



K Ka Lono Pua

"The Flower News"

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Oahu County

Cooperative Extension Service

B +, & Act +

Everywhere you go these days there is “doom and gloom” talk of Hawaii’s economic problems. Saying everything is going to be all right and being positive is fine. Positive action, however, goes hand in hand with positive thinking. The “Thumbs Up” project was not criticized because it attempted to be positive, but because it seemed a hollow gesture without positive action.

Some viewed the closing of the sugar plantations on Oahu with great sadness, despair and fear. Others took advantage of the situation and began growing vegetables, fruit, forages, flowers and other crops on the idled lands.

Every down has an up. The trick is finding a way to take advantage of the declines and changes. Many say that fewer visitors and the poor economy are depressing the demand for flowers. We must seek ways of stimulating the demand, find new markets, devise new uses for our products, search for new products, take advantage of the availability of workers and cheaper land, and hunt out the opportunities of the moment. Be positive and act positive!

In This Issue...

- ◆ Hawaii Mid-Pacific Hort Conference
- ◆ Macy’s Show Goes Hawaiian
- ◆ Ag Day Opportunities!
- ◆ Yikes! New Thrips and more
- ◆

Future Happenings

- Feb 7 DOGAH Tour, Honolulu
- Feb 14 Valentine’s Day (Sat)
- * Feb 14 Windward Garden Fair and Plant Sale, Ho’omaluhia, 9 a.m. - 2 p.m.
- Feb 16 President’s Day holiday
- * Feb 17 - 19 HI Mid-Pac Hort Conference & Trade Show, Hilo
- Feb 20-23 Soc. of Amer. Florists Conf. on Insects and Diseases, Del Mar, CA
- Feb 27 - Mar 1 Pacific Orchid Exposition, San Francisco, CA
- * Feb 28 Lyon Arboretum Spring Plant Sell, Blaisdell Exhibition Hall
- Mar 17 St. Patrick’s Day
- * Mar 21 Ag Day - Pearl City U.G.C.
- Mar 26 Kuhio Day Holiday
- * Apr 3 - 18 Macy’s Show
- Apr 10 Good Friday holiday
- Apr 12 Easter
- Apr 22 Secretaries Day
- May 10 Mother’s Day
- * **See newsletter for details**

Macy's Show Goes Hawaiian

by Karen Mendez Cazares

The 52nd annual flower show at Macy's West department store in San Francisco in April will take on a Hawaiian-style theme this year and will feature tropical flowers and plants imported from Hawaii for the event.

"They're going to create a tropical paradise in Macy's main store in San Francisco," said Calvin Lee, market development branch manager at the State Department of Agriculture (DOA). The DOA is partnering with the Hawaii Visitors and Convention Bureau (HVCB) and the Department of Business, Economic Development and Tourism (DBEDT) as a sponsor of the "Spirit of Hawaii" show at Macy's.

Macy's will kick off the show with a preview and fund-raiser on April 3 and it will continue until April 18. "It will also run at approximately 95 Macy's stores all the way to Texas," said Lee.

The show will feature potted plants and cut flowers such as anthuriums, orchids, proteas, gingers, heliconias and other tropical flowers from throughout the state. The flowers will be supplied by members of the Hawaii Tropical Flower Council.

"They are going to use a whole gamut of tropical flowers and plants that we ship to the mainland," said Raymond Tanouye, council president. The council is made up of four commodity groups: protea, anthurium, orchid and other tropical flowers and represents the entire state. "Our mission is to promote the sales of all tropical flowers -- potted and cut -- on the mainland. Our target audience is wholesale and retail florists and floral designers," said Tanouye.

Due to the effort Macy's is putting into promoting Hawaii, Hawaii suppliers will offer the store a special wholesale price for the show's flowers. Larger plants such as the palms may be

acquired on the mainland. Macy's will secure two floral designers who will determine the quantities, colors and varieties of flowers. "We expect three shipments throughout the 14 days of the show," said Tanouye. The HVCB is providing the bulk of the \$100,000 in sponsorship monies.

In addition to flowers, "there'll be a range of products included in the promotion," said David Nada, product trade branch chief with DBEDT. Products include processed food, housewares, men's aloha shirts, coffee and candies.

