



UH CTAHR 2015-2016 CBB Educational Outreach Efforts

Andrea Kawabata

UH CTAHR Cooperative Extension Service

Assistant Extension Agent for Coffee and Orchard Crops

Challenges from the 2014-2015 season

- 1) Keeping CBB IPM information new, exciting, attractive and relevant to event participants
- 2) Relaying the importance of coffee quality related to CBB IPM and the future of Hawaii's coffee industry
- 3) Continued understanding, adoption, and implementation of CBB IPM by all coffee producers



Coffee Berry Borer is Nothing Short of Boring

Provide coffee and CBB outreach at industry conferences, expos, festivals, conduct farm visits, correspond with farmers, researchers, agencies & industry stakeholders state-wide.



Major Efforts since the 2015 CBB Summit

- Update on UH CTAHR CBB Efforts – HCA Conference: July 17, 2015
- Coffee Quality Workshop for Farmers – HCA Conference: July 18
- MCA's Seed to Cup Festival (Maui) – Educational booth: Aug. 15
- Coffee Berry Borer Update, ID and IPM Workshops (Kauai) – 3 sessions: Sept. 16
- Seminars Targeting the Improvement of Coffee Farm and Mill Efficiency (State-wide) – 7 sessions & 9 farm and mill visits: Oct. 29 - Nov. 4
- KCCF's Ho'olaule'a Coffee Tasting (CBB) Survey – Educational booth: Nov. 14
- CBB Updates and Best Management Practices Workshops (Island-wide) – 5 sessions: Jan. 21 – Mar. 10, 2016



Upkeep the Quality of Hawaii's Coffee



Improvement of Coffee Farm & Mill Efficiency w/ Fernando Vicentini

- Improve upon farm and mill inefficiencies
- Support mechanically harvested farms to prepare for CBB



Pounding the Pavement with CBB IPM

- Updates on CBB research and information
- Combined efforts to draw out farmers with SHAC



Impact of Outreach Events

- 25 coffee and CBB-related events (457 participants) since May 2015
 - Average event rating: 3.5 of 4.0
- 2016 CBB IPM Classes:
 - 34% of (76) are new participants
 - 46% are not currently in the SHAC subsidy program
 - 93% agree with our teaching methods
 - 95% learned something that they could apply to their operation



CBB Survey Findings

Activity		2012 (n=55)	2013 (n=79)	2014 (n=63)	2015 (n=54)	Impact
Field Sanitation	Strip pick at least 90% of trees	60%	50%	75%	72%	Adoption of field sanitation, the most important activity, and has increased
	Trapping	76%	65%	32%	28%	
Sampling & Monitoring	30 or 12 Trees S&M	0% 30 Trees S&M introduced in 2012	17%	47%	40%	Adoption of the 30 or 12 trees S&M has increased over trapping
	At least every 4 weeks	64%	74%	85%	90%	
Spraying <i>Beauveria bassiana</i>	Use 32 oz per acre	28%	38%	40%	28%	Adoption of greater frequency, but lower rates of <i>B. bassiana</i> application
	CTAHR	66%	61%	72%	86%	
Acquiring CBB Information						Increased use of CTAHR for CBB info

Outreach Materials

- 2015 Publications

- [CBB Summit Proceedings](#)
- [CBB IPM Recommendations w/ appendices in English & Spanish](#)
- [CTAHR's Coffee Research and Extension Update](#)
- [CBB Survey](#)

- hawaiicoffee.weebly.com

- CBB posters, presentations and other publications, events and announcements, and information about *Beauveria* subsidy programs, flat bark beetles, coffee organizations, and other coffee pests



Future Outreach Events

- CBB Conference: Mar. 16
Co-host, presenter & educational booth
- Kona Coffee Farmers Association Expo: Mar. 17
Presenter & educational booth
- Kona Coffee Council's Cream of the Crop: Apr. 16
Educational booth
- Ka'u Coffee Festival: May 21
Educational booth
- Ka'u Coffee College: May 22
Presenter
- And others...

COFFEE BERRY BORER CONFERENCE

About the conference

Wednesday, March 16, 2016
Courtyard King Kamehameha's Kona Beach Hotel (75-5660 Palani Rd, Kailua-Kona, HI 96740)
7:45 am - 8:20 am Registration
8:20 am - 5:15 pm Conference

This Coffee Berry Borer Conference brings together researchers, cooperative extension, farmers and stakeholders for a whole-day learning event. Researchers and extension want to learn and hear from you too! The day will be comprised of short (10-15 min) presentations followed by a Q&A panel session about that topic area. Panels will consist of CBB scientists, educators, and farmers with first hand experiences. There is no charge for attendance to this event, however, there is a \$5 parking fee at the hotel with validation. Doors will remain open throughout the event for folks to come and go as they please. We look forward to seeing you there!

Sponsors of the 2016 Coffee Berry Borer Conference:



CBB Task Force

PROGRAM AGENDA



Join us by registering below by Monday, March 14, 2016!

Name *

First

Last





Thank you!

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