

Hawaii Florists & Shippers Association



June 2004

The President's Message

Aloha to all! I hope that everyone had a good Mother's Day and Memorial Day holiday. Let's look forward to a great summer!

An update on administrative matters: the U.S. Treasury has approved our status as a 501 (c) (5) organization. I would like to thank Brian Iwata of Takata, Iwata, Hara and Associates LLC in Hilo for his technical support and assistance. (See story on page 2.)

We are having continuing conversations with Federal Express Corporation (FedEx) with regard to renewing our contract. If you have concerns and creative suggestions, please contact me.

Our "streamlined" USDA/APHIS/PPQ Compliance Agreement took effect statewide in March. The agreement can be understood easily by both new shippers who are seeking to establish themselves and long-time contract holders who are enhancing their product offerings. The article on page 2 explains the terms of the agreement. Telephone your island's vice president if you have any questions or difficulties with the agreement.

HFSA joined Hawaii Tropical Flower Council (HTFC) to co-sponsor the first Big Island Best Expo trade show and design show at the Waikoloa Beach Marriott in April. Greg Braun and Richard Nelson helped get Michael and Amy Rosato AIFD of Island Orchard Florist, Kailua-Kona, and Eric Artinger of Mauna Lani Bay and Bungalows Resort to work together for the floral design show. The exceptional quality of the designs showed off our floral products to the best advantage. We owe a big thank-you to Janet Kosaka, HFSA Show Committee Chair, to the co-chairs, and to the designers.

HFSA members should remember that Growing Dreams, the annual florist and fashion show that supports Maui Youth and Family Services, will be held on July 20 at the beautiful Fairmont Kea Lani Resort in Wailea, Maui. Designer Rene van Rems AIFD will be doing this year's show, with "Arts and Flowers" as the theme. If you would like to get involved, please call Janet Kosaka.

I want to thank two very special people who have

helped HFSA by spearheading our Transportation and Regulatory committees. These individuals gave of themselves unselfishly and were willing to sacrifice for the benefit of all. They are Bob Raley, Big Island Vice President, and Cori Pohle, long-time Maui Vice President. We wish Bob and Cori great success in their future endeavors. I will be overseeing our Transportation Committee until we can replace Bob. We welcome Lorie Bolte of No Ka Oi Protea Farms as Cori's successor to the post Maui Vice President and board member. (See story on page 3.)

I have sad news for our membership: the death of Raymond Suefuji, Sr., our respected and well liked former president. Raymond returned to Hilo after having received medical treatment at Oahu's Queen's Hospital for a month. He passed away at 4 p.m. on Friday, June 4.

After a highly successful career in planning for Hawaii County and City and County of Honolulu, Raymond retired in Hilo. He started growing tropical flowers on family lands on the Hamakua Coast and subsequently became one of the leaders in the Hilo Florists & Shippers Association, which was renamed the Hawaii Florists & Shippers Association when the organization became statewide.

Raymond helped develop the strategy that prepared the association for what lay in the future. Little did we know our industry was heading into a growth phase that would see it triple in volume. As president, Raymond provided HFSA with excellent leadership and was instrumental in introducing FedEx hardware and software into scores of shippers' homes or packing facilities during the mid-1990s.

In closing, I can only quote my father when he said to me, "There is no such thing as good luck, but only good preparation meeting good opportunities."

Farewell, President Suefuji, and thank you for a job well done!

Working together works!

Eric S. Tanouye

Eric S. Tanouye, President

PPQ revisions affect all flower growers and shippers

The U.S. Department of Agriculture's animal and Plant Health Inspection Service (APHIS), Plant Protection and Quarantine (PPQ) has made significant revisions to the Cut Flower and Foliage Compliance Agreement.

The changes became effective March 5, 2004, and it is vital for HFSA members to understand the revised compliance agreement.

PPQ's objective is to both protect and facilitate agricultural trade.

