

Grocery Buyer's Guide

Recipe-Ready Freezer Packs

What Are Hawai'i-Grown Staples?



Recipe-ready means these **frozen** products are cleaned, cut, pre-cooked, and ready to toss into a salad, stir fry, soup, curry, chili, stew, and more!



Sourcing from a diverse network of more than 100 small farmers across Hawai'i, the Hawai'i 'Ulu Co-op provides stable markets for our member- growers, enabling them to focus on what they do best: farming! This cooperative arrangement supports a robust food system for Hawai'i that preserves our farmers' bounty so that grocers and consumers can enjoy Hawai'i-grown staples year round.

Staple foods are the starches and grains that provide the bulk of a person's energy and nutritional needs. The majority of staple foods consumed across the globe are corn, wheat, and rice, totaling about 60% of the world's calories. In Hawai'i, we are fortunate to have local alternatives like 'ulu (breadfruit), kalo (taro), 'uala (sweet potato), and pala'ai (pumpkin) that honor Hawai'i's history and culture and make it easy to switch from imported starches to locally grown.

Hawai'i-Grown Staples (12 03.)

Cleaned, cut, and pre-cooked

Meu

'Ulu (breadfruit) is a local, healthier substitute for potatoes and cooked similarly. It comes harvested mature and firm, peeled, quartered, and partially cooked. Simply defrost and reheat the 'ulu for 5-10 minutes in a fry, bake, roast, casserole, or stew. 'Ulu can be mashed and also used in curries, salads, and even vegetarian poke!

UPC# 661938901250



'Uala

'Uala (Okinawan sweet potato)

is a versatile and delicious local favorite with a deep purple color. It can be roasted, grilled, fried, added to stews and stir-fries, or mashed for a unique take on traditional mashed potatoes. 'Uala is great in baked goods like cakes, muffins, and mochi.

UPC# 661938901212



Kalo

Kalo (taro) is one of the original canoe crops and central in the creation story of the Hawaiian people. This kalo is a mix of lehua varieties, which makes great kalo pa'a (otherwise known as "table taro"), and comes peeled and fully cooked to save time in the kitchen. Simply defrost by steaming for 5-10 minutes to rehydrate, and enjoy in a stew, curry, stir-fry or straight up! Kalo can be pounded, mashed, and also enjoyed in a poke-style salad.



UPC# 661938902202

Pala'ai

Pala'ai (heirloom, Hawai'i-grown winter squash or pumpkin) is sweet and nutty, rich in vitamins and nutrients, and delicious roasted, grilled, in stews and stir-fries, or puréed in mashes, soups, pies,

UPC# 661938902196

and desserts!



Ordering Info

Are you ready to carry our line of recipe-ready Hawai'i-grown staples in your frozen aisle? Contact us to place an order. **A sales@eatbreadfruit.com** *to order*.

UPC	DESCRIPTION	UNIT SIZE	UNITS/CASE
661938901250	'ULU (BREADFRUIT) Seasonally available	12 oz.	5
661938901212	ʻUALA (SWEET POTATO)	12 oz.	5
661938902202	KALO PA'A (TARO)	12 oz.	5
661938902196	PALA'AI (ORANGE SQUASH)	12 oz.	5

Hawai'i-Grown Staples Check All the Boxes!

☑ 100% Hawai'i Grown ☑ Starch Alternatives

☑ Gluten-Free ☑ Heart-Healthy ☑ Vegan

☑ Non-GMO ☑ Low-Glycemic ☑ Nutritious

☑ High in Protein & Fiber ☑ Antioxidant & Vitamin Rich

☑ Culturally Restorative ☑ Superfoods

Merchandising Support

Contact us for educational materials, marketing collateral, and in-store promotional opportunities.

▲ Roger Fawcett, Hawai'i 'Ulu Co-Op | roger@eatbreadfruit.com



Retractable Banner on Stand

Utilize our existing banner that highlights Co-op farmers, or design a custom display with our marketing team to make a bold retail statement. (33" x 80")



'Ulu Exterior Window Cling

Grab the attention of customers walking by your entrance with this attractive window cling. (6" circle)



'Ulu Interior Freezer Case Cling

This fun, illustrated cling provides a quick visual tip on substituting 'ulu for potatoes in popular recipes. (3" \times 2 $\frac{1}{2}$ ")



Kalo/Pala'ai/'Uala Shelf Talker

Place these informative talkers at POS to draw attention to items on the shelf! $(5" \times 3")$



Recipe Cards

Our tear-off recipe cards will tempt your customers' taste buds. (5" x 3", includes non-damaging adhesive gel tape)



Da Bux Program Qualified

Inquire about how we can work together to cross-promote our products with this program.



The Hawai'i 'Ulu Cooperative is here address Hawai'i's food security and self-sufficiency concerns by stocking retail supply chains across the state with locally grown staple foods that honor Hawai'i's history, culture, and unique sense of place.

About Hawai'i 'Ulu Cooperative

Hawai'i 'Ulu Co-op (HUC) is a farmer-owned business working to revitalize 'ulu (breadfruit), kalo (taro), 'uala (Okinawan sweet potato), and other local, indigenous crops as dietary staples by empowering farmers as change-makers in Hawai'i's food system. The co-op is committed to the revival of 'ulu to strengthen Hawai'i's food security and to the value of mālama 'āina — care or protection of the earth — by using environmentally responsible production methods.

Farmer owned, 'āina grown.

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