



# *Ka Lono Pua*

*"The Flower News"*

Vol. XV, No. 3, Aug 2008

Oahu County

Cooperative Extension Service

## Are You Losing Money?

Jim Hightower once said "Little ol' boy in the Panhandle told me the other day you can still make a small fortune in agriculture. Problem is, you got to start with a large one."

Most growers generally have a feeling of how profitable they are, but most have only a vague idea of their cost of production and their "break-even" point. Some think one or two of their crops may be losing money while other crops are doing okay. Other growers wonder about the economics of propagating their own plants versus buying plugs or seedlings from others.

The University of Hawaii in cooperation with the University of Arizona has developed an Excel-based spreadsheet to help you make management decisions to address these issues. On September 9<sup>th</sup> CTAHR will offer a class on how to use this tool. Participants will receive a copy of the spreadsheet as part of their registration fee. See inside for more details about the workshop.

Don't miss this chance to obtain a tool that will help you make a small fortune, without starting with a large one.

## In This Issue...

- ◆ Disaster Program Requirements
- ◆ Small Business Innovation Grants
- ◆ Ag Alternation Energy Loans....and more

## Future Happenings

- Aug 15 Statehood Day
- Aug 19-20 FarWest pre-show nursery tours.  
Aug 21-23 FarWest Show, Portland, OR (800) 342-6401 [www.farwestshow.com](http://www.farwestshow.com)
- Sept 1 Labor Day
- \* Sept 4 – 5 Ag Conference, Hawai Convention Center
- \* Sept 4 Deadline for SBIR Applications
- Sept 5 Registration deadline for the Nursery Crop Estimator Workshop
- \* Sept 9 Nursery Cost Estimator Workshop, U.H. Manoa, Ag Science Bldg Rm 215. 3:30 – 8:30 p.m. Cost: \$25
- Sept 10-11 CanWest Hort. Trade Show & Conf. Vancouver, British Columbia. (604) 574-7772 or [www.CanWestHortShow.com](http://www.CanWestHortShow.com)
- \* Sept 16 Deadline for buying into the U.S. Disaster Programs.
- Sept 17-20 SAF 124th Annual Convention, taking place Palm Beach, Fla (800) 336-4743, <http://www.safnow.org/>
- Sept 23-24 Western SARE Subregional Conference for Hawaii, Kailua-Kona, Big Island [www.ctahr.hawaii.edu/sustainag/Conferences](http://www.ctahr.hawaii.edu/sustainag/Conferences)

\* See Newsletter for details.

# FY2009 SBIR Phase I - Request for Applications

The Small Business Innovation Research (SBIR) program offers grants to qualified small businesses (including small and medium-sized farms) in support of high quality, innovative research related to important scientific problems and opportunities in agriculture that could lead to significant public benefit if successfully commercialized. The USDA SBIR program has awarded more than 2000 grants since its inception in 1983, allowing hundreds of small businesses to explore their technological potential and profit from the commercialization of their innovative ideas.

The FY09 SBIR Request for Applications (RFA) was released on June 27, 2008 with a closing date of September 4th, 2008. Please check the website for more information.

All FY2009 proposals must be submitted electronically through Grants.gov and all attachments must be submitted as a Portable Document Format (PDF). Note that the registration process for submitting applications electronically can take as much as two weeks to complete and registration must be finished prior to submitting an application. To complete the registration process, go to [www.grants.gov](http://www.grants.gov) and click on the "get registered link" under the applicants menu.

Three of the topic areas - Small And Mid-Sized Farms, Marketing and Trade, and Rural Development - are particularly relevant to small farms and ranching enterprises and other small businesses focused on development of a new product or a new application of existing technologies to address a problem or an opportunity in rural communities. More applications in these topics are encouraged.

For additional information about these programs, please contact:

**S. Sureshwaran, Ph.D.**  
National Program Leader, SBIR Program  
USDA / CSREES/ CP

Mail Stop 2243  
1400 Independence Avenue SW  
Washington, D.C. 20250

Telephone: (202) 720-7536  
Fax: (202) 401-6070  
Email: [ssureshwaran@csrees.usda.gov](mailto:ssureshwaran@csrees.usda.gov)  
SBIR Web Site:  
<http://www.csrees.usda.gov/funding/sbir/sbir.html>

For more funding opportunities see the National Research Initiative Website at:  
<http://www.csrees.usda.gov/funding/nri/nri.html>  
Room 2321, 800 9th St. SW  
Waterfront Centre  
Washington, D.C. 20024

Mission of CSREES is to advance knowledge of agriculture, the environment, human health and well being, and communities.