The Cut Flower and Foliage Compliance Agreement allows those shippers who know how to look for pests specific to their varieties—and are careful to send only pest-free flowers and foliage—to perform their own on-site inspection and cleaning under compliance. This allows pest-free domestic shipments to be boxed, sealed and sent directly from the shipper at times convenient to the shipper's business. Although PPQ may intercept and inspect the shipments at any time, the compliance expedites shipments by replacing the otherwise mandatory requirement to open the shipment at the PPQ inspection site, during PPQ inspection hours.

Each business location under compliance is issued a limited permit stamp bearing a number that identifies him or her as the source of the shipment.

By correctly sealing and applying the limited permit stamp, the stamp-holder certifies that he or she is not shipping insects or any plant pest along with the approved flowers or foliage. Limited permit stamps are valid for four calendar years. An expiring stamp will be exchanged for a new stamp before the four-year period ends.

The holder of a compliance agreement must tape shipping boxes completely around the width of the box and affix the imprint of the limited permit stamp with permanent fast drying ink that will remain clear and legible.

If a box is opened and found to contain prohibited material, the vendor can be identified quickly because of his or her stamp on the box.

PPQ officers at each local port will document all violations and notify the holders of the compliance agreements of their violations.

Violations include shipment of prohibited materials in violation of federal agricultural quarantines. Such a violation will result in immediate removal of the limited permit stamp and the issuance of a civil penalty.

Other violations include shipments found infested with plant pests, duplication of a limited permit stamp without written permission, failure to give notice of change of business ownership or address or change in telephone number, improper taping and stamping of shipping boxes, and illegible compliance stamp and stamp numbers on shipping boxes.

These kinds of violations are tracked and result in progressive actions up to and including temporary removal, then cancellation of the use of the limited permit stamp.

The limited permit stamp will be issued only to business

establishments that have shipments which continue throughout the year.

Before a stamp will be issued to any new applicant for a compliance agreement, the applicant must make at least one shipment per week for six consecutive months.

During this six-month period, a list of flowers and foliage will be established.

The compliance agreement holder is authorized to use the stamp only for flowers and foliage as designed by an attachment to the agreement. During the six months, shipments will be examined by a PPQ officer. During that period, the scientific name of each kind of flower and foliage in the shipment must be presented at the time of inspection.

Add-ons to the cut flowers designated in the attachment

must be requested by name, and approval is required through the issuing PPQ port. Additions will be approved after a minimum of three consecutive qualifying shipments. Souvenir items such as floral vases, roasted coffee, candy, nuts, jellies, T-shirts, and stationery items may be shipped in the box with cut flowers. All establishments will be monitored to ensure compliance. Spot checks will

be conducted as deemed necessary. Telephone contacts may be made in lieu of on-site visits to help the permit holder with problems, concerns, or questions.



Great news: HFSA obtains long-sought tax exemption

The U.S. Treasury Department has approved 501 (c) (5) status for the Hawaii Florists & Shippers Association effective as of August 2003—and that's extremely good news.

It means that HFSA, as an agricultural organization, now pays no Federal income tax on its income.

HFSA board members have been seeking tax exempt status for a long time.

The fact that HFSA, as an agricultural organization, is finally tax exempt means the organization has more money to spend for projects that will benefit the entire membership.

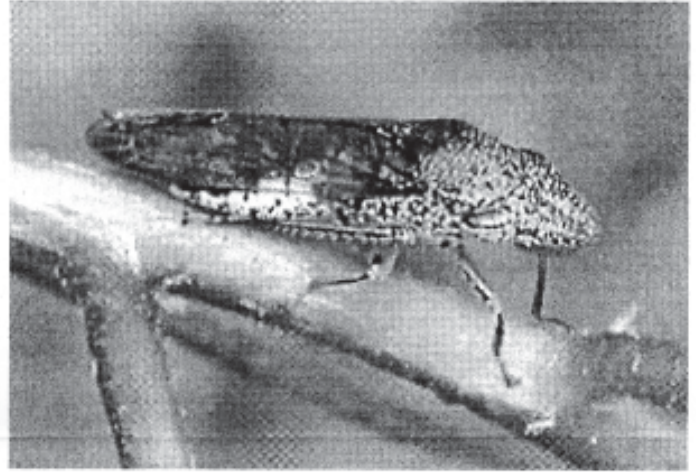
Having the 501 (c) (5) tax status does not mean that donations to HFSA are tax deductible, however, because the Association is not a charitable organization.

