historical Society. It is in part dedicated to pre-contact Hawaiian objects and is the best and most complete collection on Maui.

As for Moloka'i, this rugged island is home to one of the most striking heiau in the state, 'Ili'i'ōpae Heiau. Situated on private property (access may be restricted) 15 miles east of Kaunakakai, it once belonged to the most powerful luakini in the islands and measured close to 30,000 square feet. Large ki'i would have stared out over the Pailolo Channel. Legends say it was under the spell of sorcerer gods and built by menhune who were paid with mountain shrimp (ōpae) to carry waterworn pebbles (ili'ili) from far-away streams.

In east Moloka'i's verdant Hālawā Valley, descendants of taro-farming families who lived here from early Polynesian settlement until the 1960s are restoring the sites where human and natural ecologies once interacted in harmony. They invite visitors to join a guided two mile hike; it passes numerous ancient sacred stone works and ends at



spectacular Mo‘o‘ula Falls. Historical Hikes West Moloka‘i specializes in cultural explorations on the western side.

The quiet, dry coastal lands of the Island of Lāna‘i protect a rich cultural heritage that evokes the lifestyle of ancient fishing families. In Kaunolū, on the southwestern shore, house sites, signs of early agriculture, shrines, and a sacred heiau speak of harmonious subsistence practices infused with spirituality. Wild and windswept, and on the National Register of Historic Places, Kaunolū once provided to Kamehameha I a relaxing fishing and summer retreat.

New to Lāna‘i is Lāna‘i Culture and Heritage Center, which showcases artifacts of Hawaiian origin. The items were collected through archaeological investigations or found by plantation employees while they worked the fields with plow and hoe years ago.

Numerous other places in Maui Nui speak of ancient days including burial sites such as Honokahua Preservation Site, a 13.6-acre parcel of land between Honokahua Bay and The Ritz-Carlton, Kapalua. It is the resting place of more than 2,000 Hawaiian kūpuna (ancestors), dating from A.D. 850 to the early 1800’s.

In ancient Hawai‘i, heiau and burial sites were approached with respect and strict protocol. Architectural feats, their existence allowed the isolated evolution of a thriving, organized society. They are fragile today and considered sacred. Maui Nui invites you to listen with reverence to these works entwined with the past. They may yet teach us about tomorrow.

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CENTURIES OF CHANGE

The legacy of paniolo and plantations has spurred a proud local culture

MAUI, Hawai'i – In January 1778, Captain James Cook from Britain stopped at the Island of Kaua'i and sent word home of what he called the "Sandwich Islands." After millennia of isolation, Hawai'i lay exposed to the world. Westerners arrived in ever larger numbers, excited by Hawai'i's natural and cultural wealth, but giving little in return. They brought diseases for which the Hawaiians had no immunity, plants and creatures that wiped out native species, new forms of warfare, and a new economy based on profit rather than sustainability. With the other islands, Maui Nui was swept into a storm of radical change.

In 1793 and 1794, Captain George Vancouver visited the islands to initiate trade with England. To ensure future supplies, he brought agricultural crops, cattle, and sheep. Horses arrived. The animals thrived on the islands' fertile volcanic slopes, and eventually gave rise to a daring ranching industry. Vaqueros from Spanish descent came to teach Hawaiian men the skills of saddle, lasso, and lariat. Over time, a new breed of cowboy evolved – the intrepid Hawaiian paniolo. Generous of heart, the paniolo was agile, skilled, rugged, passionate, fierce in the saddle, happy around the campfire, tender when playing his instrument of choice, the Madeiran 'ukulele or slack key guitar.

To this day, ranching remains a vital industry in Maui Nui, and, in recent years, the interest in locally raised, forage-fed beef has soared. Visitors can taste the final product in many restaurants, but better yet, they can experience the paniolo life first hand. Established in 1888, Haleakalā Ranch remains the oldest and largest family owned



active cattle ranch in Maui. Spanning 30,000 splendid acres on the slopes of Haleakalā from cool mountain forest lands to desert like plains, it's home to sheep, cattle, even goats. You'll drive through the ranch on your way to Haleakalā crater, or, for an authentic experience of the ranching life, visit on horseback with Pony Express. You'll ride through highlands with superb views of Central Maui, and the Maui coast while your guide will regale you with paniolo history. Maui ATV Adventures offers tours across the ranch's private trails as well with guides teaching guests about the history and geography of the ranch and its surroundings. You'll climb to 5,500 feet and find yourself right in the heart of rarely visited Maui ranchlands, in places that can only be reached via ATV or escorted, private tour by landowners.

Near Lāhaina in West Maui, Kahoma Ranch ATV Tours gives visitors dune buggies for a team ride through an active cattle pasture on the private dirt trails of a 600-acre property. Breathtaking views of the coastline with Lānaʻi and Molokaʻi in the distance complement your adventure as you navigate tight turns, a stream, puddles, and rocky roads.

Paniolo greet visitors at the family owned 3,000-acre Mendes Ranch at the northern tip of West Maui for a narrated horseback ride that meanders across rolling pastures to a rain forest with plunging waterfalls. Taste the ways of paniolo cooking with an optional barbecue lunch.

In the late 1800s and early 1900s, large sugar and pineapple plantations started to emerge in Maui Nui. The privatization of Hawaiian lands enabled such land acquisitions while large agencies provided financing. Thousands of laborers arrived from China, the Portuguese Azores, Japan, Puerto Rico, Korea, and the Philippines. Around a shared language of music, food and sports, a multiethnic harmonious community evolved, truly a melting pot of traditions. The plantations altered the geography, demography and lifestyle of Hawaiʻi indelibly, and the legacy of the plantations lives on in the dynamic local culture it gave rise to. Kepaniwai Park's Heritage Gardens in ʻĪao Valley showcase Maui's diverse cultural heritage with gardens and structures typical of the main immigrant groups.

Eventually, the plantations were unable to compete on the global market and, one after the other, closed. Today, only Maui grows, harvests, and processes sugar cane. Hawaiian Commercial & Sugar Company in Puʻunēnē, produces Maui Brand Hawaiian Raw Sugar. Handcrafted one batch at a time, it also generates electricity.