## IRS Increases Mileage Rates

Internal Revenue Service has increased the optional standard mileage rates for the final 6 months of 2008. The rate will increase to 58.5 cents from July 1 through Dec. 31, 2008. IRS made this special adjustment in recognition of recent gasoline prices. Other items enter into the calculation of mileage rates, such as depreciation and insurance. IRS normally updates the mileage rates once a year in fall for the next year.

- GMPRO greEn-MAIL, for July 01, 2008

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"My formula for success? Rise early, work late, strike oil."

- Jean Paul Getty

*Have your prices kept up with oil increases?*

Announcing....

## 2008 RMA Plant Nursery Seminars & Workshops

Tuesday September 9 **Oahu**  
UH Manoa - Agricultural Sciences 215

Wednesday September 10 **Hilo**  
Hilo Community College, Bldg 346, Room #133

Thursday September 11 **Maui**  
Maui Community College

Registration: \$25 in advance, \$50 at the door.  
Maui add \$15 lab fee

Registration Deadline: postmark September 5, Friday  
(call or email if you cannot send your registration in time, to reserve a space)

For potted plant growers. These are hands-on training workshops on using this Excel-based product jointly developed by the University of Hawaii and University of Arizona. This spreadsheet is designed to help nursery managers estimate the per plant costs of their potted products and stock plants, as well as aid in management decisions such as “make or buy” and product break even analysis.

### 4:00-6:00 p.m.

**An Introduction to the Nursery Break-Even Price & Profit Estimator** familiarizes users with the parts of the spreadsheet and how each works and fits together with the other sheets. This is a refresher/repeat of the introductory workshop held in 2007.

### 6:00-8:00 p.m

**Using the Nursery Cost Estimator in Managing Your Nursery.** This continues with where the first session leaves off, using a hypothetical farm to work with specific examples of how the estimator can be used. Attendees will estimate costs of various products and do “What If...” analyses that looks at the impact of situations such as different production strategies, new regulations, increasing fuel and fertilizer costs, and market slowdowns.

Participants get a copy of the spreadsheet as part of their registration fee. Repeat participants can bring their own copy to get a discount -- pay \$15 in advance, \$25 at the door.

*For questions contact*

**Stuart T. Nakamoto via email at [snakamo@hawaii.edu](mailto:snakamo@hawaii.edu)  
or tel (808) 956-8125**

Sponsors:  
Risk Management Agency,  
U.S. Department of Agriculture



**See page 7 for the registration form.**

# 2008 Disaster Programs Require Crop Insurance or NAP

## Eligibility “Buy-In” Deadline is September 16, 2008

The recently-enacted Farm Bill included numerous 2008 disaster programs covering losses to crops, trees/vines/bushes and other losses due to adverse weather. These programs require the crops you planted, grew or produced to have been covered by federal crop insurance or FSA’s Noninsured Crop Disaster Assistance Program (NAP). All of your crops on all of your acreage must be covered, not only those acres that suffered losses.

Due to the late passage of the Farm Bill in May, growers are given an opportunity to “buy-in” to the disaster program by paying a crop catastrophic crop insurance fee or NAP service fee for any 2008 crops that are not already covered by crop insurance (CI) or NAP. This eligibility “buy-in” must be completed by September 16, 2008 at your FSA Office to satisfy the requirement for total CI / NAP coverage. This does not provide you with 2008 crop insurance indemnities or NAP benefits.

There is a waiver to the buy-in fee for socially disadvantaged producers, beginning farmers and ranchers, and limited resource producers – which include most of Hawaii’s farmers. The fee is \$100 per crop, not to exceed \$300 per county. Information can be found in the website below or by calling USDA-FSA personnel listed below.

For more information, you can read “Buy-In Waiver For Supplemental Agricultural Disaster Assistance Programs Underway in New Farm Bill” at:

<http://www.usda.gov/wps/portal?contentidonly=true&contentid=2008/07/0182.xml>

**Bottom Line: To be eligible for Disaster Programs in 2008, you must pay the fees for the eligibility buy-in at your FSA Office by September 16, 2008.**

Contact your Farm Service Agency Office for more information. In Honolulu County the number is 483-8600.

## New Agriculture Alternative Energy Loans Available

The Hawai`i Department of Agriculture (HDOA) is now accepting loan applications to fund renewable energy technology. This new loan program has a maximum loan amount of \$1.5 million or 85 percent of the renewable energy project cost, whichever is less.

