



Ka Lono Pua

"The Flower News"

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Cooperative Extension Service Oahu

County

Organic Flowers Are Coming

Earlier this year the United States Department of Agriculture (USDA) published rules that defined what could be labeled as "organic". As of Oct. 21st, organic producers and handlers have to be certified by USDA-accredited agents. Although the organic food market is relatively small, it has grown by 20% per year for at least the last 5 years.

This month organically grown roses will be hitting the market. Organic Bouquet in Novato, Calif., will market the organic roses, which will be grown in California, Oregon, Ecuador and other countries. Twenty different rose varieties will be offered at prices competitive with non-organic roses. In January they will begin selling organic tulips at natural food stores nationwide.

Hawaii's flower growers can get ahead of the game by beginning to experiment with organic methods with some of our tropical crops. The USDA certification is only required for those who sell more than \$5,000 worth of products. So you can start off small without going through all the paperwork until you are ready to go full scale. What an idea!

In This Issue...

- ◆ Poinsettia Scab Found on Oahu
- ◆ Sustainable Agriculture Conference
- ◆ Hawaii Business Management Partnership
- ◆ New Orchid Snail Publication....and more

Future Happenings

- Nov 11 Veteran's Day
- *Nov 13 Innovative Solutions Workshop
- Nov 14-16 Green Industry Expo, Nashville TN
- Nov 22 Crop Insurance Meeting, Pearl City Urban Garden Center, 2:30 p.m.
- *Nov 23 Sustainable Plant Conference, Kahului, Maui
- Nov 23 Urban Forestry Field Day, Ho'omaluhia Bot. Garden call 537-1708 by Nov 15 for reservations. Free
- Nov 26 Westcan Greenhouse Poinsettia Open House, British Columbia
- Nov 28 Thanksgiving
- Dec 7 Financial Security in Later Life, Outreach College, \$20, 9:00-11:30 a.m., Sakamaki Hall C101 (contact: Paulette Feeney, 956-2037)
- Dec 25 Merry Christmas
- Jan 1, 2003 Happy New Year!
- Jan 8 - 10 Mid-Atlantic Nurseryman Conf, Baltimore MD
- Jan 17-19 Ft. Lauderdale Orchid Society Show, Ft. Lauderdale, FL

* See Newsletter for details.

Flower Handlers Tips

A new web site has been developed for flower handlers, that focuses mostly on retail florists. One of the most useful parts is the section that includes ten tip sheets. The first deals with how to handle flowers after they arrive in your shop. Tip Sheet # 2 tells how to keep your flowers last longer. The other eight have topics that are useful for flower arrangers and includes illustrative pictures.

The site also has sections on resources, a community bulletin board and archives. The site is located at: <http://www.flowerhandlers.com/>

Pesticide Security Advisory

On September 24, 2002, U.S. Attorney General Ashcroft announced that the Homeland Security Advisory System Threat Condition level has been lowered from a High (Orange) Condition to an Elevated (Yellow) Condition. Although this represents a lowering of the risk of terrorist attacks, it should be noted that an Elevated Condition nevertheless represents a significant risk of terrorist attacks. The U.S. Environmental Protection Agency (EPA) suggests that those who manufacture, distribute, transport or store pesticides should continue to be vigilant regarding the physical security of those pesticides.

Managers of pesticides who have not already done so may wish to review EPA's September 2001 Pesticide Alert entitled "Pesticide Safety and Site Security" on EPA's web site at: http://www.epa.gov/pesticides/citizens/pest_secu_alert.htm

Also, a Chemical Safety Alert entitled: "Chemical Accident Prevention: Site Security," was published by EPA and is available on the EPA web site at: <http://www.epa.gov/swercepp/pubs/secale.pdf>

The FBI requests that you expeditiously report any threats or suspicious behavior to your local FBI field office. A listing of FBI field offices can be found on the FBI web site at: www.fbi.gov/contact/fo/info.htm

