UH CTAHR 2015-2016 CBB Educational Outreach Efforts

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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

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

Event and outreach help from Gina Bagarino, Jen Burt, Ray Carruthers, Jon Ching, Rob Curtiss, Greenwell Farms, Tracie Matsumoto, Miguel Meza, Stuart T. Nakamoto, Lee Paterson, Suzanne Shriner, UCC, and many other supporters.