Renewable energy technologies that would qualify under the program include photovoltaic, hydroelectric, wind, methane, biodiesel and ethanol. Loan funds may be used for infrastructure, equipment, land improvement and operating costs associated with the project.

Loans granted through December 31, 2008 will have between a three and five percent interest rate, depending on the type of operation. Applicants must be a full-time farmer, rancher, grower or aquaculturist and must have resided in

Hawai`i for the past three years and also must be a citizen of the U.S. or a permanent resident of the U.S. during that period.

Applications are also being accepted for the regular agricultural loan program, which offers four percent interest until December 31, 2008. For more information on how to apply for the loans, contact the nearest HDOA Agricultural Loan Office:

Oahu: Hawai`i Department of Agriculture  
1428 South King Street,  
Honolulu, Hawai`i 96813  
Telephone: (808) 973-9460

Information is also available at:  
<http://hawaii.gov/hdoa/agl/agricultural-loan-division>

# Join Us! Register Now!

## Hawaii Agriculture Conference

# Ag 2008

## Growing with Intention

### Keynote Speaker

**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. Roberts appears regularly on national and international television and radio news shows, including the BBC, PBS NewsHour, CNN's Lou Dobbs, CNN American Morning, CNBC with Erin Burnett, Bloomberg Television, MSNBC, CBS Evening News, and on NPR's Morning Edition, On Point, Marketplace, Weekend Edition, and Fresh Air.

### Conference Sessions

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

- How to participate in a farmers market
- The ABC's to value added products
- Alternative energy for your farm
- Innovative farm and ranch inputs
- Building a market through CSA's

#### Technical Assistance Workshops – Leave the session with a How-to Manual

- Government grants and funding
- Navigating the county permitting process
- Implications for local food sourcing (food safety, product labeling, and new markets)

#### Round Table Discussions - Learn and share about the industry's most pressing issues

- Important Ag Lands – What's next?
- Biotech in Hawaii
- Fueling the farm
- Biosecurity – Managing invasive species

### Who should attend?

The full-day event will bring together both national and local industry innovators and is especially designed for leaders with a vision for agriculture, innovators, entrepreneurs, farmers, nurserymen, ranchers, contractors, architects, their employees, golf course superintendents, and the professionals supporting the industry in universities, state and county governments and non-profit organizations.

### Hawai'i Convention Center, Honolulu

#### Thursday September 4, 8:30 am to 4:30 pm

- All Ag Day - speakers, breakout sessions and all-Hawai'i menu luncheon
- Tradeshow and Innovation Poster Exhibit

#### Friday September 5, 8:30 am to 4:30 pm

#### Separate registration fees apply for Friday's events

- HENA's 13th Annual Hawaii MIDPAC Horticultural Conference: Strengthening Our Industry through Knowledge
- Bioenergy Master Plan: A Conversation with Hawai'i's Agriculture Industry
- Growing the Next Generation: A Partnership

### Fees:

#### Thursday Conference, \$125 / Luncheon Only, \$75 Tradeshow Booth (Thur., Fri.)

- \$500, for profit
- \$250, non profit

#### Poster Exhibit (Thur., Fri.), \$25

### Need more information?

Conference/Luncheon: (808) 947-2914

Tradeshow: (808) 956-8204

Poster Exhibit: hollyer@hawaii.edu

For updates, visit our website:

[www.hawaiiagconference.org](http://www.hawaiiagconference.org)

### Presented by:

Hawaii Farm Bureau Federation

College of Tropical Agriculture and Human Resources – University of Hawaii at Manoa

Hawaii Department of Agriculture – State of Hawaii

Agricultural Leadership Foundation of Hawaii

### Additional Participants:

- Hawai'i Export Nursery Association
- Department of Business, Economic Development and Tourism and Hawai'i Natural Energy Institute
- Future Farmers of America, University of Hawai'i
- Department of Education, Hawaii Department of Education

**MIDPAC 2008 INFORMATION**  
**13<sup>th</sup> Annual Hawaii MIDPAC Horticultural Conference:**  
***Strengthening Our Industry Through Knowledge***  
**Hawaii Convention Center, Honolulu**  
**Friday Sept. 5, 2008**

**Sponsors**

Hawaii Export Nursery Association, Hawaii Department of Agriculture, County of Hawaii Department of Research and Development, University of Hawaii – CTAHR and Hawaii Florists & Shippers Association

**Conference Dates and Times**

Friday Sept. 5, 2008, 8:00 am – 5:00 pm      Tradeshow and Poster Exhibit, 8:00 am – 2:00 pm

**Who Should Attend**

The MIDPAC Horticultural Conference is primarily geared towards the interiorscape foliage and flower markets. The majority of attendees are the growers, wholesalers and retailers, mass marketers, educators and researchers, and others interested in the Hawaii foliage and floral industry.

