

Hawaii Florists & Shippers Association

(A Non-profit Association)

P.O. Box 5640, Hilo, Hawaii 96720
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September 2004

Major funding bill brightens agriculture's prospects

The future of agriculture in Hawaii looks a great deal brighter now that the Legislature has passed a major funding bill, Act 223.

Governor Lingle signed Act 223 into law but postponed release of the funds pending a revenue forecast to determine whether funds are available to be released.

Act 223, which took effect July 1, earmarks \$1 million for the benefit of Hawaii agriculture. The University of Hawaii's College of Tropical Agriculture and Human Resources (CTAHR) gets half the money. The other \$500,000 goes to the Hawaii Farm Bureau Federation (HFBF) to support agricultural research and market development.

With its share of the money, CTAHR can continue to keep nine researchers and agents working in their specific areas of expertise. These people were hired on the strength of appropriations from Act 234 in 2001.

CTAHR received \$500,000 per year for two years of the last biennium, and the funds were supposed to have been added to the base budget of the college. However, because of budget restrictions at the start of fiscal year 2004, the amount was not added to CTAHR's base budget.

The funds provided by Act 223 will be used to continue the work of the faculty members who were hired under provisions of Act 234.

One of the faculty members is developing a strong research program aimed at combating plant diseases carried by insects.

A second faculty member is helping the Big Island potted foliage and nursery industries plan and implement extension programs.

A third is setting up extension programs to promote the vegetable and ornamentals industries, particularly in North and South Kohala and in the northern part of the Hamakua district of the Big Island.

A fourth specialist provides leadership for the ornamental and landscape plants and turf industries on Maui, Molokai, and Lanai. He has experience in container gardening, grafting, plant propagation, composting, turf, and groundcovers.

Funding supplied by Act 223 will keep another five UH faculty members busy with activities that fall under the heading

of Agricultural Biotechnology and Agricultural Management Practices to Protect the Environment.

"One of these researchers brings valuable private-industry experience to the University," said Andrew G. Hashimoto, Dean of the College of Agriculture and Human Resources.

"He has experience in theoretical and experimental research in metabolic engineering, micro array profiling, genome-based modeling, fermentation, cell-structure processing, and waste reutilization. These have potential application in the discovery and development of high-valued bioproducts such as enzymes, pharmaceuticals, nutraceuticals, cosmetics, and food additives." Another researcher applies molecular techniques such as DNA fingerprinting and sequencing to create biologically-based methods of identifying, excluding, and managing invasive insect species.

Biological engineering is the specialty of still another faculty member.

"His research has significant potential for developing novel systems for measuring and controlling crop and food production, bioprocessing, bioremediation, drug development, and homeland security," Dean Hashimoto said.

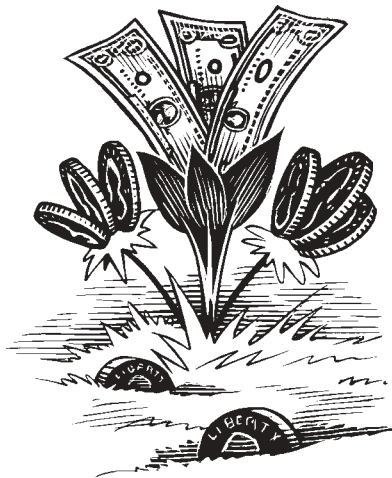
No less significant is the assignment of a professor in forestry and agroforestry. His job is to address critical management needs in forested public and conservation lands as well as land use diversification on what was once plantation land.

"Forestry is a fledging industry on these lands, and industry sources attest to the importance of expertise in this area," Dean Hashimoto said.

"The ninth professor's expertise is in water science, water resources, and watershed-based management," Dean Hashimoto explained. "He investigates the principles, processes, and applications associated with the efficient, environmentally sound and watershed-based allocation and use of water resources in Hawaii.

"We thank Governor Lingle and appreciate her commitment to agricultural research in Hawaii," said Hashimoto.

—An update from Kauai Vice President
Bruce Morehead, Legislative Chair



The President—up front and personal

Aloha, everyone! Can you believe that we are more than halfway through this year? I hope that all had an opportunity to enjoy the beauty that summer brings us in this wonderful state we call home. As summer comes to an end, we will see temperatures cooling, our children returning to their studies, and things in general getting back to normal. (I know my wife will be pleased!)

As we take stock of how HFSA has fared so far this year, we realize that the first quarter was devoted largely to finalizing our Articles of Incorporation and with revising bylaws, adjusting to our status as a non-profit corporation, and reviewing our insurance coverage.

During the year's second quarter, we streamlined, standardized, and launched our Cut Flower, Foliage and Compliance Agreement. Our state plant director and port directors are open and willing to discuss your questions and concerns.

In preparation for good annual accounting and bookkeeping, your board agreed to train key members of the HFSA Board in QuickBooks software. These Board members are Secretary Norma Watt, Treasurer Yvette Hata, Membership Chair Eliana Castro, and Director Richard Kodani. We look forward to utilizing an accounting system that helps a number of our key leaders work with our accountants smoothly and efficiently.

