



Ka Lono Pua

"The Flower News"

Vol. XV, No. 4, Nov 2008

Oahu County

Cooperative Extension Service

Be Positive with HFNA

It is easy to look at the stock market, the foreclosure rate, and the rising unemployment rate and become discouraged. Many growers have told me sales are dropping and business is very slow.

But there are some growers making a bold effort to address these trends and keep the industry viable in Hawaii. They are banding together and organizing with other growers. This group is in the process of forming a new organization – The Hawaii Floriculture and Nursery Association (HFNA). One reason the group is forming is because of the problem of sustaining many other smaller organizations. This umbrella organization is the result of many meetings of industry leaders, and University of Hawaii and Hawaii Department of Agriculture representatives.

The Articles of Incorporation and Bylaws are almost finished. A Pro Temp Board has been formed and will be traveling to Oahu to make an informational presentation on Dec. 2nd. Come and hear about the group's plans for the future and what it will mean for you.

In This Issue...

- ◆ New Publications from CTAHR
- ◆ Resistance Causes Chemical Cancellation
- ◆ Quickbook 101 for Agribusiness
- ◆ Poinsettia Update.....and more

Future Happenings

Nov 27	Thanksgiving Day
Dec 2	Hawaii Floriculture and Nursery Association Informational Meeting Pearl City Urban Garden Center 7 p.m.
Dec 5	Deadline for Farmer/Rancher SARE proposals
* Dec 8	Sell the Whole Truckload Seminar
* Dec 9, 10, 11	Quickbooks 101 for Agribusiness
Dec 25	Merry Christmas!
Jan 1	Happy New Year!
Jan 7 – 9	Mid-Atlantic Nursery Trade Show, Baltimore (800) 431-0066 www.mants.com
Jan 14-16	Mid-American Horticultural Trade Show (Mid-Am) Chicago (800) 223-8761 www.midam.org
Jan 15-17	Tropical Plant Industry Exhibition (TPIE) Ft. Lauderdale, FL (800) 375-3642 www.fngla.org
Jan 19	Martin Luther King Holiday
Jan 26-28	Central Environmental Nursery Trade Show (CENTS) Columbus OH (800) 825-5062 www.onla.org
Feb 14 (Sat)	Valentine's Day

Recent UH-CTAHR Publications

Special Announcement CTAHR Digital Archive

In collaboration with ScholarSpace at University of Hawaii at Manoa CTAHR OCS is digitizing selected publications produced before Web posting of our publications in digital format became standard practice (ca 1997). If you would like to see some of our out-of-print, pre-digital CTAHR publications digitized, let Ed know at 622-4185. He will forward the list of requested titles to CTAHR's Office of Communication Services.

*** Free Publications ***

The publications listed below by their subject category are now available for downloading from the CTAHR free publications webpage, <http://www.ctahr.hawaii.edu/freepubs>

Unless a publication is indicated to be Web only, printed copies, when available, are circulated to departments and Hawaii libraries, and copies for starter inventories are sent to CES offices.

Biotechnology

How to Cultivate Indigenous Microorganisms, Hoon Park, Mike DuPonte, BIO-9, 6 p.
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/BIO-9.pdf>

Plant Disease

Abutilon mosaic (PD-39, 3 p.)
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/PD-39.pdf>

Lightning injury to plants (PD-40, 5 p.)
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/PD-40.pdf>

Cassytha filiformis (PD-42, 10 p.) aka Dodder
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/PD-42.pdf>

Cephaleuros species, the plant-parasitic green algae (PD-43, 6 p.)
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/PD-43.pdf>

Dasheen mosaic of edible and ornamental aroids (PD-44, 9 p.)
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/PD-44.pdf>

Mango powdery mildew (PD-46, 6 p.)
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/PD-46.pdf>

Mango anthracnose (Colletotrichum gloeosporioides) (PD-48, 9 p.)
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/PD-48.pdf>

PD-3946, 48 by Scot Nelson (Web-only publications)

Volcanic emissions injury to plant foliage, Scot Nelson, Kelvin Sewake, PD-47, 10 p.
<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/PD-47.pdf>

Entrepreneur's Toolbox

A Comparison of Hawai'i and National Home-based Family Businesses, Peter Hsu, Diane Masuo, Grace Fong, John Yanagida, ET-8, 6 p.