Puʻunēnē was once a thriving plantation town. Established in 1980, housed in a renovated historic building that dates back to 1902, the 1,800-square-foot Alexander & Baldwin Sugar Museum is one of the few remaining structures that were part of this



community and now charts the history and heritage of sugar in Maui with elaborate exhibits.

During the heyday of sugar, railroad trains with steam locomotives hauled sugar cane from the fields. Sounding their whistles, they chugged along narrow gauge tracks, picking up high-heeled passengers along the way. Eventually, trucks replaced trains. However, in West Maui, the legacy of the Lāhaina Kā‘anapali & Pacific Railroad remains dapperly alive with the Sugar Cane Train. It travels a six-mile stretch of track, crosses a 325-foot curved wooden trestle, and even has a narrator on board.

In 1922, James Dole bought the island of Lāna‘i with pineapples in mind. His Hawaiian Pineapple Company would become the largest plantation in the world. Although the pineapples phased out in the 1980s, small Lāna‘i City tells the story of a model plantation town with a tidy grid of streets, designed by Dole himself, and staging an annual Pineapple Festival. The Lāna‘i Culture and Heritage Center exhibits plantation era documents and family memorabilia portraying the island's cultures in transition during the 19th and 20th centuries.

Pineapples continue to grow in West Maui as a sweet hybrid known as Maui Gold. Led by island locals, the Maui Gold Pineapple Tour takes visitors to Honolua Pineapple Plantation and weaves in a colorful commentary about the legacy of the “King of Fruits,” the only such adventure in the nation. You are invited to harvest your own pineapple to take home.

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MOM-AND-POPS

Family-owned enterprise belongs to the heart of Maui

MAUI, Hawai'i – Close to the large sugar plantations small towns evolved to cater to plantation workers, managers, and visiting executives. After fulfilling their contracts, labor immigrants often started their own businesses – including general stores, bakeries, diners, soda factories, barbershops and the occasional bar. Before the time of the automobile, life on Maui centered around these small scale family owned mom-and-pops which beyond supplying the needs of island residents, bonded communities and served as emblems of Maui's unique, multi-ethnic rural character.

Today, local people are as proud of their mom-and-pops as they were three generations ago. A store's unfortunate closure – beloved Nagata Store in Pā'ia closed at the end of June 2008 after nearly 78 years – becomes front page news. Rooted in the past, the stores continue to be sustained by a family commitment and a humble lifestyle. Far from glamorous tourist sites, they are the pulse of local Maui Nui and traditional island life. From Wailuku to Kula to Hāna, Maui Nui's mom-and-pop towns share stories of a cultural melting pot. Become a neighborhood regular, and chances are you are greeted by name within days.

Wailuku: Stop by at Takamiya Market in the small town known as Happy Valley. It probably has the largest variety of delicious bento (box lunches) on the island including irresistible teriyaki chicken and deep fried 'ahi, served the old-fashioned way. Home Maid Bakery has been said to have the very best hot malasadas (Portuguese-style donuts) on the Island. Make sure to also try some manju – a delicate, flaky pastry with traditional fillings ranging from sweet azuki beans to purple sweet potato. The local



pidgin expression “broke da mouth” can be roughly translated to mean “so delicious you just can’t stand it,” and Broke da Mouth Cookie Company proves the point with tantalizing chocolate-mac nut, oatmeal-raisin, shortbread, almond, peanut butter, and coconut-crunch cookies. Sam Sato’s in the town’s Millyard area belongs to the oldest family owned and operated restaurants on Maui. There are no better noodles in Hawai‘i than those set out in the bowls of dry mein at this landmark café. Eunice Kitagawa is the third generation owner of Tokyo Tei, a local style Japanese restaurant that is nothing short of a Maui institution and once boasted Maui’s first sushi bar. There is no place on the island that serves fresher, more reasonably priced ‘ahi sashimi. Famed Roselani Ice Cream can be found in many Maui stores, but it is made in Wailuku by the Nobriga family which originally provided plantations with soda and ice. Cathy Nobriga Kim, third generation ice cream maker, continues to produce many of the original tropical flavors, including her famous haupia (coconut). Aloha Poi and Teruya Tofu manufacture two staples of the local culture from the Hawaiian and Japanese branches of the Maui family tree. In addition to their high nutritious values, both kalo (taro which is used to make poi) and tofu have spiritual and emotional significance for many island families.

Upcountry: The chili chicken at Pukalani Superette is a local favorite and just one of many hot bento and breakfasts on the menu at this family store each day. The Superette is a proud supporter of Maui agriculture and boasts a superb selection of locally grown vegetables, fruits and flowers. The paniolo town of Makawao is home to what is arguably Maui’s most beloved bakery famed for its luscious cream puffs. T Komoda Store & Bakery’s donuts – and the skewers of donut holes affectionately known to locals as sticks – may well belong to the best in the world. You’ll also find Portuguese sweet bread and Portuguese homemade sausages in Makawao. And, if you are lucky, you may just taste a soft, luscious, golden-brown loaf baked by the parishioners of Kula’s beautiful Holy Ghost Church. Proceeds go to the church, but the recipe is strict secret. Near the church you’ll also find Morihara Store, a lifesaver for local residents, who pick up snacks, newspapers or favorite beverages here when on their way home from fishing or work.

Hāna Highway and East Maui: Ha‘ikū residents are absolutely faithful to Fukushima’s and its red Maui hot dogs. They also pump gas and buy take out food at Hanzawa’s, and never resist the ice cream at Ohashi’s. Hāna town claims the most famous multi-ethnic, multi-generational market in all of Hawai‘i – it has been preserved for perpetuity in song. “You just name it/They’ve got it there/At the Hasegawa General Store.” What else can we say?

Lāna‘i: In Lāna‘i City, Dis ‘n Dat Shop specializes in a variety of boutique-style merchandise for Lāna‘i’s remote community. Locals gossip or talk sports at their favorite restaurant, which happens to be the one with the longest history, blue-roofed



Blue Ginger Café. The little diner serves hearty breakfasts – pigs-in-a-blanket, scrambled eggs – plate lunches and dinner specials.

Moloka'i: On Moloka'i, just about all enterprise is mom-and-pop, yet Kanemitsu Bakery in Kaunakakai is a must. Its Hawaiian-style mouthwatering breads and pastries are baked on site and it is an historic venue that dates back to 1922. The funky café is defined by an old fashioned gum ball machine and inexpensive breakfasts and plate lunch foods. A place as local as local Hawai'i can be.

