

Program

Hawaii Agriculture Conference

Ag 2006

Maximizing your bottom line



October 26, 2006
Hilton Hawaiian Village



THE 'ĀINA ENDURES
AS DOES OUR COMMITMENT TO HELP IT THRIVE

Kamehameha Schools has been helping farmers achieve their dreams for more than 120 years. Through community partnerships, prudent resource management and a long-term commitment to the agriculture industry, Kamehameha Schools continues to seek innovative solutions that allow the 'āina to meet our state's food, energy, fiber, educational and cultural needs in perpetuity.

For more information about agriculture and stewardship opportunities, please contact Kamehameha Schools, Land Assets Division.



KAMEHAMEHA SCHOOLS

LAND ASSETS DIVISION 567 SOUTH KING STREET, SUITE 200 | HONOLULU, HAWAII 96813

Ag 2006

Aloha and Welcome to Hawaii's Agriculture Conference – Ag 2006!

Today is a day to celebrate Hawaii's agriculture industry, and an opportunity to renew old friendships and business relationships and make new contacts. It is also a venue for industry collaboration, building entrepreneurial capacity and illuminating opportunities to strengthen agriculture.

The plenary and breakout sessions feature respected international, national and local speakers with cutting edge ideas and tools to assist you in taking advantage of opportunities more rapidly, get around obstacles with greater agility and take decisive action to fulfill your personal and company goals. The difficult decision will be which of the eleven sessions to choose in the tracks - Reducing Your Costs, Increasing Revenues, New Paradigms and Opportunities.

During the all-Hawaii agriculture product luncheon, those who have excelled in their businesses and contributed significantly to the industry will be honored by presenting the Hawaii Agriculture Awards. Then be sure to visit the vendors in the Trade Show and the Finance Village and explore all the great services and new products offered.

Building on the synergy of Ag 2006, the Hawaii Farm Bureau Federation completed its 59th Annual Convention and upcoming events tomorrow include the Hawaii Floriculture Seminar sponsored by the Hawaii Tropical Flower Council and the Hawaii Florist and Shippers Association, and finally a collaborative of federal, state, county and private sector interests have organized the Hawaii Bioenergy Workshop.

In closing, thank you for joining the host organizations – the Agricultural Leadership Foundation of Hawaii, Hawaii Farm Bureau Federation, Hawaii Department of Agriculture and the University of Hawai'i at Mānoa College of Tropical Agriculture and Human Resources. It has been our pleasure to organize and present Ag 2006.

Sincerely,



Diane Ley, 2006 Conference Chair

Keynote Presentation

presented by Kamehameha Schools

The Diversified Agriculture Experience, Realities and Myths; is there a place for Hawaii?

Brent Warner, a Canadian extension agritourism specialist will share observations and insights developed jointly with Dr. Ed Mahoney (Michigan State University) based on a continent wide survey in 2005 of over 1200 diversified agricultural operations. These insights linked to trends sweeping across health, markets, and tourism will provide a provocative look at the some opportunities available should Hawaii choose to participate individually or collectively.



Brent Warner is the Industry Agritourism Specialist with the BC Ministry of Agriculture and Lands and the past secretary of the North American Farmers Direct Marketing Association (NAFDMA). His career spans over 25 years of working with farm families across North America. Due to the rapid change affecting agriculture world wide, he has been invited to share his insights on family farm survival from Hawaii to Prince Edward Island and from California to Boston to the North West Territories. In 2000 he was the recipient of the NAFDMA "Outstanding Leadership Award" and in 2002 he co-authored a marketing guide for progressive farmers, "Marketing on the Edge". He created the BC Agritourism Alliance in 2004, which is the first Association of operators in North America that offers an inspection of facilities and a comprehensive liability insurance program for members. In January of 2006 he was the keynote speaker with Dr. Ed Mahoney from Michigan State University at the North American Farmers' Direct Marketing Conference in Austin, Texas where they detailed the trends and evolving opportunities in agriculture and agritourism, based on their survey results of 1200 operators across North America. In his keynote address, he will apply these findings.

AG 2006 AWARDS

In Memory of A. James "Jim" Wriston III

Outstanding Agriculture Operations



Hamakua Springs Country Farms, Richard Ha

During the three decades that Richard has been farming, Hawaii agriculture has diversified, and his operation has as well. In addition to bananas, Hamakua Springs Country Farms produces greenhouse-grown, hydroponic tomatoes, lettuces, and cucumbers in Pepeekeo on the Big Island. The farm's practices are in harmony with the land and water that feed it, demonstrating an innovative model for sustainability. Richard's expansive vision of sustainability includes not only farm economics and environmental conservation but also the farm's 70 employees and the surrounding community. His team-oriented approach, his commitment to the community, and Richards's outstanding stewardship, savvy efficiency, and win-win management style have garnered him many awards from the community, industry and commodity groups.



FAT Law's Farm, Inc., Tim, Alice and Frank Law

The FAT Law's Farm is located on over 100 acres in Ewa Beach, Oahu. The farm is one of the states main producers of fresh herbs and vegetables, accounting for more than 60% of the basil exported from Hawaii. Their success has lead to the development of 150 acre farm in Hainan, China to raise products for the Hong Kong, China and Japan markets. Tim Law first started farming on 3 acre farm in Waianae, moved to a 25 acre farm in Kahuku and then moved to their present location in 1996. All the while he has assisted immigrant minority small scale farmers, providing advise on farming practices and providing many with markets for their products. Tim has established programs and provided encouragement to these farmers so they could become a viable and productive segment of the agriculture industry. FAT Law's Farms has received many awards for their outreach efforts and business practices.

New Farm Operation



Alii Kula Lavender, Alii Chang, Lani Weigert and Marseu Simpson

Alii Kula Lavender, located in Kula Maui, grows 45 different varieties of Lavender - 7 of which bloom year round, on a 10.5 acre farm. The farm offers a walking tour and has 75 unique, quality Lavender products ranging from Lavender Poha Jam, Lavender Coffee, Lavender Honey, Lavender Scone Mix, Lavender Potpourri, Lavender Body Butter Crème and Lavender Pet Shampoo. Their innovative business model includes partnerships with local manufacturers in their community. They prefer to empower rather than compete against local businesses that offered similar products, such as jams, jellies, soaps, candles, etc. Their marketing strategy is innovative as well and focuses on the local community first, particularly

the elders. These visitors became their strongest promoters and helped attract over 3,000 people to the farm last year. This strategy is developing successful markets for their products in China, Japan, Canada, Australia and Europe.

