

# Hawaii Florists & Shippers Association

(A Non-profit Association)

P.O. Box 5640, Hilo, Hawaii 96720

[www.hfsa.net](http://www.hfsa.net)



December 2004

## HFSA seeks help from other groups in aiding students

The HFSA has renewed its appeal to the five commodity groups within Hawaii's floral industry to contribute to the Hawaii Florists & Shippers Association Endowed Scholarship Fund, which was initiated in 2003 with a \$50,000 gift to the University of Hawaii Foundation.

The recipient of the HFSA scholarship for 2003-04 was Mei Cent Wong. She transferred from UH-Hilo to UH-Manoa, CTAHR. Her degree was in Tropical Plant and Soil Sciences.

"We're urging each of the commodity groups to help future leaders in agriculture to obtain the education they need by pledging a generous contribution every year," said Eric Tanouye, President of HFSA.

The appeal comes at an appropriate time. The Foundation is in the midst of a fund-raising campaign to mark the 100<sup>th</sup> anniversary of higher education in Hawaii in 2007. So far, the campaign has raised \$58.2 million. The ultimate goal will be announced formally late next year. Educating young people who want to be part of Hawaii's agriculture industry will grow more and more costly as the years go by. The Foundation is hard put to keep scholarship funding running ahead of increasing expenses, especially since the University is receiving less and less money from the State government each year.



Every recipient of funding from the HFSA Endowed Scholarship Fund must be a Hawaii resident enrolled full-time in an undergraduate or graduate program in agriculture. Preference is given to students enrolled in a program emphasizing floriculture and/or ornamental production, but that policy could be amended to include additional categories specified by the contributors.

Kelvin Shoji, the Foundation's Director of Development, considers scholarship funds extremely important because they provide opportunities for local students who want to pursue careers in agriculture and capture the attention of prospective students and their parents.

"There are a dozen or more career areas that students

interested in agriculture can pursue," says Shoji.

"A student can become a research scientist or an environmental scientist. He or she can become a florist or a teacher or a horticulturist—a watershed manager, an environmental policy analyst, or find a fulfilling position with one of the federal or state regulatory agencies.

"Agricultural or agrochemical sales constitute another rewarding field.

"No matter what specialty a student chooses, the fact that scholarship funding is available from the University of Hawaii Foundation is an influential factor in his or her decision to become a part of agriculture in Hawaii. The Foundation deserves the support of everybody whose livelihood depends on superior, educated leadership within the industry."

## Hundreds benefited from Ag conference activities

More than 400 people participated in Ag 2004, the statewide conference on agriculture October 21-22, and about 600 guests came to hear the speakers at the event's luncheon program.

The conference, held at Honolulu's Hilton Hawaiian Village, featured sessions on such issues as agricultural theft, agricultural loans, food safety regulations, fruit fly suppression, Internet marketing, and agritourism.

Participants heard from two national figures who shared their expertise. Internet marketing consultant Garrett Wasny explained how dozens of Web sites can help them expand their businesses. Agritourism expert Jane Eckert said visitors want to see farms and ranches and have a hands-on experience in Hawaii. From there it is a short step to bolstering farm revenue by offering something interesting to those tourists.

The Hawaii Tropical Flower Council seminar, held on the second day of Ag 2004, featured concurrent sessions on marketing and pest management. The two sessions were followed by a Federal Floriculture Research Grant open house.

Greg Braun, HFSA Education Committee chair, served as a member of the Ag 2004 program committee.

Donna R. Ching, Ph.D. of the Program Committee wrote Braun a letter thanking him for serving as a member and noting that his participation helped create a conference that addressed the participants' immediate needs.

# The President—up front and personal

Let me wish you all a sincere Aloha as we head into the New Year. It will be a year of challenges, and disappointments may lie ahead. But we can hope there will be no catastrophes to equal the devastation caused at the University of Hawaii—Manoa by the flash flood of October 30, 2004.