Additional information on chemical security can be found at the following web sites: The U.S. Department of Justice, through Sandia National Laboratories, has developed a chemical facility vulnerability assessment methodology (VAM). The VAM is a tool which chemical facilities may apply to assess their security vulnerabilities and to assist decisions regarding how to appropriately address those vulnerabilities. A report detailing the VAM can be accessed on the National Institute of Justice's web site at: <http://www.ncjrs.org/pdffiles1/nij/195171.pdf>

The American Chemistry Council (ACC) with the Synthetic Organic Chemical Manufacturers Association and the Chlorine Institute have produced a chemical site security guideline document and a chemical transportation security guideline document. Both documents are available on the ACC web site at: <http://www.Americanchemistry.com/>

The Center for Chemical Process Safety (CCPS) has released, "Guidelines for Analyzing and Managing the Security Vulnerabilities of Fixed Chemical Sites." This book is intended for chemical site managers, process safety managers, security managers and others responsible for conducting security vulnerability analyses and managing security at fixed chemical sites. To request a copy of this document visit the CCPS web site at (please note that this web site address has changed from the address provided in earlier Advisories): <http://www.aiche.org/ccps/sva>

If you have questions regarding this advisory or EPA's Pesticide Security Alert, please contact Dennis Deziel of EPA's Office of Prevention, Pesticides, and Toxic Substances at (202) 564-0331.

Poinsettia Scab Found on Oahu

At least one poinsettia grower on Oahu has discovered poinsettia scab on their cuttings this year. On the mainland it was confirmed that some infected cuttings had come from Guatemala.

Growers should monitor plants closely for scab symptoms. The leaf spots have yellow halos that turn tan and can be mistaken for a bacterial infection common in wet periods. Also as the infection from scab progresses, tan lesions or "scabs" form on the stems. In the later stages the stems elongate and stretch in an irregular fashion. Infected poinsettias should be removed and destroyed. Clean plants can be infected by splashing water from overhead irrigation systems or rain.

Some protectant fungicides with different active ingredients can be applied before bract formation. For more information check out the following web sites:

<http://www.agnr.umd.edu/ipmnet/02Sept27G.pdf>
<http://www.rce.rutgers.edu/pubs/greenhouseipmnotes/ghipmnotes12-10.pdf>

Organic Flowers Are Coming

For more information about the USDA's organic standard check out: <http://www.ams.usda.gov/nop>

For more information about Organic Bouquet and their program see:
<http://www.organicbouquet.com>

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"Between two evils, I always pick the one I never tried before."

- Mae West

## FPO's Fall Campaign

Continuing in their efforts to boost cut flower sales in non-holiday periods, the Flower Promotion Organization (FPO) kicked off their fall advertising in September. The four-week blitz, included television commercials, radio advertisements, promotions and highway billboards. Minneapolis/St.Paul, Philadelphia, Detroit, Houston, Chicago and San Diego are the five lead markets. "Flowers. Alive with Possibilities." ads featured ways to use flowers to decorate the home. The impact of the campaign is expected to raise awareness for flowers and remind consumers to buy them, boosting sales during a typically slow time for retailers.

As a new twist, the FPO has also created a program to promote flowers as home décor around the holiday season. Patrick Busch, FPO Board member from Len Busch Roses said "Our strategy has been to extend the flower-buying season by reminding consumers to buy them for their homes and offices before the heavy gift-giving season. We believe this strategy has a halo effect, in that by the holiday season they will have experienced new possibilities for using flowers themselves in the home."

To this end, the FPO has developed a modest publicity campaign promoting the use of flowers as holiday home décor. A newspaper release will feature flowers as a table decoration during the holidays. It will be distributed to up to 10,000 newspapers around the country, so consumers will be exposed to new possibilities for using flowers before, during and after this holiday season. The FPO will continue to evaluate the results of the campaign for use in planning for advertising next spring.

