Online professional development opportunities available

The Hawai'i Agri-Tourism Association (HATA) is launching a distance-learning network to provide online training and educational opportunities for farmers, ranchers and agricultural producers in the state.

Internet courses will be geared towards leadership, business development, entrepreneurship, marketing, value-added and strategic planning, designed to diversify income and increase profitability.

“The benefit of signing up for HATA’s distance learning network is that students can receive greater flexibility to achieve their educational goals through audio, video and computer technologies,” said HATA’s special project manager, Benson Medina. “We hope to free them from the constraints of travel or relocation to provide greater control over their own learning and professional development.”

A unique feature of this program is the use of Any Meeting™ technology that will allow HATA to bring a high level of interaction and engagement.

We hope you find this newsletter relevant and useful. If you have any questions or feedback, please contact us at info@hiahtourism.org.

Mahalo!

Strategic Agricultural Plan Kamehameha Schools’ 2009

As a private trust founded and endowed by the legacy of Princess Bernice Pauahi Bishop, Kamehameha Schools (KS) is dedicated to improving the capability and well-being of Native Hawaiians. Whether educating people or caring for the land, KS’ mission is much the same.

We take our mission to steward 363,000 acres of land very seriously. We manage these lands - 88 percent of which is designated for agriculture and conservation - with a balance of educational, cultural, economic, environmental, and community returns.

Kamehameha Schools’ 2009 Strategic Agricultural Plan lays a vision and strategy for the optimal management and use of the schools’ agricultural lands across the state. Much of this vision is dependent on you, the mahai’i (farmers), who are committed to the long-term cultivation of locally grown produce, meats, traditional crops and renewable energy projects such as solar and wind energy.

We hope you find this newsletter relevant and useful to your operations. If you have any questions or feedback, please contact us at info@ksbe.edu.

Mahalo!

Kamehameha Schools’ mission is to create educational opportunities in perpetuity to improve the capability and well-being of Native Hawaiian people. The schools were founded through the will of Hawaiian Princess Bernice Pauahi Bishop (1831-1884); the last direct descendant of King Kamehameha I who united the Hawaiian Islands. Kamehameha Schools is the largest private funder of education in Hawai‘i, serving 7,000 students in three K-12 campuses and 30 preschools. An additional 40,000 are served through scholarships, grants and/or organic crops. For more information visit www.pauahi.org.

Mahalo!”

Strategic initiatives. “It’s been three years since we began implementation on our strategic agricultural plan and we’ve invested millions of dollars toward infrastructure improvements such as roads, irrigation, fencing and security gates in order to prepare our priority agricultural areas for the success of new farmers."

All farmers, entrepreneurs, aspiring farmers or anyone with a new, innovative agricultural idea are encouraged to apply by July 1, 2013. Contest winners will receive an agricultural leasehold interest in some of KS’ most valuable agricultural lands, said Thomas Kaoo Duarte, Kamehameha Schools’ director of West Hawai‘i’s strategic initiatives. “It’s been three years since we (waived rent up to five years) and cash prizes to help make their agricultural business plan a reality.

“Mahai‘i Match-up is an exciting way for Ke Ali‘i Puaahi Foundation and Kamehameha Schools to partner with other generous supporters of the sustainable agricultural movement in Hawai‘i, such as the Ulupono Initiative, to move our community closer to food security,” said Keawe Liu, Ke Ali‘i Puaahi Foundation’s executive director. “We look forward to being able to expand our reach and benefit the entire state of Hawai‘i by providing additional scholarships and grants.”

Business plans should be tailored to one of the six available land parcels. Preference will be given to plans that demonstrate food security and/or organic crops. For more information visit www.pauahi.org. Deadline to apply is July 1, 2013.

Make your agricultural dreams a reality with Mahai‘i Match-Up

Hawai‘i was once a sustainable island where food was grown locally and communities were self-sufficient. Today, 80 percent of our food is imported. To decrease our dependence on imports and move Hawai‘i one step closer to food self-sufficiency, Kamehameha Schools and Ke Ali‘i Puaahi Foundation have launched an agricultural business plan contest. Cůined Mahai‘i Match-up, the contest is dedicated to celebrating innovative agricultural ideas to create a sustainable Hawai‘i.

“Mahai‘i Match-up is a fun, competitive venue for talented farmers and entrepreneurs to compete for access to, and leasehold interest in, some of KS’ most valuable agricultural lands,” said Thomas Kaoo Duarte, Kamehameha Schools’ director of West Hawai‘i’s strategic initiatives. “It’s been three years since we (waived rent up to five years) and cash prizes to help make their agricultural business plan a reality.”