In our third quarter, we focused on the issue of transportation. It is crucial for us to negotiate for an extension of our existing contract with FedEx. The transportation committee spent

half a day reviewing the strengths and weaknesses of our contract and sent the results of that review to FedEx.

FedEx announces these immediate enhancements: Its three-day service to the East Coast will become a two-day commitment nationwide. The flight operations started September 1, 2004. (But the money-back, guarantee will not commence until the two-day commitment appears on shipping labels.)

We have been informed that our contract may possibly be extended to June 2005. HFSA members have a 500 DIM divisor for packages under one cubic foot (1728 cubic inches). All cartons over 1 cubic foot will continue under our 300 DIM formula (12" x 12" x 12" = 1 cubic foot).

The new or extended contract should also retain all waivers of surcharges. These new services and rates should help HFSA members keep their existing business and attract new business. We see these improvements and enhancements as very positive, and would like to thank David Melnikov of FedEx.

We also participated in the Made in Hawaii trade show in Honolulu at the Neal Blaisdell Center this year. Larry Yamamoto of the Hawaii Department of Agriculture and our own Janet Kosaka, Show Committee chair, worked many long hours to prepare for the three-day event. Thank you, Larry and Janet, for your time and energy. (See page 2 for an article on the event).

September and October are bringing several events of major importance to HFSA members. Please read page 4 of this issue for a list of coming events.

In closing, I would like to invite anyone who is interested in participating by holding a Board position or serving on a committee to contact me or someone else on the Board. We also welcome your comments and concerns.

Working together works.

Eric Tanouye

Our flowers stole the show at the Made in Hawaii event

Talk about exposing your product to a lot of people!

For the florists that provided flowers for the Made in Hawaii Festival at Neal Blaisdell Center August 20-22, it meant getting your product seen by 34,000 people! That's how many people attended the Festival and admired the flowers.

Such contributors as Fujikami Florist, Stanley Ito Florist, and Flowers 'n Fun supplied large arrangements for the occasion, and the displays were clearly identified by the name of the providers.

"That was a neat show, you know," said the Hawaii Department of Agriculture's Larry Yamamoto. "The flowers really added a lot!"

Yamamoto and Janet Kosaka, Oahu Vice President and Show Committee chair, worked extremely hard to make HFSA's representation at the Made in Hawaii Festival worth remembering long after the Festival ended.

Pesticide Recertification Class slated

The HFSA Public Relations Committee has arranged with Dr. Arnold Hara to put on a pesticide recertification class for credits toward renewing individuals' Restricted chemical use permits. This is being scheduled for the end of September, and members should be on the lookout for public service announcements in the newspaper and on the radio.

This is a pilot program, and if it is successful, we are looking to put one on different islands in order to benefit members throughout the state.

If you have questions, email them to Richard Kodani at RSKPOMS01@hawaii.rr.com.

Let's Get Acquainted with Norma and Jim Watt of Always Anthuriums

In each issue of the HFSA newsletter, we plan to target a member with a picture and a brief interview of his or her farm or business. The first in the series appears below. It was contributed by Norma Watt, HFSA Board member and Secretary.

"The theme of this issue," Norma reminded us, "is high tech University-produced products. I figured that Jim and I would be a good foil to show the other side. We grow organically in the forest."

Here is what Norma wrote:

We had a 10-acre farm lot in Panaewa called Hale Nui, but when the blight hit the anthurium industry and that farm, we started production at our own farm in Mountain View and named it Always Anthuriums.

We changed from a wholesale operation to gift boxes.

Our forest was ohia with waiwi so at first it was a hand operation using a come-along to pull out the waiwi. Eventually we bought a back hoe that became our workhorse, and over several years we cleared over three acres. We put ground cover and cinder down for pathways and made a main road similarly.

We purchased a chipper/shredder for all the waiwi and that became the mulch in which we planted the anthuriums.

Trimmed hapu fronds are stuffed into the beds throughout the year. We have a blower for the fallen leaves, which are also dumped into the beds.

Chicken manure is the sole active fertilizer thrown.

The results are flowers flourishing within the rainforest under the shade levels of ohia trees and hapu (tree ferns) where the generous rainfall provides natural humidity.

Cinder walkways meander around the natural contours, leaving growth as undisturbed as possible.

We do not spray pesticides or herbicides. Our forest is an ecosystem providing a home for birds in the treetops, bugs in the soil, and ferns and mosses on the trees.

Visitors to our farm are delighted with the experience of walking through a forest completely surrounded by flowers.

Much of our stock is seedlings, resulting in a great variety of blossoms and obakes. We also have many of the older varieties such as Tanaka red and Abe pink.



Norma and Jim's farm is an ecosystem that provides a home for birds and insects—and is a superb place for growing anthurium.

