

HAWAII FLORISTS & SHIPPERS ASSOCIATION



July 2003

The President's Message

Exciting things are happening to the Hawaii Florists & Shippers Association. Let me bring you up to date.

● HFSA and FedEx have signed a new contract that includes direct flights from Hilo to Los Angeles, thereby providing significant improvements in the level of service and lift capacities available to HFSA members. For the details, see David Melnikov's FedEx Update below.

● The 2003 Legislature passed a bill that should have the effect of making it possible for Hawaii's farmers—including flower growers—to obtain lower payment schedules for their leased land if they're experiencing operating difficulties. For the details, see Bruce Morehead's article on page 3.

● The HFSA Web site should soon be up and running, thanks to the efforts of Norma Watt, our Web site chair, and the professionals with whom she is working. For more information on that subject, see page 6.

● Our counterparts from Sumoto City, Japan, expect to pay us another visit during August. Your board members hope to set up a meeting where interested HFSA members can learn about ways to do business in Japan through the Sumoto International Association.

● The \$50,000 scholarship endowment fund we established at the University of Hawaii earlier this year has the potential for growing much larger. We're inviting other trade

organizations—especially the various commodity groups within the floriculture industry—to augment that fund with their own contributions. Such an increase in the scholarship endowment fund will make a tremendous difference in the lives of aspiring students of agriculture in the years to come. For details, see the story on page 5.

● There will be big changes for the better in our annual Golf Tournament coming up August 23. Richard Nelson, this year's Golf Chair, deserves to be commended for his efforts to make the tournament an even more successful event than in former years. For the details, see the story on page 4.

● The Board of Directors is in the process of seeking non-profit status for the Hawaii Florists & Shippers Association. To that end, board members are rewriting the articles of incorporation and bylaws. As a non-profit organization, HFSA will obtain several tax benefits, including exemption from federal income taxes.

● Finally, don't forget to reserve the evening of January 24, 2004 for another memorable Shinnenkai at the Nani Mau Gardens. As always, you can look forward to a fantastic evening.

Eric Tanouye

FedEx Update

(1) Direct flights from Hilo to Los Angeles started in April, resulting in a significant improvement in service levels and lift capacities.

(2) Announcing new Freight Service and special rates for HFSA members. (HNL & ITO airports only). Contact Roy Bodnar (808-839-6920) or rbodnar@fedex.com to schedule.

- Airport to Door Service (HNL pickup available)
- Monday-Friday frequency
- 1-3 day commitment
- Skids or air containers accepted
- 151 minimum weight
- 48Lx48Wx64H standard skid size, special arrangements for other sizes.
- \$ 0.68/lb (50% discount!!!!)
- \$186 minimum charge
- Oahu Shippers- \$50.00 surcharge applies
- 194 dim divisor

- Fuel surcharge applies (3.5% June/03)
- Special Hilo-Los Angeles rates available. Contact me for details.

(Service Guide terms & conditions apply)

(3) New FedEx Ship Software, at no cost, will be available to install on your PC in July. Send me an email to put you on a wait list.

Thank you for your support during the Christmas through Mother's Day shipping season. Favorable weather conditions and high FedEx service levels made it a successful season for everyone.

David Melnikov, Account Executive, 808-982-8312
dmelnikov@fedex.com



Bob Raley, Vice President, Hawaii, chairs the HFSA Transportation Committee. His telephone number is 968-6228.

HFSA is encouraging other Hawaii trade groups to join in supporting agricultural scholarship endowment fund

The Hawaii Florists & Shippers Association is urging other trade organizations to help students pursue careers in agriculture by joining the HFSA in contributing to a new scholarship endowment fund.

In January, the HFSA gave the University of Hawaii Foundation \$50,000 to establish a scholarship endowment for students pursuing careers in floriculture, the production of ornamentals, and all other aspects of agriculture.

Now we are encouraging Hawaii's other trade associations whose basic concern is agriculture to add their own contributions to this initial \$50,000.

In particular, we are inviting the leaders of the various commodity groups within the floriculture industry to take part in this extremely worthwhile endeavor.

