



Ka Lono Pua

"The Flower News"

Vol. XI No. 2 June 2004

Cooperative Extension Service, Oahu County

Project Survey Helps Us Help You

A number of things have combined to delay the distribution of the survey announced in the last issue of "Ka Lono Pua". Recently we finally completed production and mailing of the survey. It is part of a CTAHR project entitled "Integrated Pest Management (IPM) for Flower Production". The main objective of the project is to reduce production costs or the losses associated with pest problems using an IPM approach. Various pest management strategies will be studied to find those that are the most effective, environmentally friendly and economically beneficial.

The survey was sent out to a large sample of Oahu's flower growers. It was designed to identify the most serious pest problems on various flower crops. If you received a survey and have already sent it back – Mahalo! If the survey is still on your desk, please complete it and return it to our office. The greater number of responses we get the better able we will be to address your most serious pest problems. If you have questions about the survey or didn't receive one and would like to complete one, give me a call at 622-4185. Mahalo nui loa!

In This Issue...

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Future Happenings

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| May 31 | Memorial Day Holiday |
| Jun 11 | Kamehameha Day Holiday |
| Jun 12-13 | Organic Pest Management Workshop, contact HOFA, at 877-674-4632, or at: hofa@hawaiiorganicfarmers.org. |
| Jun 14 | Flag Day |
| Jun 17-19 | Super Floral Show, Washington DC, (312) 332-4650
www.superfloralshow.com |
| Jun 20 | Father's Day |
| Jun 23-26 | Southeast Greenhouse Conf. Greenville S.C. www.sgcta.org 877-927-2775 |
| June 30 | Alien Species Presentation, Open to the Public – FREE. 7:30 p.m., Hilton Hawaiian Village, Coral Ballroom, Featuring Tim Low "Alien Species, Trade & War" |
| Jul 4 (Sun) | Independence Day |
| Jul 5 | Holiday |
| Jul 10-14 | Ohio Assoc. of Floricultural Professionals, Columbus OH, www.ofa.org |
| Jul 13-18 | ANLA Annual Conv & Learning Retreat Maui, HI 800-880-0343
www.anla.org |
| Jul 31 – Aug 8 | Hawaii State Farm Fair, Kapolei (808) 848-2074 |



FPO Enters Partnership with Floral Associations

After four years of successful consumer marketing efforts in major metro markets, the Flower Promotion Organization (FPO) announced that it has expanded its successful consumer promotional campaign to entire states through partnerships with the Connecticut Floral Association (CFA) and the Michigan Floral Association (MFA).

The FPO provides professional media ads, billboards and in-store signage, message reminder materials like post cards and statement stuffers, a consumer web site (www.flowerpossibilities.com), and PR activities. It also provides plus matching funds to those raised by the state associations. "We have the opportunity to work together to spread our 'Flowers. Alive With Possibilities.' message positioning flowers as a fun, easy and effective home decorating solution to a larger consumer audience to help build flower consumption benefiting the entire floral community," stated Stan Pohmer, Executive Director of the FPO.

Retailers don't have the funds or media purchasing power to change consumer attitudes and educate consumers on new ways to use flowers. Through these partnerships between the FPO and the state associations, the support of the entire statewide floral community of retailers, wholesalers and suppliers can be gained. Members now have the clout and funding to launch an effective campaign to raise consumer awareness and generate incremental sales and increase consumption.

The retailers in both associations see their investment in this partnership program as very affordable for the benefit they will receive. The Connecticut retailers are being asked by their Association for \$300 per year and the MFA members are being asked to contribute \$365 per

year. For this, the retailers not only get the benefit of the media and PR campaign, but a complete in-store signage kit that reinforces the media message to their individual customers.

The advertising media campaign will kick off in June 2004, but PR activities started earlier.

For more information on partnering with the FPO, contact Will Carlson at (989) 834-1322 (will@flowerpossibilities.com) or Stan Pohmer at (952) 545-7943 (stan@flowerpossibilities.com).

Colombian and U.S. Growers Extend FPO For Three Years

Colombian and U.S. cut flower growers have agreed to commit funding to extend the Flower Promotion Organization to 2007. The original agreement was created to focus resources on the consumer promotion rather than trade disputes.

In the initial key markets (Chicago, Detroit, Houston, Philadelphia, and San Diego), the FPO developed integrated consumer marketing promotions designed to increase the frequency of purchase. The success of the "Flowers. Alive With Possibilities" home décor message not only increased the frequency of purchase, but also attracted new consumers to flower purchasing.