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MERCHANTS, MISSIONARIES, AND WHALERS Diverse groups and a changing landscape

MAUI, Hawai'i – The radical change that swept through the Islands during the 1800s brought whalers, missionaries, plantation immigrants, and others. Each group also brought distinct and not always compatible values. Across Maui Nui, their stories sprinkle the land with sites that symbolize often forgotten aspects of culture and community.

Between 1825 and 1860, hundreds of whalers eager to recuperate after rugged years on wild, open seas came to balmy Lāhaina. They were lonely men seeking women and liquor with plenty of cash to spend. A whole economy developed to cater to them. The Whalers Village Museum in Kā'anapali illustrates this legacy with Hawai'i's largest collection of harpoons, whaling tools, sea chests, journals, ship logs, photos, movies, and audio tours. You must see the scrimshaw—the seafarer's lonesome art practiced at sea with whale bone and razor-sharp knives.

A year after the Hawaiian religion collapsed in 1819, the fledgling Monarchy of Hawai'i fell under the influence of missionaries sent by the American Board of Foreign Missions. Antithesis to the whalers, they were to establish Christian civilization in Hawai'i and brought not just religion but western education and medicine. Affecting all aspects of plantation life and Hawaiian culture, they also decided on governmental affairs. In historic Wailuku, Bailey House Museum offers a fascinating picture of those missionary times. The house was built in 1833 to serve as the mission station for the Wailuku Seminary for Girls and became the home of artist and missionary teacher Edward Bailey, whose paintings can be seen to this day.



First built in 1835 for Reverend Dwight Baldwin and his family with coral and limestone, the Baldwin Home in Lāhaina has been carefully restored with period furnishings, Hawaiian quilts, and photographs. A practicing physician, Baldwin helped save the people of Maui Nui from a devastating small pox epidemic in 1953.

Waiola Church in Lāhaina served as Maui's first missionary church and was first dedicated in 1823 as "Waine'e Church" by Reverend William Richard. Richard, who helped draft the first Island constitution, also established a learning center at Lāhainaluna. It was here that the first written Hawaiian language found shape and the first publication in Hawaiian, the Bible, saw print. He and other missionaries are buried in the Waiola Cemetery alongside Hawaiian ali'i. You'll find a small monument at Waiola in memory of Queen Keōpūolani, the sacred wife of Kamehameha. In the Hawaiian hierarchy of people and gods, she had been considered divine, and yet, she was among the first to accept the new Western religion.

Several other early 19th century Congregational churches dot the Maui map, all continuing to draw active congregations, gathering communities. Their locations reflect the settlement patterns of the native Hawaiians – seaside villages.

In 1832, a mission in Wailuku formed, with at its center a simple grass church, eventually replaced with stone, and, in 1876, by neatly spired Ka'ahumanu Church. In Huelo off Hāna Highway, the Kaulanapueo Church was built in 1853 and quietly shimmers against the backdrop of the Pacific. Just east, on the taro growing peninsula of Ke'anae, you can study the trim and thick walled architectural style of the era at Lanakila Ihi'ihi O Iehova O Na Kaua Church. In 1838, volcanic stones said to have been taken from an ancient Hawaiian heiau were used for the construction of Wānanalua Church in Hāna. Travelers exploring verdant Kīpahulu may want to stop at Palapala Ho'omau, a limestone coral church built in 1857. The famous aviator Charles Lindbergh lived his last days in Kīpahulu, and was buried on the church's grounds. On the southern end of East Maui at Kaupō, you'll find basic and sweet Huialoha Church. In sunny Kīhei, where high-rises shout of modern times, Keolahou Church continues to reflect yesteryear.

In the late 1830s, the Catholic faith also started to spread. Dismayed, the Protestants outlawed Catholic practices and, in 1843, several Hawaiian women in Kaupō were arrested for their Catholic prayers. The women were tied together with sennit and led on a 90-mile march to face justice in Wailuku. Wearing their best clothes, villagers along the way voluntarily joined the march. The judge dismissed the charges.

In 1846, the first formal Catholic mission was established soon afterward. At first it centered around Maria Lanakila Church in Lāhaina. Soon after, Saint Anthony in



Wailuku called upon Catholics from across the large Makawao district. Before 1927, at least 28 other churches arose across Maui Nui, among them octagonally shaped Holy Ghost Church in Kula, built by Portuguese immigrants in 1894. Little Saint Gabriel in Wailua in East Maui is locally nicknamed the “miracle church” for its coral blocks which apparently were blown to the site from a nearby Protestant church.

The Catholic mission of Maui Nui became most famous through Father Damien de Veuster, who in 1873 moved to the peninsula of Kalaupapa in Moloka‘i to devote his life to the islands’ exiled victims of Hansen’s disease. A carpenter at heart, Father Damien expanded the existing Saint Philomena Church and invited his parishioners to paint the interior in a rainbow of colors. In June 2008, the Vatican allowed for the priest’s canonization to sainthood.

Thousands of plantation labor immigrants who came to Hawai‘i from Asia converted to western missionary beliefs, but Japanese Buddhist Hongwanji missions and Chinese Tong societies also emerged. The Tong temples served as social centers providing financial aid and proper funerals. At one time Maui had six of these ornate wooden clubhouses. Only two remain. Lovingly restored is Wo Hing Society in Lāhaina and Kwock Hing in upper Kula. The Hongwanji missions kept the Japanese laborers connected to Japanese family traditions and provided schooling. Visit them during the annual O-Bon Festival, when colorful ceremonies are held to honor the deceased and to celebrate life with Japanese folk dance.

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EDIBLE MAUI

While planting the future, diversified farms honor an agricultural past

MAUI, Hawai'i – After the mid 1900s, Hawai'i's large sugar plantations which sprung up in the late 1800s, began closing, unable to compete with lower production costs elsewhere. Although one plantation continues to this day in Maui Nui, many sugar fields fell fallow.

