

Kona Cooperative Extension – Events and Announcements Newsletter

Volume 6-2, June 2021

Dear Growers and Friends,

USDA-ARS is Seeking Farm Cooperators

They are looking for:

- Access to farms to collect infested fruit to test fruitflies for insecticide resistance.
- Preferably growers who have recurring issues with Oriental Fruit Fly (L) and Melon Fly (R).
- Preferably growers who use spinosyn products, like GF120, to manage fruit fly.



Interested participating growers can email at dara.stockton@usda.gov, or by phone at 808-285-6347.

Webinar and Presentation Recordings

View recorded webinars and presentations for CBB and CLR, risk management, whole farm and crop insurance, USDA FSA disaster assistance and financial record keeping at the Kona Extension YouTube channel - <https://bit.ly/3zipUEW>

-Andrea

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

UH CTAHR Cooperative Extension Offices will be closed on the following day:
Friday, June 11th, in observance of King Kamehameha Day

HCA Virtual Conference. Register Today!

2021 Virtual Conference and 12th Annual Cupping Competition
Register Today! June 24& 25 - <https://bit.ly/3pD823e>

Aloha HCA Friends and Supporters,

The HCA will host our annual conference via a two-day webinar featuring some of the industry's most prominent leaders, researchers and educators. In conjunction with the webinar, we will be hosting Board Elections and our 12th Annual Statewide Cupping Competition and a Virtual Awards Ceremony. Please register today!

Webinar Schedule

Please join us for these informative sessions in which we will share the most current information on each featured topic. The industry and the conditions in which we operate are changing rapidly. 2020 was the year of COVID and CLR. 2021 represents the year in which we have an opportunity to successfully emerge from these multilayered crises.

Thursday, June 24

8-8:30 Message from HCA President Chris Manfredi

8:45-10:15 Keynote: Living with Coffee Leaf Rust — Emilio Lopez, Topeca Coffee Roasters

10:15-10:45 Break

10:45-11:30 Hawaii Department of Agriculture Update

11:45-12:30 University of Hawaii College of Tropical Agriculture & Human Resources Update:

- Supporting Hawaiian Agriculture: The IR-4 Project's Impact

Friday, June 25

9-10 US Department of Agriculture/Pacific Basin Agricultural Research Center Panel Update:

- CLR on Hawaii Island: Initial Insights from Six Months of Field Monitoring by Melissa Johnson
- Coffee Leaf Rust in Hawaii: Fungal Attacker Revealed by Lisa Keith
- Coffee Leaf Rust Resistant Variety Trials in Hawaii by Tracie Matsumoto

10:15-11:15 Hawaii Agriculture Research Center and Hawaii Coffee Growers Association Panel Update:

- Regional Rust Report, and Coffee Leaf Rust Resistant Varietals by Kimo Falconer
- Field Grafting to Control Coffee Leaf Rust by Tyler Jones

11:30-12:15 Social Media Marketing Tips — Anthology Marketing Group

12:15-12:45 Break

12:45-1:30 Get To Know Us: The Hawaii Coffee Association Cafe Collective by Madeleine Longoria-Garcia and David Hall

1:45 HCA Board of Directors Election Results

5:00 Hawaii Coffee Association Cupping Competition Award Ceremony

Sponsorship Opportunities

This event will offer an opportunity for your business or organization to show its support for our vitally important agricultural industry. Did you know that Hawaii's coffee industry is ranked by USDA as #2 in statewide crop value? Your contribution will assist greatly in supporting the HCA's mission, while simultaneously promoting your business before, during and after the event.

We expect to have a vibrant and interactive group of attendees and presenters at this event. Promoting your company throughout the webinar brings you closer to farmers, processors, roasters, marketers and other industry stakeholders. Moreover, since the sessions will be recorded and viewed after the conclusion of the event, your messaging will be more enduring than in years past.

We respectfully ask you to consider one of the sponsorship levels outlined in the link below. The HCA needs you now more than ever! Thank you for your thoughtful consideration and generous contributions!

Become a Sponsor - <https://bit.ly/3pH09tQ>

Become a Member - <https://bit.ly/2ShcpVE>

You're Invited: Call with USDA Secretary Vilsack to Discuss Investment of More Than \$4 Billion to Strengthen Food System

Wednesday, June 9, 3:00-3:30pm Eastern

*Limited Seats

Register in advance for this webinar - <https://bit.ly/3xfgJDF>

USDA announced Tuesday, June 8, that it plans to invest more than \$4 billion through the Build Back Better initiative (<https://bit.ly/3wbMOMj>). The new efforts aim to strengthen the food system, create new market opportunities, tackle the climate crisis, create opportunity in underserved communities, and support good-paying jobs throughout the supply chain.

The new investments will support food production, improved processing, investments in distribution and aggregation, and market opportunities. Through the Build Back Better initiative, USDA will help to ensure the food system of the future is fair, competitive, distributed, and resilient; supports health with access to healthy, affordable food; ensures growers and workers receive a greater share of the food dollar; and advances equity as well as climate resilience and mitigation.

Opportunity Zone Workshop Series

In partnership with:

**HI Small Business Development Center
HI Dept. of Business, Economic Development and Tourism
US Dept. of Housing and Urban Development
Restore Your Economy**

Starting with a session focused on stakeholder engagement, the series will take attendees from start to finish on OZ project development and provide resources, best practices, and opportunities to connect with stakeholders and a network of incentives. This series will be held biweekly and will feature leading experts in the field, with mentorship and advising available to attendees throughout.

SESSION 1: Stakeholder Engagement - Tuesday, June 15

Join us for the first of four virtual Opportunity Zone (OZ) workshops hosted by the County of Hawai'i and featuring leading OZ experts: Blake Christian (Tax Partner | Holthouse Carlin & Van Trigt LLP), Gerry Reihlsen (Corporate/Securities Attorney | Reihlsen & Associates), and Ed Smith (former Chief Opportunity

Zones Officer | City of Atlanta's Economic Development Authority-Invest Atlanta).

Session 2, Regulations Deep Dive - Tuesday, June 29

Participate in a deep-dive into the OZ regulations and special topics for various stakeholders. Panelists will have “office hours” throughout the entire workshop series to answer questions and provide additional guidance to stakeholders.

Session 3, The Perfect Pitch - Tuesday, July 13

This workshop will help project managers prepare to pitch in front of investors, including examples of actual projects, putting together pitches, project packaging, etc.

Session 4, Pitch Presentations - Tuesday, July 27

We end the OZ workshop series by inviting Big Island stakeholders to participate in a pitch event.

Register For All Sessions Here - <https://bit.ly/3gkiwAp>

Pandemic Cover Crop Program Pays Producers with Crop Insurance for Planting Cover Crops

Agricultural producers who have coverage under most crop insurance policies are eligible for a premium benefit from the U.S. Department of Agriculture (USDA) if they planted cover crops during this crop year. The Pandemic Cover Crop Program (PCCP), offered by USDA's Risk Management Agency (RMA), helps farmers maintain their cover crop systems, despite the financial challenges posed by the pandemic.

The PCCP is part of USDA's Pandemic Assistance for Producers initiative, a bundle of programs to bring financial assistance to farmers, ranchers and producers who felt the impact of COVID-19 market disruptions.

To continue reading visit - <https://bit.ly/3xgjswF>

USDA NASS: Pacific Region Farm Labor

To view the USDA, National Agricultural Statistics Service report visit - <https://bit.ly/3w8WC9S>
Please visit the website for more agricultural information: www.nass.usda.gov
