



challenged area of Hawai'i Is-
200 vendors. Sales have grown
Iselle and a relocation to Hilo
thur Dodge, have worked in the
Locavore's growth have been thoughtful and deliberate development, visually appealing displays and meticulous record keeping. Slow and steady has been Locavore's motto since the beginning. The balance of supply and demand is delicate and Locavore relies on word of mouth for new customers.



The Locavore Store is a food hub, an emerging style of business focusing on the centralized collection and distribution of locally-produced food from small and medium-sized farms. All products have been grown and made in Hawai'i, most on Hawai'i Island. Locavore is supplying locally grown food and income to local people. Locavore is also a retail incubator for start-ups to test their products, sometimes the only venue carrying these new items.

Locavore started in the Puna District, the most economically-land, and has grown from representing 7 small, family farms to over from \$12,000 in 2010 to \$250,000 in 2015, all despite Tropical Storm due to Puna's recent lava flow. Catarina Zaragoza and her husband, Ar-

business from the start, and have one part-time employee. Keys to

Arthur's eye for graphic design, their attention to cleanliness and top quality products ensures the store is attractive. Catarina keeps extensive records of sales, goods received, and money owed to vendors. Consistency and perseverance have led to growth and a strong reputation. Their resilience has paid off. Catarina said *"SBDC has helped with initial filings and referred us to other professionals. Judi Mellon's experience and broad perspective regarding accounting practices, prioritization, marketing, demographics and more have been invaluable. The friendliness and availability of the SBDC reassures us there are people on our side who can and will help us to succeed."*

