

# Program

Hawaii Agriculture Conference

# Ag 2008

Growing with Intention



September 4-5, 2008  
Hawaii Convention Center



## THE 'ĀINA ENDURES

AS DOES OUR COMMITMENT TO HELP IT THRIVE

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

# Ag2008

## Aloha and Welcome to Hawaii's Agriculture Conference 2008!

Hawaii's agriculture sector has matured into a diverse industry with over 5,000 businesses producing traditional Hawaiian, organic and genetically modified food crops; beef, dairy and fish; flowers and foliage; value-added and tours. This vibrancy and diversity must be celebrated!

Yet, Hawaii's agricultural sector cannot stay static. Traditional challenges including disease, labor, transportation and market development are now joined by new pressures to employ sustainable principals, address food safety and adjust to higher fuel costs while competing in a global system that demands increased efficiencies and decreased sales prices.

Do we give up? Of course not! We look to our Hawaiian ancestry's self-sustaining island models and outward to research and business models. We look inward to our innate transformative abilities and skills to organize, adapt, cooperate and collaborate. And we grow – Grow with Intention!

In order to grow, the Conference plenary sessions and luncheon speakers will challenge us with edgy trends, questions, and potential new directions. In the afternoon, conference participants will interact in "speed dates" with innovative farmers; attend technical workshops with take away "how to manuals;" and pursue hot topics in the round table discussions. Of course, the luncheon – Eating Locally with Intention will feature Hawaii's finest beef, fish and produce served up to perfection.

Then on Friday, join the Hawaii Export Nursery Association for its annual Hawaii MIDPAC Horticultural Conference: Strengthening Our Industry Through Knowledge. Local producers, researchers and buyers from around the world will hear industry updates, optimize opportunities, and strengthen networks.

Also on Friday, industry, government leaders, and researchers will gather for the Bioenergy Master Plan: A Conversation with Hawaii's Agriculture Sector to build synergies between agricultural producers and the bioenergy sector.

Finally, Hawaii's youth will participate in Growing the Next Generation: A Partnership with Future Farmers to learn more about agriculture through this collaboration between the Hawaii Department of Education Natural Resources Pathway Program and the Hawaii Future Farmers of America. Be sure to meet and greet our future farmers as one inspiring interaction could influence the path they choose. their educational development is our responsibility.

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 Hawaii at Manoa's College of Tropical Agriculture and Human Resources – in celebrating, networking and Growing with Intention. It has been our pleasure to organize and present Agriculture 2008.

Sincerely,

Diane Ley, Conference Chair  
Tova Callender, Conference Co-Chair

## Keynote Presentation

presented by



KAPUNIAU KAUAI

### Local Advantage: A new paradigm for Hawaii agriculture

**Paul Roberts**, is a bestselling author (The End of Oil) and journalist. His current book, The End of Food,



released this past June, is a timely examination of the world food crisis. He lectures frequently on food, energy and other resources issues

and has delivered keynote addresses to organizations ranging from the U.S. Environmental Protection Agency and the Council on Foreign Relations to Washington State University and the World Affairs Council. Roberts has also written for the Los Angeles Times, the Washington Post, and Harper's Magazine, and appears regularly on national and international television and radio news shows, including CNN's Lou Dobbs Tonight, the BBC, PBS NewsHour, the CBS Evening News, and on NPR's Morning Edition, On Point, Weekend Edition, and Fresh Air.

# 2008 Hawaii Agriculture Conference: Growing with Intention

Hawaii Convention Center

September 4 and 5, 2008

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# Ag 2008

## Mahalo to our conference sponsors!

### PROTEA (\$10,000)



Kamehameha Schools

### ILIMA (\$5,000)

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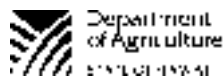
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Ponoholo Ranch, Limited  
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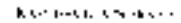

### CASH CONTRIBUTIONS and IN-KIND DONATIONS

Big Island Candies  
C. W. Associates, CPAs  
County of Hawaii Department of Research and Development  
Hawaii Export Nursery Association for providing  
the floral arrangements and leis  
Hawaiian Earth Products  
HMSA  
Maui Land and Pineapple Company, Inc.  
Whole Foods Market  
Various Farmers for Luncheon Food Products

### Conference Hosts



## 2008 Hawaii Agriculture Conference: Growing with Intention Program-at-a-Glance (Thursday, Sept. 4)

8:00-9:00	<b>Registration, Tradeshow, Poster Exhibit, Continental Breakfast</b> Pakalaka Courtyard			
9:00-9:15	<b>Welcome and Opening Remarks, Diane Ley, Conference Chair</b> Lili'u Theater, Room 310			
9:15-10:30	<b>Paul Roberts - Key Note</b> <b>Local Advantage: A new paradigm for Hawaii agriculture</b> Lili'u Theater, Room 310			Presented by  
10:30-10:45	<b>Tradeshow and Posters</b> Palolo Room 306 & Manoa Room 304			
10:45-11:45	<b>Leading with Awareness and Intention – Supporting Hawaii's Agricultural Businesses</b> Lili'u Theater, Room 310			
11:45-12:00	<b>Break - tradeshow &amp; posters</b> Palolo Room 306 & Manoa Room 304			
12:00-1:30	<b>Hawaii Products Luncheon: Eating Locally with Intention</b> <b>Chef Doug Rothenberger and Manulani Meyer</b> Oahu Suites, Room 313ABC			
1:30-1:45	<b>Break - tradeshow &amp; posters</b> Palolo Room 306 & Manoa Room 304			
1:45-2:45	<b>Speed Dating</b> <i>Round 1</i> Farmer 1 - 5 Room 305 AB	<b>Workshop</b> <i>Supermarkets – The Way In</i> Room 307 AB	<b>Round Table</b> <i>The Price of Food: How do we reframe the economics of an island food system?</i> Room 308 AB	<b>Poster Session Presentations</b> Room 304 tba
2:45-2:50	<b>Break - tradeshow &amp; posters</b> Palolo Room 306 & Manoa Room 304			
2:50-3:50	<b>Workshop</b> <i>Ag Tourism: Navigating the county permitting process</i> Room 309	<b>Workshop</b> <i>Risk Management: Strategically managing uncertainty to your business' advantage</i> Room 307 AB	<b>Round Table</b> <i>Fuel to Food: What do higher energy costs mean for Hawaii producers</i> Room 308 AB	<b>Poster Session Presentations</b> Room 304 tba
3:50-4:00	<b>Break - tradeshow &amp; posters</b> Palolo Room 306 & Manoa Room 304			
4:00-5:00	<b>Speed Dating</b> <i>Round 2</i> Farmer 4 - 8 Room 305 AB	<b>Workshop</b> <i>Growing with Grants: Funding prospects for farmers</i> Room 307 AB	<b>Round Table</b> <i>Important Ag Lands: How can we ensure current new legislation works as intended?</i> Room 308 AB	<b>Poster Session Presentations</b> Room 304 tba
5:00-7:00	<b>Happy Hour and Dinner - on own</b>			
7:00-8:30	<b>All You Can Eat: The Uncertain Future of the Modern Food System</b> <b>Public Lecture, Book Signing and Q &amp; A with Paul Roberts</b> Lili'u Theater, Room 310			

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## ***Farmer-to-Farmer Speed Dating – featuring Hawaii's most innovative farmers***

Two Rounds featuring five farmers per round with enough time to visit three farmers per round

### **Round 1**

1. Aquaponics: A sustainable model for increased outputs at reduced costs
2. How to Participate in a Farmers Market
3. Alternative Energy for your Farm
4. Composting: Make compost -not waste
5. The ABC's to Value Added Products

### **Round 2**

4. Composting: Make compost -not waste
5. The ABC's to Value Added Products
6. Building a Market through CSA's
7. Cover Crops: Growing your inputs
8. Workforce Development: Training youth on your farm

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# Ag 2008

### **Conference Hosts**



### **Conference Planning Team**

#### **Conference Hosts**

Hawaii Department of Agriculture  
University of Hawaii College of Tropical Agriculture  
and Human Resources  
Hawaii Farm Bureau Federation  
Agriculture Leadership Foundation of Hawaii

**Conference Chair:** Diane Ley

**Conference Co-Chair:** Tova Callender

**Committee Members:** Donna Ching, Miles Hakoda, Jim Hollyer,  
Matthew Loke, Alan Takemoto, Brian Miyamoto,  
and Eleanor Nakama-Mitsunaga

**Mahalo to:** Alan Gottlieb, Monty Richards and Loren Mochida  
for sponsorship development

**Conference Associates:** The Fund Development Group, Aloha  
Marketing, LLC, and University of Hawaii Conference Center

**Conference Administration:** Kim Coffee-Isaak

**Contact:** (808) 947-2914 or [info@hawaiiagconference.org](mailto:info@hawaiiagconference.org)  
2008 Hawaii Agriculture Conference c/o ALFH,  
99-193 Aiea Hts Drive, #300A, Aiea, HI 96701

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## Welcome and Opening Remarks

9:00 - 9:15 am

Lili'u Theater, Room 310

Diane Ley, 2008 Hawaii Agriculture Conference Chair

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## Keynote Presentation

9:15 - 10:30 am

Lili'u Theater, Room 310

### Local Advantage: A new paradigm for Hawaii agriculture

Hawaii farmers and livestock operators find themselves at a critical juncture: As soaring energy costs make imported food more and more expensive, locally produced meats and produce are gaining a competitive edge—and could take a larger share of Hawaii's market. But this unique new opportunity comes with unique new challenges: given the state's geographic isolation and physical constraints, local producers must develop farming methods that are not only cost-competitive in the short-term, but sustainable for the long-term, in everything from energy efficiency and water use to environmental impacts. As local production resumes a larger part in food security, producers' ability to step away from traditional production systems and intentionally adapt to island models of sustainability will become even more critical. And so will it also become even more critical that consumers choose to support local and to buy local.