Innovative Value Added Product



Need photo

Oils of Aloha, Dana and Barbara Gray

Oils of Aloha has been producing quality Kukui and Macadamia nut oils since 1988. These oils are expeller pressed (no solvents) from nuts grown throughout the Hawaiian Islands, providing additional markets for local orchards and businesses. Originally, the company processed oils for cosmetic and pharmaceutical manufacturers, but soon it was producing macadamia nut oil for food applications as well. Oils of Aloha's research lead the discovery that macadamia nut oil is tasty and healthy alternative to olive oil and that kukui nut oil has outstanding emollient properties. Today, Oils of Aloha is a successful manufacturer with a global client base and enjoys an excellent reputation for quality, reliability, and service.

Friend of Agriculture



Derek Kurisu

From his position as KTA's Executive Vice President for Perishable Operations and as a media-savvy ambassador of aloha, Derek Kurisu has promoted local products, nurtured new ventures, and raised awareness of the challenges faced by Hawaii growers. He established the Mountain Apple Brand to give local producers and manufactures a venue for their products. The brand's philosophy emphasizes teamwork. The unity of working under a single brand strengthens the diverse Mountain Apple Brand vendors, who are treated equally regardless of their size. Import replacement is the goal: Derek encourages his suppliers to compete with mainland producers rather than with their neighbors. Ninety percent of KTA's leafy vegetables, 30 to 40 percent of their beef, and 100 percent of their papayas, bananas, and milk are produced on the Big Island. As chairman of the Hawaii Food Industry Association, Derek is a spokesman for the state's retail food suppliers. He is a member of the CTAHR Board of Advisors and participates in many additional organizations related to all levels of Hawaii education, from elementary school to UH and has won many awards and accolades through the years.

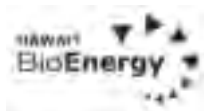
These awards are sponsored in memory of A. James "Jim" Wriston III, by his friends and partners Stephen Nimz, Stephen Swift and Alan Gottlieb. Jim, an Agricultural Leadership Foundation of Hawaii alumnus, lifelong agriculturalist and entrepreneur, lived a short but very full life. His friends remember Jim as a "really good guy" who liked to hang with his family and friends, fish and drink beer. His fun approach to life was liked by all. Jim's entrepreneurial spirit and environmental vision, his love for the land and his strong sense of right and wrong, his respect for others and the strength of his word are all qualities to be remembered as we honor others in this industry who contribute to the sustainable growth of this most important industry.

Ag 2006

Conference Hosts



Conference Partners



Conference Planning Team

2006 Ag Awards – Yukio Kitagawa

Awards Luncheon – Merrissa Uchimura, Larry Yamamoto

Budget and Finance – Brian Miyamoto, Howard Yamasaki

Conference Chair – Diane Ley

Conference Coordination – Kim Coffee-Isaak

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Graphic Design – Miles Hakoda

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Program Development – Donna Ching, Jim Hollyer

Public Relations - Kim Coffee-Isaak

Scholarships and Volunteers – Donna Ching, Merrissa Uchimura

Tradeshaw – Lee-Ann Choy

Web Design and Management – Kathy Lu

Additional Volunteers who generously provided assistance and contributed to the success of the Conference, including the scholarship recipients and additional volunteers from across the state.

County of Hawaii Department of Research and Development, Alan Gottlieb, Loren Mochida, Betsy Polhemus, Monty Richards, Alan Takemoto, Ted Tokunaga, Stephanie Whalen, Jane Yamashiro, Aileen Yeh and Valeria Zavala

Mahalo to our Conference Sponsors!

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Hawaiian Host

Conference Program-at-a-Glance (Thursday, Oct. 26)

7:30 – 8:30 am <i>Coral Ballroom Foyer</i>	REGISTRATION			
Opening Plenary 8:30 – 10:00 am <i>Coral Ballroom 1 & 2</i>	<p>Welcome: Honorable Linda Lingle, Governor of the State of Hawaii</p> <p>Introductions: Sandra Lee Kunimoto, Chairperson, Hawaii Board of Agriculture</p> <p>Keynote Presentation: <i>The Diversified Agriculture Experience, Realities and Myths; Is there a place for Hawaii?</i> Brent Warner, Industry Agritourism Specialist with the BC Ministry of Agriculture and Lands; sponsored by Kamehameha Schools</p>			
10:00 – 10:15 am	TRADE SHOW & NETWORKING BREAK			
Morning Session 10:15 – 11:30 am	Reduce Costs Track <i>South Pacific 1</i>	Increase Revenues Track <i>South Pacific 2</i>	New Paradigms Track <i>Coral Ballroom 1</i>	New Opportunities Track <i>Coral Ballroom 2</i>
	Exploring Your Transportation Options: Join us for an exploration of new and existing transportation options for your Hawaii product.	New Markets: There are expanded opportunities out there - come and learn how to tap into innovative retailers.	Incentives for Agriculture Viability on Important Agricultural Lands: Come voice your opinions on potential incentives for IAL for agricultural viability.	<p>Visit the Tradeshow and Finance Village.</p> <p>Great services and new suppliers!</p>
11:30 am – 12:00 pm	Tradeshow and Networking Break			
Luncheon 12:00 – 1:30 pm Awards Program 12:30 – 1:30 pm <i>Coral 3-5</i>	<p>Introductions: Diane Ley, 2006 Conference Chair</p> <p>Master of Ceremonies: Howard Dicus, Pacific Business News</p> <p>Awards Presentation: Yukio "Yuki" Kitagawa, retired Chair of the Hawaii Board of Agriculture and Jim Wristen, Jr.</p>			
1:30 – 1:45 pm	TRADE SHOW & NETWORKING BREAK			
Afternoon Session 1 1:45 – 3:00 pm	Cutting Your Water and Energy Costs: Many cost-reducing options are out there for you - do you know what they are?	See the Coach! Business Coaching and Support Systems: Take your agribusiness to the next level. Increase profits by taking advantage of the production, business, and funding resources available to you here in Hawaii.	The Face of New Agriculture, Adapt or Die: Entrepreneurs who can grab on to new opportunities will be the ones who can transition their businesses toward success - learn some valuable tips for your company's next evolution.	One Farm – Two Production Systems: Come and learn how innovative thinking allows a farmer to take advantage of different production systems.
3:00 – 3:15 pm	TRADE SHOW & NETWORKING BREAK			
Afternoon Session 2 3:15 – 4:30 pm	Building Housing to Attract and Retain Labor: Getting help on the farm is a challenge faced by many. Come learn how one family created a reliable work force by building housing for their workers.	Dress Your Product for Success and Export! An Agriculture Product Makeover: See how repackaging a Hawaii product can invite more attention and sales. Bring your product in and get some on-the-spot advice.	The Power of One Voice: Learn how consolidating industry groups into one powerful voice benefited the Florida flower, nursery and landscaping industries. Learn what the Hawaii Floriculture and Nursery Industries are doing to move towards unifying their industry.	A farmer's New Survival Strategy – Adding Value to You and Your Farm!: Learn how one farm turned their challenges into opportunities and increased by 10 times the value of a \$20 bunch of lavender. See how they are working with another farm to replicate their success.

