

# *Ka Lono Pua*

*"The Flower News"*

Vol. VIII No. 2, September 2001

Oahu County

Cooperative Extension Service

## Agent Returns From 6-month Sabbatical

Travel can be a broadening experience even if you go just to take it easy and see a different part of the world. If you go with the goal of learning as much as you can about agriculture and growing flowers in particular as I did, you can gain a wealth of information.

You haven't seen or heard from me for awhile because I was traveling through the U.S., Costa Rica and Ecuador visiting farms, nurseries, gardens and other universities. I also attended a number of seminars, conferences and trade shows.

From the highest of high-tech to the most basic kind of agriculture imaginable - there was always something to learn. Seeing how simple solutions were used to solve difficult problems was as worthwhile as seeing complex computerized agricultural systems making an impact on large-scale production. This newsletter is the starting point for sharing some of the insights, knowledge and ideas I've acquired over the last 6 months.

## In This Issue...

- ◆ New CTAHR Publications
- ◆ Conducting on Farm Research
- ◆ Flowers – Alive With Possibilities™
- ◆ Forcing Plumerias for Winter Flowering
- ◆ FTD Association Changes .....and more

## Future Happenings

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| Sep 13     | <b>DOGAH meeting, DoA board room, DoA King St.</b>  |
| Sep 19-20  | CanWest Hort Show, Vancouver, British Columbia.   |
| Sep 19-22  | Society of American Florists Conf., Kapalua, Maui   |
| Sep 20-22  | Florida Nursery & Allied Trade Show, (FNATS) Orlando, FL                                      |
| Sep 22     | Fall Plant Sale, Ho'omaluhia Botanical Garden, Kaneohe  |
| Sep 27-30  | Oregon Association of Nurserymen Convention, Gleneden Beach, OR                               |
| Sept 28-30 | AgriFlowers USA 2000 NY   |
| Oct 6      | General Orchid Culture class with Doug DeMoss, Lyon Arboretum                                 |
| Oct 6-17   | CORF Grower Tour to Australia   |
| Oct 8      | Discoverer's Day  |
| Oct 10-11  | 2001 Western Nursery and Garden Expo, Las Vegas   |
| Oct 11-14  | <b>Honolulu Orchid Show, Blaisdell Center, Honolulu</b>                                       |
| Oct 19-21  | 15 <sup>th</sup> Annual East West Orchid Show, downtown Los Angeles                           |
| Oct 22-26  | <b>7<sup>th</sup> Annual Hawaii MID-PAC Horticultural Trade Show and Conference, Hilo, HI</b> |

## **FTD Association Becomes Extra Touch Floral Association**

On June 6, former Florists' Transworld Delivery Association (FTDA) members voted to end their mutual support agreement between FTDA and FTD, Inc., and approved a \$14 million deal. On June 30th FTDA became the Extra Touch Florist Association. FTD, Inc. and FTD Association's agreement gave FTD, Inc. full rights to directly license its logo and all trademarks.

The new Extra Touch Floral will operate as a non-profit trade association. It will be headquartered in Livonia, MI and will offer a number of new services for its members. The main service will be a new internet-based consumer order transmission service. Its new internet site will connect consumers to neighborhood floral shops and a comprehensive local marketing program.

All are not happy about the change. Former FTDA members who oppose the decision to form the Extra Touch Florist Association are attempting to organize a special meeting to dissolve it and return the \$14 million.

Charles F. Kremp 3<sup>rd</sup>, AAF, of Kremp Florist in Philadelphia and Tony Thonnerieux of Ward's Flowers & Gifts in Newton, N.J. are leading a group of florists who are trying to get enough signatures to hold a special vote. Their plan is to refund the \$14 million earned in the sale of the logo to the former FTDA member florists, instead of investing it in the Extra Touch Florist Association.

Approximately 6,500 members' petitions (50 percent of all active members) are needed to call a special vote. The petition calls for a meeting to vote on refunding the previously paid membership payments, dissolve the Extra Touch Florist Association and remove and replace the trustees.

## **Florida & California Reaches Agreement**

Hawaii is not the only place that has problems with rejected shipments to the mainland. Certain county agricultural commissions in California due to "phytosanitary conditions" were rejecting some nursery shipments (mainly foliage plants) from Florida. The Florida Department of Agriculture & Consumer Services (FDACS) and the California Department of Food & Agriculture (CDFA), with the help of the National Plant Board (NPB) and the support of the Florida Nurserymen & Growers' Association, have committed to resolve issues regarding Florida's nursery stock.

The FDACS and CDFA shared concern regarding the need for uniformity and consistency in excluding pests from shipments of nursery stock. Since Florida meets all state and federal standards for interstate commerce, FDACS believed stopping these shipments was not in full conformance with NPB principles of plant quarantine. With the help and mediation of the National Plant Board, Florida and California have agreed on several issues.