But not for long. Agriculture, after all, is the heartbeat of Maui. The early Hawaiians were master agriculturists enabling a self-sustainable, thriving society. The thousands of laborer immigrants who came during plantation days depended on agriculture. Farming runs through the blood of local families. Agriculture is what keeps Maui rural and green. Today, a new agricultural economy is gaining strength, quickened by the renewed global-wide need for localized sustainability. Maui Nui's new agriculture is centered around small diversified farms that bring to market a wide variety of produce from dragon fruit and micro greens to sweet corn, coffee, goat cheese, and strawberries. Many of these farms have embraced agritourism, inviting visitors to feel the pulse of the land.

Sweet, juicy Maui Onions grown on the slopes of Haleakalā in Kula are proof that small crops of high quality make a difference. Grown on just 150 acres by a handful of passionate farmers, they are celebrated at the annual Maui Onion Festival, held at Whalers Village Fine Shops & Restaurants at Kā'anapali Beach each August.

Organic farming is creating a niche as well, providing restaurants with flavorful produce while preserving the health of community and land. Trek to distant Kīpahulu in East Maui to tour □ Ono Organic Farms, where the Boerner family cultivates a huge variety of



crops including coffee, citrus, banana, cacao, dragon fruit, durian, lychee, soursop, pomegranate, egg fruit, kumquat, and passion fruit on 30 acres of sprawling farm lands.

And while coffee traces its history back to 1817, it is today one of the most exciting crops in Maui Nui, producing a brew with rich character. About 40 farms produce Maui coffee, mostly tiny estates of one acre or less. Casey Shim, who produces hearty Shim Pure Kula Coffee and also grows proteas and offers a guided tour of his scenic family farm in Kula. Tours are seasonal and offered by appointment only. Coffees of Hawai'i (on Moloka'i) runs a gift shop and espresso bar, and offers adventurous mule drawn wagon tours as well as coffee hiking adventures through its sprawling coffee orchards.

Most of Maui Nui's ranch dairies belong to yesteryear, but these days Thomas and Eva Kafsack make more than two dozen varieties of gourmet goat cheese at their Surfing Goat Dairy in lower Kula. Visitors are welcome to stop by any time, but the hands on "Evening Chores & Milking" and "Grand Tours" offer far more intimate encounters.

As unusual is Ali'i Kula Lavender, a deliciously fragrant farm high up on the slopes of Haleakalā. Created by Ali'i Chang, the farm offers daily walking tours amid the lavender gardens. You can also wander around on your own, sign up for a cart tour with Chang, or treat your party to a lavish lavender lunch or tea and scones. Relaxing, restorative lavender shows up in coffee, gourmet seasonings, honey, scone mix, syrup, and even chocolate.

In 1974, Emil Tedeschi established Maui's first commercial winery on a few acres at 'Ulupalakua Ranch on the slopes of Haleakalā. Tedeschi Vineyards now produces seven different wines and is a destination in and of itself. You can sample the wine around an eighteen-foot long bar cut from the trunk of a single mango tree in the historic Kalākaua Cottage Tasting Room, first built in 1874. You can bring a picnic and stroll the winery grounds while learning about 'Ulupalakua's past. Guided tours are offered daily.

The rich, delicious flavor of macadamia nuts becomes sweeter on Moloka'i since it is quite possible that Purdy's Natural Macadamia Nuts are the best you'll ever taste. Kammy and Harry Purdy have opened their 5-acre, 70-year-old macadamia nut farm in Ho'olehua to visitors and are happy to share knowledge as well as Moloka'i lore. You'll learn everything you ever wanted to know about mac nuts, from growth to harvesting and shelling; you even get to crack some macs.

Of course, the many farmers markets and road side produce stands that color Maui Nui's landscape extend a powerful invitation to experience the islands' agricultural lifeblood and local, rural character right on the spot. Often the farmers themselves are present to volunteer their stories and recipes. Every Saturday, the Moloka'i Farmers Market in Kaunakakai and the Lāna'i Market Place in Lāna'i City draw people out of



their homes to shop for island-grown vegetables, fruits, and flowers, as well as handmade crafts, cooked foods, and jams and jellies.

On Maui, you'll find numerous produce stands depending somewhat on the season. Tropical fruits are turning Maui Nui agriculture increasingly sweet. And mangoes, for example, were once a backyard crop, that is now an irresistible visitor treat. Yee's Orchard Fruit Stand in Kīhei is a must-stop.

As for farmers markets, always popular is the Saturday morning Maui Swap Meet in Kahului. Besides crafts and local-style clothing, it features lots of fruits and locally-grown veggies. Kīhei Farmers Market in North Kīhei spills over with produce and aloha five full days a week and remains a low-key favorite for island residents.

Unmistakable signs of modern times surround the farmers markets and farming enterprises of Maui Nui today and agricultural methods used may have embraced technology. Agriculture prevails on Maui Nui as it has done for centuries and in its vibrant essence continues to give life to the land.

pau/end



NEWS RELEASE

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FROM FARM TO TABLE

Creating vibrant flavors, responsible chefs embrace an agricultural heritage

MAUI, Hawai'i – Not so long ago, during the years when sugar plantations phased out and tourism picked up, restaurants across Maui Nui imported most of their foods from the mainland – Maine lobster, iceberg lettuce, even bananas and tomatoes. For a small group of pioneering chefs, this made no sense. Locally, fertile fields lay unused and the descendants of immigrant farmers were struggling. The chefs vowed to create a new cuisine that would engage the farmers and center around fresh, local produce and the ethnic cultural influences of the plantation families. Long before it became a motto, the chefs championed sustainability. Today, Hawai'i Regional Cuisine holds a firm spot on the gourmet world map and has spurred many local cottage industries.

Leader of the pioneer chefs was an unknown visionary chef, Peter Merriman. A local hero and celebrity, Merriman opened Merriman's Kapalua on the edge of Kapalua Bay in west Maui in June 2008. Renewing his commitment to using only the freshest products, Merriman notes that 90 percent or more of his ingredients are locally produced or caught, with only sustainable methods. The restaurant exemplifies what it means to care for the culture, the lands and the agricultural lifestyle of Maui Nui.

In Lāhaina, two award winning restaurants, Pacific'O and I'o, have gone so far as to acquire their own farm. With a vibrant palette of crops and open to visitors, O'o Farm in Kula harvests several hundreds of pounds of fresh, organic produce each week on 8.5 acres of land – from salad greens, spinach, carrots, beets, rainbow chard, sugar snap peas, tomatoes, and fresh greenhouse herbs to whatever the season allows. Executive



Chef James McDonald decides what is for dinner based on the farm's output. O'o offers gourmet lunch tours.