### Speaker

Paul Roberts

Paul Roberts's first book, *The End Of Oil*, was a critically acclaimed bestseller. Roberts has also written for the *Los Angeles Times*, the *Washington Post*, and *Harper's Magazine*, and appears regularly on national and international television and radio news shows, including CNN's *Lou Dobbs Tonight*, the BBC, *PBS NewsHour*, the *CBS Evening News*, and on NPR's *Morning Edition*, *On Point*, *Weekend Edition*, and *Fresh Air*. Paul Roberts lectures frequently on food, energy, and other resource issues, and has delivered keynote addresses to organizations ranging from the U.S. Environmental Protection Agency and the Council on Foreign Relations to Washington State University and the World Affairs Council. His most recent book, *The End of Food* is a trenchant analysis of the global food economy that elucidates the causes behind the current headlines, makes the big-picture view understandable and relevant for the everyday eater and offers a new, accessible way to understand where we are now and where we are headed in the years to come.

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## 2nd Plenary Session

10:45 - 11:45 am

Lili'u Theater, Room 310

### Leading with Awareness and Intention – Supporting Hawaii's Agricultural Businesses

A pivotal position today – that's where we find our agricultural operators, researchers, administrators and our communities. How do we respond to an economic system that historically has served to bring us prosperity and yet today threatens to close more farms? How do we fully support Hawaii's agriculture today, with foresight and responsibility for tomorrow? It will take an acute sense of awareness and strong commitment to act with intention for us to move Hawaii's agriculture to the next level. Four acknowledged leaders in the agriculture sector will respond to the presen-



tation made by our keynote speaker Paul Roberts and provide an overview about what their organizations are doing to facilitate needed shifts in the ag sector.

## Speakers

- **Sandra Lee Kunimoto**, Chair, Hawaii Department of Agriculture
- **Dean Okimoto**, Farmer and President, Hawaii Farm Bureau Federation
- **Andrew Hashimoto**, Dean of the College of Tropical Agriculture and Human Resources and Director of the Agricultural Experiment Station and the Cooperative Extension Service
- **Diane Ley**, Secretary of Agriculture Leadership Foundation of Hawaii and Deputy Director of the Department of Research and Development for the County of Hawaii

**Moderator – Donna Ching**, Extension Specialist in CTAHR at UH-Manoa

**Sandra Lee Kunimoto**, has been the Chairperson of Hawaii Department of Agriculture since January 2003. Under her direction, the department promotes and creates opportunities for Hawaii's agriculture by providing land, water, loans, marketing and technical assistance, safeguarding animal and plant health, assuring the quality of local products, and provides policy guidance to assist agriculture. She received a Bachelor of Science degree from U.C. Berkeley in the Biology of Natural Resources and a MBA from the University of Hawaii.

**Dean Okimoto** is the owner of Nalo Farms and president of the Hawaii Farm Bureau Federation. He is the "face" of farming in Hawaii, and most times the voice of local farmers. His farm in Waimanalo supplies greens and herbs to the top restaurants in Hawaii.

**Andrew Hashimoto** is Dean of the College of Tropical Agriculture and Human Resources and Director of the Agricultural Experiment Station and the Cooperative Extension Service. He has served in this capacity since October 2000. He was born and raised in Hawaii, educated at Purdue and Cornell Universities, and worked in New York, Nebraska, Oregon and Hawaii.

**Diane Ley** is the Deputy Director of the Department of Research and Development for the County of Hawaii. She serves as the Hawaii Island representative to the Hawaii Board of Agriculture, secretary of the Agricultural Leadership Foundation of Hawaii, and chair of the Hawaii Agriculture 2008 conference. A former vegetable farmer, administrator with the Hawaii Farm Bureau Federation, and Deputy to the Chairperson of the Hawaii Board of Agriculture, Diane continues her strong ties with agriculture.

**Donna R. Ching** has been an Extension Specialist in CTAHR at UH-Manoa since 1987. During that time, she has enjoyed working with a variety of non-profit, for-profit, and community organizations providing workshops in the area of group process, leadership, facilitation and strategic planning. She has also coordinated ten of the twelve classes of the Agricultural Leadership Program.

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## Lunch Program

12:00 - 1:30 pm

Oahu Suite 313 A, B, C

## Eating Locally with Intention

Always a pace setter in the global and national agricultural scene, Hawaii boasts abundant small farms and ranches, and a tremendous diversity of crops. This bounty has inspired everything from fresh family feasts and great ethnic dishes to world-class regional cuisine. Yet hurdles impede more local product reaching the table in both hospitality and home settings. As a community and as individuals, are we doing enough from policy to plate to support Hawaii's agriculture?

## Speakers

**Chef Doug Rothenberger**, has been working in restaurants for 20 years, starting as a busboy, moving into the kitchen and then, working up the ranks. In 1995 he transitioned from small restaurants to convention centers. Chef Doug has worked in the Santa Clara, Washington State and Las Vegas Convention Centers and now calls the Hawaii Convention Center his home. He enjoys traveling to other convention centers to assist with large events. Some of the highlights of these visits include the National Hockey League All-Star Game, the opening of the new Seahawks Stadium and the Olympics in Atlanta.

**Dr. Manulani Aluli Meyer** is an Associate Professor of Education at UH Hilo. Her work is in indigenous epistemology (philosophy of knowledge) and its implication in transforming our educational and social systems. She is a collaborator in the Food Sovereignty movement that MA'O Farms of Waianae began.

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## Afternoon Sessions

### Farmer-to-Farmer Speed Dating – featuring Hawaii's most innovative farmer

Two Rounds featuring five farmers per round with enough time to visit three farmers per round

#### Round 1 - 1:45 – 2:45 pm, Room 305

1. Aquaponics: A sustainable model for increased outputs at reduced costs
2. How to Participate in a Farmers Market
3. Alternative Energy for your Farm
4. Composting: Make compost—not waste
5. The ABC's to Value Added Products

#### Round 2 – 4:00 – 5:00 pm, Room 305

4. Composting: Make compost -not waste
5. The ABC's to Value Added Products
6. Building a Market through CSA's
7. Cover Crops: Growing you inputs
8. Workforce Development: Training youth on your farm

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### 1. Aquaponics: A sustainable model for increased outputs at reduced costs

Friendly Aquaponics, Inc. owner, Tim Mann will share his knowledge of integrating fish production in tanks (aquaculture) with plants grown without soil (hydroponics) to produce vegetables in half the time of a conventional soil-based farm, using no petrochemical energy and no net water consumption out of three commercial systems. Find out how his farm produces a 1,000 pounds of certified organic vegetables and 200 pounds of fish per week. Also learn how this simple and sustainable system uses 25 percent less energy of a conventional farm, and primary energy requirements can be met with renewable energy systems.

**Tim Mann** settled on the Big Island in 1976 after building a 25-foot sailboat at age 17 and sailing solo throughout the Pacific for several years. A small business owner and entrepreneur his entire adult life, he has operated a wide variety of businesses including commercial fishing/shrimping, boatbuilding, sailmaking, architectural design, software sales and support, and a crane service. He began researching aquaculture in 1990, and built a recirculating aquaponics system based upon the University of the Virgin Islands model with his wife Susanne in June 2007.

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## 2. How to Participate in a Farmers Market

Everybody loves the farmers markets! This presentation will help you decide if the time is right for you and your farm to jump on in. Ways to prepare your product, your brand and your harvest schedule will be discussed by one of Hawaii's farmer market success stories.

**Shin Ho** is a graduate of California State University, Northridge with a double major in International Business, Marketing and a minor in Economics. Shin has some experience in retail management, but more importantly she is well versed in the business of farming. In 2006 Shin returned to Kahuku to grow the family farm. Ho Farms is a quality supplier of local produce for Costco Hawaii and Foodland.

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## 3. Alternative Energy for your Farm

Renewable energy is a hot topic in U.S. agriculture today. Learn about energy efficiency and renewable energy opportunities that exist within your communities. This speed date will present an overview of regional renewable energy resources, technology options, and project economics. Those renewable energy options may include biomass, wind, solar, geothermal, or hydropower.

**Misty Conrad** is the Technical Assistance Program Manager in the State, Local and Tribal Integrated Applications Group of Strategic Energy Analysis at the National Renewable Energy Laboratory. With her undergraduate work in environmental sciences and resources and her Master's work in environmental policy and law her research interests and expertise includes farm security and rural investment programs and strategic energy management planning. Her areas of expertise also include cross-cutting environmental resource assessment and analysis, state and local program and policy analysis, rural development, the agricultural sector and federal grant and loan technical review: design, development, process and evaluation.

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## 4. Composting: Make compost—not waste

Farmers can save money on fertilizer inputs by composting organic waste. Learn how to rehabilitate and maintain soil productivity with nutrient levels that can support crop production and maximize productivity through integration of composting with crop rotations, cover cropping and animal husbandry. Don't have enough on-site material for composting? Ask your neighbors and local businesses to save hauling expenses to the landfill and tipping fees by bringing compostable materials to your farm.

**Mauricio Avila**, PhD. is a soil scientist with Kapalua Farms on Maui. He is a graduate from the University of Wisconsin-Madison and EARTH University in Costa Rica. Raised on a farm in Costa Rica, Mauricio's background and his current work for Maui Land and Pineapple Company ties him strongly to the land and its health.

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## 5. The ABC's to Value Added Products

Thinking about diversifying your income stream by adding value to the products you produce on your farm? Learn how one farm turned their challenges into opportunities and increased the value of their products many times over.

**Kylie Matsuda** is Managing Director of Kahuku Farms. A 4th generation farmer, Kylie hopes to continue her family's farming legacy by diversifying its offerings through Agtourism activities and value added products. As a graduate of the Travel Industry Management School at the University of Hawaii, Kylie's primary goal is to create a sustainable model of agriculture through education and the business of growing fresh local food.

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## 6. Building a Market through CSA's

This presentation will summarize the pros and cons of using a CSA (Community Supported Agriculture) to provide dependable farm income and diverse food for customers. Key points will include how to start one, structuring sales, planning, pitfalls, and the benefits of diversity on the farm and in your diet.

**Gerry Ross** is co-owner and farmer with Janet Simpson for Kupa'a Farms, a diverse organic farm on 4 acres in lower Kula. Their produce is marketed through a CSA (Community Supported Agriculture), farmer's markets, and local stores and their coffee is sold through the Internet and direct to some of Maui's finest restaurants. He is a member of the Maui County Farm Bureau and chairs the Agriculture in the Classroom committee and is a founding member of the Maui Coffee Association.