CDFA will conduct Pest Risk Analyses on several plant pests likely to be introduced into Florida and California. FDACS will promote a pilot 'Quality Assurance Pest Management System' at a Florida nursery, which makes interstate shipments to California. They will jointly improve pest identification practices and will cooperate in the development of additional treatment options for common surface pests.

On December 31, 2001 FDACS and CDFA will present interim progress reports and a final report to the president of the National Plant Board.

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"If you look like your passport photo, you're too ill to travel."

- Will Kommen

## New CTAHR Publications

The College of Tropical Agriculture and Human Resources (CTAHR) has a number of new publications. There is the new for-sale publication: "Plant Nutrient Management in Hawaii's Soils - Approaches for Tropical and Subtropical Agriculture" edited by Jim Silva and Ray Uchida. It is 158 pages, 16 pages in color, and paperbound. Suggested retail price is \$14.00. A descriptive flier and order blank pdf file can be found at <http://www2.ctahr.hawaii.edu/oc/forsale/>

New free publications can be downloaded from the CTAHR free publications Web page. Go to <http://www2.ctahr.hawaii.edu/oc/freepubs/> and look for the titles flagged NEW. Printed copies are available from CES offices.

The new free publications include:

- Horticulture Research Note - Ethephon forces plumeria for winter flowering HRN-13 Rich Criley 4 p.
- Landscape - Weed Control Options in Landscape Beds and Groundcovers L-12 Jay Deputy and Joe DeFrank 8 p.
- New Plants for Hawaii - 'Tropic Sunrise' anthurium NPH-A-3, and 'White Lady' anthurium NPH-A-4 @ 1 p., color; Heidi Kuehnle, Tessie Amore, H. Kamemoto, John Kunisaki, Joanne Lichty, and Janice Uchida

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The little boy was caught by his teacher saying a most unsuitable word. "Jeffrey," she said, "you shouldn't use that word. Where did you hear it?"

"My daddy said it," the child responded.

"Well, that doesn't matter," the teacher explained. "You don't even know what it means."

"I do too," Jeffrey corrected. "It means the car won't start."

-James Dent in  
Charleston, W. Va., *Gazette*

## American Growers Organize for Floriade 2002 Exhibit

Floriade 2002 is a world horticulture exhibition to be held in Haarlemmermeer, the Netherlands from mid-April to mid-October 2002. Over 3 million visitors are expected at this extravagant 150-acre exhibition, near the bustling tourist center of Amsterdam.

More than 250 Dutch contributors and over 25 foreign countries will be participating. The United States is planning an impressive display garden featuring the newest and best plant material, aquatic plants and ornamental fish. The Southern United States Trade Association (SUSTA) is inviting nurseries from across the country to collaborate in the display. They hope to represent the United States' nursery industry, and at the same time promote individual businesses to a world audience.

SUSTA's AmeriGarden at Floriade will be constructed in the Vijfhuizen area near the main entrance and business centers. The exhibit will be a beautifully landscaped display garden, occupying an area of 5,400 square feet. An American landscape architect is designing the layout, which a Dutch landscape contractor will build.

The garden will be crafted to incorporate a wide variety of trees, shrubs, perennials, ground covers, bedding plants, aquatic fish and more, from throughout the United States. Frequent rotations of flowering material will ensure the AmeriGarden is constantly fresh, new and in full bloom.

AmeriGarden will feature the newest and best plant material the U.S. has to offer, promote ornamental plants and fish to the European trade and consumers, and demonstrate the beauty of U.S. varieties and their suitability to the climate and landscape in Europe.

Check out <http://www.amerigarden2002.com/> for more information.

# Flowers – Alive With Possibilities™

The Flower Promotion Organization (FPO) is an alliance of United States and Colombian fresh cut flower growers. It was created to increase both short and long-term consumer demand for fresh cut flowers in the U.S. market.

Consisting of growers and importers, the FPO is dedicated to the generic promotion of flowers. Its board of directors is comprised of eight growers, four Colombian and four from the United States. Its initial funding comes from Colombian growers and importers.

After nearly 30 years of industry infighting, U.S. and Colombian cut flower growers have agreed to an unprecedented means of settling their trade differences. The agreement redirects the time and resources previously spent battling legal proceedings into a multi-million dollar consumer marketing campaign.

The term of the current campaign is 30 months. During that time, the FPO will also track the impact of the campaign on consumer purchases of cut flowers. Positive results will set the stage for a voluntary continuation of the campaign beyond the initial term.

To increase sales "Flowers - Alive With Possibilities™" is a multi-media campaign that opens up a whole new category in cut flower sales -- home décor. Aimed at women 25-54 who already purchase flowers, the campaign entices them to purchase more frequently by giving them new "possibilities" for using cut flowers around the home.

