



Hawaii Coffee Association

Presentation Topics

- ❑ HCA Relationship with Synergistic Hawaii Agriculture Council (SHAC)
- ❑ Technical Assistance for Specialty Crop (TASC) Program
- ❑ Market Access Program (MAP) 2013 Approved Activities
- ❑ MAP 2014 Planned Activities

Rod Yonemura, SHAC Management Consultant, July 2013



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HCA Relationship with SHAC

- ❑ One of Three Members of SHAC
 - **Hawaii Coffee Association**
 - Hawaii Floriculture and Nursery Association
 - Hawaii Papaya Industry Association
- ❑ SHAC vision is to pool members' financial and human resources and create a solid management structure to support members in planning, government financing, compliance and activity implementation.



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TASC Program

- ❑ TASC Grant in 2012 for \$330,000
- ❑ Recommended Integrated Pest Management Methodology (IPM)
- ❑ One Full-time and Two Part-time Contractors
- ❑ Recommended IPM Education – Group and One-on-One
- ❑ Supply *Beauveria*, Surfactant, Traps, and Lures
- ❑ Pilot Area-wide Treatment of TMK 8-4 in South Kona
- ❑ Containment Methodology in Ka' u



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IPM Methodology

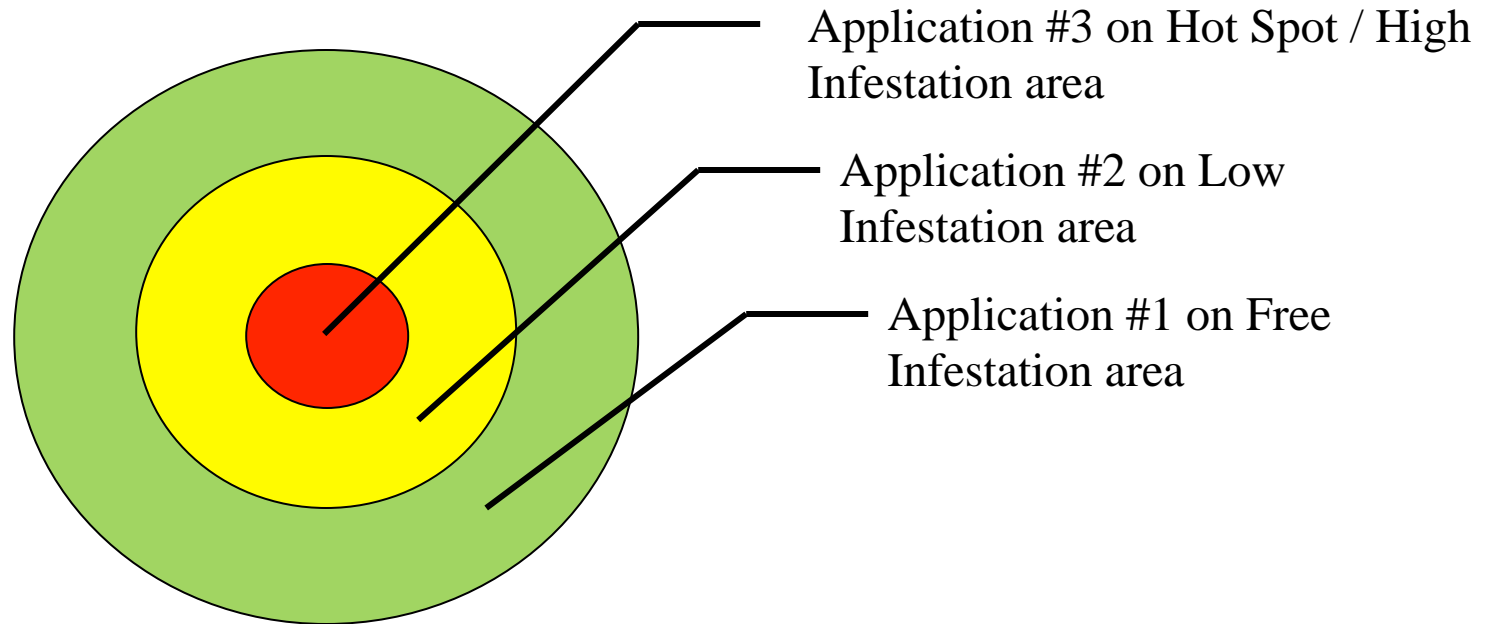
- ❑ Sanitation of Field – Stripping Old Berries
- ❑ Use of Traps and Lures to Monitor Increase in CBB Activity
- ❑ Monitor Using the “Thirty Tree” Evaluation Form
- ❑ Spray *Beauveria* When CBB Not Yet in the Bean
- ❑ Repeat *Beauveria* Spraying Twice at One Month Interval
- ❑ Repeat Monitoring After Each Spraying



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Containment Methodology

- Field-by-Field Control Similar to IPM Methodology





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MAP 2013 Approved Activities

- ❑ Allocated \$100,000 to Market Canada for CY 2013
- ❑ Canada Related Reverse Trade Mission - \$30,000
- ❑ Canada and Product Related Hawaii Coffee Website - \$20,000
- ❑ Promotional Materials and Gifts - \$25,000
 - Brochures, Posters, and DVDs - \$20,000
 - Eco-bag, Pens and Other Small Gifts - \$5,000
- ❑ Canada Related Specialty Coffee Tradeshow - \$25,000



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MAP 2014 Planned Activities

- Proposed \$100,000 to Market Canada for CY 2014
- Canada Related Reverse Trade Mission - \$30,000
- Hawaii Coffee Website Updates - \$5,000
- Brochures and Posters - \$5,000
- Branding Campaign - \$55,000