

KEDB 2010 Agriculture Conference

Date Fri, 08/06/2010, 8:00am-3:30pm (Reception: 3:30pm-5:30pm)

Location Kaua`i Beach Resort

Theme Profitability in/and Agriculture

Time	Topic	Potential Speakers
8:00-9:00	<p>Welcome & Breakfast Keynote</p> <p>8:00-8:05 Mattie open conf and Pule</p> <p>8:05-8:10 Mayor's remarks</p> <p>8:10-8:35 Co-Chair review Summit findings</p> <p>8:35-9:00 Breakfast Keynote Speaker – Rep. Clift Tsuji</p>	<p>* Mattie/Co-Chair</p> <p>* Pule: Randy Francisco (Confirmed)</p> <p>* Mayor Bernard Carvalho Jr. (Confirmed)</p> <p>* Co-Chair: Jerry Ornellas (Confirmed)</p> <p>* Rep. Clift Tsuji (Confirmed)</p>
9:15-10:15	<p>Session #1: Land & Water</p> <p><i>Topics:</i></p> <p>(1) How do you access land and good lease rates through developing the right set of business skills and a solid business plan?</p> <p>(2) What are the good geographic areas on Kauai to grow and what are the best crops to grow there?</p> <p>(3) What is the importance of skilled, trained, and effective management in land and water for an ag business?</p> <p>(4) What county, state and/or federal policies enhance or hinder a farmer's ability to access land and water?</p>	<p>Moderator: Laurie Ho, USDA Resource Conservation & Devt Program (Confirmed)</p> <p>* Alfredo Lee, Agribusiness Dev't Corporation (Confirmed)</p> <p>* Jerry Ornellas, Kaua`i County Farm Bureau, UH CTAHR, East Kaua`i Water Users Co-op (Confirmed)</p> <p>* Mike Tresler, Grove Farm Company (Confirmed)</p> <p>* John Latkiewicz, Small Business Dev't Center – Kaua`i (Confirmed)</p>
10:30-11:30	<p>Session #2: Human Resources</p> <p><i>Topics:</i></p> <p>(1) How do you attract and retain qualified farmers/workers?</p> <p>(2) What are the skill sets needed for success (including non-ag skills)?</p> <p>(3) What types of training are needed to start an ag venture or to bring an existing business to the next level?</p>	<p>Moderator: Wayne Katayama, Kaua`i Coffee (Confirmed)</p> <p>* Jennie Falcon Tillotson, Pioneer Hi-Bred (Confirmed)</p> <p>* Helen Cox, Chancellor of Kaua`i Community College (Confirmed)</p> <p>* Terry Sekioka, Kaua`i Farmers Association & UH CTAHR (retired) (Confirmed)</p>
11:45-1:00	<p>Luncheon Keynote</p> <p>11:45-12:15 Attendees eat/network</p> <p>12:15-1:00 Keynote Speaker (30 min PPT and 15 min Q&A)</p> <p>* The Co-existence of Food and Fuel – Opportunities in Agriculture and Renewable Energy</p>	<p>Dr. Makena Coffman, Asst Prof at UH – Mānoa (Confirmed)</p>

<p>1:15-2:15</p>	<p>Session #3: Production</p> <p><i>Topics:</i></p> <p>(1) How do you determine what will sell? Make things you can sell!</p> <p>(2) What are options for lower cost production methods?</p> <p>(3) What food safety measures are suggested/mandatory in order to increase your potential as a supplier, and how do you implement?</p>	<p>Moderator: Laurie Goodwin, Syngenta (Confirmed)</p> <p>* Jim Hollyer, UH CTAHR (Confirmed)</p> <p>* Mel Matsuda, Kahuku Farmers Inc. & Matsuda Fukuyama Farms Inc. (Confirmed)</p> <p>* Tisha Uehara, Armstrong Produce (Confirmed)</p> <p>* Training/workforce dev't vis-à-vis production: TBA</p>
<p>2:15-3:15</p>	<p>Session #4: Marketing</p> <p><i>Topics:</i></p> <p>(1) What is the local premium and how do we create the market of folks willing to pay for it?</p> <p>(2) How do we match growers with buyers?</p> <p>(3) What is your marketing strategy?</p>	<p>Moderator: Randy Francisco, Kaua'i Chamber (Confirmed)</p> <p>* Small size: Louisa Wooton, Kunana Dairy (Confirmed)</p> <p>* Export: Eric Tanouye, Green Point Nurseries (Confirmed)</p> <p>* Medium: Markeeta Smith, Kaua'i Fresh Farms (Invited)</p> <p>* Restaurant/Caterer: Ron Miller, Hukilau Lanai Restaurant (Confirmed)</p>
<p>3:15-3:30</p>	<p>Conclusion & Wrap-up</p> <p>* Co-Chairs to bring everything back together on the "Elements for a Successful Ag Venture"</p>	<p>Co-Chairs: Jerry Ornellas & Laurie Goodwin (Confirmed)</p> <p>Mattie – "Mahalo and Aloha"</p>
<p>3:30-5:30</p>	<p>Pau Hana Reception</p> <p>No Host Bar</p>	