Macy's will also offer demonstrations in lei making, Hawaiian quilting and other crafts and has consulted with Bishop Museum to provide historical exhibits, said Lee. Two concerts of Hawaiian music groups and cooking demonstrations by Sam Choy and Alan Wong are in the works. "It's going to be a totally cultural event," said Lee.

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Honolulu Jobs Decline

U.S. Bureau of Labor Statistics reported that Las Vegas led all cities in 1996 with the biggest job growth. Other large metropolitan areas that experienced healthy employment gains: Sarasota-Bradenton, Fla. (7.3%) and Phoenix-Mesa, Ariz., (3%). In pure numbers, Atlanta, with 88,400 jobs and San Jose, Calif., with 47,200 jobs, were two of the biggest gainers. Which city lost the most jobs? Honolulu with 4,400.

From GMPRO green-MAIL Jan. 6, 1998
A weekly e-mail from editor David Kuack

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He that's secure is not safe. - Ben Franklin

# Hawai'i Ag Day 98

Hawai'i Ag Day 98 will be larger and better than ever, with a new location and format which coincides with National Ag week. Hawai'i's Ag Day 98 will be held Saturday, March 21, 1998 from 10 a.m. to 3 p.m.

The vision for Ag Day 98 is to promote and increase awareness for Hawai'i Agriculture and gain a larger audience. The new location, the Pearl City Urban Garden Center (UGC) meets the needs to accommodate more people, improved parking and provide an agricultural setting.

All Ag affiliates, commodity groups, industry associations and vendors are cordially invited to promote their commodity and sell products at this one day event. The target is to reach 3-4,000 people, in excess of the 1,000 hosted at McCoy Pavilion in years past. The UGC can accommodate up to 180 vendors, up from 60.

At Ag Day 98 statewide Ag communities, farmers and processors can gather to demonstrate that Agriculture is an important part of our Island's economy, ecology and lifestyle. This event is an opportunity to sell products, meet buyers, promote your commodity and develop and renew partnerships.

One of our key sponsors, Aloha Airlines, will again be providing free freight for merchandise and displays needing transportation from the neighbor islands. Booths this year will include tent space, one table and two chairs for a cost of \$100. Vendors are also encouraged to provide some free samples and sell their products at the show.

Ag Day attendees, as in years past, will enjoy huge and delicious samples prepared by Hawai'i's favorite chefs. Sam Choy's Restaurant and Chef Glenn Chu from Indigo Eurasian Cuisine are already signed up and there will be 6-8 more chefs. One admission ticket (\$15 at the door or \$10 with a Safeway coupon) allows attendees to indulge in all the culinary cuisine samples served fresh with provisions from island farms.

There will be a wide range of interesting interactive agricultural exhibits. Plans include industry experts giving educational demonstrations on composting, gardening, hydroponics, and water gardening. There will also be a plant identification trail, putting greens, live animal exhibits, a Plant Doctor, and a pick-your-own vegetables patch.

Safeway will be a major sponsor of Hawaii Ag Day '98. Safeway wants to highlight and strengthen their support and promotion of Hawaii local products. In addition to a monetary contribution to our event, they will be doing ticket sales to Safeway customers at all their stores. They will also be doing promotions through their ads.

Safeway would like to supplement our March 21st Ag Day with demonstrations and sampling of local agricultural products and processed foods at their stores on February 14th (Hawaii Kai store), March 7th (any Safeway) or 14th (any Safeway but focus on neighbor island stores). Safeway has agreed to waive the fees normally associated with demonstrations. You can do as few or as many demonstrations as you want on these days. Contact the appropriate Safeway buyer to schedule your demonstration.

On February 14th, in conjunction with a promotion for better nutrition, Hawaii Kai Shopping Center Safeway would like to have a food fair which will feature our local products. An event mailout distribution is targeted at an audience of approximately 21,000 households.

Space is limited to the first 180 vendors who register for Ag Day 98. Potential vendors interested in participating in this program or for more information, please call Jeanne Vana at 637-7691. After February 12th, calls will also be taken by Alan Gottlieb at 681-3791.

