



Grocery Buyer's Guide



What Are Hawai‘i-Grown Staples?



Staple food crops are the starches and grains that provide the bulk of our energy and nutrient needs. The most prevalent staples eaten in Hawai‘i today are rice, wheat, and potatoes – virtually all of which are imported, diminishing the islands’ food security.

The Hawai‘i ‘Ulu Co-op is on a mission to elevate and enhance our production and consumption of delicious, nutrient-packed

Hawai‘i-grown staple crops like ‘ulu (breadfruit), kalo (taro), ‘uala (sweet potato), and pala‘ai (pumpkin) – which honor Hawai‘i’s cultural heritage and provide a sustainable solution to reverse our import dependence.

Our Products



Recipe-Ready 'Ulu
(breadfruit)



Recipe-Ready 'Uala
(sweet potato)



Recipe-Ready 'Pala'ai
(squash)



Recipe-Ready Kalo
(taro)



Ready-to-Eat
'Ulu Chocolate Mousse



'Ulu Flour



Ready-to-Eat
'Ulu Hummus



'Ulu Pancake Mix



Starting from just nine farmer-members in 2016, the 'Ulu Co-op is now partnered with over 170 small family farms across the islands so you can enjoy Hawai'i-grown staples year-round. Our success wouldn't be possible without the support of retail partners like you, **mahalo!**

Recipe-Ready Packs

‘Ulu

‘Ulu (breadfruit) is a locally grown, healthier substitute to potatoes with greater culinary versatility. 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!

Suggested retail price: \$7.80

UPC# 661938901250

Size 12 oz. / 5 units per case



Shelf-life:

2 years frozen; 10 days refrigerated.



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.

Suggested retail price: \$8.00

UPC# 661938902202

Size 12 oz. / 5 units per case



Shelf-life:

2 years frozen; 10 days refrigerated.

Hawai'i-grown staples check all the boxes! ☒ 100% Hawai'i Grown ☒ Heart-Healthy ☒ Low-Glycemic ☒ Starch Alternatives

Cleaned, cut, pre-cooked and frozen

‘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.

Suggested retail price: \$7.50

UPC# 661938901212

Size 12 oz. / 5 units per case



Shelf-life:

2 years frozen; 10 days refrigerated.

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, and desserts!

Suggested retail price: \$7.50

UPC# 661938902196

Size 12 oz. / 5 units per case



Shelf-life:

2 years frozen; 10 days refrigerated.

- ✓ Gluten-Free
- ✓ Nutritious
- ✓ Vegan
- ✓ Non-GMO
- ✓ Culturally Restorative
- ✓ High in Protein & Fiber
- ✓ Antioxidant & Vitamin Rich
- ✓ Superfoods

Ready-to-Eat

'Ulu Lā 'Ulu Hummus 'Inamona MacNut

Made with mature Hawai'i-grown 'ulu, locally-grown kukui nuts ('inamona), macadamia nuts, and sea salt for a distinctly Hawaiian flavor. This hummus is a perfect addition to your meals, providing a unique twist on a classic dish. Enjoy it as a dip, spread, or a delicious accompaniment to your favorite snacks. Nutritious food made easy!

Ingredients: Hawai'i-grown 'ulu (breadfruit), water, olive oil, macadamia nuts, lemon juice, salt, candlenut/'inamona (kukui nuts), cumin seeds, garlic, sea salt.