**Presentation Topics** most likely will include: care of interiorscape plant and floral materials, crop and disaster insurance, floral research, and a transportation issues panel.

**Guest Speakers** throughout the day

- \* **Sandra Kunimoto**, Hawaii Dept. of Agriculture, with an update on Hawaii agriculture.
- \* **Dr. John Kabashima**, University of California Cooperative Extension, Orange County on an **update on the California market and import protocols**
- \* **Dr. Arnold Hara**, University of Hawaii at Hilo, with an **update on Invasive Pest Control**
- \* **Dr. Stuart Nakamoto**, University of Hawaii CTAHR, with a **presentation on the Foliage industry survey**
- \* **Dr. Ken Leonhardt**, University of Hawaii CTAHR, with a **presentation on variety development research on dracaenas, sterile landscape trees and palm evaluation trials**
- \* **Christy Martin**, Oahu Invasive Species Council, with an **update on Hawaii invasive species programs**
- \* **Linda Milark**, All About Plants, FL, on **Benefits of Hawaiian foliage products throughout the country**
- \* **Mike Senneff**, Plant Interscapes, TX, on the **Texas interior foliage market**
- \* **Dr. Paul Singleton**, University of Hawaii CTAHR, with a **presentation on nursery irrigation**

**MIDPAC 2008 INFORMATION**

**Conference Registration Fee**

Conference and Lunch:      ○ HENA Member \$100      ○ Non-Member \$125

**Registration:** Please visit the website [www.hawaiiagconference.org](http://www.hawaiiagconference.org) for more information and for printable, mailable/faxable pdf registration forms or to register on line.

**Deadline:** Deadline for online registration is Monday Aug. 25, 2008 and for mail in or faxed registration is Friday Aug. 29, 2008. Form of payment must accompany the registration. Credit card numbers submitted with registration will be processed upon receipt. Registrations will not be processed without payment.

**Refunds:** Requests for refunds will be received at the UH Conference Center by Wednesday, Aug. 27, 2008, in writing (email, fax or post). No refunds will be made thereafter. Please allow approximately three to five weeks for processing.

PLEASE DIRECT ALL **CONFERENCE PROGRAM INQUIRIES** TO: Judy Schilling, Phone & Fax 808-969-2088, Email: [info@hena.org](mailto:info@hena.org), Web: [www.hena.org](http://www.hena.org)

PLEASE DIRECT ALL **REGISTRATION INQUIRIES** TO: Yvonne: (808) 956-8240; Fax: (808) 956-3364; Email: [yvonne@hawaii.edu](mailto:yvonne@hawaii.edu)

REGISTRATION FORM

**2008 RMA Plant Nursery Seminars & Workshops**

**Registration deadline:  
September 5, 2008**

**Please circle the session(s) you will attend:**

|                                          |                               |
|------------------------------------------|-------------------------------|
| Tuesday September 9 <b>Oahu-UH Manoa</b> | early bird \$25, regular \$50 |
| Wednesday September 10 <b>Hilo-HCC</b>   | early bird \$25, regular \$50 |
| Thursday September 11 <b>Maui-MCC</b>    | early bird \$40, regular \$65 |

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

tel: \_\_\_\_\_ fax: \_\_\_\_\_ email: \_\_\_\_\_

**Registration Fees:** \$25/person postmarked Sept 5, \$50 at the door. (Maui add \$15 lab fee)

*(call or email if you cannot send your registration in time, to reserve a space)*

check here if you attended before and will bring your own spreadsheet  
\$15/person postmarked Sept 5, \$25 at the door.

Return this registration form with your payment payable to: **RCUH 2166**

**Payment and form  
should be sent to:**

UH-CTAHR HNFAS  
1955 East-West Road, AgSci 216  
Honolulu, HI 96822  
ATTN: S. Nakamoto

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

- Where can you go to get research funds?
- What can you do to insure your crops against disaster?
- Where can you go for info about the 2008 Ag Conference?
- How can you avoid losing money on a crop?