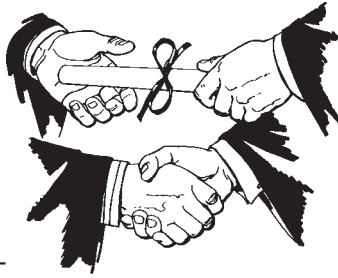
Diversified agriculture provides 38,000 jobs statewide and represents annual sales of more than \$350 million, including \$88 million from marketing flowers and other nursery products in Hawaii and on the Mainland.

"If Hawaii's agricultural industries are to grow, their future leaders must have adequate funding in order to ob-

tain their education," said HFSA President Eric Tanouye. "We intend to help our future leaders get the necessary education. We will be providing three scholarships within the University system: the College of Tropical Agriculture and Human Resources at Manoa, the University of Hawaii at Hilo, and the Community Colleges statewide. HFSA's leaders dreamed for years of establishing a scholarship program for Hawaii's aspiring agriculturists. Now we've done it, and we urge other organizations to increase the capability of that scholarship program."

Raymond Suefuji, who is Tanouye's predecessor as president of the 55-year-old association, presented the \$50,000 endowment fund check to Dean Andrew Hashimoto of the College of Tropical Agriculture and Human Resources at the HFSA's annual Shinnenkai in Hilo.

Organizations wishing to contribute to the Hawaii Florists & Shippers Association Endowed Scholarship Fund may telephone Kelvin Shoji at (808) 956-4146 or email him at shoji@hawaii.edu.



Sharon Leitch and anthurium farm featured in magazine

Sharon Leitch and the Leitch family's flower farm, Mountain View Anthuriums, were featured in a recent issue of *Country Woman*.

Country Woman is a 28-year-old magazine that publishes inspirational features on country women, country recipes, garden tips, and decorating ideas for the country home.

Editor Ann Kaiser spent a day working alongside Sharon at the family's seven-and-a-half-acre farm about 2,000 feet above sea level near Mountain View on the Big Island.

Sharon's husband, Bill Leitch, was a member of the HFSA board of directors for years.

As Sharon told Ann Kaiser, she and Bill had been living in California and growing orchids as a hobby when Bill saw an advertisement for an orchid farm for sale 13 years ago.

"We came over to look—and ended up buying this farm, not the orchid operation," Sharon told Ann. "The

previous owners taught us all about anthuriums."

Ann Kaiser learned a lot about flower growing during her day at Mountain View Anthuriums, including the fact that packing tropical flowers is a painstaking process.

"I line a long cardboard box with foam sheeting and wet newspaper shreds," Ann wrote. "Foliage goes in first . . . more damp shreds . . . then the bird of paradise and ginger. We slide each bloom into a paper bag and lay it in the box. Next, Sharon shows me how to fold a foam sleeve over each anthurium lobe to cushion it before placing it in the box.

"Looking at the buckets of flowers and stacks of boxes, I realize that we have a lot of packing to do!"

At the day's end, Ann sounded as if her experience at Mountain View Anthuriums was one she would long remember.

"This non-stop tropical workday has been uniquely beautiful," she wrote. "I see why Sharon feels their flower business is a little piece of paradise."

A Vice President looks at the Legislature

By Bruce Morehead, Kauai County

Hawaii's farmers won a long-awaited legislative victory this year when Governor Lingle signed Act 90 into law, thereby transferring public land classified for agricultural use from the Department of Land and Natural Resources (DLNR) to the Department of Agriculture (DOA).

Before the new law can start making a difference, the DOA must draw up rules to implement it.

But in years to come, Act 90 should result in lower expenses for farmers seeking to lease state-owned land.

The reason?

"The DLNR customarily leased the acreage under its control on the basis of the highest and best use of the land. As a result, lease rents the farmers must pay have skyrocketed,"

says one well informed observer.

"It's a different story with the Department of Agriculture.

"The DOA takes a holistic approach to the farmer. For example, if a farmer is having trouble with pests or plant diseases, the DOA may make adjustments to payment schedules."

Farmers who hoped the lawmakers would pass a bill making agricultural tourism an approved activity within agricultural districts (subject to guidelines established by each county) wound up being disappointed.