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Pearl Harbor, this location is ideal for
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Nestled between Pearlridge Shopping
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“My parents never groomed us to take
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Kamehameha Schools to continue their
over the farm in 1982 and recently signed a 20 year lease with
Sumida Farm. With roots dating back to 1928, Sumida Farm currently
produces 70 percent of Hawai‘i’s watercress. Third generation
brother and sister owners, David and Barbara Sumida, took
over the farm in 1982 and recently signed a 20 year lease with
Kamehameha Schools to continue their
85-year-old legacy.

“My parents never groomed us to take
over the farm,” said David Sumida. “It
was more of a sense of pride to hang
onto this farm despite the development
that went on around us.”

Nestled between Pearlridge Shopping
Center and hundreds of commercial
and residential buildings, this area was
highly prized by Hawaiians for growing
kalo and raising fish. Fed by fresh and
abundantly flowing spring water from
Pearl Harbor, this location is ideal for
growing watercress.

Grown in water and not soil, watercress
reaches maturity in eight weeks. Once
harvested, the clippings are effortlessly
thrown back into the water to reconnector its roots to the loose
gravel below.

“Farming is not just about digging dirt and planting
seeds, it’s a real science,” said Mr. Sumida. “With watercress, we had
more posts and challenges than in our parents’ generation.”

To address some of these concerns, the
Sumida’s hired an entomologist to check
for bugs and diseases. They also installed
sprinkler systems that used recycled water
to remove diamond back moth eggs from
the kales and contracted the Board of
Water Supply to double check the water
quality.

Producing five tons of watercress every
week the Sumida’s invested in a vacuum
chilling machine to extend the shelf life
from three days to one week. Cooling
to 36 degrees in under an hour, the Sumida’s
are able to keep up with the local demand.

In addition to pruning, trees must be stripped of last season’s cherry and raisins.

Coffee reminders from UH’s College of
Tropical Agriculture and Human Resources
Submitted by UH CTAHR Kona Extension Agents, Andrea Kawabata and Ryan Tsutui
With the first Kona snow having bloomed roughly six months ago, it’s important to monitor, sample and treat coffee trees for
Coffee Berry Borer (CBB) beetle infestation. When increased activity or “swarming” of beetles is noticed, begin spraying Beauveria.

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Next time you are shopping for watercress
are able to keep up with the local demand.

Kahului Pork and Watercress with Hoisin Sauce

Ingredients:
1 tub (12 ounces) kahului pork
1 teaspoon or 1 medium Maui onion or sweet
onion, halved and sliced
Freshly ground pepper
1 tablespoon hoisin sauce
1 teaspoon oil

Instructions: In a large pan or
wok, heat oil over medium high
heat and stir-fry onion for about 1
minute. Add kälua pork and cook
for about 3-5 minutes until heated
through, breaking it up with a
wooden spoon. Add finely ground
pepper, hoisin sauce and water-
cress, cover and cook for about 1
minute until watercress is wilted.

Value-added farmer guide released

Adding value to products and practices while containing risk is at the heart of any financially sustainable
Hawai‘i farm enterprise. To highlight the importance of value-added products, a new
publication entitled “Adding Value to Locally Grown Coffee in Hawai‘i: A Guide for Small Farm Business Innovation” has been released.

The illustrated guide was written by Kona
farmers and educators, Craig Elechich and Ken
Lewy, to present the primary concepts to encourage research and product development in order to build or improve a successful value-added farm
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For more information, contact each researcher.

Coffee Berry Borer (CBB) beetle infestation. When increased activity or “swarming” of beetles is noticed, begin spraying Beauveria.

• Use of PyGibb or Prostent® (plant growth regulators) to suspend or induce
coconut blooms in conjunction with heavy rainfall to synchronize flowering and
condom harvests to assist field sanitation practices.  – Dr. Tracie Matsumoto-
Brosser
• Detection of molecular compounds significantly attractive to CBB for use in
developing better CBB lures and attractants for baiting and trapping.  – Dr. Matthew
Siderhurst
• Importance of high humidity and low sun UV for better efficacy and longevity of
Beauveria fungal spores and the importance of repackaging of Beauveria.  – Dr. Lisa
Keith (and Dr. Robert Hollingsworth)
• Use of Surround WP (duals) to prevent CBB infestation with bi-weekly sprays.  – Dr. Else Greco of UH’s College of Tropical
Agricultural and Human Resources (CTAHR) and Shawn Steiman of Coffee Consulting.

For more information regarding a series of upcoming Integrated Pest Management (IPM) and CBB Sampling Method workshops, visit http://www.lifetahi.blogspot.com/.

Punalu‘u Ahupua‘a Farms

Punalu‘u Ahupua‘a Farms is at the heart of any
farm enterprise. To download the guide or request a free copy, visit
publication entitled “Adding Value to
Locally Grown Crops in Hawai‘i: A Guide for Small Farm Business Innovation” has been released.

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farmers and educators, Craig Elechich and Ken
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To download the guide or request a free copy, visit www.valueaddedheits.com.