

## **Kona Cooperative Extension – Events and Announcements Newsletter**

Volume 1-2, January 2022

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Visit <https://www.hawaiicoffeeed.com/events-and-announcements> for additional information on the following events, announcements and more.

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### **UH CTAHR Cooperative Extension Offices will be closed on the following days:**

Monday, February 21<sup>st</sup>, in observance of Presidents' Day

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## **Kō - Hawaiian Sugarcane Statewide Event Series**

With Dr. Noa Kekuewa Lincoln, author of the new book on Kō and winner of the 2020 Rum and the Environment Award. Discuss the history, growing, identification, and applications of heirloom Hawaiian sugarcane. Come meet the author and learn about this important crop.

Kauai – February 4th

- 8:30 AM: National Tropical Botanical Gardens - Workshop and Juice Tasting
- 4:00 PM: Kilohana – Tasting and Talk Story

Oahu – February 12th

- 10:00 AM: Waimea Valley Botanical Garden - Workshop and Juice Tasting
- 4:00 PM: Ko Hana Rum - Tasting and Talk Story

Maui – February 18th & 19th

- 18th @ 9:00 AM: Maui Nui Botanical Garden – Workshop and Juicing Party
- 19th @ 9:00 AM: Kahanu Garden – Workshop and Juicing Party

Hawaii – February 26th

- 10:00 AM: Amy Greenwell Garden – Workshop and Juice Tasting
- 5:00 PM: Kuleana Rum – Tasting and Talk Story

For inquiries contact: [indigenouscrops@gmail.com](mailto:indigenouscrops@gmail.com)

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## **Grow with GOOGLE: Marketing for Small Business**

This three (3) parts make up a series will help small business owners maximize their potential of selling and being noticed online. This training with a **live Google Professional** is held three consecutive days for only one (1) hour each day, to respect your time running your business, and provide you with information you can immediately put to use.

Part 1 - Feb. 15: **Make your Website Work for You** - Using tools provided by Google (both free and fee based). Learn to get your website noticed and to funnel website users into a sale.

Part 2 - Feb. 16: **Google Analytics for beginners** - Learn to use Google Analytics to know how visitors to your website use your website as well as the types of individuals visiting your site. This helps you to fine tune your target market.

Part 3 - Feb. 17: **Updates to changes in managing your Google Business Listing** - Learn the new updates

Google is deploying to help you manage your Google Business Listing. This is the listing that shows up when searching by Google that displays a synopsis of your business. Better listing management translates to more visitors and ultimately more sales.

Register at: <http://go.hawaii.edu/q4V>

Time: 9:00 AM - 10:00 AM (allowing for an additional half hour for online networking, till 10:30)  
At the end of the three (3) sessions, all those attending every day will receive a certificate of completion and some Google Gear, all direct from Google.

Presenter: Sixcia Devine, Google Professional

Fee: *Special Early Bird Registration - \$10 for the series until January 31, 2022*

\*Regular price of \$25.00 for the series from February 1, 2022

\*Deadline to sign up by Feb. 5<sup>th</sup>

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### **How Coffee Industry Needs Assessment and Coffee Leaf Rust Survey**

Aloha Hawaii Coffee Farmers, Processors, Producers, Workers, and Industry Stakeholders,

My name is Andrea Kawabata and I am an Extension Agent with the University of Hawaii at Manoa's College of Agriculture and Human Resources' (UH-CTAHR) Cooperative Extension. I am conducting a Hawaii coffee industry needs assessment and coffee leaf rust survey and seeking input from you.

The purpose of this survey is to help me, Cooperative Extension, and researchers develop a clearer picture of the current coffee industry situation in the state, in order to develop programs and strategies to help support the industry.

Benefits of this coffee industry needs assessment include:

- Gaining a snapshot of opportunities and challenges of producing coffee in Hawaii;
- Developing a clearer understanding of gaps in communication, education, and research; and
- Providing Cooperative Extension, researchers, funding agencies, and other stakeholders with a resource that will help them develop programs that best meet the needs of Hawaii's coffee industry.

This online survey will take about 30-45 minutes to complete. Should you accidentally close your browser or need to complete the survey at a later time, you will be able to pick up where you left off.