MORNING SESSION

10:15 to 11:30 am

Reduce Your Costs Track - Morning Session

Exploring Your Transportation Options:

Join us for an exploration of new and existing transportation options for your Hawaii product.

Speakers:

- Terry O'Halloran, Director of Business Development, Hawaii Superferry
- Brian Suzuki, President and CEO, Hawaii Air Cargo

Terry O'Halloran is the director of business development and a member of the senior launch team responsible for initial planning of the Hawaii Superferry operations prior to service in 2007. O'Halloran has 30 years of managerial and executive experience in tourism and product development in Hawaii. O'Halloran has served as a member of several non-profit, community, and professional organizations and is currently the chair of the Hawaiian Islands Humpback Whale National Marine Sanctuary Advisory Council.

Brian Suzuki, Brian Suzuki began his air transportation career back in 1968 with Pan American World Airways. He is President and CEO of Hawaii Air Cargo, an international airfreight forwarder based in Honolulu. Mr. Suzuki has received several honors from the State of Hawaii and from the air cargo industry for his work in assisting shippers and he is the currently the President of the Air Cargo Association of Hawaii.

Increase your Revenues Track Morning Session

New Markets:

There are expanded opportunities out there – come and learn how to tap into innovative retailers.

Speakers:

- John Schilf, Director of Operations, Foodland Super Market, Ltd.
- Tisha Uyehara, Produce Director of Marketing, Armstrong Produce

John Schilf is the Director of Operations for Foodland Super Market, Ltd.. Continuing his 20 plus year career in the supermarket industry, John joined Foodland in 2005 from Winn-Dixie where he was the Regional Operations Manager. Foodland, founded in 1948 by Maurice J. Sullivan, has grown to include 29 supermarkets statewide. By pursuing innovative ideas and programs, Foodland has evolved into the leading supermarket chain in Hawaii. In his spare time, John enjoys all types of outdoor activities with his family.

Tisha Uyehara is the Produce Director of Marketing at Armstrong Produce and has served in this capacity for almost 4 years. Formerly she was the Deputy Director of Hawaii State Department of Agriculture and Director of the Office of Environmental Quality Control.

New Paradigms Track Morning Session

Incentives for Agriculture Viability on Important Agricultural Lands

Act 183 (SLH 2005) mandates that the Hawaii Department of Agriculture (HDOA) develop incentives to promote viability, sustained growth, long-term use and protection of Important Agricultural Lands (IAL) in Hawaii. Together with other key agencies, organizations, stakeholders and small producer groups, a comprehensive package of potential incentives for IAL has been developed, which will be presented during next year's legislative session. Join us for a presentation of the incentive package, and voice your opinions on these important initiatives for agricultural viability in Hawaii.

Moderator: Duane Okamoto, Deputy to the Chairperson, Hawaii Department of Agriculture

Speakers:

- **Dean Uchida**, Executive Director, Land Use Research Foundation of Hawaii
- **Mae Nakahata**, Director of Crop Control, Hawaiian Commercial and Sugar Company
- **Sandra Lee Kunimoto**, Chairperson, Hawaii Board of Agriculture
- **Dean Matsukawa**, Agricultural Loan Division Administrator, Hawaii Department of Agriculture
- **Anthony Ching**, Executive Officer, State Land Use Commission
- **Dean Okimoto**, President, Hawaii Farm Bureau Federation

Dean Uchida is the Executive Director of the Land Use Research Foundation of Hawaii (LURF), a private, non-profit research and trade organization whose members are major Hawaii landowners and developers. Uchida has been involved, from both the private and public sectors, in real estate development, property management, land use law and land use planning in Hawaii since 1981.

Mae Nakahata, Vice President of the Hawaii Farm Bureau Federation, graduated from the University of Hawaii at Hilo. Nakahata began her career at the Mauna Kea Sugar Company on the Big Island, and has spent the last 20 years at the Hawaiian Commercial and Sugar Company on Maui, currently as Director of Crop Control.

Sandra Lee Kunimoto has more than 25 years of experience in agriculture in Hawaii and California. Governor Lingle appointed Kunimoto as Chairperson of the Department of Agriculture in January 2003. She has held positions at HARC, a landscaping firm, a vegetable cooperative, at the University of Hawaii, at a global agro-industrial firm, and at a plant nursery.

Dean Matsukawa heads the Agricultural Loan Division for the Hawaii Department of Agriculture. The program provides assistance to farmers, ranchers and aquaculturists located throughout the State. Matsukawa is a graduate of the University of Washington and Class VI of the Agricultural Leadership Foundation of Hawaii.

Anthony J.H. Ching is the Executive Officer of the State Land Use Commission (LUC). Ching is currently working with the various County Planning Directors, HDOA and the State Office of Planning to implement Act 183 SLH 2005 Relating to Important Agricultural Lands (IAL) and Act 205 SLH 2005 Relating to the State Land Use (SLU) Rural District

Dean Okimoto came back to the family farm in 1983 and soon expanded it to include a hydroponics system for lettuce. In 1986, Nalo Farms again branched out to grow herbs for the mainland winter market. Following a devastating soil disease, Roy Yamaguchi encouraged Okimoto to grow baby greens, today Nalo Farms' signature product. Currently Nalo Farms services over 120 restaurants and has spread its knowledge to other farmers.

Duane Okamoto was appointed by Governor Lingle as Deputy of the Hawaii Department of Agriculture in 2005. His background is primarily in the private sector, however work with his own firm involved projects across Kauai, in Waianae, Kahuku, Hilo, Hamakua, Ka'u, Hana, Wailuku, Kahului, and urban Honolulu. Okamoto and his family came to Hawaii in 1989.

AFTERNOON SESSION 1

1:45 to 3:00 pm

Reduce Your Costs Track Afternoon Session 1

Cutting Your Water and Energy Costs:

Many cost-reducing options are out there for you – do you know what they are?

