

**All That's Ripe For the Harvest**

**ParaGenius Foundation  
Late Summer 2025**

# In This Edition



A Budding  
Partnership:  
Maui Courts  
Community  
Service Branch

Growing Futures:  
Nourishing Youth  
Through Hands-  
On Agriculture

'Oko'a Is Coming  
to Wailea





## The True Impact Of A Local Marketing Campaign On Fresh Food:

In our Last newsletter, we shared how our own Sally Dean helped spread the good word of the Wailea Farmers Markets through NextDoor.

Well, we took a look at the numbers, and it turns out **this grassroots campaign led to an increase in sales well over 200% from the previous year!**

We helped a South Maui farmers market overcome a lack of consistent awareness in a designated food desert.

Our organic approach to community connection directly translates into exponential awareness and sales for local family farmers.



We made it on Instagram.  
SHOW US SOME LOVE!  
[@parageniusfoundation](https://www.instagram.com/parageniusfoundation)



## A Budding Partnership: On Farm Volunteer Opportunities for Community Service Clients

This summer, we launched a partnership with the Special Services Branch of the Maui Courts. Together with Oko'a Farms, we are offering a means for clients to complete community service hours supporting Maui farmers and Maui agriculture!

With our long-range goal to provide farmers with field labor to stimulate the next generation of Agricultural leaders, this partnership is a wonderful opportunity for members of our community to turn their lives around, in service to our food system!

Hawai'i State  
**Judiciary**  
Community Service Program





## **Growing Futures: Nourishing Youth Through Hands-On Agriculture**

**Mahalo Ke Akua to Blooming Prairie Foundation**, who joins The Christine Zecca Foundation in helping us bring our on-farm youth education initiative to life!

A bit about the initiative: Growing Futures empowers disadvantaged youth through hands-on farm experiences, teaching sustainable agriculture, fostering food security, and building a profound sense of community.

After our Fall 2024 pilot, we were able to assess the needs for disadvantaged students to be able to participate, as well as our farm partners to be able to co-lead such a program.

**We are about 20% of the way to full funding and need your help!** If you'd like to learn more about our budgetary needs, please reach out.

And if you have the means, please donate by clicking the link below!

**DONATE**



# 'Oko'a Is Coming To Wailea Village!



## It's Happening!

Two years ago, 'Oko'a farms quadrupled food access for Upcountry Maui by opening its first brick-and-mortar - over 7 days a week!

Now, they are primed to open a new storefront for South Maui in the Wailea Village Shopping Center. Target opening: Winter 2025/2026.

Check out this [BEAUTIFUL VIDEO](#) featuring Oko'a Farms and Sabado Art Gallery - a family-owned business that helped establish the Wailea Village Farmers Market back in 2021. Not only were Erin and Patti instrumental in bringing 'Oko'a to South Maui; their advocacy for local vendors has created a thriving community hub for Wailea residents!



# EVENTS ON MAUI:



## THIS WEEKEND

**J. McLaughlin**  
**THE SHOPS AT WAILEA**  
**Sunday 8/24 12-3pm**

Our charity is honored to be featured at J. McLaughlin's charitable Sip and Shop event for August!

15% of sales this Sunday will benefit our programs. **Stop by and say Hi!**

## DON'T MISS DR. DEAN'S WELLNESS WISDOM

Join us each month as our own Doctor, Naturopath, Author & Wellness Guru, Carolyn Dean, educates on a wide range of important health topics.

For the last decade, Dr. Dean has served as Okoa's angel investor, banker, cornerstone volunteer and founder of ParaGenius Foundation!



Wailea Healing Center  
Lecture Series  
Last Wednesday of Every  
Month

120 Kaukahi St  
(next to Mulligans)  
Wailea, HI 96753

**Until Next Edition, Wishing You Oodles Of Health,  
And Don't Forget To Build Your Bliss!**

**Link To Our  
2024 Annual Report**

**[PGF 2024](#)**