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## 7. Cover Crops: Growing your inputs

Cover crops are the single most important soil conservation strategy available to farmers in Hawaii. The agricultural landscape in Hawaii has shifted from the long term plantation crops of pineapple and sugarcane to short term row crops. This has created a situation in which farmers must consider how best to manage fallow fields. The cover crop practice provides protection to the soil from erosion as well as soil quality improvement benefits. Because of the exponential increase in price of petroleum products the cost associated with implementation of cover crops now compares favorably with traditional land fallow management practices such as tillage. Green manure cover crops also provide a source of nitrogen fertilizer, one of the critical needs for all crop plant production.

**John McHugh** is co-owner and founder of *Crop Care Hawaii, LLC*, an agricultural contracting and consulting business, *Crotolaria Seed Specialists, LLC*, which focuses on sunn hemp seed production on Oahu, and *Hana Hou Seed Harvesting, LLC*, a custom seed harvesting venture on the North Shore of Oahu. John has a PhD. in Entomology from Purdue University and a Masters Degree in Horticulture from the University of Hawaii at Manoa. John is currently Principal Investigator for a statewide, multi-partner, multi-year, cover crop implementation project funded under the USDA National Conservation Innovation Grant program.

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## 8. Workforce Development: Training youth on your farm

To effectively meet the workforce needs of the agriculture and natural resource management sectors, representatives from the private sector, K-12 and post-secondary educators, and government agencies need to partner and transform agriculture and natural resource management education in Hawaii. A group of representatives from these sectors have recently developed objectives and strategic actions that address workforce needs, build upon existing programs, encourage greater participation by employers, and when implemented, will result in a more cohesive effort between educators and employers. The objectives and corresponding strategic actions are focused around four key areas, 1) public perception, 2) partnerships, 3) student preparation, and 4) articulation between education programs. In this session, learn about several activities that are currently occurring to achieve these objectives, provide feedback, as well as build stronger and sustainable partnerships between high schools, universities and the agriculture and natural resources industry.

**Dr. Traci Sylva** is from the College of Tropical Agriculture and Human Resources at the University of Hawaii at Manoa. She has worked with K-12 and post secondary teachers and students and employers to enhance science education and workforce development, and is developing a strategic plan for transforming Agriculture and Natural Resources education in Hawaii.

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## Technical Assistance Workshops – Leave these sessions with a How-to-Manual

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### Supermarkets – The Way In

1:45 – 2:45 pm, Room 307

As more consumers jump on the “Buy Local” bandwagon supermarkets are responding and new opportunities are emerging. Now is the time to get out in front of the competition and up to speed on supermarket prerequisites for food safety, labeling laws, brand identity and working with your buyer.

#### Speakers

- **Jim Hollyer**, Program Manager, College of Tropical Agriculture and Human Resources, UH Manoa
- **Jeri Kahana**, Manager, Commodities Branch, Hawaii Department of Agriculture
- **Gloria Garvey & Brook Gramann**, Brand Strategy Group
- **Clarie Sullivan**, Hawaii Vendor Relations, Whole Foods Market

**Jim Hollyer** is a program manager at the College of Tropical Agriculture and Human Resources at the University of Hawaii at Manoa. He is also an agricultural economist and an on-farm food safety coach. For the last 8 years Jim has been working to educate and transform farms in Hawaii so that they can meet an on-farm food safety audit. Jim is passionate about helping to remove problems on farms where they could lead to serious health impacts on humans and/or losses to businesses.

**Jeri Kahana** is the Manager of the Commodities Branch at Hawaii Department of Agriculture and has expertise in assessing quality of various agricultural commodities. She manages statewide branch operations including inspection of various agricultural commodities - fresh fruits and vegetables, eggs, processed products, animal feed, seafood, seed, meat grading, food safety and regulate dairy industry.

**Gloria Garvey & Brook Gramann** On the premise that two heads are better than one, Gloria Garvey & Brook Gramann started The Brand Strategy Group in 1990, and are considered to be the preeminent experts on branding in Hawaii. Although they have worked throughout the continental US, Hawaii is home base and they are instrumental in the analysis and deployment of Hawaii’s Wood, Hawaii’s Flowers, Kahuku Brand, and the Hawaii Seal of Quality.

**Claire Sullivan** is currently the Vendor and Community Relations Coordinator for Whole Foods Market, where she handles local procurement, particularly of farm and ranch products, and community relations. She formerly managed Maui Land & Pineapple Company’s research and development department, directing exploration of sustainable diversified agriculture and development practices, as well as fostering company-wide sustainability efforts. This work earned her the Pacific Business News ‘Forty Under 40’ award in 2006. Claire received her education at Punahou School, the London School of Economics, and Oxford University, where she received a Masters in Nature, Society and Environmental Policy, with a focus on organic agriculture and the emerging carbon economy.

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### Ag Tourism: Navigating the county permitting process

2:50 – 3:50 pm, Room 309

This expert panel will provide an overview of the process used by each county to obtain a Special Use Permit in the ag district. The panel will include: (1) an attorney who has helped clients successfully address the requirements and procedures in different counties, (2) a county planner who will focus on Hawaii Island statutes and rules with examples of ag tourism and (3) an owner of an ag tourism venue currently going through the permitting process.

## Speakers

- **Elizabeth Haws Connally**, Attorney, Alston Hunt Floyd & Ing
- **Jeff Darrow**, Planner, County of Hawaii Planning Department
- **Lani Medina Weigert**, Co-owner, Alii Kula Lavender

**Elizabeth Haws Connally** is an associate attorney with the law firm of Alston Hunt Floyd & Ing, and a graduate of Ohio State University with a BS in Agriculture, and the University of Toledo College of Law. Elizabeth has extensive agricultural experience from field to courtroom. She handles agribusiness issues, commercial transactions including government contracts and regulatory requirements. Elizabeth has considerable experience in government relations on the state and federal levels through her years of working in Washington, DC and for the State of Hawaii.

**Jeff Darrow** is a planner at the County of Hawaii Planning Department. He graduated from the University of Hawaii with a BA in Communications and has resided on the island of Hawaii since 1991. He has worked at the planning department since 1998 first as a zoning inspector and currently as a planner.

**Lani Medina Weigert** is the Co-owner, and Marketing Director for, Alii Kula Lavender. She is the President of Hawaii AgriTourism Association, and a Board Member of Agricultural Leadership Foundation of Hawaii. Lani promotes a model of agtourism that is high quality in guest experience while being low impact to the environment. She believes stewardship is everyone's responsibility. Lani is a Class XI graduate of the Agriculture Leadership Program.

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## Risk Management: Strategically managing uncertainty to your business' advantage

2:50 – 3:50 pm, Room 307

Each day farmers and ranchers face a host of uncertainties due to climatic conditions, pests and diseases, fluctuating price of commodities and other variables in day-to-day operations. Active management of your business' risks through research and analysis of available tools and communication is essential to assure your bases are covered. Learn more about the latest in public risk management tools, private sector insurance products, and hear from a farmer who proactively manages his risk by employing a host of tools.

## Speakers

- **Nancy Beaumont**, Regional Director at the USDA Risk Management Agency Regional Office in Davis, CA
- **Steve Peterson** with USDA FSA, will discuss the USDA Farm Service Agency's Noninsured Crop Disaster Assistance Program
- **Stanley Kinoshita**, Stan A. Kinoshita & Associates, Inc.
- **Jeffrey McCall**, a Hawaii Island farmer

**Nancy Beaumont** is the regional director at the USDA Risk Management Agency Regional Office in Davis, CA. She has over 18 years of policy management and administrative experience dealing with the state, federal and private sectors to include the Federal Bureau of Investigation, Centers for Disease Control and Prevention, NASA and now with the USDA Risk Management Agency. Nancy received her Masters degree in Public Health and her Doctoral degree in Public Health and International Relations.

**Steve Peterson**, grew up on a dairy farm in Northeast Iowa. He attended the University of Northern Iowa, University of Kansas and the University of North Dakota. He has worked for US Department of Agriculture's Farm Service Agency since 1979 in the capacities of County Executive Director and District Director in Iowa. In 1999, he moved to Hawaii to become the Chief Program Specialist for FSA in Hawaii and the Pacific Basin.

**Stanley A. Kinoshita** is Chairman and Co-General Agent in the State of Hawaii with Stan A. Kinoshita & Associates,

Inc.. His company, started in 1952, is diverse and provides underwriting for many of Hawaii's insurance companies. In the property & casualty area specializes in the horticultural field and has the exclusive rights to the Firemen's Fund Insurance Companies for that area. Stan is also a Director and the Assistant Treasurer of the Hawaii Florists & Shippers' Association.

**Jeffrey McCall** was born and raised on the Island of Hawaii and received a BA in Horticulture from Colorado State University and a MA from University of Hawaii at Manoa. For the past 25 years, Jeffrey has been producing temperate cut flowers for the local market, including ten years managing an operation in Volcano and the last 15 years with McCall Flower Farm Inc. in Wood Valley, Kau, which he owns and operates with his wife, Claudia and son, Garrison. Jeff graduated from Class IV of the Agriculture Leadership Program in 1991.

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## **Growing with Grants: Funding prospects for Farmers**

4:00 – 5:00 pm, Room 307

Hawaii farmers, ranchers and private agricultural land owners can access millions of dollars and partner resources that support and strengthen agricultural operations and improve our communities. Learn about grant opportunities that support, among other things, renewable energy/energy efficiency and value-added marketing. Practical tips on submitting grant applications will also be discussed.

### **Speakers**

- **Tim O'Connell** Assistant to the State Director, USDA/Rural Development
- **Kevin Kinvig** Resource Conservation and Development Coordinator, USDA/NRCS

**Tim O'Connell** is the Assistant to the State Director at USDA Rural Development Office. He specializes in Rural Energy Projects and is the Cooperative Development Specialist. Previously he was an agriculture loan officer for USDA in Washington State where he received his BS in Agricultural Economics at Washington State University. He is a graduate of the Agriculture Leadership Program (1991) and a board member of ALFH since 1993.