Speakers:

- **Ali Fares** is an Associate Professor of Watershed Hydrology at University of Hawaii
- **Darren T. Kimura**, founder Energy Industries

Ali Fares is an Associate Professor of Watershed Hydrology at University of Hawaii. He received a Ph.D. from the University of Florida in Hydrology where he also worked as a Research Fellow on irrigation and nutrient management. He subsequently was employed by Sentek, a leading manufacturer of soil moisture sensors, in South Australia. At UH, he leads the watershed hydrology laboratory, conducts research, and teaches on many aspects of watershed hydrology and water management.

Darren T. Kimura, an accomplished entrepreneur, founded Energy Industries, a Hawaii-based global energy business devoted to effective energy conservation. He also founded 7 other energy companies through out the US, the Philippines and Hong Kong. He is a recognized expert in energy efficiency and renewable energy and has spoken throughout the US and Pacific. Mr. Kimura has a business degree from the University of Hawaii and electrical engineering from Portland State University. He is a Certified Energy Manager, Certified Demand Side Manager, Certified Cogeneration Professional, and is Lighting Certified. He has published 5 papers on energy and holds 1 US patent.

Increase Your Revenues Track Afternoon Session 1

See the Coach! Business Coaching and Support Systems:

Take your agribusiness to the next level. Increase profits by taking advantage of the production, business, and funding resources available to you here in Hawaii.

Speakers:

- **Mathew Johnson**, Project Manager, Oahu Resource Conservation & Development
- **Steven Chiang**, Director, Agribusiness Incubator Program at the University of Hawaii
- **John McHugh**, co-owner, Crop Care Hawaii, LLC

Mathew Johnson is currently the Project Manager for the Oahu Resource Conservation & Development which provides grant monies, grant consulting and agribusiness training for farmers on Oahu. Previously, Matt worked in the Philippines as a Peace Corps volunteer and Business Adviser for farmers and fishermen. Matt is a native of Pennsylvania and relocated to Oahu last year.

Steven Chiang is the Director of the Agribusiness Incubator Program at the University of Hawaii that provides a full range of business consulting services for Hawaii's agribusinesses. Previously, Mr. Chiang worked as a management and technology consultant for a "Big 4" global consulting firm, served as a unit manager for a Fortune 500 global outsourcing firm and was CIO at a Hawaii 250 company. Steven has held positions at or consulted to over 70 local, national, and international companies from a wide variety of industries.

John McHugh is co-owner of Crop Care Hawaii, LLC, an agricultural consulting business. He also is the sole proprietor of a second agricultural consulting company- John J. McHugh, Jr. He serves as the co-chair of the Hawaii Farm Bureau Federation Environmental Stewardship Committee, is the Secretary-Treasurer of the West Oahu Soil and Water Conservation District, and is a Director of the Oahu Resource Conservation Development Council. In 2003 Crop Care Hawaii, LLC received recognition and an award from the US EPA Region IX for Outstanding Achievement in the Environment.

New Paradigms Track Afternoon Session 1

The Face of New Agriculture, Adapt or Die:

Entrepreneurs who can grab on to new opportunities will be the ones who can transition their businesses toward success - learn some valuable tips for your company's next evolution.

Farmers and ranchers in Hawaii cannot compete in the race to the bottom in global pricing for agricultural commodities. But neither should any other family farm in North America. Yet many farms are growing, prospering and even expanding. What do they know and what are they doing? Brent Warner will further explore some of the trends and opportunities touched on in the keynote address and give examples of operations that are the "New Face of Agriculture"

Speaker:

Brent Warner, Industry Agritourism Specialist, BC Ministry of Agriculture and Lands

Brent Warner is the Industry Agritourism Specialist with the BC Ministry of Agriculture and Lands and the past secretary of the North American Farmers Direct Marketing Association (NAFDMA). His career spans over 25 years of working with farm families across North America. In 2000 he was the recipient of the NAFDMA "Outstanding Leadership Award" and in 2002 he co-authored a marketing guide for progressive farmers, "Marketing on the Edge". He created the BC Agritourism Alliance in 2004, which is the first Association of operators in North America that offers an inspection of facilities and a comprehensive liability insurance program for members.

New Opportunities Track Afternoon Session 1

One Farm - Two Production Systems:

Come and learn how innovative thinking allows a farmer to take advantage of different production systems.

Speakers:

- **Lon Inaba**, Operations Manager, Inaba Produce Farms
- **Ken Kamiya**, President, Kamiya Gold, Inc

Lon Inaba of Wapato, Wash., is the operations manager for Inaba Produce Farms. His third generation family farm grows sweet corn, onions, peppers, melons, tomatoes, asparagus, and many other crops on 1,200 acres, including 200 acres of certified organic produce. They sell primarily to supermarket chains, and employ 100 to 200 seasonal farm workers from Mexico during the harvest season. It's a big spread at 1200 acres, yet is a good example of how environmentally friendly and socially responsible practices are commercially viable values in food production, even on a large scale.

Ken Kamiya is President, Kamiya Gold, Inc. an Oahu farm that grows and markets "Kamiya Papayas". Ken has been growing papayas for over 35 years and was recently elected President of Hawaii Papaya Industry Association (HPIA) and was very active with its predecessor, the Papaya Administrative Committee. Ken has also served in many leadership positions in the Hawaii Farm Bureau Federation. An alumnus of Class III of the Agricultural Leadership Foundation of Hawaii, Ken also served as the Foundation Chairperson.

AFTERNOON SESSION 2

3:15 to 4:30 pm

Reduce Your Costs Track Afternoon Session 2

Building Housing to Attract and Retain Labor:

Getting help on the farm is a challenge faced by many. Come learn how one family created a reliable work force by building housing for their workers.

Speakers:

- Lon Inaba, Operations Manager, Inaba Produce Farms, Wapato, Wash.
- Thao Khamoui, Area Director, U.S. Department of Agriculture

Lon Inaba of Wapato, Wash., is the operations manager for Inaba Produce Farms. His third generation family farm grows sweet corn, onions, peppers, melons, tomatoes, asparagus, and many other crops on 1,200 acres, including 200 acres of certified organic produce. They sell primarily to supermarket chains, and employ 100 to 200 seasonal farm workers from Mexico during the harvest season. They've diversified the crop mix to extend the growing season to provide a longer term of steady employment for workers. Inaba figures 20 percent of seasonal farm workers live in the area year round. The rest move back and forth from Mexico. The Inabas are known as good employers. Working with a federal rural development and housing program, the Inabas built four housing sites for their employees. And they are one of the few places that provide housing for their seasonal employees.