The Flower Promotion Organization, an alliance between Colombian and U.S. flower growers, was created to expand the US market for all cut flowers. The FPO is committed to increasing short-term and long-term consumer demand for fresh cut flowers.

# Hawaii Business Development Partnership

Recently the College of Tropical Agriculture and Human Resources (CTAHR) was awarded a grant to host the Hawaii Business Development Partnership (HBDP). It was formerly known as Manufacturing Extension Partnership. The HBDP is a fee for service program that helps businesses improve their performances. The program uses experts from a wide variety of fields from across the country to help businesses that are willing to invest in themselves.

The Business Development Partnership engages the expertise and resources of the CTAHR and the College of Business Administration, the private sector agriculture-based community, public sector partners, and others. This effort strives to foster the development and growth of innovative, entrepreneurial businesses that add value to products.

## Innovative Solutions

Innovative Solutions, a program of the HBDP is an affiliate of the National Institute of Standards and Technology, providing even the smallest businesses with access to a network of over 2,000 business and manufacturing specialists. The goal is to help Hawaii by improving production and business operations to successfully compete in the global marketplace. By integrating high-performance methods and technologies, growers will improve their profits, strengthen their competitive position and grow their business.

Innovative Solutions offers affordable solutions for businesses - from market research and networking to business planning and lean manufacturing. Project managers provide information, decision support and assistance to help growers apply new production and management techniques.

The role of Innovative Solutions is to solve technical and management problems by providing hands-on support or by linking businesses with expert resources. The methodology can take

companies systematically from their current state of operations to a dramatically improved future state - a high performance enterprise.

To learn more about Innovative Solutions or the Hawaii Business Development Partnership contact:

Kathy McKenzie, kamckenz@hawaii.edu (754-0239), Giorgio Caldarone, giorgio@hawaii.edu (383-0236), or Bill Wiedmann (383-0194) wiedmann@hawaii.edu.

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Late Season Poinsettia Care

Poinsettias are almost ready to head to the markets but some difficult problems can still arise. One of the main ones is late season stretching. Freedom is particularly prone to stretching. Applications of growth retardants during the time when bracts are developing may interfere with their normal growth. A late season drench with paclobutrazol (Bonzi()) is the one that carries the least risk. Once the bracts are fully developed, their size can no longer be affected by plant growth regulators. One option besides using growth regulators is reducing the ammonium and phosphorus levels.

The other late season problem is whiteflies. There are few control options once the bracts start to form. When considering recommendations from mainland sources, always remember that mainland conditions are often cooler and the days shorter than our environmental conditions in Hawaii. Because of all the new varieties of poinsettias, it is hard to predict which might be more sensitive to various insecticides.

Some general guidelines to prevent phytotoxicity are:

- * Spray in the early morning or late afternoon - not in the heat of a sunny day.
- * Spray on cloudy days.
- * Avoid using emulsifiable concentrates. Using wettable powders is safer, but they often leave a white powder residue.
- * Apply pesticides to turgid plants that are not stressed or wilting.
- * Read the pesticide label and follow the directions. Be very careful if using stickers or spreaders.

For more information check the September through November issues of Greenhouse IPM Notes at:
<http://rcwebserver.rutgers.edu/pubs/greenhouseipmnotes/> or a University of Florida publication at:
<http://edis.ifas.ufl.edu/IG008>

New Orchid Snail Publication

A new publication from the College of Tropical Agriculture and Human Resources has been released. "The Orchid Snail as a Pest of Orchids in Hawaii" was written by Dr. Robert Hollingsworth of the Agricultural Research Center of the USDA and Kelvin Sewake from the Cooperative Extension Service. The publication gives a detailed description, status, biology and the control methods for this pest. For a copy of the publication call our office at 622-4185.

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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!

Edwin F. Mersino  
 County Extension Agent  
 Agriculture Program

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"The game of life is not so much in holding a good hand as playing a poor hand well."
 -H. T. Leslie