**Kevin Kinvig** is a Resource Conservation and Development Coordinator for NRCS on Oahu. He supports farmers, ranchers, agricultural landowners, and community groups in achieving their water management, community development, land conservation and environmental enhancement goals. He graduated from the Agriculture Leadership Program in 2006.

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## Round Table Discussions – Learn and share about the industries most pressing issues

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### The Price of Food: How do we reframe the economics of an island food system?

1:45 – 2:45 pm, Room 308

What are the “trade-offs” between growing food locally and importing food? How do we address the costs of production, transportation, and packaging; quality (freshness and food safe from salmonella, E. coli and mad cow disease); and utilization of scarce resources (land, water, capital and labor)? Will only economic considerations drive the response? What is the “tipping point” for that ultimate decision to grow locally versus to import? Can we afford not to support Hawaii’s agriculture industry? Can we all commit to \$20 more a week to buy local products? Join us as we discuss issues that have a reverberating impact throughout Hawaii.

#### Panel

- **Richard Bowen**, Professor and Extension Economist in the College of Tropical Agriculture and Human Resources, at the University of Hawaii at Manoa
- **Paul H. Brewbaker**, Senior Vice President and Chief Economist, Bank of Hawaii
- **Carol Fukunaga**, State Senator

**Moderator: Beth Ann Kozlovch**, Hawaii Public Radio Talk Shows Executive Producer; host/creator/producer of Town Square

**Richard Bowen** is Professor and Extension Economist in the College of Tropical Agriculture and Human Resources at the University of Hawaii at Manoa. He came to Hawaii in 1982, after receiving his PhD from Colorado State University. He has taught and conducted research and educational programs at UHM in the areas of rural development, agriculture land and water policy and sustainable agriculture. He has worked on UHM and East West Center educational projects in Africa, the Middle East, Asia and the Pacific Islands and consulted on irrigation economic policy for USAID in Egypt and for the Asian Development Bank in Kyrgyzstan.

**Paul H. Brewbaker** is Senior Vice President and Chief Economist with Bank of Hawaii where his responsibilities include research on financial and economic risk, working in the bank’s Treasury. He received his Bachelor’s degree in economics from Stanford University and his Doctorate in economics from the University of Hawaii. Brewbaker did graduate work and lectured both at the University of Wisconsin and at the University of Hawaii. He began doing research in The International Banking Division at Bank of Hawaii as a student in 1981 and joined the Bank’s Economics Department as an economist in 1985. Brewbaker is a director of the Hawaii Economic Association, a member of the American Economic Association, and Chair of the Hawaii Council on Revenues.

**Carol Fukunaga** has been a State Senator representing the 11th district since 1992. Previously she served several terms in the House. She is a practicing attorney and is active in the community. She has served as chair of the Economic Development and Taxation and Health Committees.

**Beth-Ann Kozlovich** is a woman with many lives, on radio and in Hawaii’s business and volunteer communities. The HPR Talk Shows Beth-Ann is the Executive Producer of Hawaii Public Radio talk shows and host/creator/producer of HPR’s longest running live talk show, *Town Square* now in its 9th year. She will also host of the election series, *On Politics*, now through election night. For several years, she was the Hawaii anchor of NPR’s award-winning *Morning Edition*, and has an extensive background in radio news and public affairs.



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## Fuel to Food: What do higher energy costs mean for Hawaii producers?

2:50 – 3:50 pm, Room 308

Soaring prices for oil, fertilizer and other petroleum-based inputs will have a critical impact on Hawaii's agriculture sector. What are the short and medium-term prospects for input prices, and how should farmers, livestock operators and producers adapt their production model to fit the new energy reality?

### Speaker

**Paul Roberts's** first book, *The End Of Oil*, was a critically acclaimed bestseller. Roberts has also written for the *Los Angeles Times*, the *Washington Post*, and *Harper's Magazine*, and appears regularly on national and international television and radio news shows, including CNN's *Lou Dobbs Tonight*, the BBC, *PBS NewsHour*, the *CBS Evening News*, and on NPR's *Morning Edition*, *On Point*, *Weekend Edition*, and *Fresh Air*. He lives in Washington State.

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## Important Ag Lands: How can we ensure current new legislation works as intended?

4:00 – 5:00 pm, Room 308

Two farmers, a State Senator, a Farm Bureau President and a representative from one of the agencies tasked with implementing the law share their insights and call for meaningful discussion. We all want the same thing - save our agricultural lands; we all have different ideas about how to achieve this. Join the circle to learn and share as we struggle to find common ground and meaningful solutions to one of our most vexing challenges.

### Panel

- **Dean Okimoto**, farmer, President Hawaii Farm Bureau
- **Russell Kokubun**, farmer, State Senator
- **Duane Okamoto**, Hawaii Department of Agriculture

**Moderator: Howard Dicus**, Chief Explainer and Business Reporter

**Dean Okimoto** is the owner of Nalo Farms and president of the Hawaii Farm Bureau Federation. He is the "face" of farming in Hawaii, and most times the voice of local farmers. His farm in Waimanalo supplies greens and herbs to the top restaurants in Hawaii.

**Russell Kokubun** was born and raised in Honolulu and moved to Hawaii in 1974 to pursue a career in agriculture. He purchased and began operating his farm in Volcano in 1978. Kokubun was elected to the Hawaii County Council in 1984 and was re-elected in 1988 served as Chairman of the County Council. Kokubun was appointed by Governor Benjamin J. Cayetano to serve as the Hawaii Island Member of the State Board of Land and Natural Resources beginning in 1998. When a vacancy occurred in the State Senate District 2 in 2000, Governor Cayetano appointed Kokubun to complete the term in the Senate until 2002, and was subsequently re-elected to the Senate in 2004 and 2006.

**Duane Okamoto** has been deputy to the Chairperson for the Hawaii Department of Agriculture since 2005. Previous to this appointment he was managing his own consulting firm. He has also held financial management positions with a wholesale importer, an educational consulting firm and a government consulting firm, all located in the San Francisco Bay Area. Okamoto has an MBA and came with his family to Hawaii in 1989. He also spent 4 years in Ghana, West Africa as a Peace Corps volunteer.

**Howard Dicus** reports business and economic news on KGMB9 and PBS Hawaii, as well as filing economic reports for WTOP Newsradio in Washington, D.C. He specializes in explaining such issues to a general audience and connecting the dots between different areas of human endeavor. For example, he says, most people are interested in agriculture issues because if you turn a farm story inside out, it's about food.

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## Paul Roberts Public Lecture and Book Signing

Hawaii Convention Center, Lili'u Theater, Room 310

7:00 to 8:30 pm

Conference Registrants: no charge; General public: \$10; Students: \$5

### All You Can Eat: The Uncertain Future of the Modern Food System

The ability to produce cheap, plentiful food marks one of the greatest successes of the modern era. And yet, rising concerns over food safety, nutrition-related disease, and the environmental impacts of industrialized agriculture suggest that the true costs of our “cheap” calories are far too high to sustain. Even as rising population pushes food demand—sending food prices to levels not seen in a generation—consumers and producers alike must confront the realities of a food economy fast approaching its limits.



**Paul Roberts'** first book, *The End Of Oil*, was a critically acclaimed bestseller. Roberts has also written for the *Los Angeles Times*, the *Washington Post*, and *Harper's Magazine*, and appears regularly on national and international television and radio news shows, including CNN's *Lou Dobbs Tonight*, the BBC, PBS *NewsHour*, the *CBS Evening News*, and on NPR's *Morning Edition*, *On Point*, *Weekend Edition*, and *Fresh Air*. He lives in Washington State. Paul Roberts lectures frequently on food, energy, and other resource issues, and has delivered keynote addresses to organizations ranging from the U.S. Environmental Protection Agency and the Council on Foreign Relations to Washington State University and the World Affairs Council.



Supporting the Expansion of Diversified Agriculture

Diversifying  
Sustaining  
Strengthening

# Growing Together



## VISION

CTAHR will actively help Hawai'i diversify its economy, ensure a sustainable environment, and strengthen its communities and will be the premier resource for tropical agricultural systems and resource management in the Asia-Pacific region.

## MISSION

The College of Tropical Agriculture and Human Resources is committed to the preparation of students and all citizens of Hawai'i for life in the global community through research and educational programs supporting tropical agricultural systems that foster viable communities, a diversified economy, and a healthy environment.

## INITIATIVES

- Provide excellent and relevant student-centered learning environment
- Diversify and strengthen the state's economy
- Protect and enhance the environment and Hawai'i's resources
- Strengthen families and communities



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## 2008 Hawaii Agriculture Conference: Growing with Intention

### POSTER EXHIBIT

Hawaii Convention Center, Palolo Room 304

Thursday September 4, 2008, 8:00 am to 5:00 pm

Friday September 5, 2008, 8:00 am to 2:00 pm

### Crops (new, organic, scientifically-evolved, feedstock, etc)

#### Accelerating Cover Crop Technology Adoption through Field Demonstrations

*Matthew Johnson and Susan Schenck, Oahu Resource Conservation & Development*

Description: Field demonstration projects are being installed in all islands to encourage adoption of sunn hemp, oats, and buckwheat to replace bare ground fallow for reduction of erosion and increased soil fertility.

Impact: The practice of bare ground fallow between crops has led to soil erosion and silting of offshore waters. This demonstration project will illustrate the advantages and cost effectiveness of the more sustainable practice of cover crops.

#### Evaluating New Lettuce Varieties for Resistance to Tomato Spotted Wilt Virus

*Susan Schenck, Hawaii Agriculture Research Center*

Description: New lettuce varieties were tested for TSWV resistance and market quality in an area with high thrips vector counts and source of virus. Several appear promising.

Impact: Lettuce production has been severely impacted by TSWV in Hawaii. New, resistant varieties can allow the lettuce industry to increase.