Suggested retail price: \$7.45

UPC# 661938901106

Size: 8 oz. / 20 units per case



*Shelf Life: 2 years frozen;
17 days refrigerated.*

'Ulu Lā 'Ulu Chocolate Mousse

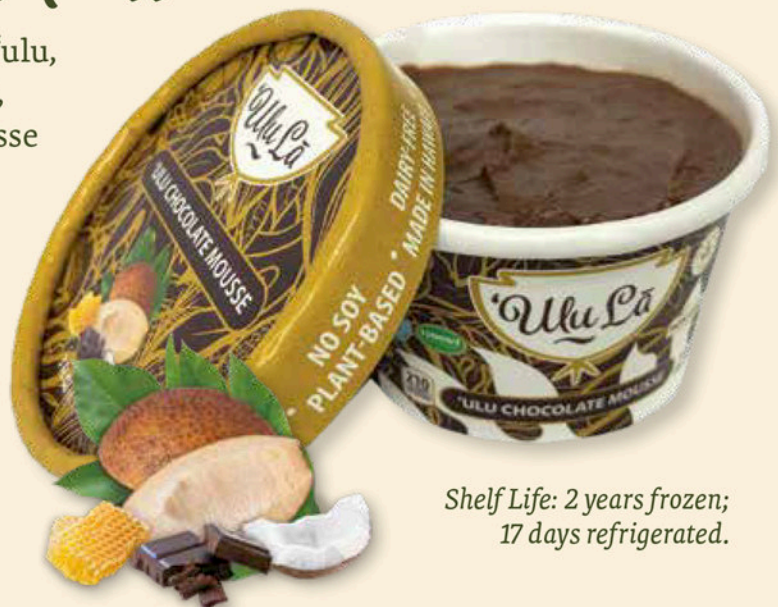
A delicious and versatile treat made with ripe 'ulu, certified organic fair-trade 72% dark chocolate, pure coconut milk, and local honey. This mousse is perfect for satisfying any sweet tooth, whether as a snack or a delightful frosting for cakes and desserts.

Ingredients: Hawai'i-grown 'ulu (breadfruit), coconut milk, fair-trade organic chocolate (cocoa, cane sugar, cocoa butter, and vanilla), raw Hawaiian honey, and salt.

Suggested retail price: \$5.25

UPC# 661938901144

Size: 3 oz. / 30 units per case



*Shelf Life: 2 years frozen;
17 days refrigerated.*

'Ulu Flour

'Ulu Flour Made with Hawai'i Grown Breadfruit

A gluten-free, nutrient-packed flour that provides a delicious alternative to traditional wheat flour. This is an excellent locally grown and milled flour for baking bread, pastries, or desserts. It can also thicken soups and stews or be used as a breading for frying or baking meats and vegetables.

Ingredients: 100% breadfruit.

Suggested retail price: \$18.35

UPC# 661938902219

Size 12 oz. / 5 units per case



Shelf Life: Store in an airtight container in a cool, dry place for up to one year.

'Ulu Pancake Mix Naturally Gluten Free

Using this 'ulu flour-based pancake mix is an easy, nutritious and delicious way to join our farmers in making Hawai'i resilient and food secure. Naturally gluten free and high in nutrients, 'ulu pancakes will soon become your 'ohana's favorite way to start the day!

Ingredients: 'ulu flour, glutinous rice flour, white rice flour, potato starch, baking powder, sugar, tapioca starch, xanthan gum, salt.

Suggested retail price: \$12.00

UPC# 661938901267

Size 8 oz. / 5 units per case



Shelf Life: Store in an airtight container in a cool, dry place for up to one year.

Merchandising Support

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

▲ Email: sales@eatbreadfruit.com



Da Bux Program Qualified

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

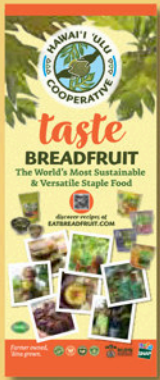
Recipe Cards

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



Retractable Banner on Stand

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



Glass Clings

Grab the attention of customers at your entrance, or at the freezer case, with these fun and attractive window clings. (3" x 2 1/2", 6" circles)



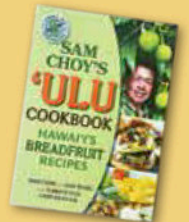
Shelf Talkers

Place these informative talkers at POS to draw attention to items on the shelf! (4" x 4", 5" x 3", 2" x 3.5")



Sam Choy's 'Ulu Cookbook

A rare recipe collection devoted to the Hawaiian staple. The recipes are Sam's own, from friends, and from the Hawai'i 'Ulu Cooperative, who partnered in creating this book.



The Hawai'i 'Ulu Cooperative is here to 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.

eatbreadfruit.com | [hawaiiulucoop](https://www.instagram.com/hawaiiulucoop)