



March 20, 2020

To the Hawai'i Community:

A series of unprecedented events has significantly impacted our community, and more changes are on the horizon. With stores consistently bare of food and fresh protein, and with layoffs and furloughs already going into effect, families may go hungry. During these times, it is important for the Hawai'i community to come together as one.

While typically viewed as, and priced as a luxury good, Fresh Ahi is one of the few locally-produced, secured food sources available to the State of Hawai'i. To this end, Fresh Island Fish is dedicating its resources to focus on producing fresh fish for the community to help all of us endure this hardship.

Attached is a flyer for one of our first ever mass-public retail sales to help feed families, and to help reduce the burden and crowds at our local supermarkets and retailers. A portion of the proceeds generated from all sales of Fresh Island Fish thru March 31, 2020 will be donated to local food-based charities to help ensure that all of Hawai'i has access to local, fresh fish.

Mahalo,

A handwritten signature in black ink, appearing to read "RD", is placed above the name of the signatory.

Roger Dang
President