#### In Vitro Rooting of Surinam Cherry (*Eugenia uniflora* L.)

*John L. Griffis, Jr., University of Hawaii at Manoa*

Description: Surinam cherry has value as a minor tropical fruit crop and as an ornamental plant in tropical and subtropical regions. In the USA, Surinam cherry is propagated by seed, as stem cuttings do not root and grafting is difficult. Micropropagation has also had limited success. However, 50% of seedlings grown in vitro produced adventitious roots and some unrooted tip cuttings of these seedlings also formed roots and could be transferred to the greenhouse environment.

Impact: Hawaii could become a commercial producer of this crop if improved varieties could be distributed in substantial numbers to growers. Micropropagation of improved varieties such as 'Zill Dark' could greatly facilitate both distribution and further experimentation on this crop. Recommendations to growers need to be developed using improved varieties.

#### Propagation and Cultivation of Ohelo Berry

*Francis Zee, Amy Strauss and Claire Arakawa, USDA, ARS, Pacific Basin Agricultural Research Center*

Description: Ohelo (*Vaccinium reticulatum* Smith) is a small, native shrub in the cranberry family commonly found in disturbed, open sites at 640 to 3700 meter elevation on Hawaii and Maui. Residents gather wild berries from this plant during fruiting season for use in jam, jelly and pie fillings. Ohelo is one of only few endemic, edible fruits in Hawaii and is an important food for the native and endangered nene goose. The impact on the delicate island environment by wild gathering could be reduced if ohelo berry was practical as a cultivated crop and managed to meet the demand. In Hawaii, the exotic fruit industry contributed approximately 26 million dollars to the state's diversified agriculture while flowers and nursery products accounted for \$100 million in 2006 (Statistics of Hawaii Agriculture 2007). Ohelo as a potted foliage plant has high potential to become a new product for the ornamental industry. The USDA/ARS, Pacific Basin Agricultural Research Center, Tropical Plant Genetic Resource Management Unit successfully propagate ohelo by seed, as cutting and by tissue culture. Three unique ohelo plants were selected for ornamental potted foliage. Additional research will focus on the sustainable berry production for Hawaii.

Impact: Sustainable ohelo production will reduce impact of wild gathering on the fragile environment. Selected clones will be introduced to the market as a new ornamental foliage crop for U.S. and potential international market. Improved reliable and sustainable berry production will provide a new specialty berry for culinary and value added product use in Hawaii.

## Innovative Production Equipment, Techniques and Practices

### Alternative Potting Media and Reduced Fertilization for Impatiens

*Kent Kobayashi, John Griffis, Andrew Kawabata and Joanne Lichty, TPSS Dept., CTAHR, UHM / Federal Floriculture Research Grant*

Description: Alternative media formulations and two rates of fertilizer were used with potted impatiens. Lower fertilizer rate enhanced seedling survival and flowering. Satisfactory plants were obtained with alternative media components compost and carbonized corncobs and reduced cinder usage.

Impact: Alternative potting media formulations could help reduce the use of and conserve expensive and limited media components. Reduced fertilizer application lessens fertilizer leaching from pots, thereby reducing costs and minimizing harmful environmental impact.

### Light-Emitting Diodes (LEDs) and Their Possible Uses In Micropropagation

*Kent Kobayashi and John L. Griffis, Jr., TPSS Dept., CTAHR, UHM / Hatch*

Description: In vitro cultures with a single stem piece of *Dracaena* 'Lisa' were placed under red LEDs, blue LEDs, and white fluorescent lamps. We observed significant differences in the cultures including amount of callus produced, color and texture of callus, and number of shoots produced.

Impact: LEDs in micropropagation labs could reduce air conditioning costs and eliminate frequent replacement of fluorescent lamps to maintain sufficient light levels. LEDs of specific wavelengths of light may produce desired growth without adding certain plant hormones to culture media.

### ScholarSpace

*Eileen Herring, Alice Tran and Beth Tillinghast, University of Hawaii at Manoa Library*

Description: ScholarSpace is the new digital repository of the University of Hawaii at Manoa. It provides a home for the increasing amount of digital information that is being created by the University of Hawaii at Manoa community. It is a central place for accessing, storing and maintaining this information.

Impact: ScholarSpace provides permanent free access to information generated by UH Manoa faculty and staff including Extension publications, research results, and historical information. It indexes, stores, makes searchable, and preserves this information for the people of Hawaii and the world.

## Invasive Species

### Areawide Fruit Fly Integrated Pest Management Program

*Grant T. McQuate and L. Mike Klunness, USDA-ARS-PBARC-Tropical Plant Pest Research Unit*

Description: Beginning in 2000 and continuing into 2008, the Hawaii Fruit Fly Areawide Integrated Pest Management Program helped growers in Hawaii to implement known fruit fly control technologies and register control techniques to provide sustainable fruit fly control in Hawaii.

Impact: Six areawide fruit fly management programs were conducted and 2559 growers joined as cooperators representing 15,804 acres of crop under suppression. Infestation by Medfly, melon fly and oriental fruit fly was significantly reduced in a manner found to be economically sustainable.

### New Species of Thrips on Bamboo Orchids and Cultivated Orchids on Hawaii Island

*Robert G. Hollingsworth, US Pacific Basin Agricultural Research Center*

Description: I carried out a survey in Hawaii island to determine the distribution and abundance of a new thrips pest on bamboo orchids. The results indicate that this new pest is already widespread and abundant. Paradoxically, this new pest may result in better pest control options for some orchid growers.

Impact: A new thrips pest from Asia has arrived in Hawaii. Called *Dichromothrips smithi*, it feeds on orchid flowers, particularly bamboo orchids. Bamboo orchids grow wild throughout the Puna district of the Big Island. The pest builds up in bamboo orchids, then moves into commercial growing areas.

*Posters submitted for exhibit as of 8/20/08*



## IS IT TIME TO INNOVATE AND DEVELOP OTHER WAYS TO CREATE REVENUE AND SUSTAIN YOUR FARM?

All interested parties are welcomed to sign up for this special workshop called "How To Start an AgTourism Venue". Topics to be discussed include:

- *Creating a Visitor Experience*
- *Setting standards for your Farm*
- *Marketing and Brand Development*
- *Making Value Added Products*
- *Permitting Process*

**Friday September 5 | 8:30 am - 1:15 pm**  
**Hawaii Convention Center, room to be advised.**

Workshop portion is free, for Hawaii AgriTourism Association (HATA) Members  
\$25 for Non- members. Fee includes workshop, and materials  
\$20 for Box lunch for all participants

Email [info@hiagtourism.org](mailto:info@hiagtourism.org) as soon as possible to sign up as seating is limited.  
Online registration will be available soon at [www.hiagtourism.org](http://www.hiagtourism.org). Any remaining  
seats for the workshop will be available from the HATA table during the State  
Agricultural Conference Trade show on September 4, 2008, or contact Lani Weigert  
at 808-283-3777.



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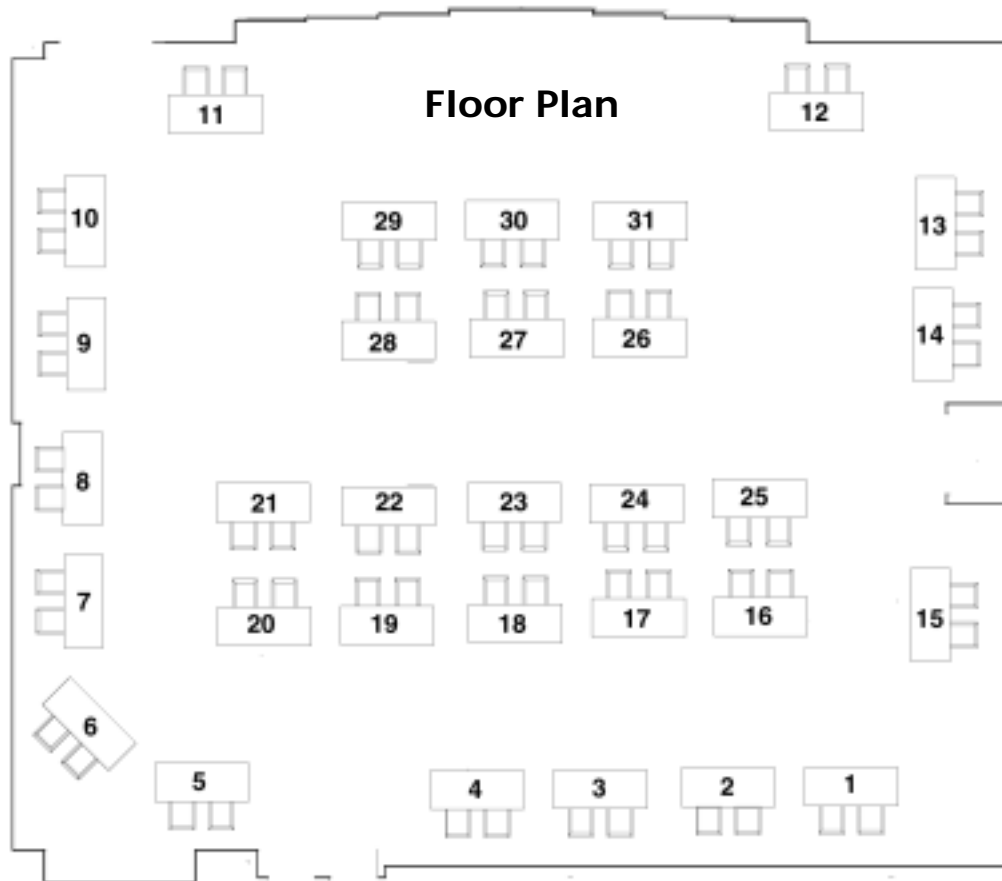
# 2008 Hawaii Agriculture Conference: Growing with Intention