Thao Khamoui graduated in 1980 from the University of Hawaii with a major in Agricultural Economics. He taught at the University of Guam from 1981-84 and started working at the U.S. Dept. of Agriculture in 1985. He is knowledgeable about the agriculture and housing industries in the Pacific Islands, American Samoa and Hawaii. As Area Director his projects include working in Guam, Micronesia, Marshall Islands and American Samoa.

Increase Your Revenues Track Afternoon Session 2

Dress Your Product for Success and Export - an Agriculture Product Makeover:

See how repackaging a Hawaii product can invite more attention and sales.

Speakers:

- Eliza Lane, Communications Coordinator, Western United States Agricultural Trade Association
- Craig Hirasaki President, Hirasaki Nakagawa Design

Eliza Lane coordinates outreach and communications for the Western United States Agricultural Trade Association. In addition to a strong background in public relations, she has more than ten years public and independent sector marketing experience, including positions with two visitors associations, a municipal government and the Golf Course Superintendents Association of America. Eliza has a bachelor's degree in American Studies from Grinnell College in Iowa. She lives with her family in Vancouver, Washington.

Craig Hirasaki, President of Hirasaki Nakagawa Design. Hirasaki Nakagawa Design (HND), launched in 1995, is a full service design firm that produces identity, packaging, advertising, web and collateral design. HND's experience in the different fields of businesses bring a variety of strategies and insight to the table. Many clients have enjoyed working directly with HND because of their creativity and production knowledge they offer to the project. Clients include: Honolulu Academy of Arts, Island Insurance and McDonald's of Hawaii.

New Paradigms Track Afternoon Session 2

The Power of One Voice:

Learn what the Hawaii Floriculture and Nursery Industries are doing to move towards unifying their industry.

Speakers:

- Dr. Joseph C. Cialone, President, Tropical Computers
- Eric Tanouye, the Vice-President and General Manager, Green Point Nurseries
- Kelvin Sewake, Interim Hawaii County Administrator, College of Tropical Agriculture and Human Resources UHM

Joe Cialone has contributed to the field of commercial horticulture as an entrepreneur, inventor, and leader. He began his career as a plant physiologist and researcher in weed science at Rutgers University. In 1971 Joe co-founded Tropical Ornamentals based in Florida, a major supplier of interior plants in the United States. He also developed a sub-irrigation system called "Everlife" and a notched-cane propagation technique for *Dracaena* species. Joe's enthusiasm and activism are legendary; he has served on the boards of the Florida Foliage Association, the Florida Nurseryman and Growers Association, the Associated Landscape Contractors of America, Mounts Botanical Garden, Palm Beach Wholesale Growers Association, the National Foliage Foundation, and The Fund for Interior Horticultural Research and Education. Joe received the Paul Ecke, Jr. Commercial Award from the American Horticultural Society in April 2004. The individual award is given to a person, who, because of his/her commitment to the highest standards of excellence in the field of commercial horticulture, contributes to the betterment of gardening practices everywhere.

Eric Tanouye is the Vice-President and General Manager of Green Point Nurseries. Eric's responsibilities are primarily export sales of a diverse product line of tropical flowers and foliage to North America, Canada, the Pacific Rim and Asia. Eric and his family are known as pioneers and innovators in the production and sales of anthuriums. He is active in various industry and commodity associations and a Class VII alumnus of the Agricultural Leadership Foundation of Hawaii.

Kelvin Sewake, currently the Interim Hawaii County Administrator for the University of Hawaii at Manoa's College of Tropical Agriculture and Human Resources (CTAHR), oversees the college's extension, research, and instruction programs on the Big Island. He has 21 years of experience in the Cooperative Extension Service's Hilo office and has served the floriculture industry for the past 17 years. He has advised numerous industry organizations, including the Hawaii Florists and Shippers Association and the Hawaii Tropical Flower Council. A graduate of CTAHR, he received both his B.S. and M.S. degrees in Horticulture in 1982 and 1984, respectively.

New Opportunities Track Afternoon Session 2

A farmer's New Survival Strategy -- Adding Value to You and Your Farm!

Do farm expenses ever exceed crop revenues and leave you wondering what you can do to add more value to your crops?

Speakers:

- Lani Weingart, co-owner and Marketing/PR Director, Ali'i Kula Lavender
- Melvin Matsuda, co-owner, Matsuda Fukuyama Farms Inc

Lani Weingart is the co-owner and Marketing, PR Director for Ali'i Kula Lavender in Kula on Maui. After working in the travel industry for 28 years, Lani helped create Ali'i Kula Lavender, Maui's Premier Lavender Farm. Lani oversees all the farm's marketing and public relations. She is a member of the Maui Farm Bureau, founding member of the State Ag Department's Seal of Quality program, and Co-chair for Maui Economic Development Board Membership committee.

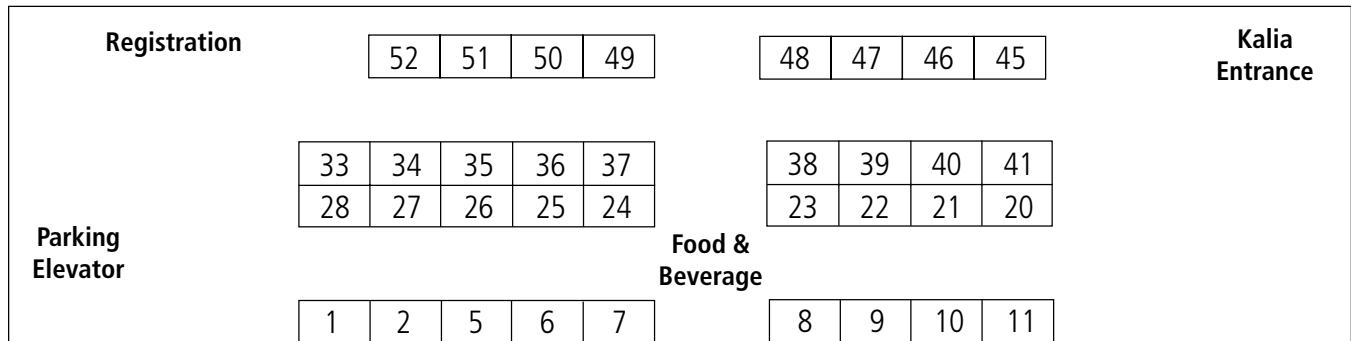
Melvin Matsuda is co-owner with Clyde Fukuyama of Matsuda Fukuyama Farms Inc. Mel and Clyde are third generation farmers who have continued their families' farming tradition by managing more than 200 acres of land producing watermelon, papaya, apple banana, and long eggplant. The sons have built on the knowledge and hard work of their fathers while also collaborating with the University of Hawaii to utilize and maximize leading edge technology to grow and distribute produce affectionately referred to as "Hawaii's Favorites."