<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/ET-8.pdf>

From the Archives

Soil orders in Hawaii, Ike Ikawa, Ngyuen Hue, Russ Yost (1 p., 11x17 poster)

http://www.ctahr.hawaii.edu/oc/freepubs/pdf/soils_poster_3.pdf

Thrips Resistance Forces Conserve Suspension

In August Dow AgroSciences temporarily suspended the sale and use of multiple spinosyn insecticides in Broward County and a portion of Palm Beach County in Florida. This action was taken because of evidence that western flower thrips have developed resistance to spinosyn. The suspension was done to try to save the viability of the spinosyn products and the insecticide class in general.

Florida has a long growing season like Hawaii's and the rapid reproduction cycle of thrips makes them more able to develop insecticide resistance. Dow AgroSciences is working with the Univ. of Fla. and the Fla. Dept. of Ag. and Consumer Services to develop an educational program to help spinosyn users learn more about the necessity of proper product rotation and integrated pest management (IPM).

The suspension of all spinosyn products in these two counties is through Federal Insecticide, Fungicide and Rodenticide Act (FIFRA) Section 24(c) Special Local Need labeling in Florida. Products affected by this suspension are Conserve® SC turf and ornamental insect control, Delegate™ WG insecticide, Entrust® Naturalyte® insect control, Radiant™ SC insecticide and SpinTor® Naturalyte insect control. These products are used in the nursery and greenhouse; lawn care; landscape; golf course; and fruit and vegetable markets.

Although the temporary suspension is for a minimum of 12 months, Dow AgroSciences is committed to bringing these products back to the market as soon as possible.

The continuous application of any class of insecticides over an extended period of time, without proper rotation with other chemistries, can lead to resistance development. Thus, in cooperation with governmental agencies, pest management consultants and university experts, Dow AgroSciences has developed a series of educational management seminars for key

audiences within Florida, as well as the Web site www.ThripsManagement.com.

The thrips management Web site will help assist in the education of growers and aid in preventing resistance from expanding into other areas. The site is intended to serve as a one-stop resource for growers to access multiple university and government IPM programs, in addition to management tips for western flower thrips.

Florida's lesson is a tough one, but one growers in Hawaii should take to heart. Overuse of one chemical can result in the resistance to that chemical by thrips or other pests. When that happens chemical manufacturers will stop the sale and use of that chemical in an area or the whole state.

Since Conserve is one of the main chemicals in controlling thrips in flowers, growers would have serious problems if they weren't able to continue to use it. To find out how to control thrips and avoid resistance see: www.ThripsManagement.com Select "Thrip Management Brochures" and read through the one on ornamentals.

