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FRIENDS OF AG LAUNCH SAVE KAUAI FARMS CAMPAIGN

Effort Will Educate the Public on Dangers of Council Bill 2491

Kekaha, HI (July 26, 2013) — A collection of pro-farming groups, including the Hawaii Crop Improvement Association, Hawaii Farm Bureau Federation, Kauai County Farm Bureau and individual farmers, today announced the launch of a concerted education effort under the banner of Save Kauai Farms. The kick-off event was a sign-waving demonstration along Highway 50 in Hanapepe, with a concluding rally at the adjacent recreation area. Approximately 500 people participated to show support for Kauai farming.

“The people that work on West Side farms wanted to hold this event to show they take a lot of pride in what they do,” said rally coordinator Kirby Kester. “They believe in the importance of agriculture and the positive difference it makes for our community. I think that’s why we saw so much energy here today.”

HCIA President Mark Phillipson also announced an initiative to explain the benefits of modern agriculture practices and expose the dangers to local farming posed by Council Bill No. 2491.

“We have tried working with news media, making presentations to community organizations, and using other information channels to explain the many economic, environmental and sustainability benefits of modern farming practices and biotech agriculture, both locally and around the world,” explained Phillipson. “But our efforts have been diluted because of the tsunami of false claims and misinformation put out by groups who oppose modern agriculture.”

Phillipson outlined the Save Kauai Farms campaign, which includes broadcast and print advertising, social media and community engagement. “We will be stepping up the things we are currently doing. We will be holding public forums to discuss biotech farming and the future of Kauai agriculture on Monday and Tuesday, as well as adding the new activities I mentioned,” said Phillipson. “Farmers from around the island, and hundreds of people who work on farms, as well as their family members and friends, are tired of people who don’t farm and don’t understand agriculture trying to destroy our livelihood, mischaracterizing our excellent record in caring for the environment, and belittling the good work we do for our community.”

The Save Kauai Farms website, which will contain links to credible studies and information, will be accessible on Sunday. The url is: savekauaifarms.com.

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