McDonald was trained at Maui Culinary Academy at Maui Community College in Central Maui. The Academy's award winning culinary arts program takes place in a state-of-the-art \$14 million facility. It is here that students, instructors, farmers, producers, chefs and restaurateurs daily converge to fuel the dynamic dialogue concerning Maui Nui sustainability. Students master the skills needed to be chefs, servers, and food managers and also learn about numerous other careers from food manufacturing to marketing, all linking agriculture to food. The students run a food court and a fine dining lunch restaurant on site.

Having been frustrated for years with the poor quality of mainland raised beef available in local markets, a group of Maui Nui ranchers is taking new pride in local livestock and is bringing Maui beef back to Maui through the Maui Cattle Company (MCC). One hundred percent natural and forage-fed, tender and tasty MCC beef reflects the flavors of the land. It can be found in an increasing number of outlets and restaurants.

The strong farm-to-table philosophy of Hawai'i Regional Cuisine mirrors itself in an increasing number of products made locally with local ingredients. These value added gourmet products bring in extra revenue for farmers, lengthen the agricultural cycle, and make delicious omiyage (the local Japanese tradition of bringing something home special to the place one visited).

Maui Culinary Academy partners with local companies to research, develop and market value added products in its Research and Development Center. In a joint venture with Tedeschi Vineyards, students use the lees of the winery's raspberry wine to make a garnet colored Maui Raspberry Wine Jelly, for sale at the winery's Tasting Room.

Maui Land & Pineapple Company provides cull pineapples for a second student product, Maui Roasted Pineapple Jam. Both are sweetened with Hawaiian Commercial & Sugar Company signature Maui Brand Natural Cane Sugar.

On the slopes of Haleakalā, family owned Hashimoto Persimmon Farm has been growing its blushing, sweet-tart mystical crop since the early 1920s. Today, fourth generation Clark Hashimoto manages the five-acre farm. His wife, Jackie has developed a line of carnelian colored irresistible persimmon products including scone mix, salad dressing, butter and jam. Maui Onions? Nothing makes a local style sandwich more addictive than a spoonful of pickled Maui onions from M. Uradomo Farms. The well-respected Uradomo family has been able to maintain their farming legacy by designing a whole line of tangy Maui Pickled Products.



Salt, or pa‘akai, is an important product to Hawaiian culture. In early Hawai‘i, it served as a primary dietary condiment. To this day it remains an essential element in Hawaiian medicine and an integral part of ceremonial blessings. But modern air and ocean pollutants make sea salt hardly what it used to be. Hawai‘i Kai Salts on Moloka‘i applies advanced technology to pure, filtered sea water to create white, whole salts and mineral rich tonics.

Moloka‘i produced significant amounts of honey in the 1900s. Today, the Kaneshiro family has revitalized this sweet legacy with Moloka‘i Meli. (“Meli” is the Hawaiian word for honey.) The apiaries are set up in thick kiawe forests and have been developed from local, hand-picked, wild Moloka‘i hives. Isolated from mainland diseases, the colonies have been able to thrive. The pure, gourmet kiawe honey is available in jars and Meli Stix (honey sticks).

‘Ono is the word for delicious in Hawaiian. And there are just a few of the many innovative enterprises in Maui Nui that are rooted in local culture. Mauians are passionate about bringing local produce to local outlets and dedicated to enthuse a new generation to continue to care for the land. Each is a story unto itself. And as it turns out, a sense of responsibility for preservation and an awareness of interdependence and sustainability can be ‘onolicious.

pau/end



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FLOWERING MAUI Tropical blossoms and fragrant lei add tender beauty to local agriculture

MAUI, Hawai'i – Skilled agriculturists, the Hawaiian people of old revered the native island plants that they encountered in the wild. They were constantly aware that each species had a role to play in the fragile interdependence of island life, the very life they had become a part of. They celebrated achievements with natural adornments of flowers, seeds, and fragrant maile vines. They scented their kapa cloth with aromatic sandalwood and used pandanus pollen to soothe irritated skin. They cared deeply for the plants around them, welcoming the pure joy and beauty they brought.

Today's diversified agriculture has eagerly embraced the Hawaiians' innate sense of delight, extending itself well beyond edible crops. Gravity defying floral arrangements in resort lobbies, colorful botanical gardens, dramatic protea fields and working nurseries are all part of the flowering of the Maui Nui landscape. Today, flower and nursery products contribute the largest value in diversified agriculture statewide and Maui Nui counts at least 180 floriculture and nursery operations, many of which ship flowers to the mainland.

Maui's prize flower is the protea. They are flowers that do not resemble flowers and come in myriad varieties with unusual names — pink mink, pincushion, sunburst, blackbeard, orange frost and more. Upcountry Kula excels in protea. Tours can be arranged at Anuheia Farm in Olinda, just above Makawao town, where 14 planted acres dazzle with the crop. Right across the road, The Kula Experiment Station of the University of Hawai'i Maui Agricultural Research Center researches new protea varieties



as well as other southern hemisphere flora. A free map provides a self guided tour; make sure to stop by at the All-American Rose Garden, an unexpected Maui oasis with the most beautiful and newest of delicate rose hybrids.

Intricate, colorful, and as diverse as protea, tropical orchids have captured the imagination for centuries. Also in Olinda, at about a 2,100-foot elevation, Dan Judson runs Orchids of Olinda. In Ha'ikū, the huge clean and neat greenhouses at Exotic Orchids of Maui hold many varieties, hundreds of plants, and thousands of blooms. The company has been producing some of the finest orchid hybrids available in today's hobbyist market.

Most flower farms, including the two mentioned above, are working farms, not agri-tourist destinations. To just wander around, to experience unique floriculture rooted in the land, you want to visit Maui Nui's gardens. Kula Botanical Garden and Enchanting Floral Gardens are high elevation gardens in Kula, spread across eight acres and featuring hundreds of species of tropical and sub-tropical plants. Along the famous Hāna Highway you'll find Garden of Eden, 26 acres of trails alive with brilliant colors and rare trees.