Only one response per device is allowed. All information will be kept secure and precautions will be taken to ensure confidentiality of responses. The results will be shared in aggregate form in reports, presentations, and peer-reviewed publications.

**ALL** Hawaii coffee growers, farm managers, workers, processors, producers, and industry stakeholders are encouraged to complete the survey to ensure their challenges, successes, needs, concerns, and interests are heard and recorded.

**The deadline for responding to this survey is February 15, 2022.**

Your participation in this project is completely voluntary and you may stop participating at any time if you wish.

Following survey completion, those choosing to enter their name into a **drawing for a \$150 gift card** may do so by clicking a separate link and then entering their contact information and a code which will be provided at the end of the survey. Four (4) winners of a gift card valued at \$150 each will be randomly selected following the close of this survey.

Survey: <https://www.surveymonkey.com/r/hicoffeesurvey>

Encuesta: [https://www.surveymonkey.com/r/hicoffeesurvey?lang=es\\_MX](https://www.surveymonkey.com/r/hicoffeesurvey?lang=es_MX)

If you have questions about this needs assessment survey please contact:

Andrea Kawabata  
Extension Agent for Coffee and Orchard Crops  
808-322-4892, 415-604-1511  
andreak@hawaii.edu

Mahalo!  
Andrea Kawabata  
Shannon Sand, Assistant Extension Agent  
Rosemary Gutierrez-Coarite, Assistant Extension Agent

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**National Agricultural Statistics Service (NASS) Pacific Region Coffee Production - Released January 21, 2022**

**Coffee Utilized Production Up 17 Percent from Last Season**

Hawaii utilized coffee production is forecast at 26.7 million pounds (cherry basis) for the 2021-2022 season, up 17 percent from the previous season. Bearing acreage totaled 7,100 acres, up 300 acres from the previous year. Average yield, at 3,820 pounds (cherry basis) per acre, was up 310 pounds from the previous year.

View the full report - <https://bit.ly/3u3yCqm>

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**USDA Sets New Deadline to Apply for Farm and Food Workers Relief Grants**

The U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) has extended the deadline to submit applications for the Farm and Food Worker Relief (FFWR) Grant Program from Feb. 8, 2022, to March 10, 2022. Additionally, AMS has updated the requirements regarding employment verification methods for eligible beneficiaries.

Continue reading - <https://bit.ly/3tW70ni>

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**USDA FPAC Hawaii and Pacific Basin January Newsletter**

View the full newsletter - <https://bit.ly/3nTXy6y>

In this issue:

- Hawaii Farm Service Agency Announces County Committee Election Results
  - USDA to invest up to \$225 Million in Partner-Driven Conservation on Agricultural and Forest Land
  - USDA Service Centers Provide Free, One-on-One Help for Farmers and Ranchers
  - Deadline Extended to Apply for Pandemic Support for Certified Organic and Transitioning Operations
  - USDA Invests up to \$2 Million in Risk Management Education for Historically Underserved and Small-Scale Producers
  - Dates to Remember
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### **Local and Regional Food Systems Recovery and Resilience**

View the full newsletter - <https://bit.ly/3AqPKrz>

In this issue:

- Recent Opportunities
  - Local and Regional Food Systems Response to COVID-19
  - Agricultural Outlook Forum
  - New Consumer Food Insights
  - Celebrating One Year of Seeds of Success
  - Seeds of Success: Digging into Farmers Market and Local Food Promotion Program
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### **January 2022: New Year, New Opportunities!**

In this issue from the Kuha'o Business Center:

- Free Workshops
    - Money Matters - <https://bit.ly/3nSZFAW>
    - Branding 101: Building a Brand - <https://bit.ly/3fTncNP>
    - Aloha Maui County Business Owners! - <https://bit.ly/3H5sphG>
  - Celebrating 40 years of Makahiki - <https://bit.ly/3qX75VW>
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### **HMNA Winter Newsletter 2021/2022**

View the full newsletter - <https://bit.ly/3qWY7I9>

In this issue:

- Nitrogen Fertilizer Applications to Manage Rising Costs
  - 2021 Orchard Management Workshop Videos
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