



Pua Naupaka – Dietrich Varez, 1992

AG-TOURISM IN HAWAII

FRIDAY, OCTOBER 19, 2001

KEAUHOU BEACH HOTEL
KONA, HAWAII

**A one-day workshop on profitability linking
Hawaii's agriculture with the changing visitor market.**

WORKSHOP HIGHLIGHTS

- Understand the diverse elements of successful ag-tourism and learn who's doing what right now in Hawaii and internationally.
- Make contacts with other like-minded individuals in the community involved in ag-tourism. (There will be plenty of time for interaction during the workshop as well as during the pau hana.)
- Help organize Hawaii's first agtourism association and design it to meet your needs.
- Learn more about creating successful agtourism attractions (including farm visits and B & Bs): liability insurance, land use issues, effective marketing, working with tour operators and hotels, and networking.
- Integrating Hawaii's rich cultural and historical traditions into ag-tourism. Making the connection between Hawaii's unique music & legends and Hawaii's agriculture, with George Kahumoku, slack-key guitar player and singer, story-teller, author, teacher and farmer.
- Strengthen farmer-chef-visitor linkages.
- Enjoy an excellent luncheon, featuring Hawaii-grown foods, with commentary from Joan Namkoong, former food editor for one of Hawaii's major daily papers.

REGISTRATION

Registration for Friday's workshop is \$75 if postmarked by Saturday, October 13th. (The registration fee will be \$100 thereafter, space permitting.) Registration includes all conference materials, a continental breakfast, lunch, afternoon break and pau hana (4:30 – 6 pm). Make checks payable to "RCUH 1884" and mail to:
Jennie Burau
PO Box 390-253
Kailua-Kona, HI 96739
Tel: (808) 324-0520 or
email: jenburau@hawaii.rr.com



For further information about the workshop e-mail Dr. Kent Fleming: fleming@hawaii.edu or visit the workshop web page:

www2.ctahr.hawaii.edu/agtourism

SPONSORS

- College of Tropical Agriculture & Human Resources (CTAHR), University of Hawaii – Manoa
- County of Hawaii Office of Research & Development
- Hawaii Farm Bureau Federation
- Hawaii Island Economic Development Board
- Holualoa Coffee Company
- Kamehameha Schools / Bishop Estate
- Kona Brewing Company
- Kona Farmers Alliance
- Kona Historical Society
- Kona Pacific Farmers Cooperative
- Mauna Kea Banana Company
- Pele Plantations
- Takara Sake Company
- Western Sustainable Agriculture Research and Education Program

SUSTAINABLE AGRICULTURE



AG-TOURISM
IN HAWAII

FRIDAY, OCTOBER 19, 2001
KEAUHOU BEACH HOTEL
K O N A , H A W A I I

Bulk Rate
U.S. Postage
PAID
Kailua-Kona, HI
Permit No. 123

ADDRESS CORRECTION REQUESTED



Jennie Burau
PO Box 390-253
Kailua-Kona, HI 96739



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PLANNING COMMITTEE

Dr. Kent Fleming, Conference Chair, CTAHR, UH-Manoa
Dr. Richard Bowen, CTAHR, UH-Manoa
Ken Love, Love Family Farm, Capt. Cook
Nancy Pisicchio, Hawaii County Councilwoman
Dr. Roger Dillts, B&B and coffee farmer, Capt. Cook

www2.ctahr.hawaii.edu/agtourism

AG-TOURISM
IN HAWAII

CONFERENCE HIGHLIGHTS

Friday, October 19, 2001

8 am - 6 pm (detailed program available on day of conference)

Registration & coffee: 8 - 8:30 am

OPENING (8:30 am)

George Kahumoku, farmer, teacher, recently published author, slack-key guitarist and storyteller, performing ag-related Hawaiian music and recounting “The Legend of Pua Naupaka” (Dietrich Varez’s woodblock print reproduced on the workshop poster).

Dean Andrew Hashimoto, College of Tropical Agriculture & Human Resources (CTAHR), University of Hawaii at Manoa.

KEYNOTE ADDRESS:

Dr. Adriano Ciani (Professor, University of Perugia & Founder and President of The International Association of Ag & Rural Tourism): “**International Agtourism Today.**”

PANEL: International Agtourism: Can Hawaii Compete?

- Attracting the Japanese visitor: **Mamoru Yamashita** (Japan Travel Bureau)
- How B&Bs benefit farmers & visitors in Hawaii, Asia & Africa
- Marketing Kona produce to international visitors

PANEL: Hawaii Agtourism Updates (mid-1999 to present)

- Baseline Survey of Hawaii Agtourism: **Dr. Cathy Chan-Halbrendt**, CTAHR Assoc. Dean & Director for Research & **Don Martin**, Director, HASS
- Reports from throughout the state on all local agtourism activities since 1999
- Farmer-Chef update: **Peter Merriman**, Merriman’s Restaurant, Hula Grill & Bamboo Bistro

PANEL: Agtourism Legal/Political Concerns

- Land use issues and liability insurance
- Hotel, excise and other tax requirements and registration of bed & breakfasts

Hawaii-Grown Lunch (12:30- 1:30) — Luncheon Speaker: **Joan Namkoong**, Foodie, freelance writer and former food editor of the Honolulu *Advertiser*: Food in Agtourism: International food festivals, the “Slow Food” Movement & “food tours” to Hawaii farms.

PANEL: Should Hawaii’s “Agtourism” be mass tourism or an exploration experience?

- “What Kind of Tourism is ‘Agtourism’: The Role of Agtourism in the Tourism Industry”: **Chuck Gee**, UH-Manoa Dean (Emeritus), School of Travel Industry Management
- Environmental impact studies for agtourism?
- “Kick-backs” or “Commissions”: Working with tour operators & hotels?

PANEL: Does Hawaii need its own Agricultural & Rural Tourism Association?

- The International Association of Ag. & Rural Tourism (IAART) - What it is and what it does? How might an affiliated state association benefit Hawaii? Dr. Adriano Ciani
- Planning to date for a statewide agtourism association.
- What next?: “Open mike” comments and questions from the attendees, facilitated by **Donna Ching**, CTAHR professor and communications facilitator.
- Formation of an association?

Pau Hana (4:30 -6:00): Takara saké tasting; Kona Brewery Hawaiian Iilikoi beer & lemon-ginger ale; pupus

REGISTRATION FORM

HOTEL ACCOMMODATIONS

The Keauhou Beach Hotel has set aside a block of rooms until October 12, 2001. Make reservations directly with the hotel at 322-3441 or 1-877-KEAUHOU (532-8468), Inter-Island.

Run of the house rooms are \$99 plus tax for single or double occupancy.

Identify yourself as a registrant of the Ag-Tourism Workshop.

OHANA
KEAUHOU BEACH
RESORT

Name _____

Farm/Co. _____

Address _____

Town _____ State _____ Zip _____

Friday Workshop: _____ people X \$75 postmarked by Oct. 13 (\$100 thereafter, space permitting) \$ _____

(includes lunch)

Please indicate lunch preference for each registrant _____ Fish _____ Vegetarian

Mail registration form & fees to:

Jennie Burau
PO Box 390-253
Kailua-Kona, HI 96739

Make checks payable to: **RCUH 1884**
(Research Corporation of the University of Hawaii)