



**BENJAMIN J. CAYETANO**  
**GOVERNOR**



**Department  
of Agriculture**  
STATE OF HAWAII

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## **NEWS RELEASE**

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### **A Hawaiian Marketplace in Guam**

The Hawaii Department of Agriculture (HDOA), in partnership with Continental Airlines is sponsoring a "Hawaiian Marketplace" of food and agricultural products in Guam on June 1 to stimulate new business opportunities.

"This food and product show provides an excellent opportunity for Hawaii's agricultural businesses to develop new, viable markets," said Ron Wright, Continental Airlines Marketing Vice President. "The Pacific Rim has long been an important market for Continental Airlines, and I'm confident it will be a strong one for Hawaii agriculture as well."

A total of 25 companies from Hawaii will be featuring products such as wines from vineyards on Maui, coffees from Molokai and Kauai, salsas and sauces, fresh bananas and salad mixes, candies, cookies, beef jerky, fruit juices, seasonings and sausages flavored with pineapple and Maui onion, as well as tropical flowers from the Big Island and orchids from Oahu.

"Guam has a strong tourist base and cultural mix, much like Hawaii, which we feel is a perfect match for both islands," said James J. Nakatani, HDOA Chairperson.

"This show represents the next step in an ongoing effort to develop market opportunities. And with a partner in Continental Airlines -- the only airline with daily direct flights between Guam and Hawaii, we can work on expanding our Hawaii-Guam connection by creating new business relations and nurturing those that were developed during a trade mission in 1997."

The show will coincide with the opening of the new Sam Choy's Guam Restaurant, at Pleasure Island on Tumon Bay. Show hours on June 1 will be between 2:00PM and 5:00PM. Several hundred businesses have been invited to attend.

For more information and details about the show, please contact the Department's Deputy Director Letitia Uyehara, phone: (808) 973-9552. The Deputy will be leaving for Guam, tomorrow, May 29. Media in Guam can contact the Department's Market Development Specialist Bob Gerber who is already in Guam preparing for the show, phone: (671) 646-6811 or email: rlgerber@yahoo.com.

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