## TRADESHOW

Hawaii Convention Center, Palolo Room 306

Thursday September 4, 2008, 8:00 am to 5:00 pm

Friday September 5, 2008, 8:00 am to 2:00 pm



Exhibitor	Booth #	Exhibitor	Booth #
A&B presents Kauai Coffee Company/Maui Brand Sugar .....	17	Hawaiian Earth Products .....	24
Agriculture Leadership Program presents .....	30	Hawaiian Electric Company .....	10
Hawaii AgriTourism Association		Honolulu Board of Water Supply .....	7, 8
Agriculture Leadership Foundation of Hawaii .....	16	Kamehameha Schools .....	9
American Farm Mortgage Company, Inc. ....	13	LEAF/Olomana Gardens .....	31
College of Tropical Agriculture and Human Resources, .....	4	Maui Land and Pineapple Company, Inc. ....	20
University of Hawaii at Manoa		Meadow Gold Dairies .....	28
Farm Credit Services of Hawaii, ACA .....	19	National Federation of Independent Business (NFIB) .....	27
Federal Express .....	5	Pacific Rim Packaging .....	22
HT&T Truck Center .....	25	Pioneer Hi-Bred International, Inc. ....	23
Hawaii Coffee Association .....	21	USDA, APHIS, PPO .....	14
Hawaii Department of Agriculture .....	1, 2, 3	USDA Farm Service Agency .....	6
Hawaii Department of Agriculture, Animal Industry Division ....	18	USDA, Natural Resources Conservation Service .....	15
Hawaii Export Nursery Association .....	11	USDA Rural Development Agency .....	29
Hawaii Farm Bureau Federation .....	12	Young Brothers, Ltd. ....	26



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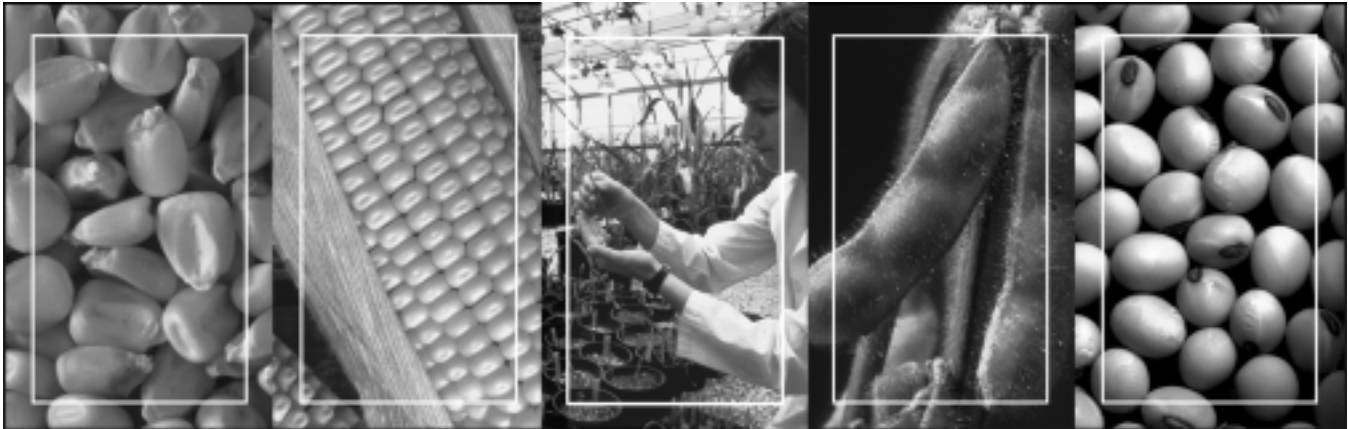


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## Growing Leaders with Intention



### Congratulations to Class XI

upon completion of the Agricultural Leadership Program

**Kamau Aiona**, Garden Director, Kahanu Garden of the National Tropical Botanical Garden; **Tova Callender**, Agricultural Systems Modeler & Educator, Maui Land & Pineapple Co., Diversified and Organic Crops; **Robert Lu'uawai**, Manager, Factory Operation for Hawaiian Commercial & Sugar Co.; **Stephen H. Onaga**, Manager, Purchasing & Inventory for Hawaiian Commercial & Sugar Co.; **Mike Poteet**, Assistant Agronomist, Hawaii Agriculture Research Center; **Lani Weigert**, Co-owner and Marketing, PR Director for Aii Kula Lavender; **Kawika Winter**, Director, Limahuli Garden and Preserve and **George "Koiki" Wood**, Livestock Operations Manager, Parker Ranch

### Welcome to Class XII as they embark upon their learning journey

**Luisa Castro**, Assistant Water Quality Coordinator, CTAHR, UH Hilo; **Laurie Goodwin**, Hawaii Outreach Manager Syngenta Seeds Inc; **Marissa Harman**, Land Asset Manager, Kamehameha Schools; **Kylie Matsuda**, Managing Director, Kahuku Farms; **Mark Lopes**, Manager, Harvesting and Field Preparation Department, Hawaiian Commercial and Sugar; **Thong-Teng Neo**, Manager, Asia Pacific Flowers, Inc.; **Eden Pearl**, Organizer, Hawaii Farmers Union/Owner-operator Kawaiholehole Farm; **Irene Plunkett-Mina**, Co-owner Kahanu Aina Sprouts; **Michael Shimatsu**, Roast Master, Kauai Coffee Company; **Ron Weidenbach**, Co-Owner, Hawaii Fish Company; **Sabrina White**, Assistant Manager, Ponocho Ranch and **Randy Yokoyama**, Operation Manager, Monsanto Company



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# **Hawaii MIDPAC Horticultural Conference: Strengthening Our Industry Through Knowledge**

Hawaii Convention Center  
3rd Floor, Room 301 A&B  
Friday September 5, 2008

## **Welcome to MIDPAC!**

### **Aloha!**

It is my pleasure, on behalf of the Hawaii Export Nursery Association, to welcome you to the 13th annual Hawaii MIDPAC Conference. We are very happy to be partnering with other Ag groups in the 2008 Hawaii Agriculture Conference and Tradeshow.

We would like to voice our appreciation for those of you who have found attending our Conference annually well worth the time as well as those of you who are attending for your first time. We are assured that we will all leave the conference more informed on many of the nursery industries key issues, a better understanding of how we may optimize our potentials as individual business owners and as an industry, and last but not least we will walk away from this conference with new friendships formed and old ones strengthened.

As one of the key Hawaii agriculture industries we are enjoying the continued interest in our products and have enjoyed sharing them with the many markets over the past several years and we are now looking forward to the future to find ways we can reassure our established markets that our availability of high quality Hawaiian foliage plants will be strong. We hope to strengthen our ties with our longtime customers and together approach the challenges of the future informed and prepared.

This year we are especially excited to be cooperating with other agriculture industries to create a more dynamic and informed Hawaii Agriculture Conference. Joining forces with the Floriculture industry in this year's MIDPAC Conference will ensure this conference provides a more broad and interesting line of speakers and topics than ever before. The Hawaii Export Nursery Association would like to extend a cordial Mahalo specifically to the Hawaii Florists & Shippers Association for their partnership in this year's conference in the hopes of having many more successful endeavors together as well with many other industry organizations that share common goals.

We would like to extend a big mahalo to all the hard working people that make these events possible, such as the HENA Board of Directors, sponsors and volunteers. Special thanks go to the co-sponsors of this year's MIDPAC Expo, especially the Hawaii Department of Agriculture, the Hawaii County Department of Research & Development, the University of Hawaii at Manoa College of Tropical Agriculture & Human Resources (CTAHR) and Cooperative Extension Service (CES) and the Hawaii Florists & Shippers Association (HFSA). Mahalo for your continued support of HENA and the potted foliage and flowering plant industry. It's through your generosity that HENA has seen much growth and success over the years.

We will again be providing an Open House Day at some of the local nurseries for those of you who would like to get out to see the industry first hand.

It is my desire that this conference will help educate all of us in area's we need to be more aware of for the long term health of our Industries and hopefully help us continue to appreciate the different aspects that make Hawaii special and the Beauty that abounds here.

Mahalo,  
Robert Stearns  
President, Hawaii Export Nursery Association

## HAWAII MIDPAC HORTICULTURAL CONFERENCE SCHEDULE OF EVENTS

FRIDAY, September 5, 2008    Room 301 A&B

8:00 – 9:00 a.m.	<b>MIDPAC Conference Registration</b> Hawaii Convention Center – Honolulu Andrew Kawabata, UH-Manoa CTAHR CES - Moderator
9:00 – 9:30 a.m.	<b>Welcome! - HENA President &amp; Expo Chairman</b> Robert Stearns, Leilani Palms & Foliage, LLC
9:30 – 10:00: a.m.	<b>Hawaii Agriculture Update</b> Sandra L. Kunimoto, Chair, Hawaii Department of Agriculture
10:00 – 10:30 a.m.	<b>Benefits of Hawaiian Foliage Plants</b> Linda Milark
10:30 – 11:00 a.m.	<b>Coffee Break &amp; Time to Visit the Trade Show!</b>
11:00 – 11:30 a.m.	<b>California Nursery Roundtable Addresses Exotic &amp; Invasive Species</b> Dr. John Kabashima, University of California Cooperative Extension Service, Orange County
11:30 – 12:00 p.m.	<b>Modern Nutrient &amp; Water Management Improves Crop Productivity, Quality and Profitability</b> Dr. Paul Singleton, UH-Manoa CTAHR
12:00 – 1:00 p.m.	<b>MIDPAC Buffet Luncheon &amp; Keynote Talk: Nursery Crop &amp; Agri-Lite Insurance Room 313A</b> Stan Kinoshita, Stan Kinoshita & Associates, Inc.
1:00 – 1:30 p.m.	<b>Hawaiian Foliage in the Texas Interiorscape: Challenges &amp; Opportunities</b> Mike Senneff, Plant Interscapes
1:30 – 2:00 p.m.	<b>A Systems Approach to Producing Pest-Free Plants for Export</b> Dr. Arnold Hara, UH-Manoa CTAHR
2:00 – 2:30 p.m.	<b>Foliage Survey Results</b> Dr. Stuart Nakamoto, UH-Manoa CTAHR
2:30 – 3:00 p.m.	<b>Dracaena &amp; Palm Varietal Research</b> Dr. John Griffiths, International Division Vice President American Society for Horticultural Science
3:00 – 4:00 p.m.	<b>Branding Hawaii: Neotropica</b> Hitomi Gillian, Design 358
4:00 – 4:30 p.m.	<b>Invasive Species Programs</b> Christy Martin, Coordinating Group on Alien Pest Species (CGAPS)
4:30 – 5:00 p.m.	<b>Interior Plant Maintenance</b> Carolyn Goodwin, Very Specialized Plant Services

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## Speaker Profiles

**Gary Cramer:** In his current position of Director of Horticulture at the Wynn Las Vegas, Gary is responsible for planning, designing and implementing horticulture programs throughout the resort complex as well as administering daily maintenance operations of the horticulture department. Prior to joining Wynn Las Vegas, he was the Assistant Director of Horticulture at the Bellagio Resort and Casino, where he managed and directed all aspects of interior and exterior landscape displays, floral displays, grounds maintenance, facilities maintenance and conservatory shows within the Bellagio resort property area and other outside facilities under the care of Bellagio Horticulture. Before joining the Bellagio Horticulture department, he managed various retail nurseries in Southern California for 17 years. Gary studied Ornamental Horticulture at California Polytechnic University in Pomona and has been a resident of Las Vegas since 1998.