We still have to be on the lookout for blight, we have some damage from falling debris, and each flower needs to be washed. But our flowers are healthy, vigorous, and glossy—and our customers give us rave reviews.

Publication helps solve problems with anthurium pests

Hawaii's anthurium growers have access to an important new publication that gives them vital assistance in solving the problems that have plagued them for years.

The 24-page publication is titled "Pest Management Strategies for Anthuriums." It was published by CTAHR's Cooperative Extension Service on the basis of research supported by a Federal Floriculture Grant.

The Hawaii Anthurium Industry Association was able to secure the grant in the early to mid-1980s through Hawaii's congressional delegation, specifically Senator Dan Inouye. Initially, the purpose of the grant was to support anthurium blight research.

"The publication summarizes pest management research conducted on an-

thuriums for the past 10 years or so and suggests chemical and non-chemical controls for major pests of anthuriums," said Dr. Arnold H. Hara of the CTAHR Beaumont Agricultural Research Center in Hilo.

How can anthurium growers benefit to the maximum from information the publication contains?

"I suggest that the growers first read the summary results and graphs of our efficacy and phytotoxicity trials," Dr. Hara said. "If they want more details of the trials, read on."

Dr. Hara advised growers to pay particular attention to page 16 ("Chemical and non-chemical pest management strategies for anthuriums").

Page 16 includes general pest management methods and cultural, geological,

and chemical control methods in addition to resistance management strategies.

Anthurium growers will have access to help that supplements what is contained in the new publication.

Dr. Hara will present a pest seminar in late September emphasizing low risk pesticides and non-chemical controls. HFSA will sponsor the seminar.

Five other researchers worked with Dr. Hara in compiling the contents of "Pest Management Strategies for Anthuriums." They are Marcel M.C. Tsang of the College of Agriculture, Forestry and Natural Resource Management, University of Hawaii at Hilo; and four staff members at CTAHR Beaumont Agricultural Research Center: Christopher M. Jacobsen, Julie Ann T. Yogi-Chun, Trent Y. Hata, and Ruth Y. Niino-DuPonte.

Check this list of coming agricultural events

Society of American Florists (SAF), Sept. 29—Oct. 3, at the Ritz Carlton Kapalua, Maui. Nursery tour Oct. 3. Sales exhibition at Kula Vista Protea Farm Oct. 3. Farm tour and design event. Choice of seminars. Golf and tennis tournaments. Awards reception and dinner. Contact: Stacy Kagimoto at (808) 959-0621 or Linda Puppolo at (808) 283-3951.

2004 Hawaii MIDPAC Horticultural Expo, Hilo, Oct. 26-28. Hawaii Export Nursery Association (HENA). Conference luncheon featuring Jo Ann Johnston speaking on "International Marketing for the Horticulture Industry." Networking reception and expanded nursery tours. 9th Annual HENA Golf Tournament and open house at member nurseries. 6,000 international, national, and local buyers invited to attend. Contact: Judy Schilling at (808) 969-2088. HENA Web site: www.hena.org.

International Flower Expo (IFEX 2004), Oct. 14-16, Tokyo. Show expected to attract 20,000 flower and gardening buyers. Hawaii Tropical Flower Council (HTFC) will promote Hawaii's flowers under sponsorship of Western United States Agriculture Trade Association and Hawaii Department of Agriculture. Contact: Donna Shima, HDOA Market Development, phone (808) 973-9465, fax (808) 973-9747.

Hawaii Agricultural Conference 2004, Oct. 21-22 at the Hilton Hawaiian Village, Honolulu. Garrett Wasny, certified

management consultant, will talk about developing new markets. On Oct. 22, Jane Eckert will speak to HFSA members on marketing Hawaii's floriculture industry. She may contact HFSA members and ask for information. The more accurate the information HFSA members give Eckert, the better information they will receive from her when she speaks. Phone (808) 589-2407 or visit www.ctahr.hawaii.edu/hiagconf/index2.asp.

Save Jan. 22 for the Big Party!

Save the evening of Saturday, January 22, 2005 for Shinnenkai at Nani Mau Gardens in Hilo!

The tentative theme that's being fine-tuned is "Aloha! Raymond."

There will again be a showing of floral arrangements from members as a silent auction, with a monetary prize for first place and all proceeds going into the Scholarship fund. There will also be entertainment from Rupert Tripp and MC'ing by DC Carlson.

Attendees will also be treated to a special skit put on by members of the Board to the "Banana Boat" song by Harry Belafonte.

Important notice about change in membership renewal process

We're making a change to our membership renewal process, and we wanted to let you know in advance.

We won't be placing a renewal letter in our newsletter as we did in 2003. Instead, we will mail an invoice to each member during October and November. We will give our members a 10 percent discount if they pay next year's dues before November 30. That means being an HFSA member will cost \$90 instead of the full \$100 if you pay by November 30. We would like to receive payments within 30 days of the member's receipt of the invoice.

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