The media strategy for this campaign opens up new possibilities by running TV, magazine and radio ads during the early fall and late spring, non-traditional periods for floral advertising. The plan of the FPO campaign is to build demand during slower, non-holiday sales periods.

The "Flowers - Alive With Possibilities™" advertising campaign began appearing last fall via one-page print ads in leading women's magazines and 30-second television commercials in five markets: San Diego, Chicago, Philadelphia, Houston and Detroit. Radio commercials will supplement the advertising campaign in San Diego. For more information, see <http://www.flowerpossibilities.com/results.html>.

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## USDA Market Reports on the Web

Check out the latest wholesale mainland flower price, volume and trend reports at: <http://www.ams.usda.gov/fv/mncs/fvwires.html>. Look especially at the "Individual Daily Reports" section. Scroll past all the fruit and vegetables selections to find the ornamental crops market reports. These reports are updated bi-weekly. They cover cut flowers, ferns, and other ornamental crops sold at major markets.

## Crop Destruction Bill Becomes Law

Governor Cayetano signed the crop destruction bill SB 640 HD1 (Act 298) into law on July 2, 2001. The bill provides that any person who willfully or knowingly damages any crop, including silvicultural crops or agricultural commodities that is known to be intended for personal, commercial, or research and development purposes shall be liable for twice the market value of the crop damaged or destroyed.

## Invasion of the Eleutherodactylus

It sounds like some B-grade horror movie, but the E. Coqui frogs are a lot different from Trifids or other invasive aliens. Because the male produces a loud piercing mating call that keeps residents awake, efforts are being made to stop its spread. Recently DoA Plant Industry Administrator, Dr. Lyle Wong sent out a letter to nurserymen informing them of the problem and how to control the frog.

To reduce their spread, growers must eliminate any frogs from their plants before sale and retailers must sell only frog-free plant materials.

In infested areas, at the moment, there isn't a lot growers can do. Dr. Wong suggests that excluding the frogs from production areas using shade cloth especially over entryways and lower portions of shade houses at night when the frogs are most active. If that is not possible, plants can be finished in frog-free areas and treated with pesticides for a few days before shipping.

Treatments include using hot water, pyrethrin products and after EPA approval – caffeine. Don't wait for the EPA approval for caffeine, since it is expected to be a Restricted Use chemical that requires a license to use.

Hot water at 113° F for three minutes will work in killing frogs, and can be used on forest seedlings. Test it on potted plants before treating your whole crop because not all plants can withstand this treatment without being damaged.

Pyronyl Crop Spray used at 24 ozs. per 100 gallons of water will agitate the frogs and cause them to leave their shelter after 30-45 minutes. They are temporarily debilitated and will dry out in the hot sun. When using this method, it is best to spray in the morning using a spreader/sticker on a clear sunny day. You should not irrigate for 24 hours, since frogs will recover if exposed to high moisture.

## Plan NOW to Force Plumeria for Winter Flowering

September and October are the months to defoliate plumerias and force them into an early dormancy. Not all varieties of plumerias have been tested, but the ones that flower heavily into the fall are considered good candidates for treatment with Ethephon.

Dr. Richard Criley of the College of Tropical Agriculture and Human Resources at U.H. Manoa found that the use of Ethephon led to earlier flowering when compared with non-treated trees. Some plumeria varieties sprayed with 800 parts per million (ppm) of the active ingredient on September 13 began flowering before Christmas.

Dr. Criley feels that any earlier applications would not allow for the initiation and development of the individual flowers in the inflorescences. Growers should experiment with only a small portion of their fields instead of their whole crop to see how this technique of forcing works under their growing conditions.

For a copy of Dr. Criley's publication "Ethephon Forces Plumeria for Winter Flowering" call the CES Office at 622-4185.

If you hear only a few frogs, you can eliminate them by hand picking them at night when it is easier to locate the dime-sized frogs. Only the males make noise however.

If you have any questions, you can call the Plant Quarantine Office at 586-0844 on Oahu. For pictures and more information about the frogs, you can check out the web site at [www.hear.org](http://www.hear.org). Look at the frog section. This web site has a lot of information about other invasive species as well. If the spread of the coqui frogs are not stopped, the zombie-like sleepless residents roaming the streets would be truly horrific.

# Conducting On Farm Research

One thing that impressed me as I traveled around visiting farms and nurseries this summer, was the great number of experiments growers were conducting. The tests involved new cultivars, fertilizers, insecticides, fungicides, growth promoters, etc. But I often noticed that the growers drew conclusions from their experiments that may not have been valid. They often skipped some important features of good experiments. There are a number of things you must do to make sure your experiments lead to solid, reliable conclusions.