**Hitomi Gillian** is an internationally renowned floral artist who has guest-designed throughout North America, England, Japan, Mexico, Taiwan, Hong Kong & Bermuda. She brings her well-traveled knowledge of latest trends from around the world to offer clients the best floral creativity possible. She lends her creative talent to the world of special events with her innovative outlook to design. She is anxious to fill the need for couture concepts, a boutique approach to event work. Hitomi was inducted into American Institute of Floral Designers in 1986. She was a Silver & Gold Medal winner of Great American Design Competition in 1986 and 1987 respectively. She is one of the most sought after lecturer at museums and botanical gardens across North America. She has performed at Art Gallery of Ontario, Chicago Botanical Gardens, Philadelphia Museum of Art, Cheekwood Botanical Gardens (Nashville), Oakland Art Museum, Dixon Gallery & Gardens (Memphis), Museum of Fine Arts Boston, Minneapolis Art Institute, Legion of Honor Fine Arts Museum of San Francisco, Houston Museum of Fine Arts, New Orleans Museum of Fine Arts, Cleveland Botanical Garden, Honolulu Academy of Fine Arts and The Walters Art Gallery (Baltimore). As an educator, Hitomi conducts numerous workshops throughout the year in Vancouver as well as in Oklahoma City. She is a Teleflora Education Specialist and a monthly columnist for FLOWERS& magazine. She is also an accomplished author of 5 books: 'Earth Man Spirit', 'Fundamental Theories of Design', 'Design Compendium-Styles & Methods', 'ARTFLOR – Advanced Design+Process' and 'Creative Edge'. Hitomi is one of only 5 recipients of AIFD's coveted 'Design Influence Award' (1998) and the 2006 recipient of American Horticultural Society's 'Frances Jones Poetker Award'.

**Dr. John Griffis:** With more than twenty years of involvement in the horticulture industry, Dr. Griffis began his current position of Foliage, Nursery and Floral Crops Specialist with the Tropical Plant & Soil Sciences Department of the University of Hawaii at Manoa in 2003. John came to UH-Manoa from Florida Southern College where he was professor of Citrus and Horticulture for 15 years. Prior to that, he was Head grower for RLR Plants, Inc. of Apopka, FL and Director of R & D for Oglesby Plant Laboratories. Dr. Griffis

has also been an independent consultant and volunteer international extension expert, working in such countries as Ireland, Venezuela, Jamaica, Zimbabwe, Russia, Bangladesh, India and Nigeria, and has served as a Fulbright Scholar at universities in both Zimbabwe and Mauritius. John received his Ph.D. in Horticultural Science from the University of Florida. He also received an M.S. in Interdisciplinary Studies-Agriculture, and three bachelor's degrees in Horticulture, Chemistry and Microbiology from Texas Tech University. John is current co-principal investigator (with Dr. Kent Kobayashi) on a 2-year USDA Federal Floriculture grant to evaluate alternative potting media and fertilizer regimes for Hawaii growers. Dr. Griffis is principal investigator on a 3-yr. Hawaii Tropical Specialty Fruit Research & Development grant to develop commercial production practices for Surinam Cherry (*Eugenia uniflora* L.) in Hawaii. Dr. Griffis also has a long-term Hatch grant targeted at developing new *Dracaena* varieties for the Hawaii foliage growers.

**Dr. Arnold Hara** is a professor, researcher and extension specialist in entomology belonging to the Department of Plant and Environmental Protection Sciences, College of Tropical Agriculture and Human Resources (CTAHR) at the University of Hawaii at Manoa. Since 1982, Dr. Hara has been stationed in Hilo at the Komohana Agricultural Complex. He received his B.S. and M.S. from UH-Manoa, and completed his Ph.D. in Entomology from the University of California-Davis with a minor in nematology. Dr. Hara focuses on preharvest and postharvest control treatments in a systems approach to quarantine security to meet stringent interstate and foreign quarantine regulations. Some of his research accomplishments include the development of heat treatments to control quarantine pests, including plant parasitic nematodes and the coqui frog.

**Dr. John Kabashima:** As County Director of the University of California Cooperative Extension for Orange County, Dr. Kabashima coordinates and supervises the Environmental Horticulture, Watershed, Master Gardener, 4-H, and Expanded Foods and Nutrition Program at the county level. John is also Environmental Horticulture Advisor for the University's South Coast Research & Extension Center in Irvine. His areas of research include insect, disease and weed management in Ornamental Horticulture production systems, biological control of exotic pests, water use and water related problems, and Total Maximum Daily Loads (TMDL's) of landscapes, golf courses, nurseries, municipalities, and at the watershed level, as well as detection and removal of pathogens, pesticides and nitrates in nursery recycled water systems and in agricultural runoff water. John manages the Master Gardener volunteer program which uses formally trained volunteers of UC ANR to extend university based information on gardening and horticulture to the public. He is a member of the Entomological Society of America, California Association of Nurseries and Garden Centers, and is an Honorary Member of the Golf Course Superintendents Association of Southern California. Dr. Kabashima has served on various committees for CANGC, UC ANR South

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## Speaker Profiles

Coast Research and Extension Center, has served on the Glassy Winged Sharpshooter Science Advisory Panel and Nursery Task Force for the California Dept. of Food and Agriculture and committees on the Red Imported Fire Ant, Watershed Management, and Exotic/Invasive Pests & Diseases. He has won many awards, including the 2006 UC ANR Outstanding Teamwork Award (Farm Water Quality Team), the 2006 ANLA Nursery Extension Agent Award, and various Education and Research Awards for the California Association of Nurserymen. John received his Ph.D. and an MS in Pest Management from the UC-Riverside, an MBA from Pepperdine University, and a BS in Agricultural Biology from California Polytechnic University. He has had numerous works published over the years.

**Andrew Kawabata** received his B.S. and M.S. degrees from the University of Hawaii College of Tropical Agriculture and Human Resources (CTAHR). He has had seventeen years with the Cooperative Extension Service of the University of Hawaii at Manoa CTAHR. Andrew coordinates the Master Gardener Program and was hired on as the Foliage Nursery Agent in June 2002. His island wide outreach is to advise and assist the potted foliage and nursery industries on the Island of Hawaii.

**Stan Kinoshita** is Chairman and Co-General Agent in the State of Hawaii with Stan A. Kinoshita & Associates, Inc. He has been in the insurance business for 56 years starting July 1, 1952. He started as an Underwriter for property and casualty insurance, claims adjuster, and co-general agent before starting his own agenda on January 1, 1966. His firm has 8 employees and 2 part timers. They do all lines of insurance and represent just about every insurance company that does business in the State of Hawaii, and California, but in the property & casualty field they specialize in the horticultural field and have the exclusive rights to the Firemen's Fund Insurance Companies for that area. They also have a very large pension administration business where they do their own documents, walk all cases through the IRS system to get approval of all Plans, and if requested by their clients, do all investments. Stan is also a Director of the Hawaii Florists & Shippers' Association and is also Assistant Treasurer.

**Sandra Lee Kunimoto** has 30 years of experience in agriculture in Hawaii and California. Governor Linda Lingle appointed Kunimoto as Chairperson of the Board of Agriculture to lead the Hawaii Department of Agriculture in January 2003. Under her direction, the department promotes and creates opportunities for Hawaii's agriculture by providing land, water, loans, marketing and technical assistance, safeguarding animal and plant health, assuring the quality of local products, and provides policy guidance to assist agriculture. She received a Bachelor of Science degree from U.C. Berkeley in the Biology of Natural Resources and a MBA from the University of Hawaii. Positions held include Director of Marketing and Business Development for the Hawaii Agriculture Research Center, Administrator in the Department of Business, Economic Development, and Tourism, Vice President of

a landscaping and nursery firm, General Manager for a vegetable cooperative, Research Associate in Horticulture at the University of Hawaii, Technical Consultant to a global agro-industrial firm, and Research Supervisor of a \$20 million plant nursery.

**Christy Martin:** As the Public Information Officer for the Coordinating Group on Alien Pest Species (CGAPS), Christy Martin works to promote awareness about invasive species in an effort to bring about the necessary changes to protect Hawaii. Prior to this, Christy spent three years raising community awareness on Maui with the then-fledgling Maui Invasive Species Committee. Christy was born and raised on Oahu, where she attended Roosevelt High School, then the University of Hawaii at Manoa, where she received a BA in Marine Ecosystems and a Masters in Public Administration. She spent eight years teaching marine biology topics to high school students and community groups at the Waikiki Aquarium, and two years teaching at Hawaii Pacific University.

**Linda Milark** studied ornamental horticulture at the University of Maryland and environmental horticulture at the University of Florida and has worked in industry for 30 years. She began her career as a maintenance tech maintaining Federal buildings and the Offices of White House Cabinet Members and then moved to interiorscaping in the private sector. Linda worked in the wholesale sector and was employed with Costa Nursery and Kraft Gardens where she promoted Hawaiian foliage. In 2002, Linda founded All About Plants. She has served as Chairperson on the Transportation and Fishing Tournament committees and as Treasurer and Secretary for the Florida Foliage Association, as well as serving on the FNGA Plant Marketing & Standards Committee. At TPIE, Linda represented and staffed the HENA booth, worked for Rolling Greens and is currently with San Francisco Foliage in plant procurement and management.