Tradeshow Exhibitors

Floor Plan

Coral Ballroom II Plenary / Breakouts

Coral Ballroom III, IV, V Luncheon / Awards



Exhibitor	Booth #
A&B presents Maui Brand Sugar / Kauai Coffee	49
ABR, LLC	48
AgSecure Insurance Services	34
American Farm Mortgage Company	9
American Machinery	1, 2
College of Tropical Agriculture University of Hawaii at Manoa	46
Farm Credit Services of Hawaii	10
Federal Express	28
First Hawaiian Bank	8
Fresh from the Farm	22
Global Horizons	6
Hawaii BioEnergy	36
Hawaii State Department of Agriculture	38
Hawaii State Department of Agriculture	39
Hawaii State Department of Agriculture	40
Hawaii State Department of Agriculture: Division of Animal Industry	41

Exhibitor	Booth #
Hawaiian Earth Products	26
HEMIC	11
HI Crop Improvement Assn.	23
Kamehameha Schools	52
Liphatech	37
Maui Land & Pineapple Inc.	21
Maui Superferry	50
McLaughlin Gormley King	47
Meadow Gold Dairies	24
Mulvadi Corporation	35
Oahu R.C. & D.C.	33
Pioneer Hi-Bred International	20
R.R. Olson, Division of Walco International Inc.	27
USDA Farm Service Agency	7
USDA Natural Resources Conservation Service	51
USDA, APHIS, PPQ	5
Young Brothers	25



Hawaii Farm Bureau Federation Annual Convention (Oct. 22)

The Hawaii Farm Bureau Federation (HFBF) is a non-profit organization of farming families united for the purpose of analyzing problems and formulating action to ensure the future of agriculture thereby promoting the well-being of farming and the State's economy.

Members and guests are invited to attend the 57th Annual Convention, on October 22, 2004 at the Hilton Hawaiian Village. Business will include setting the organization's 2005 legislative initiatives, policy updates and election of new officers.

NEEDS TO BE PROGRAM

Friday, October 22

(Rooms: South Pacific 1 & 2)

UPDATED

7:30 am to 8:00 am	Registration & Continental Breakfast
8:00 am to 9:30 am	Business Session - Annual reports and updates from the president, committees and counties
9:30 am	Presentation on the State Drought Program - Neal Fujii, State Drought Coordinator, CWRM
10:30 am to Noon	Business Session (continued)
Noon to 1:00 pm	Lunch with Luncheon Speaker - Michelle Gorman, AFBF Director of Regulatory Affairs to discuss national biotechnology regulatory issues and how it affects Hawaii.
1:00 pm - 5:00 pm	Business Session (continued) - Review and approval of policies and legislative proposals for the upcoming year
6:00 pm – 9:00 pm	Dinner & Installation Banquet, Membership Awards

Saturday, October 23 (optional):

8:00 am – 10:00 am	Farm Tour – Hawaii Farm Bureau's sponsored Farmers Market at Kapiolani Community College. Visit with Farm Bureau members, local farmers and vendors of local products.
10:00 am – 2:00 pm	Oceanic Institute – Learn about the leading edge aquacultural development occurring at this facility.

Hawaii's Flowers

Hawaii Tropical Flower Council Seminar (Oct. 22)

A statewide association of growers, shippers, corporations and individual proprietors, the Hawaii Tropical Flower Council directs promotion and supports research of Hawaii's tropical flower industry. Each of the state's major flower commodity groups (anthuriums, orchids, proteas, tropical flowers, potted plants and foliage) is represented on the council's board of directors.

Members and guests are invited to attend a full-day of focusing on issues, workshops, booths, cultural discussions and more on October 22, 2004 at the Hilton Hawaiian Village.

**NEEDS TO BE
PROGRAM
UPDATED**

8:30 – 8:45 am **Welcome and Hawaii Tropical Flower Council Update**
(Room: South Pacific 4) Michael Houve, HFC President

CONCURRENT SESSION I – MARKETING
(Room: South Pacific 4)

8:45 – 10:00 am **Niche Marketing of Tropical Floral Products**
Jane Eckert, President, Eckert AgriMarketing

10:00 – 10:15 am **Break**

10:15 – 11:30 am **Floral Website Critiquing, Accessing, and E-resources to Improve Your Floral Website Design**
Garrett Wasny, Award-winning Author, Publisher and Speaker on E-business and Global Trade

11:30 – 1:00 pm **LUNCH**
The Formation, Progress, and Impacts of the California Cut Flower Commission on the California Cut Flower Industry
Michael Mellano, Board Member of the California Cut Flower Commission

1:00 – 2:00 pm **Supermarket Floral Sales**
Greg Calistro, Produce and Floral Buyer/Merchandiser, Save Mart Supermarket

2:00 – 4:00 pm **Marketing Round Table Discussion**
Jane Eckert, President, Eckert AgriMarketing
Garrett Wasny, Award-winning Author, Publisher and Speaker on E-business and Global Trade
Michael Mellano, Board Member of the California Cut Flower Commission
Greg Calistro, Produce and Floral Buyer/Merchandiser, Save Mart Supermarket
Susan Matsushima, President, Alluvion, Inc.

CONCURRENT SESSION II – CULTURE AND PEST MANAGEMENT
(Room: Sea Pearl 5 & 6)

8:45 – 9:25 am **New Symptoms for Fusarium and Other Floral Diseases**
Dr. Janice Uchida, CTAHR Plant Pathologist, PEPS

9:25 – 10:00 am **Weed Control in Potted Ornamentals**
Dr. Joe DeFrank, CTAHR Weed Specialist, TPSS

10:00 – 10:15 am **Break**

10:15 – 11:00 am **Insect Growth Regulators and Reduced Risk Pesticides**
Dr. Arnold Hara, CTAHR Entomologist, PEPS

11:00 – 11:30 am **Alternatives to Conventional Pesticides for Control of Insects and Mollusks on Flower Crops**
Dr. Robert Hollingsworth, USDA-PBARC Research Biologist

11:30 – 1:00 pm **LUNCH**
The Formation, Progress, and Impacts of the California Cut Flower Commission on the California Cut Flower Industry
Michael Mellano, Board Member of the California Cut Flower Commission

1:00 – 1:45 pm **Bacterial Diseases on Anthuriums and Other Ornamentals: What Are We Importing?**
Dr. Anne Alvarez, CTAHR Plant Pathologist, PEPS