In Central Maui, on the road to 'Īao Valley, is Tropical Gardens of Maui, a four acre botanical garden and nursery that was started in 1987 as a showcase for tropical plants from all parts of the world. Among the unique plants that can be seen growing is the orchid plant *Grammatophyllum speciosum* that in its native land is the largest orchid in the world. The self guided tour through the garden crosses 'Īao Stream, passing a koi pond and palm grotto. The hillside above has been terraced and planted with numerous varieties of Hawaiian taro.

A 60 acre working plantation spanning 60 acres, Maui Tropical Plantation is located a few miles from downtown Wailuku off Honoapi'ilani Highway. More like an agricultural park with fields of tropical fruits and flowers, its landscaped grounds include tropical exotics such as giant bromeliads, gingers, and anthuriums. A narrated tour aboard an open tram allows for photo stops along the way. The visitor center includes exhibits as well as a large gift shop and a tropical plant nursery.

As for the tradition of flower lei, the warm welcome millions of visitors to Maui Nui receive each year, this tradition opens to the heart of the rich legacy of ancient Hawai'i. It symbolizes joy, beauty, and generosity, and it's the graceful bridge between human beings and the bounty of the land.

In ancient days, garlands made with flowers, seeds, shells, and foliage served to beautify and distinguish. They were an integral part of Hawaiian cultural practices, most notably in the hula dance. Today, lei continue to be used for myriad reasons. They extend



friendship, love, appreciation, best wishes, welcome and farewell. Lei are always appreciated. Any day is lei day in Hawai‘i, and it is more than okay to purchase one for yourself.

On the island of Maui, Paradise Flower Farms is a lei flower farm in Kula that grows plumeria, fragrant tuberose, exotic orchids, ti, and American rose varieties. The 51-acre farm will sew you your lei and also sells lei making supplies.

But better yet, pick your own flowers and string your own lei. As several Maui Nui resorts offer lei stringing as part of their activities. The flower most typically used is plumeria, also known as frangipani. During plantation and steamship days, hundreds of plumeria flowers would float in the ocean as travelers came and went. Visitors will find the largest producer of plumeria in the State of Hawai‘i on Moloka‘i, where Moloka`i Plumerias hosts morning tours by appointment. You’ll roam the scented orchard and are invited to select your own blossoms and make a lei.

Infused with cultural meaning, environmental beauty, and agricultural fertility, the ‘āina of Maui Nui merges sustainability with sheer pleasure through its flowers. From smiling birds of paradise to exotic protea and lei, flowers are its expression of aloha. To see Maui’s flowers and the soil from which they come brings one closer to one’s soul. Flowers make it easy to understand the spirit of Mālama Maui, the reason we must protect and celebrate our cultural and natural environments.

pau/end



GLOSSARY FOR FOODS AND FOOD TERMS COMMONLY USED IN HAWAI‘I:

Bento (BEN tow) – Box lunch, Japanese style.

Malasada (mah luh SAH duh) – Portuguese donut; no hole.

Manju (man JOO) – Japanese dessert, center filled with sweet beans.

Plate lunch – Hot meal with two scoops white rice, one scoop macaroni salad and meat.

Pūpū (poo poo) – Hawaiian appetizers.

Sashimi (sa SHEE mee) – Raw fish.

GLOSSARY FOR PIDGIN WORDS COMMONLY USED IN HAWAI‘I:

Note: Pidgin is a language that evolved during plantation days in Hawai‘i, in the late 19th century. Labor immigrants from many ethnic backgrounds learned to communicate with one another by simplifying grammatical rules and mixing words from various languages including English. Over time, pidgin evolved into a true language. Below are some of the pidgin words that are commonly used today.

Any kine (EH nee kain) – Anything.

Bumbye (bum BAI) – Soon enough.

Choke – Abundance, lots.

Good fun – FUN is okay but GOOD FUN is better.

Howzit (HOW zit) – Pidgin for “aloha.”

Humbug (HUM bug) – Bother, hassle.

Junk – Lousy, terrible.

Local style – Anything typical of the way people do things in Hawai‘i.



Mo' bettah (mo BEH duh) – Better than better.

Nah – Depending on the context or inflexion: just kidding; no need; really.

No shame – Don't be shy; Wow, doesn't anything embarrass you?

Shaka (SHAH ka) – Hand signal meaning “Howzit.”

Talk story (talk STOW ree) – Talk, shoot the breeze, lengthy conversation.

Pau – Finished, end.

pau/end



MĀLAMA MAUI RESOURCES

Your connection to the places and businesses featured in Mālama Maui

ASSOCIATIONS

County of Maui Office of Economic Development
200 High Street; Wailuku, HI 96793;
Ph: (808) 270-7710; www.co.maui.hi.us

Maui Visitors Bureau
1727 Wili Pa Loop, Wailuku, HI 96793
Ph: (808) 244-3530; www.visitmaui.com

Molokaʻi Visitor Association
2 Kamōʻī Street, #200
Kaunakakai, Molokaʻi, HI
Ph: (808) 553-3876 or (808) 553-5221; www.molokai-hawaii.com

Lānaʻi Visitors Bureau
431 7th Street, Suite A
Lānaʻi City, Lānaʻi, HI 96763
Ph: (800) 947-4774; www.visitlanai.net

SPOKESPERSONS

Charles Kaʻupu
Native Hawaiian Cultural Advisor and Kumu Hula
P.O. Box 231; Lahaina, HI 96767;
Email: charleskaupu@yahoo.com

Kahu Kapiʻiohoʻokalani Lyons Naone
Native Hawaiian spiritual and healing practitioner and teacher.
P.O. Box 1401; Wailuku, HI 96793;
www.kahu-naone.com/

Part One: The Natural Environment
1. Inside the Ecology of Maui:
Haleakalā National Park
Ph: 808-572-4400; www.nps.gov/hale/

D.T. Fleming Arboretum
Ph: 808-878-3240; www.flemingarboretum.org/index1.html



Maui Program Nature Conservancy of Hawai'i
Ph: 808-572-7849;
www.nature.org/aboutus/travel/almanac/nea.php?requestedstate=Hawaii

Moloka'i Program Nature Conservancy of Hawai'i
Ph: 808-553-5236;
www.nature.org/aboutus/travel/almanac/nea.php?requestedstate=Hawaii