Be on the lookout for this newly arrived insect pest

A new pest, the Glassy-winged Sharpshooter, was recent found on Oahu. Please keep a lookout for it and report any sightings to the Hawaii Department of Agriculture Pest Control Branch (808-973-9522) or the Cooperative Extension Service people serving your island.

The adult sharpshooter (pictured at right) is just under one-half inch in length and is speckled dark brown with sides of the abdomen having whitish patches. The wings are clear to smoky-brown with reddish markings.

The pest lays its eggs in rows and inserts them under the epidermis of the lower surface of leaves. In Hawaii, host plants include hibiscus, gardenia, Tahitian gardenia, croton, monkeypod, crown flower, oleander, African tulip, mountain apple, plumeria, and lime. Surveys are continuing on all islands.



Bolte succeeds Pohle as HFSA's leader on Maui

After many years as the Maui representative, Cori Pohle has stepped down. Her successor is Lorie Bolte of No Ka Oi Farms.

Most recently, Ms. Pohle has served as Maui Vice President and chair of the Regulatory Committee. She was an active member of the board and kept readers of the HFSA newsletter well informed on HFSA's activities on the Valley Isle.

Ms. Bolte and her husband, Jim, have owned No Ka Oi Farms in Kula for 14 years and have been shipping flowers for seven years. She can be reached at (808) 878-3845. Her email address is protea@mauigateway.com.

2004 golf tourney canceled

The HFSA Scholarship Golf Tournament will not be held this year for lack of someone to oversee the many details involved in planning and executing the event.

Board members hope the popular event can be resumed as an annual activity in 2005. If you know of someone who is interested in coordinating and running the annual event, please contact an HFSA officer.

APHIS okays import of Phalaenopsis

The U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) has amended its regulations to allow the importation of orchids of the genus *Phalaenopsis* from Taiwan in an approved growing medium.

Previously, these orchids could be imported only if bare-rooted.

The amendment to regulations took effect June 14, 2004. APHIS acted at the request of Taiwan and after determining that these plants can be imported under certain conditions without resulting in the introduction or dissemination in the U.S. of a plant pest or noxious weed.

APHIS officials said all necessary risk and environmental assessments have been completed and analyzed.

The Transportation Committee reports that HFSA recently signed an addendum to the FedEx contract that gives a break to people who ship small boxes of product. FedEx now applies the dimensional weight (dim wt) formula to all boxes, including those less than one cubic foot (12 x 12 x 12 inches). Before the addendum was signed, boxes under one cubic foot were being DIMed.

FedEx charges you the higher of either dim weight or actual weight—and in the case of the small boxes, the new procedure adds up to a price break.

All interested members: Be on the lookout for a future announcement about pesticide classes. This will be a pilot project and may continue if there is a good response. It will be offered to members and will give credit hours towards recertification of the pesticide license.

About 400 people in agricultural industries will attend the annual Hawaii Agriculture Conference to be held at Waikiki's Hilton Hawaiian Village October 21, 2004.

HFSA has agreed to support the conference by sponsoring part of the program.

From all indications, the day-long conference can help flower growers increase their marketing outreach.

Participants will attend sessions on improving risk management, reaching emerging markets through the Internet, mass mar-

keting, and cross marketing.

Breakout sessions will address crop insurance, agricultural theft, and ways to increase revenues. The \$125 registration fee covers all sessions and meals. The conference luncheon will feature a nationally known speaker. Individual luncheon tickets are \$50 each. The conference is sponsored by the Agricultural Leadership Foundation, CTAHR, the Hawaii Farm Bureau Federation, the Hawaii Department of Agriculture, and the U.S. Department of Agriculture's Risk Management Agency.

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