Proponents see agricultural tourism as a way to boost farmers' income and also increase the kinds of attractions available to tourists. Some other people view agricultural tourism with caution because they believe it can create problems.

Suppose one farmer opens a bed and breakfast or a dude ranch on his property to generate extra income. His patrons will expect to be able to enjoy sweet-smelling air and sleep late in the morning.

What happens if a neighboring farmer starts operating his noisy machinery at 5 a.m. or his hog operation adds to the ambience?

People who have reservations about agricultural tourism say there's also the possibility that the secondary activity—the tourists' visits to the farm—will turn out to be so lucrative that it becomes the primary activity and causes the farmer to scale back his production of crops to the detriment of agriculture as a whole.

Hawaii's lawmakers saw fit to put agricultural tourism on hold until county officials throughout the state can figure out ways to avoid the perceived pitfalls.

However, the issue is still alive and will undoubtedly come up for consideration at the 2004 legislative session.

Here are the names and telephone numbers of the HFSA Officers and Board Members for 2003:

President	Eric Tanouye	959-3535
Vice President (Hawaii)	Bob Raley	968-6228
Vice President (Maui)	Cori Pohle	878-2758
Vice President (Oahu)	Janet Kosaka	988-1130
Vice President (Kauai)	Bruce Morehead	742-9989
Secretary	Norma Watt	968-6468
Treasurer	Claudia McCall	928-6456
Director	Jan Genz	968-8631
Director	Yvette Hata	966-9240
Director	Richard Kodani	968-6004
Director	Richard Nelson	966-7306
Director	Eleana Castro	959-3475
Director	Carol Farias	966-7427 ext.21

Would you like to sit in as an observer at a meeting of the HFSA Board? HFSA members are welcome to do so. However, observers customarily do not take part in the discussion unless recognized by the president. The Board meets at 5:15 p.m. on the first Thursday of every month. The meeting place is 875 Komohana Street, the Komohana Ag Building in Hilo.

Tourney will be a three-person team, scramble event

Members of the HFSA Golf Committee sincerely thank all the golfers, businesses, community and board volunteers for their loyal support of the HFSA Scholarship Golf Tournament.

Your generosity over the many years has helped create an agriculture scholarship endowment in the amount of \$50,000. These funds are designed to assist Hawaii students in advancing their education in agriculture. This would not have been possible without you. Mahalo!

This year the Golf Committee decided to make some changes in the format of the scholarship tournament. The new tournament will be a three-person team, scramble event. Most of you are probably aware of how this format works, but for those who are not, here is how it will play.

1. Put together your three-person team. Any combination of men and women players on a team is fine.
2. You will be playing 18 holes of golf using your team's best ball.
3. Each player must contribute four tee shots (drives) to their team's play during the round. You may use any drive or tee shot at any time, but don't forget to use at least four from each of the players on your team. Women will tee from the red tees, and men will be teeing it up from the white tees.
4. Your team may select its best tee shot. All team members then play that ball (within one club length of the ball's original position no closer to the hole) through to the green or other places. The same format is played until the ball is holed out. Putts are played within six inches of their original position (no closer to the hole) and putts within the leather may be awarded by the other team in your group of six.
5. Your team will be playing with one-third of its total combined board handicap. If one or more of the golfers on your team does not have a board handicap, the golf committee will help them to determine a fair handicap for the tournament.
6. The tournament has no flights, only teams. First place will be awarded to the team posting the lowest net score. Other places will be determined in a similar way. Please attest, sign, and date your score cards, then turn them in right away.
7. Tournament fees will be \$100 per player, which will include the following: cart and green fee, goody bag, two mulligans per player, closest to the pins (all players, all five par threes), banquet, prizes.



8. The tournament will be held at the Hilo Municipal Golf Course on August 23, 2003. There will be a 7 a.m. starting time. Registration can be done in advance with HFSA or at the course the day of the event. The first 60 teams will be accepted, so register your team right away.

The golf Committee and the HFSA board feel this format will offer a fun departure from the Medal Play format we have played in the past. The tournament should move along at a good pace as a scramble.