Hawai'i Rare Plant Restoration Group: www.hear.org/hrprg

MISC: Maui Invasive Species Committee
Ph: 808-573-MISC (6472); www.hear.org/misc

2. Thoughtful eco-explorations:
Skyline Eco-Adventures
Ph: 808-878-8400; www.skykinehawaii.com

Hike Maui
Ph: 808-879-5270; www.hikemaui.com/

Maui Eco-Adventures
Ph: 808-661-7720; www.ecomaui.com/

Haleakalā National Park
Ph: (808) 572-4400; www.nps.gov/hale/planyourvisit/kipahulu.htm

Īao State Park
Ph: (808) 984-8109; www.Hawaii.gov/dlnr/dsp/maui

Hawai'i Nature Center
Ph: (808) 244-6500; www.hawaiinaturecenter.org/visiting/iaovalley.html

Na Ala Hele Trails & Access
Ph: (808) 873-3509; www.hawaiitrails.org/

Kalaupapa National Historic Park
Ph: (808) 567-6802; www.nps.gov/kala



Maui Nui Botanical Gardens
Ph: (808) 249-2798; www.mnbg.org/index.html

3. Ocean in the Balance:
Coral Reef Alliance
Ph: 415-834-0900; www.coral.org/newsite_landingpage

Humpback Whale National Marine Sanctuary
Ph: (808) 879-2818; <http://hawaiihumpbackwhale.noaa.gov/>

Pacific Whale Foundation
Ph: (808) 249-8811; www.pacificwhale.org

Maui Ocean Center
Ph: (808) 270-7084 www.mauioceancenter.com

Ann Fielding Island Explorations, LLC
Ph: (808) 572-8437; <http://www.maui.net/~annf/>

Hawaiian Sailing Canoe Adventures
Ph: 808-281-9301; www.mausailingcanoe.com/

Maui Eco Tours
Ph: 808.891.2223; www.mauiecotours.com

Keli'i's Kayak Tours
Ph: 808-874-7652; www.keliiskayak.com
Moloka'i Fish & Dive
Moloka'i; Ph: (808) 553-5926; www.molokaifishanddive.com

Trilogy Excursions
Ph: 808-874-5649; www.sailtrilogy.com/

Part Two: The Cultural Environment:
4. Hawaiian culture Hawaiian land:
Kīpahulu 'Ohana
Hāna; Ph: (808) 248-8974; www.kipahulu.org/

Moloka'i Fish & Dive



Molokaʻi; Ph: (808) 553-5926; www.molokaifishanddive.com

Hālawā Valley Cooperative, Inc.
Molokaʻi; Ph: (808) 553-9803

Friends of Mokuʻula
Lāhaina; Ph: (808) 661-3659; www.mokuula.com/

Kahanu Garden
East Maui; Ph: (808) 248-8912; www.ntbg.org/gardens/kahanu.php

The Maui Fishpond Association
Kīhei; Ph: (808) 359-1172; <http://www.mauifishpond.com/>

5. Native Hawaiian arts:
Nā Mele O Maui
Kāʻanapali; www.kaanapaliresort.com/WhatToDo/NaMeleOMaui/

Ka Hula Piko
Molokaʻi; www.molokaievents.com/kahulapiko.html

Kealiʻi Reichel
www.kealiireichel.com/index1.html

Henry Kaleialoha Allen
www.henrykallen.com/

Maui Arts & Cultural Center
Kahului; Ph: (808) 242-2787; www.mauiarths.org/

ʻUlalena
Lāhaina; www.ulalena.com/

Celebration of the Arts
Kapalua; Ph: (808) 669-6200; www.celebrationofthearts.org/

6. The architecture of ancestral Maui:
Piʻilani Heiau



East Maui; Ph: (808) 248-8912; www.ntbg.org/gardens/kahanu.php

Wai‘ānapanapa State Park

East Maui; Ph: (808) 248-4843;

www.hawaii.stateparks.org/parks/maui/waianapanapa.cfm

‘Īao State Park

Wailuku; Ph: (808) 984-8109; www.Hawaii.gov/dlnr/dsp/maui

Bailey House Museum

Wailuku; Ph: (808) 244-3326; www.mauimuseum.org/

Hālawa Valley Cooperative, Inc.

Moloka‘i; Ph: (808) 553-9803

Historical Hikes West Moloka‘i

Moloka‘i; <http://gomolokai.com/>

Lāna‘i Culture and Heritage Center

Lāna‘i; Ph: (808) 565-7177; www.lanaichc.org/

Part Three: Toward a Local Culture:

7. Centuries of Change:

Haleakala Ranch

Kula; Ph: (808) 572-1500; <http://www.haleakalamaui.com/>

Pony Express Tours

Kula; Ph: (808) 667-2200; www.ponyexpresstours.com/ranch.htm

Maui ATV Adventures

Kula; Ph. (808) 661-0288; www.mauiatvadventures.com/

Kahoma Ranch ATV Tours

West Maui; Ph: (808) 667-1978; www.kahomaranch.com/

Mendes Ranch

West Maui; Ph: (808) 244 7320 ; <http://www.mendesranch>

Hawaiian Commercial & Sugar Company

Pu‘unēnē; Ph: (877) 864-4400; http://www.hcsugar.com/hist_hcs.html

Alexander & Baldwin Sugar Museum



Pu'unēnē; Ph: (808) 871-8058; www.sugarmuseum.com

Sugar Cane Train

Lāhaina; Ph: (808) 667-6851; www.sugarcanetrain.com

Lāna'i Culture and Heritage Center

Lāna'i; Ph: (808) 565-7177; www.lanaichc.org/

Kapalua Pineapple Tour

Kapalua; Ph: (808) 669-8088;

www.kapalua.com/adventures/on-resort-adventures/maui-gold-pineapple-tour.php

8. Mom and Pops

Takamiya Market

359 N Market Street, Wailuku; (808) 244.3404

Home Maid Bakery

1005 Lower Main, Kahului; (808) 244-4150; <http://www.homemaiddbakery.com/>

Broke Da Mouth Cookie Co

190 Alamaha St # B, Kahului; (808) 873-9255

Sam Sato's

Millyard, Wailuku; (808) 244-7124

Tokyo Tei

1063 Lower Main, Suite C101, Wailuku; (808) 242-9630;

<http://www.tokyoteimaui.com/>

Roselani Ice Cream

918 Lower Main Street, Wailuku; (808) 244-7951; <http://www.roselani.com/>

Aloha Poi Factory Inc.