The preliminary damage estimates to the College of Tropical Agriculture and Human Resources (CTAHR) from the flash flood and the extended loss of power as a result of the flooding exceeds \$1 million in losses to faculty offices, laboratories, and equipment in the seven CTAHR buildings that were damaged. This estimate not include damage to the infrastructure of these buildings.

Fortunately, the Magoon Greenhouse facility was spared. The flood went around the facility.

Damage to Dr. Heidi Kuehnle's laboratory resulted from the extended loss of electrical power and proper temperature control.

Anthurium and orchid tissue cultures were damaged due to two weeks of no lights, no aeration, and extreme heat. Many of the cultures died or suffered due to the combination of inadequate light and high heat.

Under these conditions, bacterial and fungal contamination of these cultures increased, and many plants died as a result of the contamination. In addition, Dr. Kuehnle's laboratory lost sensitive laboratory equipment due to power surges.

Other researchers in the Department of Tropical Plant and Soil Sciences also had losses related to the flood.



Dead cultures on the shaker in Dr. Kuehnle's laboratory

Throughout the islands, Coqui frogs continue to be a difficult problem. Early December brought a discussion among industry groups regarding the inter-island shipping protocol. Much work needs to be done before the problem can be considered anywhere near solved.

Because of an alliance between FedEx and the South American flower farms, consumers and local florists can purchase flowers in bulk direct from the farm in South America, thereby adding many days to the life of the flowers. This alliance facilitates the purchase of South American flowers online.

This adds up to more competition for Hawaii growers of flowers and other floral products.

Fortunately, there was some good news in the closing days of 2004.

The U.S. Senate passed H.R. 3242, known as the Specialty Crop Competitiveness Act, by unanimous consent on December 8. This measure provides \$44.5 million in funding in the form of block grants for specialty crops. The bill will become law once the President signs it.

H.R. 3242 is very important for us because virtually everything grown in Hawaii is classed as a specialty crop—including cut foliage and cut flowers (including flowers used for leis).

The funding will be distributed to the individual states' departments of agriculture. Organizations conducting projects for research and development will be eligible for the grants. So will marketing programs.

Hawaii's Representative Ed Case was a co-sponsor of the original bill, and I extend sincere thanks to him on behalf of all members of HFSA for his work in seeing the measure through to completion.

H.R. 3242 will be of significant assistance to our entire agriculture industry in the months ahead.

The Omnibus Appropriations bill, also passed in early December, included \$355,000 for floriculture research in Hawaii. The President signed that measure December 7.

We had hoped for a larger appropriation, but the Federal government is feeling the constraints of deficit spending and no larger allocation could be obtained. We are deeply grateful to Hawaii's Senator Daniel K. Inouye for his part in helping keep the allotment as large as it is.

There's news from the home front also.

The names of new HFSA officers and directors will be announced soon, along with the names of members who will head the various committees.

In coming months, we also expect to announce programs to make Hawaii's floral industry more profitable and more active in the competitive world market.

I expect an exciting 2005—and I look forward to the cooperation of everyone in making HFSA a more effective organization.

*Eric Tanouye*

## Let's Get Acquainted with Jim Heid and Ann Cross

*By Lorie Bolte, Maui Representative*

Kula Vista Protea Farm has 80 leased acres planted in fifty varieties that produce over 500,000 stems each year. Jim Heid is the managing partner of a small investor group. In operation for 16 years, the farm enjoys much success.

Jokingly known to other upcountry growers as "Mr. Protea" Heid is the grower of the wholesale operation while his fiancé Ann Cross handles the corporate accounts as well as the two retail stores and Web site.

Together they employ 24 employees including field laborers, flower packers, and sales people on both retail and wholesale levels.

Jim Heid earned his Bachelor of Science degree in horticulture from California Polytechnic University and ran a wholesale nursery in California before arriving in Hawaii.