1:45 – 4:00 pm **POSTER SESSION—FEDERAL FLORICULTURE RESEARCH GRANT OPEN HOUSE**



HAWAII AGRICULTURE BIOENERGY WORKSHOP

Hilton Hawaiian Village / October 27, 2006 (Friday)

AGENDA

Tapa Tower, Palace Lounge

7:30-8:30 am Registration, Continental Breakfast

Tapa Tower, Tapa Ballroom III

8:30 am Emcee: Mae Nakahata, Hawaii Farm Bureau Federation, Hawaiian Commercial and Sugar Company

8:35 am Welcome: Theodore E. Liu, Director of the Department of Business, Economic Development & Tourism

8:40 am Opening Message: "The Case for Bioenergy" E. Alan Kennett - to be invited

8:55 am Panel: The Demand for Bioenergy Now and Future

Moderator – Maurice Kaya, Department of Business, Economic Development & Tourism
Karl Stahlkopf, Hawaiian Electric Company
Jeff Deren, Kauai Island Utility Cooperative
TBD, Chevron (to be invited)
Bob King, Pacific Biodiesel
Lee Jakeway, Hawaiian Commercial and Sugar Company

10:15 am Break

10:30 am Panel: Resources to Meet the Challenge

Financing and cooperative models - Tim O'Connell, United State Department of Agriculture – Rural Development
Energy policies, incentives, and information - Maria Tome, Department of Business, Economic Development & Tourism

11:15 am Panel: Hawaii Crop Production Opportunities: What grows, what flows, what burns

Moderator – Andrew Hashimoto, University of Hawaii at Manoa College of Tropical Agriculture and Human Resources (CTAHR)
Charles Kinoshita, CTAHR
Scott Turn, Hawaii Natural Energy Institute
Mike Poteet, Hawaii Agriculture Research Center

12:15 pm Recommendations for Development & Conversion of Fuel Crops (HCR 195 Report)

Kyle Datta, Rocky Mountain Institute

Tapa Tower, Tapa Ballroom II

12:30-1:30 pm Networking Lunch

Tapa Tower, Iolani Suites 1-4 & Tapa Ballroom III

1:45 pm Breakout Sessions:

- *Economic Analysis and Technical Feasibility*, Session chairs: Scott Turn and Charles Kinoshita
- *Business Partnering*, Session chair: Tim O'Connell
- *Production Resources*, Session chair: Mae Nakahata

Tapa Tower, Tapa Ballroom III

3:00 pm Plenary

Breakout session summaries, discussion and action plan

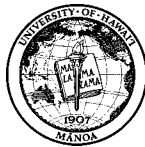
4:00 pm Conclusion and Close



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UPDATED

Join us as Chef Roy Yamaguchi of Roy's Restaurants hosts a Benefit Dinner for Hawaii Farm Bureau Federation on Monday, October 25, 2004, 6:00 p.m. – 9:00 p.m. at Roy's Restaurant – Hawaii Kai, in support of Agriculture. Cost of \$125 per person. Call us for more information.