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Hawaii Mid-Pacific Horticultural Conference and Trade Show

Tentative Schedule of Events

TUESDAY, FEBRUARY 17, 1998

- 7:30 - 8:30 a.m. **Continental Breakfast & Conference Registration, Hilo Hawaiian Hotel**
Kelvin Sewake, *UH CTAHR*, Moderator
- 8:30 - 8:45 a.m. **Welcome** - Pat McGrath, President, *HENA*
- 8:45 - 9:15 a.m. **Seeds, Seedlings, and Other Propagative Material**
Robert T. DeNeve, *Hawaiian Phoenix*
- 9:15 - 9:45 a.m. **Dracaena Production** - John Rozett, *Pacific PlantSource*
- 9:45 - 10:15 a.m. **Hawaii Palm Production: A Panel Discussion**
Bob DeNeve, *Hawaiian Phoenix*, Moderator
- 10:30 - 11:00 a.m. **Anthurium Production** - Mike Conway, *The Tropical Connection*
- 11:00 - 11:30 a.m. **Orchid Production Panel**
Greg Braun, *Asia Pacific*; Jim McCully, *McCully Orchidculture*
- 11:30 - 12:00 p.m. **Live Tropical Orchids & Plants Utilization in Las Vegas Resort Hotels**
Jim Gibbons, *La Bellagio Hotel*, Las Vegas
- 12:00 - 5:00 p.m. **Free Time: Enjoy the Big Island!**
- 5:00 p.m. **Networking Reception and Dinner** - Hilo Yacht Club

WEDNESDAY, FEBRUARY 18, 1998

- 7:30 - 8:30 a.m. **Continental Breakfast & Conference Registration, Hilo Hawaiian Hotel**
Kelvin Sewake, *UH CTAHR*, Moderator
- 8:30 - 8:45 a.m. **Welcome** - Raymond Tanouye, President, *HTFC*
- 8:45 - 9:30 a.m. **Research Update: New Plants, Pests, Cultivars**
Dr. Charles Laughlin, *UH, College of Tropical Agriculture & Human Resources*
- 9:30 - 10:15 a.m. **Mass Marketing** - Jim Dobias, *The Plant Stand*, California
- 10:15 - 11:00 a.m. **Maintaining Hawaiian Plants in Interiors**
Linnaea Newman, *Linnaea Newman Associates*, Wisconsin
- 11:15 - 12:00 p.m. **Hawaii Goes to Market** - Jim Hollyer, *UH CTAHR*
- 12:00 - 12:45 p.m. **Shipping Update: Panel Discussion**
Fred Spencer, *American Int'l Cargo*; Brian Suzuki, *Hawaii Air Cargo*; Tony Hanley, *Matson Navigation Co*; Richard Nelson, *Pulelehua Orchids*
- 12:00 - 4:00 p.m. **Free Time: Enjoy the Big Island!**
- 4:00 - 5:00 p.m. **Trade Show Registration**

5:00 - 10:00 p.m. **TRADE SHOW OPENS!!!** Mayor Yamashiro's Salutation; Blessing to follow
Hawaii Mid-Pacific Horticultural Conference and Trade Show

This year's Hawaii Mid-Pacific Horticultural Conference and Trade Show will take place February 17 - 20 in Hilo, Hawaii. See the schedule on the previous page and below. The trade show is sponsored by the Hawaii Export Nursery Association and the Hawaii Tropical Flower Council in cooperation with the College of Tropical Agriculture and Human Resources.

Foliage and flower buyers from around the world will catch Hawaii's wave and be attending the show. The trade show will feature a display of exotic Hawaiian-grown flowers and foliage, as well as allied supplies. For more information, contact Jo Ann Johnston, Marketing Director, HENA, P.O. Box 11120, Hilo, Hawaii 96721, phone and FAX (808) 969-2088.

THURSDAY, FEBRUARY 19, 1998

6:30 - 7:30 a.m. **Continental Breakfast & Industry Tour Registration, Hilo Hawaiian**

7:30 a.m. **SHARP! Bus Departs for Industry Tour from Hilo Hawaiian Lobby**

8:30 a.m. **Asia Pacific Flowers, Inc., Pahoa** *Contact: Greg Braun (808)965-9570*
Grower and shipper of dendrobium and oncidium cut flowers and potted orchids.