Wailuku; (808) 244-3536

Teruya Tofu Factory

Wailuku; (808) 244-5313

Pukalani Superette



15 Makawao Avenue, Makawao; (808) 572-7616; pukalanisuperette.com/

Komoda Store and Bakery
3674 Baldwin Ave., Makawao; (808) 572-7261

Morihara Store
4581 Lower Kula Road, Kula; (808) 878-2578

Fukushima Store
Ha'ikū; (808)-575-2762

Hanzawa Store
Ha'ikū; 808.572 8337

Ohashi General Store
Ha'ikū; (808) 575-2141

Hasegawa General Store
Hāna; (808)-248-7079 or 248-8231.

Dis 'n Dat
Lāna'i City; (808) 565-9170

Blue Ginger Café
Lāna'i City, Lāna'i; (808) 565-6363

Kanemitsu Bakery & Coffee Shop
Kaunakakai, Moloka'i; (808) 553-5855

9. Merchants, missionaries, and whalers:
Whalers Village Museum
Kā'anapali; Ph: (808) 661-5992; www.whalersvillage.com/museum.htm

Bailey House Museum
Wailuku; Ph: (808) 244-3326; www.mauimuseum.org/

Waiola Church: Lahaina; Ph: (808) 661-4349; www.waiolachurch.org/

Ka'ahumanu Church: Wailuku; Ph: (808) 244-5189



Kaulanapueo Church: Huelo

Lanakila Ihi'ihī O Iehova O Na Kaua Church: Ke'anae

Wānanalua Church: Hāna; Ph: (808) 248-8040

Palapala Ho'omau: Kīpahulu

Huialoha Church: Kaupo

Keolahau Church: Kīhei; Ph: (808) 879-4693; www.keolahou.org/

Maria Lanakila Church: Lāhaina; Ph: (808) 661-0552; www.marialanakila.org/

Saint Anthony's Church: Wailuku; Ph: (808) 244-4148

Holy Ghost Church: Kula; Ph: (808) 878-1091

Saint Gabriel Church: Wailua

Kalaupapa National Historic Park: Ph: (808) 567-6802; www.nps.gov/kala

St. Philomena Church: Kalaupapa; Ph: (808) 567-6238; www.stphilomena.net/

Lāhaina Restoration Foundation (Wo Hing)
Ph: (808) 661-3262; www.lahainarestoration.org/

Part Four: Toward Renewed Sustainability:
10. Edible Maui:
Maui County Farm Bureau
Ph: (808) 878-2688; www.mauicountyfarmbureau.org

Maui Onion Festival
Kā'anapali; Ph: (808) 61-4567; www.whalersvillage.com/onionfestival.htm

Ono Organic Farms
Hāna; Ph: (808) 248-7779; www.onofarms.com/



Yee's Orchard Fruit Stand
Kihei

Shim Coffee & Protea Farm
Kula; Ph: (808) 876-0055; www.shimfarmtour.com/

Coffees of Hawai'i
Kualapu'u, Moloka'i; Ph: (808) 567-9023; www.coffeesofhawaii.com/

Surfing Goat Dairy
Kula; Ph: (808) 878-2870; www.surfinggoatdairy.com/

Ali'i Kula Lavender
Kula; Ph: (808) 878-3004; www.aliikulalavender.com/

Maui's Winery (formerly called Tedeschi Vineyards)
'Ulupalakua; Ph: (808) 878-1266; www.mauiwine.com/

Purdy's Natural Macademia Nut Farm
Ho'olehua, Moloka'i; Ph: (808) 576-6601; <http://molokai-loha.com/macnuts/>

11. From Farm to Table:
Merriman's Kapalua
Kapalua; Ph: (808) 669-6400; www.merrimanshawaii.com/

O'o Farms
Kula; Ph: (808) 667-4341; <http://www.oofarm.com> James McDonald, Executive Chef

I'o Restaurant
Lāhaina; Ph: (808) 661-8422; <http://iomaui.com/>

Pacific'O restaurant
Lāhaina; Ph: (808) 667-4341; <http://pacificomaui.com/>

Maui Culinary Academy
Maui Community College, Kahului; Ph: (808) 984-3500;
<http://mauculinary.com/academy/>

Maui Cattle Company, LLC
Kahului; Ph: (808) 357-1720; www.mauicattlecompany.com/



Maui Brand Natural Cane Sugar
Pu'unēnē; Ph: (808) 877-2969; www.mauibrand.com/

Hashimoto Persimmon Farm
Kula; Ph: (808) 878-1461; www.hashimotopersimmons.com/index.php

M. Uradomo Farms, Inc.
Ph: (808) 878-1828

Hawai'i Kai Salts
Moloka'i; (800) 554-7258; www.hawaiiikaico.com/aboutHK.php

Moloka'i Meli
Moloka'i; Ph: (800)-434-2550; www.realhawaiihoney.com/index.html

12. Flowering Maui:
Anuheia Farm
Makawao; Ph: (808) 572-6877; www.anuheiflowers.com/

University of Hawai'i Maui Agricultural Research Station
Kula; Ph: (808) 878-1213;
www.ctahr.hawaii.edu/CTAHR2001/Counties/MauiCounty/RschStnOverview.html

Orchids of Olinda
Kula; www.orchidsofolinda.com/

Exotic Orchids of Maui, Inc.
Ha'ikū; Ph: (808) 575-2255; www.mauiorchids.com/

Kula Botanical Garden
Kula, HI 96790; Ph: (808) 878-1715; www.kulabotanicalgarden.com/

Enchanting Floral Gardens
Kula; Ph: (808) 878-2531; www.flowersofmaui.com/

Garden of Eden Arboretum & Botanical Garden
Hāna; Ph: (808) 572-9899; www.mauigardenofeden.com



Tropical Gardens of Maui

Wailuku; Ph: (808) 244-3085; www.tropicalgardensofmaui.com/garden.aspx

Maui Tropical Plantation

Wailuku; Ph: (808) 244-0307; www.mautropicalplantation.com/

Molokai Plumerias

Kaunakakai, Moloka'i; Ph: (808) 553-3391; <http://molokaiplumerias.com>