The University of Florida has a lot of information about controlling Thrips. Their best site is at: <http://ipm.ifas.ufl.edu/agriculture/vegetables/thrips/index.shtml>.

~~~~~

Climb the mountains and get their good tidings.  
Nature's peace will flow into you as sunshine  
flows into trees.

The winds will blow their own freshness into  
you, and the storms their energy,  
while cares will drop off like autumn leaves.

-John Muir

## Quickbooks 101 for Agribusiness

Learn how to use Quickbooks as your financial accounting tool for your Agribusiness. This is for individuals with no or limited experience with Quickbooks.

### TRAINING SCHEDULE

#### Session 1 – Tues., Dec. 9: Quickbooks

Intro to Quickbooks “Why use Quickbooks”, Opening a Company File, Features of QB, Chart of Accounts, Working with Lists, Paying Bills

#### Session 2 – Wedn., Dec. 10: Customers

Create Customers and Price Levels in QB, Create Sales Orders, Invoicing, GET, Receive Payments, Process Credit Cards, Recording Deposits

#### Session 3 – Thurs., Dec. 11: Payroll & Reports

Run Payroll, Create Paychecks, Paying Taxes, Bank Reconciliation, Management Reports (Balance Sheet, Profit & Loss, etc.)

Agribusiness Training will be conducted by the University of Hawai`i Agribusiness Incubator Program. Each session costs \$40 or all 3 sessions for \$100.

These sessions build upon prior sessions in the series, so attendance at all three sessions is recommended. If you register before November 15, 2008, you are eligible for a \$50 scholarship if you plan on attending all 3 sessions. Registration is limited to 10 people so sign up early!!

To register and for more information, contact Matt Johnson at 483-8600 EXT 113 or email [matt.johnson@rcdnet.net](mailto:matt.johnson@rcdnet.net). All Sessions will be held from 2:00pm to 5:00pm, at the HSPA Building, 3rd Floor Conference Room, 99-193 Aiea Heights Drive, Aiea, HI 96701

## \$ELL THE WHOLE TRUCKLOAD

Farmers who are currently or considering selling their product at markets or farm-stands are encouraged to come and learn well-developed methods to increase sales. Gail Hayden, Director of the California Farmers' Markets Association and one of the most successful market directors in the country, will be the presenter.

Exhibitor tables will include the North Shore Chamber of Commerce, Hawaii Farm Bureau, as well as information on Aquaponics, Vermiculture and more. Presented by Pamela Boyar and Annie Suite, with the sponsorship of Kamehameha Schools, this seminar is the first in a series dedicated to increasing the productivity of our local farmers and entrepreneurs.

Gail focuses attention on the farmers' success. She has analyzed producer costs and benefits to more fully ensure that markets are serving the interests of farmers first. Gail has combined this work together with her collaborative market experience and her own expertise to develop presentations that help farmers capitalize on their participation in farmers' markets. Her workshops, which have been presented internationally, on merchandising and sale techniques have helped growers significantly increase their sales at farmers' markets.

**WHEN:** Monday, December 8, 2008  
9-10 Registration & Exhibitor Booths  
10-12 Guest Speaker, Gail Hayden  
12-1:30 Lunch and Q&A

**WHERE:** Waialua Community Association  
Historic Hale'iwa Gym  
66-424 Kamehameha Hwy.

**TICKETS:** \$15, includes lunch  
Call Pamela at 388-9696 by Dec 3 to reserve your seat

## Poinsettia Update

Poinsettia season is rapidly coming to a conclusion. The 2008 October inventory is up 5 percent over last year according to the HDOA Agricultural Development Division. But last year's inventory was the lowest since 1998. This year's October inventory of 319,000 pots is a far cry from the 438,000 pots set in 2005 when sales reached 360,000. Hopefully the economy won't depress sales this season.

There have been very few insect or mite problems this year on poinsettias. Although there have been some outbreaks of poinsettia scab, they have been limited and fairly contained. But with the onset of our typically rainy winter, disease problems still can cause serious damage.

Besides poinsettia scab, the main diseases in Hawaii are Botrytis, powdery mildew and the bacterial leaf spot caused by the bacterium Xanthomonas.

The Paul Ecke Ranch has developed a good publication on poinsettia scab at:  
[http://www.ecke.com/html/tibs/tib\\_poin\\_scab.html](http://www.ecke.com/html/tibs/tib_poin_scab.html)

To read about and see photographs of the symptoms of each of these diseases and others see the Alabama Extension publication at:  
<http://www.aces.edu/pubs/docs/A/ANR-1272/ANR-1272.pdf>

For information on pesticides for controlling these diseases see:  
<http://www.ecke.com/html/fastfacts/pdfs/Poin%20disease.pdf>

~~~~~

A loyal friend laughs at your jokes when they're not so good, and sympathizes with your problems when they're not so bad.

- Arnold H. Glasow

Protea Newsletter International

The first issue of Protea Newsletter International (PNI) is now available. Editor Dr. Kenneth Leonhardt hopes to produce two to four issues per year, depending on the availability of content material. The next issue is targeted for February 2009.

To get a pdf file e-mailed to you when the new issues are finished contact Dr. Leonhardt at:
protea@hawaii.edu.

To see the first issue of PNI see:
http://www.ctahr.hawaii.edu/leonhardtk/PNI1_1.pdf

~~~~~

If you would like an e-version of "Ka Lono Pua" send an e-mail message to [mersino@hawaii.edu](mailto:mersino@hawaii.edu).

If you have any questions or suggestions, give me a call at 622-4185, Tuesdays and Thursdays

Have a Happy Thanksgiving!

Edwin F. Mersino  
County Extension Agent  
Agriculture Program

- Where can you go to get info on Poinsettia diseases?
- What is HFNA and how can you learn about it?
- How can you help conserve pesticides?
- What is Quickbook and how can you use it for your business?
- How can you get out-of-print CTAHR publications?

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