9:30 a.m. **The Tropical Connection, Pahoa** *Contact: Michael Conway (808)965-8444*
Large grower/shipper of cut anthuriums, tropical and foliage.

10:30 a.m. **Hawaii Foliage Exports, Inc.** *Contact: Patrick McGrath (808)959-8966*
Grower/ shipper of Dracaena.

11:30 a.m. **Kalapana Tropicals, Inc., Kurtistown** *Contact: John & Mindi Clark*
Grower/shipper of potted and cut orchids. *(808)966-6842*

Local-style bento (box) lunch to follow on the grounds of Kalapana Tropicals.
Catered by Island Grinds.

1:30 p.m. **Hawaiian Sunshine Nursery, Inc, Hilo** *Contact: David Fell, (808)959-4088*
Grower/shipper of foliage and flowering nursery plants specializing in bromeliads.

2:30 p.m. **Return to Hilo Hawaiian Hotel**

4:30 p.m. **Trade Show Continues at the Edith Kanakaole Tennis Stadium**

FRIDAY, FEBRUARY 20, 1998

9:00 - 3:00 p.m. **Open House at Nurseries**

Time to be announced **4th Annual HENA Golf Tournament** (course location dependent on weather)

New Thrips Species Found on the Big Island

A new species of thrips (Chaetanaphothrips signipennis) was first collected on the Big Island on June 6, 1996. Thrips were causing discoloration and silvering of leaves while feeding within the whorls of young dracaena leaves. Damage was scattered among 3-5 acres of dracaena plants. In August 1996 C. signipennis was recovered from damaged Ti leaves at a commercial nursery in Hilo and from green banana fruits at Keaau.

On banana, it may be more damaging and aggressive than C. orchidii which we already have on Oahu. Due to its potentially serious impact especially on banana, CES and DOA personnel are checking to see if C. signipennis is on Oahu. If you grow ti, dracaena, or bananas and suspect that it might have damage caused by thrips, contact Ed at 622-4185 or Randy Hamasaki at 247-0421. Mahalo.

Plant Sales

There are two plant sales in February. Windward Garden Fair and Plant Sale will be held at Ho'omaluhia on Saturday, February 14th from 9 a.m. - 2 p.m.. In addition to the plant sale, the fair will include educational talks, silent auctions, a sale of books and used garden tools, programs for kids and free lake fishing (catch and release). The educational talks begin at 10 a.m. and will cover "Landscaping with Native Plants" by Heidi Bornhorst, "Herbed Vinegars the Easy Way" by Joan Imes, "Edible Flowers" by John White, and "Make Your Own Potting Mix" by Josh Sand.

Lyon Arboretum and Lyon Arboretum Association will hold their Annual Spring Plant Sale on Saturday, February 28th from 9 a.m. to 2 p.m. at Blaisdell Exhibition Hall. In addition to the plant sale, volunteers will be selling crafts,

jams, jellies, oshibana, leis, and new gardening books.

New CTAHR Publications

Three new publications have been produced by the College of Tropical Agriculture and Human Resources: Planting a Tree, Publication L-4; Substitutions for Peat in Hawaii Nursery Production, Horticulture Research Note (HRN) 11; and Substituting Hawaii Composts for Peat in Growing Media for Hibiscus, HRN-12.

"Ka Lono Pua" Goes Electronic

Because the cost of mailing out "Ka Lono Pua" is high in regards to printing, producing and posting, we are going to e-mail copies to those that we know have e-mail. E-mail is faster too - if you check your mail regularly.

If you would like to continue to receive the hard copy in the future, please give me a call at 622-4185. If we do not hear from you, future editions will arrive by e-mail only.

Also if you would like to receive "Ka Lono Pua" by e-mail and haven't, contact us so we can add your e-mail address to our listings.

Mahalo!

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. Check out our web site "Ask the Experts" at <http://www.ctahr.hawaii.edu/~experts/>

Edwin F. Mersino
County Extension Agent

Agriculture Program

- Where are Hawaiian flowers going to be promoted in 1998?
- What new bug has invaded the islands?
- Where can you go to promote your flowers and products?
- Where can you learn more about growing a host of
ornamentals?
- Where can you go to get the latest on using peat and other
media for nursery plants?

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