Before running an experiment:

- Make sure you have a 'control' that is your usual practice. If you try a new fertilizer on the whole crop, you cannot compare it to how the crop grew the year before. Changes in weather or other factors may have caused a difference in growth. Your 'control' serves as a basis to judge how well your new treatment is working.
- Limit the number of treatments. Don't try to test too many different combinations. Varying the levels of nitrogen, phosphorus, potassium, and other nutrients all at once may be very confusing. Instead limit yourself to a few of the important factors. In later tests you can test other treatments.
- Replicate your treatments to get the most accurate results. This reduces the error where some plots may benefit or suffer some kind of location effect. Find an area where all the test plots have exactly the same conditions. Four replications are optimal.
- When setting up your experiment, randomly place the different treatments in your test plot. The easiest way of doing this is setting up a grid on a bench or in a field. Number each test plot and randomly assign each with a treatment. Make sure each plot has the same number of plants, and all treatments are replicated the same number of times.

- Determine what data you will collect. It can be the number of flowers, size of plant, number of insects found, or some other factor you are trying to change. The more objective the better. If you use a subjective characteristic such as flower color or plant shape, you should set up a ratings system, so in the end you have a definite numerical value.

During the experiment:

- Make sure the person that is applying the treatments understands the plot layout and carries out the treatments correctly. Keep all other conditions in the plots the same. Don't try to correct some problem in one plot by treating it differently.
- When sampling the plants, select plants that are in the middle of the plot. Plants on the edge of a plot often give slightly different responses due to different light or wind conditions or an effect of one treatment spilling over into another plot.
- Have a person, who has no knowledge of the different treatments evaluate the plants. This is very important in the case of subjective evaluations, where knowledge of the treatments could sway a person to unconsciously rate the plants differently.

After the experiment, evaluate the results to decide if the new treatment is worth the extra effort or cost. Sometimes this involves some judgement, particularly when the data is subjective.

Conducting good experiments isn't easy, but helps you make sound decisions that are based on factual data.

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Every exit is an entry somewhere else.

- Tom Stoppard

## America in Bloom

At the Ohio Florists Association (OFA) Short Course this year, one of the hottest subjects was the idea of a new promotion campaign to increase sales of flowering plants. The idea was sponsored by OFA, but originated from a Bedding Plants International (BPI) contest. Last year BPI organized a community beautification contest modeled after Canada's Communities in Bloom that would improve community pride and increase sales of flowering plants.

The newly envisioned America in Bloom includes the contest but goes beyond it to a number of promotional efforts such as a national advertising campaign, branding and public relations. An America in Bloom Task Force has been set up consisting of growers, suppliers and association leaders. Although it is independent from OFA it will be housed at their offices. The initial goal is to raise \$250,000 for seed money.

Once that is done, the money will be used to organize a method of collecting funds for the national effort. The plan is to have container manufacturers collect an additional 2 – 5 % for their products. This amount would be built into their invoices and passed on to America in Bloom. It is thought that this extra cost would be passed on to the final consumers.

The organizing group felt this method of raising funds would be the fairest and easiest to implement. The increase cost of containers of 5% would only add ½ to 1 % to the overall cost of floricultural products they reasoned.

The America in Bloom program is not a national promotion order, which is voted on by the industry and administered by the USDA. America in Bloom will be a voluntary assessment by participating container manufacturers. Many things need to be finalized before the program gets into full swing. You will hear more about America in Bloom as time goes on.

## DoH Offers Free Services for Women

The Hawaii Breast and Cervical Cancer Control Program (BCCCP) of the Department of Health offers free Mammograms and Pap Tests to women 50-64 years old with little or no medical insurance or to women who can't make their co-payments. It is very important for all women to have a mammogram semi-annually after the age of 40 and annually after the age of 50. Since Native Hawaiian and Filipino women have high death rates from cancer, it is important for us to encourage them to receive screening. Early detection can save a life. The sites that offer free mammograms and pap tests are: St. Francis Medical Center 547-6798, Waimanalo Health Center 259-7948 ext 147, and Kuku Kalihi Valley 848-0976.

### “Ka Lono Pua” Goes Electronic

Because the cost of mailing out “Ka Lono Pua” is high in regards to printing, producing and posting, we will happily e-mail copies to those that have access to e-mail.

If you would like to receive “Ka Lono Pua” by e-mail, contact us so we can add your address to our listings. If you don't have e-mail or we don't know what it is, you will continue to receive a regular copy of “Ka Lono Pua.”

If you have any questions or suggestions, give me a call at 622-4185, Tuesdays and Thursdays or e-mail me at [mersino@hawaii.edu](mailto:mersino@hawaii.edu).

Mahalo!

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