**Stuart T. Nakamoto** is a Professor and Extension Economist in the Department of Human Nutrition, Food, and Animal Sciences (HNFAS), College of Tropical Agriculture and Human Resources, University of Hawaii at Manoa. Stuart has been in his current position with UH-CTAHR since 1986. His training includes a PhD and MBA from UH. Dr. Nakamoto's extension/outreach and applied research activities are in the marketing of perishable products and in agricultural economics-agribusiness --as he puts it, "the business side of agriculture." His activities in agricultural economics are at the industry and firm levels and include project feasibility analyses, costing & pricing and breakeven analyses. Stuart's marketing work involves food and ornamental crops and related products and services, with emphasis on adding value & niche marketing, market surveys, and assessing market potential. The geographic focus of Nakamoto's research is Hawaii and the Pacific Rim including North America, with a commodity focus that is not limited to any specific crop or product. He has worked with some aspect of nearly all of Hawaii's commercial crops including

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## Speaker Profiles

food crops, ornamentals, aquaculture/fisheries, and also with processed foods and tourism.

**Mike Senneff**, CLP co-founded Plant Interscapes in 1983 with his wife Karin, and has since served as the company's President. Mr. Senneff has a B.S. degree in Ornamental Horticulture from California Polytechnic State University, San Luis Obispo. His educational background and substantial industry experience allows Plant Interscapes to engage in all aspects of interiorscape design, installation and maintenance with proven expertise. Mr. Senneff is responsible for strategically guiding the company's growth and expansion in new and existing markets. Plant Interscapes currently operates in San Antonio, Austin, Dallas and Houston Texas. The company is recognized as one on the top 10 interior landscape companies by industry organizations. Mr. Senneff has served on the Board of Directors for the Associated Landscape Contractors of America (ALCA) and has been identified by Interior Business magazine as one of the most active individuals influencing the interior landscape industry.

**Dr. Paul Singleton** is a faculty member of the Department of Tropical Plant and Soil Science at the University of Hawai'i at Manoa. His education qualification includes B.A. and MS degrees in Agricultural Economics with emphases on economic development and international trade and MS and PhD degrees

in Agronomy and Soil Science focused on soil management, whole plant physiology and rhizobial ecology. For twenty years Singleton worked in international agricultural development programs designing and leading research networks, developing legume inoculant production technologies for small enterprises, producing business plans for developing country entrepreneurs and developing training resources. His current research focus is on research in modern nutrient and water management for Hawaii's intensively managed crops that are grown in soil-less systems.

**Robert Stearns** is the current President of the Hawaii Export Nursery Association. He has been an active member of HENA and has held different board positions over the last 17 years. He was employed by Leilani Foliage for 18 years and is currently owner in Leilani Palms & Foliage Inc. Robert has been active in community projects and sits on two community association boards. He attended the Texas A & M Maritime Academy before moving to Hawaii in 1975 and has resided on the Big Island since 1979. Robert enjoys the challenges of running his own business but enjoys the relaxed lifestyle found here on the Big Island. He has enjoyed building surfboards and surfing here in Hawaii and is an avid jazz guitarist.

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### The County of Hawaii Department of Research and Development Agriculture Program

is proud to be a partner of the *Hawaii Export Nursery Association* in creating the MIDPAC Horticultural Expo as a window of opportunity for the Big Island agriculture businesses in their quest for global market.



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# Bioenergy Master Plan: A conversation with Hawaii's Agriculture Sector

Hawaii Convention Center  
3rd Floor, Room 308 A&B  
Friday September 5, 2008

Bioenergy offers both great opportunities and great challenges. Bioenergy resources could help Hawaii to meet the renewable energy requirements contained in State statute, support and stimulate the agricultural sector, increase in-state energy supplies, and keep more of Hawaii's energy dollars circulating in Hawaii's economy. Successful implementation will depend upon developing synergies between bioenergy production and that of food, feed, fiber. The importance and complexity of this topic spurred the Hawaii Legislature to mandate the development of a Hawaii Bioenergy Master Plan (Act 253, 2007). This plan requires input from stake holders along the bioenergy production and utilization chain of which the agricultural community (landowners, farmers, and the agricultural business sector) is an important link. Today's workshop will feature presentations and conversations that address the potential relationship between bioenergy development and Hawaii's agriculture sector.

Schedule of Events	
8:00 am	<b>Registration</b> Continental Breakfast (included with registration fee)
8:30 am	<b>Welcoming Remarks</b> Hawaii Department of Agriculture Hawaii Department of Business, Economic Development & Tourism
9:00	<b>Hawaii Bioenergy Overview</b> Maria Tome, DBEDT, Hawaii Bioenergy Master Plan Scott Turn, HNEI/UH, Bioenergy Systems Overview
9:30	<b>Bioenergy Crop Production</b> Bill Cowern, Hawaiian Mahogany, Oil Palm (confirmed) Robert Osgood, HARC, Banagrass (confirmed) Michael Poteet, HARC, Jatropha (confirmed) James Brewbaker, UH, Tree Crops (invited) TBA, Guinea grass
10:45	<b>Group Discussion</b>
12:00	<b>Lunch (included with registration fee) Room 312</b>
1:00	<b>Bioenergy Markets</b> Hawaiian Electric Company (confirmed) Hawaii BioEnergy LLC (confirmed) Pacific Biodiesel (confirmed) Chevron Hawaii (tba)
2:00	<b>Group Discussion</b>
3:00	<b>BioEnergy Incentives</b> Tim O'Connell, USDA/Rural Development, (confirmed)
3:30	<b>Concluding Discussion</b>

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Workshop organizers include the Hawaii Department of Agriculture, Department of Business, Economic Development & Tourism (DBEDT), University of Hawaii College of Tropical Agriculture and Human Resources (CTAHR), Hawaii Natural Energy Institute (HNEI), U.S. Department of Energy



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University of Hawaii at Manoa**

The College of Tropical Agriculture and Human Resources (CTAHR) is committed to the preparation of students and all citizens of Hawaii for life in the global community through research and educational programs supporting tropical agricultural systems that foster viable communities, a diversified economy, and a healthy environment. No other college at the University of Hawaii interacts so closely with the citizens of the State. [www.ctahr.hawaii.edu](http://www.ctahr.hawaii.edu)



**Hawaii Department of Business, Economic Development and Tourism**

Hawaii's energy policy seeks to ensure dependable, efficient, and economical energy; increased energy self-sufficiency; greater energy security; and reduction of greenhouse gas emissions. The objectives in the area of Alternate and Renewable Energy are to promote commercialization of Hawaii's sustainable energy resources and technologies to reduce the state's high dependence on imported oil, increase local economic development, and reduce the potential negative economic impacts of oil price fluctuations. [www.hawaii.gov/dbedt](http://www.hawaii.gov/dbedt)



**Hawaii Department of Agriculture**

The department's main objectives are to preserve, promote and develop essential agricultural resources and infrastructure; to create and maximize opportunities for exporting; and facilitate growth of existing and new agricultural commodities and by-products. In addition, the department works to prevent the introduction and establishment of plants, animals and diseases that are detrimental to the state's agriculture industry and the environment. [www.hawaiiag.org/hdoa](http://www.hawaiiag.org/hdoa)



**Hawaii Natural Energy Institute**

The Hawaii Natural Energy Institute was established by the Legislature in 1974 to seek new forms of energy that would supplant the state's tremendous dependence on fossil fuels. The institute's responsibilities include conducting and supporting basic research, managing research facilities and laboratories, demonstrating the applications of its work, and investigating the social, environmental, and financial impact of energy and marine-related activities. [www.hnei.hawaii.edu](http://www.hnei.hawaii.edu)



**U.S. Department of Energy**

The mission of the U.S. Department of Energy's Office of Energy Efficiency and Renewable energy is to strengthen America's energy security, environmental quality, and economic vitality in public-private partnerships that: enhance energy efficiency and productivity; bring clean, reliable and affordable energy technologies to the marketplace; and make a difference in the everyday lives of Americans by enhancing their energy choices and their quality of life. [www.eere.energy.gov/](http://www.eere.energy.gov/)

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## **Growing the Next Generation: A Partnership with Hawaii's Team for Agriculture and Natural Resources Education**

Hawaii Convention Center  
3rd Floor, Room 307 A&B  
Friday September 5, 2008

To effectively meet the workforce needs of the Agriculture and Natural Resource Management employment sectors, educators from K-12 and post-secondary institutions will be gathering at the Agriculture Conference 2008 to:

- 1) Update their knowledge about careers and economic opportunities in the Agriculture and Natural Resource Management fields in Hawaii, and
- 2) Develop/encourage partnerships and collaborations with employers in the Agriculture and Natural Resource Management fields.

<b>Schedule of Events</b>	
<b>8:00-8:30am</b>	<b>Registration/Refreshments</b>
<b>8:30-9:00am</b>	<b>Opening Remarks</b>
<b>9:00-10:30am</b>	<b>Attend sessions at the 2008 MIDPAC Horticultural Conference and the Hawaii Bioenergy Master Plan Workshop</b>
<b>10:30-12:00pm</b>	<b>Visit the 2008 Hawaii Agriculture Conference Tradeshow</b> <b>Lesson: Starting an Agribusiness</b> Educators and Students will learn about what to consider when starting an agribusiness.
<b>12:00-1:00pm</b>	<b>Lunch, Room</b>
<b>1:00-2:00pm</b>	<b>Attend the 2008 Hawaii Agriculture Conference Poster Exhibit</b>
<b>2:00-4:00pm</b>	<b>Lesson: Developing Partnerships with Employers</b> Educators and students meet with employers to develop future collaborations.

Sponsored by Hawaii Department of Education's Natural Resources Career Pathway and the Academic and Student Affairs Office of the College of Tropical Agriculture and Human Resources, with funding from the National Science Foundation Advanced Technological Education Program, the USDA CSREES, and Makaku LLC.

Thank you to Lelehua Consulting, LLC, the Hawaii FFA Association, and the Hawaii FFA Foundation for additional funding and support of the program.

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