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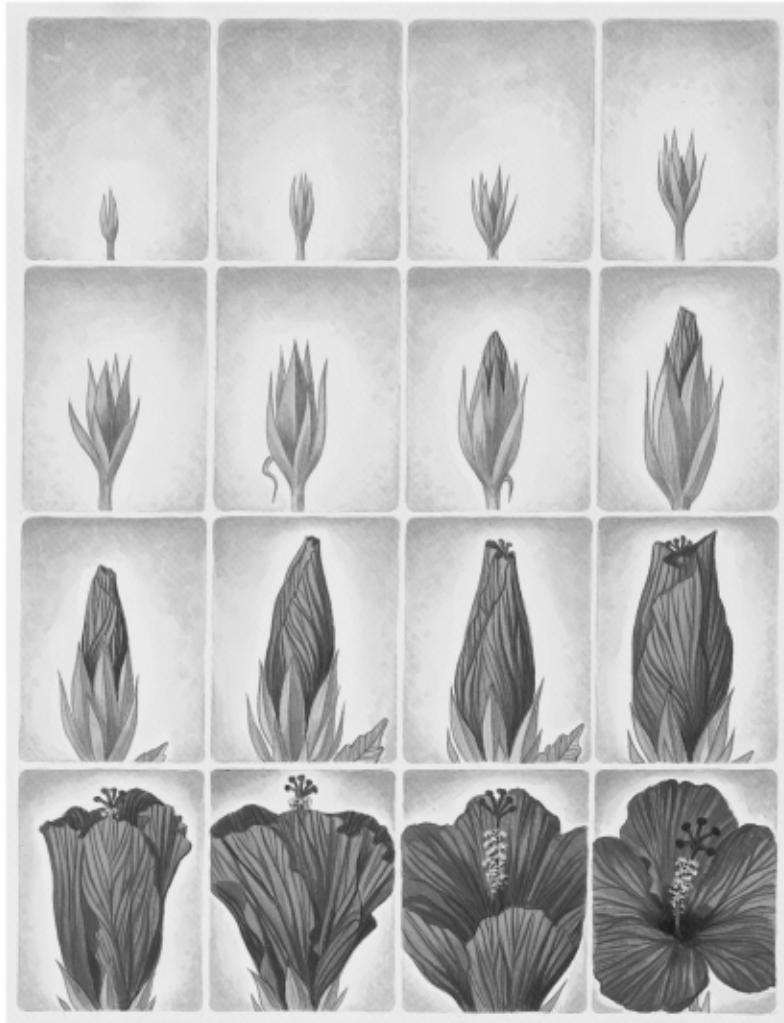
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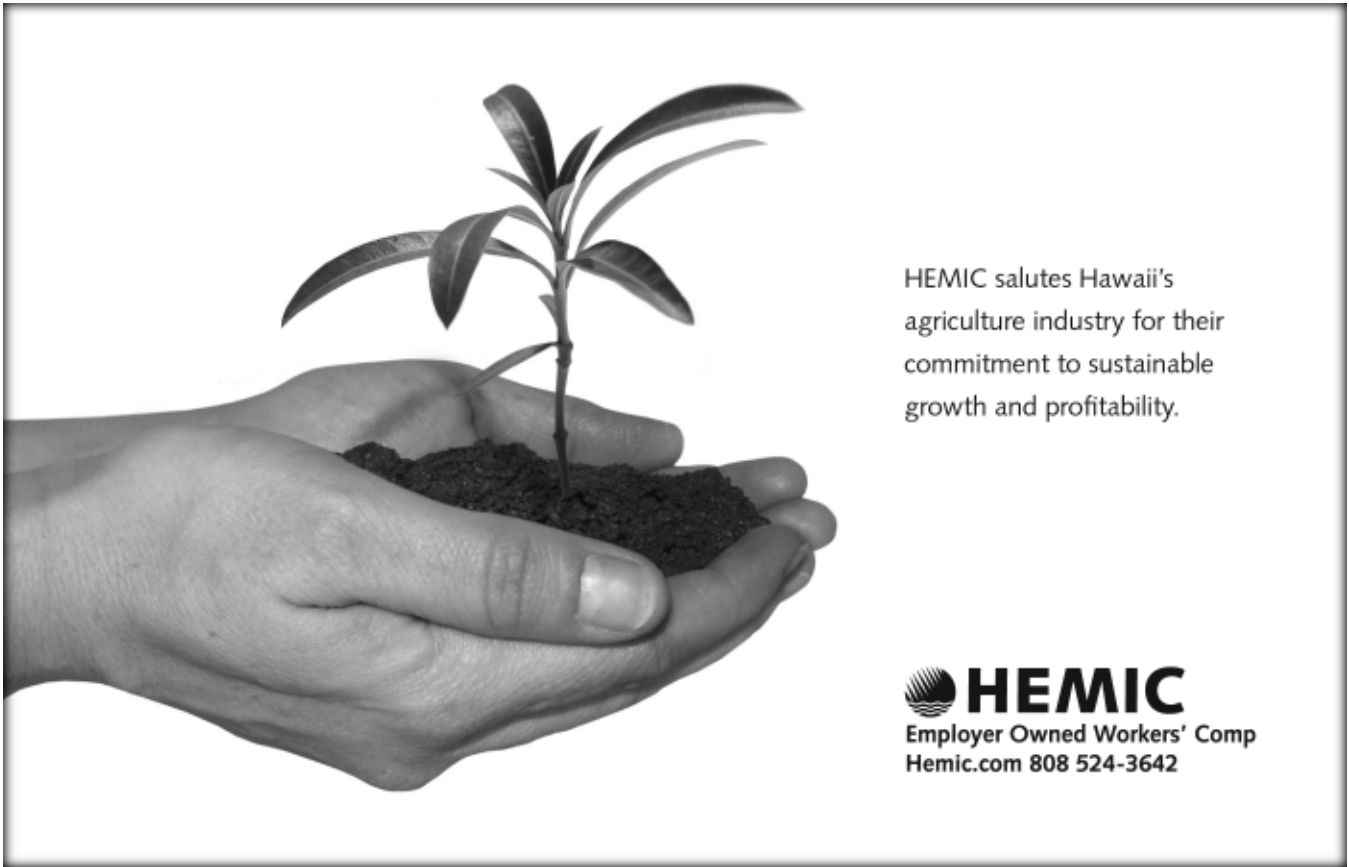
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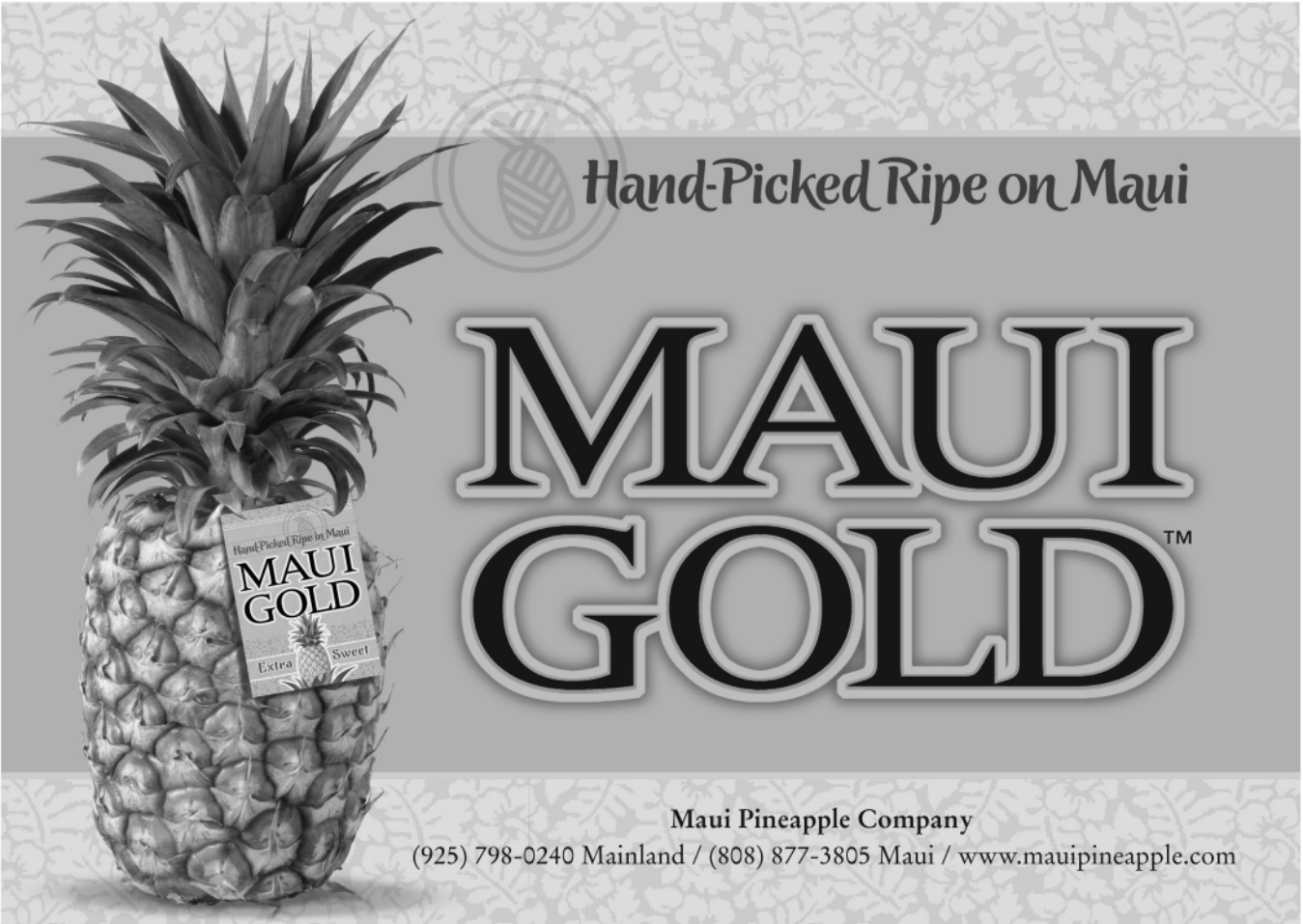
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