In 2002 the FPO expanded into Minneapolis/St. Paul and in 2003 into Atlanta. Both markets joined the FPO promotions through "partnerships" where local retail florists and wholesalers agreed to raise funds to leverage the scope and effectiveness of the FPO campaign investment.

"This new three year funding agreement clearly shows that the FPO is truly committed to building consumption through consumer promotion and education," stated FPO Executive Director, Stan Pohmer. "We've created a promotional and PR model that can be implemented in virtually any market, offering an exciting and professional consumer campaign with modest investment."

Oahu's Newest Insect Pest

You might have heard of the Glassy Winged Sharpshooter being the vector that carries the bacterium "Xylella fastidiosa" which causes Pierce's disease in the vineyards. It has become a major problem in California. The Glassy Winged Sharpshooter also feeds on a number of ornamentals.

Recently it was discovered on Oahu. The HDOA has released a New Pest Advisory that can be found at:

<http://www.hawaiiag.org/hdoa/npa/NPA04-02-GWSS.pdf>.

USDA Creates National Plant Diagnostic Network

The Animal & Plant Disease and Pest Surveillance Detection Network was established to develop a network linking plant and animal disease diagnostic facilities across the country. The National Plant Diagnostic Network (NPDN) will focus on the plant disease and pest aspect of the program. The network was conceived in response to the concerns about the security of our agricultural systems.

The mission of the network is to enhance agricultural security by quickly detecting introduced pests and pathogens. The network will provide a means for identifying pests and pathogens and establishing protocols for immediate reporting to appropriate responders and decision-makers. The focus is on deliberately introduced, high consequence, biological pests and pathogens.

The network will allow Land Grant University diagnosticians and faculty, State Regulatory personnel, and first detectors to efficiently communicate information, images, and methods of detection throughout the system in a timely manner. Lead universities have been selected and designated as Regional Centers to represent 5 regions across the country. The National Agricultural Pest Information System (NAPIS) located at Purdue University has been designated as the central repository for archiving select data collected from the regions. The network will provide the means necessary for ensuring all participating Land Grant University diagnostic facilities are alerted of possible outbreaks and/or introductions and are technologically equipped to rapidly detect and identify pests and pathogens.

Special education programs are being developed to train first detectors to recognize disease and insect problems that might appear. First detectors typically include county extension educators, growers, crop consultants and regulatory field inspectors. First detectors will be able to submit new and unusual diseases to diagnostic

laboratories, greatly reducing the time between introduction and detection and consequently remediation.

The plant diagnostic systems will include a web-based digital camera to allow diagnostic labs to share images in real time with specialists anywhere. This will provide the opportunity for immediate and remote macroscopic and microscopic examination. For more information about the NPDN, visit <http://npdn.ppath.cornell.edu/default.htm>.

Broad Mites Causing Problems

Broad mites are beginning to show up on Pikake and several other crops on Oahu lately. If you have plants that have distorted and twisted leaves near the growing point, there is a good chance that broad mites are the cause. The damage is similar to that caused by the use of certain herbicides. Mites also cause bud distortion and abortion.

Michigan State University Diagnostic Services has produced a broad mite fact sheet. If you have internet access, the sheet can be found at: <http://www.ipm.msu.edu/grnhouse04/pdf/broadmite.pdf>. It describes damage symptoms, life cycle and control recommendations. If you don't have internet access (most libraries allow access to the internet) you can contact our office at 622-4185 and we will send you a copy.

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Every great scientific truth goes through three stages. First, people say it conflicts with the Bible.

Next they say it had been discovered before.

Lastly, they say they always believed it.

Louis Agassiz (1807-1873)

## Methyl Bromide Going, Going....

Under the Montreal Protocol, Methyl Bromide use was to be ended Jan 1, 2005 in the United States. However because of the difficulties in finding alternatives to the fumigant, a phase-out exemption of methyl bromide has been negotiated.

The U.S. will be permitted to produce 7,659 tons of methyl bromide in 2005. In 1991, the last year before the phase-out began, approximately 25,500 tons were used. The U.S. and 11 other developed nations were granted a 1-year reprieve from the U.N. program.

To read more about Methyl Bromide and alternatives that are being developed see:  
<http://www.ars.usda.gov/is/mb/mebrweb.htm>.

## Floriculture Crop Value

Grower sales of floriculture and nursery crops in 2003 were about \$132 per U.S. household, \$30 higher than in 1992. Of this amount, U.S. households spend on average \$86 for nursery crops and \$46 for floral crops. These numbers have been steady with no growth over the last three years.