He first came to Hawaii to research Protea in the late 1970s. His esteemed teacher was the late Dr. Phil Parvin, the floriculturalist who brought Maui's first protea from South Africa to the University's Kula research station.

In 1976, Jim was hired to set up a 12-acre farm for an investment group.

After a time he established Olinda Vista Nursery to cultivate and supply cuttings to other growers. He helped set up and maintain other growers' fields until he established Kula Vista some 16 years ago.

In 1987 he was awarded as young outstanding farmer of the year from Hawaii and competed in Moline Illinois for the national award..

The bulk of Kula Vista sales go to wholesalers in Japan, California and Florida but tourist traffic to the two retail shops Upcountry Harvest and Sunrise Market supply many new retail customers.

Last year over a million people drove past both shops on there way to Haleakala National Park.

Annie is quick to point out that once people see our flowers we have a customer for life. Her mailing list boasts 35,000 names and continues to grow.

Freshly cut protea can hold it's color for two weeks or more which makes the flower ideal for shipping. Along with fresh flowers the two shops are filled with dried and fresh baskets, wreaths, and protea ornaments.

There is something in all price ranges from fifty cents for a small bloom up to two hundred dollars for a magnificent wreath.

In October, Kula Vista held a farm tour for the Society of American Florists as well as hosting a sales exhibition that spread the knowledge of the Hawaiian flower industry. Florists from all over the states were treated to a taste of our local blooms served up with the incredible sweeping views that Kula Vista Farm enjoys.

Kula Vista once again received four blue ribbons for excellent flower varietals at this prestigious event.



Jim Heid in his Protea fields.

### **Pesticide Risk Reduction course will be held in Hilo Feb. 22-24**

A Pesticide Risk Reduction Education short-course will be conducted at the Komohana Agricultural Complex in Hilo February 22-24 for those interested in obtaining a pesticide applicator's license for the use of restricted pesticides and for those who want to be better informed about proper pesticide handling.

The 16-1/2 hour course was originally scheduled for February 8-10 but was rescheduled because the week before Valentine's Day is very busy for flower growers.

Charles Nagamine will conduct the course. There is a fee of \$115.

Watch for further announcements from your County Extension Agent regarding the registration deadline.

## Tanouye Receives Prestigious Award At Ag Hawaii 2004

Harold Tanouye, founder of Hilo's Green Point Nurseries, won the award for an Outstanding Agriculture Operation, one of three Agriculture Awards presented at the Hawaii Agricultural Conference 2004 October 21.

The award winners were recognized at a reception in the Coral Ballroom of the Hilton Hawaiian Village in Waikiki, where Ag 2004 was held.

The award for a New Farm Operation (less than three years) went to Thomas and Eva-Marie Kafsack of Surfing Goat Dairies in Kula, Maui. The award for Friend of Agriculture was presented to David "Buddy" Nobriga of Nobriga Ranch in Wailuku, Maui. Harold Tanouye's son Eric HFSA president, was on hand for presentation. So was Eric's 19-year-old son, Chris.

Harold formed Green Point Nurseries in 1977 to grow and market leather leaf ferns and anthurium cut flowers. The company has long been in the forefront of Hawaii's cut flower and ornamental industry. The business has grown to the point where 25 acres are in production.



Harold Tanouye at the award presentation ceremony with son Eric, left, and grandson, Chris.

Harold was cited for his outstanding innovation, creativity, distinctive practices, expansion of business, commitment to advancement and improvement, and distinction in a team approach to employee management.

Among his significant innovations are new varieties and cultivation pro-

cedures as well as widely used pre-packaging packs.

If you would like to congratulate Harold on his award or discuss new ideas and innovations with the Tanouyes, telephone (808) 959-353, fax (808) 959-7780, or send an email to [gpn@worldnet.att.net](mailto:gpn@worldnet.att.net).

## FedEx Update

**Contract Update:** The current HFSA-FedEx agreement, that was to expire on 10/10/2004, has been extended through 5/31/2005. Current rates, surcharge waivers and dims will remain in place.