The board feels that the reduced cost of the tournament is appropriate for the times. Most importantly, the traditional reunion of members, sponsors, and friends will continue with another great day of golf for a wonderful cause. See you at the Muni.—
Richard Nelson, Golf Committee Chair

Publications help growers of orchids and anthurium

The Cooperative Extension Service published some valuable information this spring on the damage that burrowing nematodes can inflict on anthurium.

And in a publication produced late last year, the Service told orchid growers how to cope with the orchid snail, a root-feeding pest that has been causing an increasing amount of trouble.

CTAHR's Kelvin Sewake assisted the authors of the information on nematodes by providing disease specimens and tours. He was a co-author of the publication on orchid snails.

The publication on burrowing nematodes describes symptoms that are clues to their presence in anthurium, discusses prevention and control, and outlines preparations that are necessary when starting new fields.

As for the orchid snails, a 1999 survey of Hawaii's commercial orchid growers revealed that 44% of the 64 respondents reported this pest in their greenhouses, costing them an average of \$503 per year in control costs and \$5,708 in lost sales during the previous 12 months.

In addition to the damage they cause, snails are a concern because shipments of potted orchids may be rejected if snails are found by plant quarantine inspectors.

Copies of the publications on nematodes and orchid snails are available from the Cooperative Extension Service.

Classified Ads

Please remember that short classified advertisements (buy-sell-rent in content) are free to HFSA members in good standing.

Send your text of 100 words or less to Jan Genz, P.O.

Box 1042, Mountain View, HI 96771, at least two weeks prior to the next newsletter's publication. Industry can buy a business-card-size ad for \$25 an issue, same deadlines.



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News from HFSA vice presidents and committee chairs

* * *

Website nearing completion

We have been in the process of getting an HFSA Web site up and running, and the project is nearing completion. Our domain name is *www.hfsa.net*.

By the time this newsletter reaches everyone, the Web site may be fully accessible. But if there are still some pages “under construction,” keep trying.

The site design follows that of the brochure that was produced last year. Besides general information about our organization, all the newsletters will be printed there. We will also have pages for information on current events, contract information, and membership application forms.

We hope also to set up a secure line for credit card payments for dues and registrations. We would like to have member e-mail addresses so that we can remind everyone when there is a newsletter or other pertinent information.

Of course, newsletters and renewals will still be mailed to everyone until this route is established. More information will follow in the next newsletter and on the Web site itself. Checkout *www.hfsa.net*.—*Norma Watt, Web site chair*

Grant will underwrite tourism map

The Maui Flower Growers Association received a \$15,000 grant from the State Department of Agriculture to produce an “A Tourism Map and Guide” to include all commodities.

It should be completed this fall and will be a stepping stone in building the industry.

The County of Maui and CTAHR are also contributing to this project.

In addition to highlighting farms that will give tours

to the public, the map will list farms that are not open to the public.—*Cori Pohle, Vice President—Maui*

Flower shows in the spotlight

HFSA agreed to co-sponsor Growing Dreams 2003 on July 12 at the Fairmont Kea Lani Hotel, Maui Ballroom, with Rene van Rems, an internationally known floral designer, as the featured attraction. Growing Dreams is a floral and fashion show that benefits Maui Youth and Family Services, which helps Hawaii’s youth at risk.

Janet Kosaka, our Show Committee Chair, served as a co-chair for the floral design portion of the show. She also represented HFSA, one of the founding supporters in terms of cash and flower donations.

HFSA will also take part in the 64th Annual Orchid, Plant and Flower Show to be held at the Neal Blaisdell Center in Honolulu October 9-12. Sellers will begin setting up at 3 p.m. October 8. The theme will be “The Mystique of Orchids,” but the products are not limited to orchids.

The HFSA Board is considering providing some assistance if there are members interested in participating in this show. This assistance would be in the form of a partial table subsidy and would be based on two participants per table (tables are 30 x 96 inches).

There will be some limitation on the number of available tables, and there is a reservation deadline. The Board needs to know of your interest in promoting your products by the last day of July. If you have questions or wish to participate, please contact Janet Kosaka @ 1-808-988-1130 or e-mail her at *gourmetspecialties@hawaii.rr.com*

Hawaii Florists & Shippers Association
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