The growth of floral crop sales over the decade reflects largely the increased demand for potted flowering plants, bedding and garden plants (annuals and herbaceous perennials) and foliage plants for indoor or patio use decade. While these consumption trends follow increased U.S. construction and homeownership, they also reflect rapid expansion of the U.S. economy from 1992 through 2000.

For more information on floriculture production see: <http://ers.usda.gov/publications/flo/sep03/flo02.pdf>.

## Renewable Energy Grants for Farmers

USDA Rural Development Administration has grants available to help farmers purchase renewable energy systems and make energy efficiency improvements. This year USDA will provide up to \$22.8 million in funding for grants.

Deadline for applications are July 19, 2004. Farmers must directly engage in production of agricultural products and must obtain at least 50% of their gross income from the business.

Eligible projects include renewable energy and energy efficiency improvement projects. Grants may not exceed 25% of the cost of the project (with a minimum grant request of \$2,500 -- so a minimum total project cost of \$10,000.)

For more information about the grants see:  
[www.ctahr.hawaii.edu/vincent/energy2004factsheet.pdf](http://www.ctahr.hawaii.edu/vincent/energy2004factsheet.pdf). The local contact person and where to submit applications for this program is:  
Tim O'Connell, USDA RD  
Federal Building, Room 311  
154 Waianuenue Avenue  
Hilo, HI 96720  
(808) 933-8313 FAX:(808) 933-8327  
[tim.oconnell@hi.usda.gov](mailto:tim.oconnell@hi.usda.gov)

## Four Roses Earn AARS Honors

[All-America Rose Selections](#) named 4 winners for 2005. DayDream is a compact, 2-foot shrub rose with fuchsia-pink flowers. Elle is a hybrid tea with shell-pink flowers with deep-yellow undertones. Lady Elsie May is an upright shrub rose with coral-pink flowers. About Face is a grandiflora with novel "backwards" flowers -- golden yellow on the inside of the petals and darker bronze orange on the backsides.

Weekly NMPRO e-mail for May 11, 2004

## U.S. trade agreement with Australia pending

Under the Australia-USA Free Trade Agreement (AUSFTA), Australian cut flower exports to the US will be free of US import once it is approved by the Australian parliament and the US. If the agreement is put into place, which at this point is by no means certain, it will mean an end to the 7.5% tariff that has been levied on some flowers imported from Australia into the USA.

The AUSFTA deal states that, "Tariffs on the majority of agricultural products, including most lamb and sheepmeat, and products such as oranges, cut flowers and cotton seeds, will be zero from day 1 of the Agreement".

The US cut flower market has become a key market for the Australian cut flower export sector which was last estimated to be worth over \$55 million annually and growing (Australian Flower Export Council, 2001).

Among the most important flower exports to the US are Australian Waxflower (*Chamelaucium* spp.), Kangaroo Paws, *Banksia* spp., Waratah (*Telopea speciosissima*), Snowflower (*Thryptomene calycina*), *Stirlingia latifolia*, *Boronia* spp., *Banksias*, *Grevilleas* and *Protea* sp.. Native foliage are also grown for the export market.

Commercial plantings of native flowers began in Australia during the early 1980's in response to increasing overseas demand particularly from Japan and Europe. Cultivation favored production of a high quality product, with improved stem length and flower form, reduced fungal and insect damage and longer vase life. Success in the US market is seen by many within the industry as one of the key factors in sustaining growth in the Australian export arm of the industry.

## Schools Come to the Farm

*Schools Come to the Farm* is hot off the press! This new planning guide is designed for farmers who want to offer tours to schools and other groups or wish to improve the tours they already give. The guide includes: the benefits of giving tours, logistics, how to make tours exciting and educational, examples of successful farm tours, suggestions of resources, and pre-designed forms. If you would like to order a copy of *Schools Come to the Farm* (\$7 + shipping), send an e-mail to [cerp@cornell.edu](mailto:cerp@cornell.edu) and request ordering information or call 607-255-9252. This publication was supported in part by NY Farms! with funding from the Wallace Genetic Foundation.

### "Ka Lono Pua" Goes Electronic

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!

Edwin F. Mersino  
County Extension Agent  
Agriculture Program

"The only place where success comes before work is in a dictionary."

- Vidal Sassoon

- What new system has been developed to ensure agricultural security?
- What is the latest insect pest to enter Oahu?
- What organization is going all out to promote flowers?
- What pest is becoming a problem on Pikake?
- Where can you go to get funds for renewable energy projects?

The answer to these and many other questions can be found inside.