HFSA members are also exempt from the FedEx price increases announced for January 2005.

**Service update:** FedEx 2day service from Hawaii to the mainland now has a 2-day service commitment nationwide. You no longer need to add a day for non-west coast destinations, using FedEx 2day service. The service commitment from the mainland to Hawaii is also reduced from 3 days to 2 business days.

You now have the following service commitments to A1 zip code destinations:

**PO service** by 10:30 am next business day to west coast states and by 10:30am 2<sup>nd</sup> business day to rest of country.

**SO service** by 3:00 pm next business day to west coast states and by 3:00 pm 2<sup>nd</sup> business day to rest of country.

**2day service** by 4:30 pm 2<sup>nd</sup> business day to commercial destinations and by 7:00 pm 2<sup>nd</sup> business day to residential destinations-**all mainland destinations (A1 zip codes)**

Reminders:

1) FedEx now applies the **dimensional weight** (dim wt) formula to all boxes, including boxes under 1 cubic foot

(12x12x12). FedEx charges you the higher of either dim weight or actual weight.

Dim wt.= LxWxH/**300** Domestic express shipments (greater than 1 cf)

Dim wt.= LxWxH/**500** Domestic express shipments (less than 1 cf)

Dim wt.= LxWxH/**166** International shipment

Dim wt.= LxWxH/**194** Domestic freight shipments

2) **Fuel surcharge** for November was 11%. The fuel surcharge can change the first Monday of every month.

3) **Money Back Guarantee- Holidays**

Consistent with the provisions of the FedEx Service Guide, the money-back guarantee for on-time delivery will temporarily be suspended from Dec. 20-24 on FedEx Priority Overnight and FedEx International Priority shipments that reach their destinations within 90 minutes of the scheduled commitment.

4) **Holiday Schedule**-<http://www.fedex.com/us/services/holidayschedule.html>

5) **Claims**—to file online go to: [www.fedex.com/us/claimsonline](http://www.fedex.com/us/claimsonline).

Please send any comments or questions to: [dmelnikov@fedex.com](mailto:dmelnikov@fedex.com).—David Melnikov, FedEx Account Executive, 808-982-8312. Fax 982-7732



*Hawaii Florists & Shippers Association,  
P.O. Box 5640, Hilo, Hawaii 96720*

The HFSA announces:

**57<sup>th</sup> Annual Shinnenkai  
January 22, 2004**

**Nani Mau Restaurant — 5:30 p.m. cocktails, 7 p.m. dinner**

Last year the beautiful floral creations submitted for competition and silent auction were enjoyed by all. The first place winner selected by a vote of all the attendees was 'Flowers by Kona Scent' and second place 'Kui & I.' This year we would like to open a second category for smaller arrangements done by non-florists. Prizes will be awarded in both categories. Donations of flower arrangements to be given away as prizes will be appreciated.

This is an opportunity to meet others with common interests and we encourage all members to enjoy the fellowship, entertainment and good food. Everyone goes home with a door prize —plus there is always a grand prize donated by FedEx.

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**57<sup>th</sup> Annual Shinnenkai Registration Form RSVP by January 14, 2004**

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January 22, 2004 at 7PM  
Nani Mau  
421 Makalika  
Hilo, HI 96721

Buffet Dinner \$30.00 per person

\_\_\_\_\_ Yes, I will attend

Name of Company \_\_\_\_\_

List of persons attending:

\_\_\_\_\_

\_\_\_\_\_

Total attending: \_\_\_\_\_

Total enclosed: \_\_\_\_\_

Send form and check to: HFSA, PO Box 5640, Hilo, HI 96720

For more information call Richard Kodani at 968 6004.

**Hawaii Florists & Shippers Association \* P.O. Box 5640, Hilo, HI 96720**

**\* Web Site [hfsa.net](http://hfsa.net)**

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