



## STRENGTHENING AGRICULTURE'S **INFRASTRUCTURE** IN THE WESTERN PACIFIC AREA

INITIATING THE DIALOGUE: enhancing skills, adding value, building markets, increasing profits



MAY 19-21, 2014

### ACCOMMODATIONS

Hilton Guam Resort, Tumon Bay  
202 Hilton Road  
Tumon Bay, Guam 96913  
telephone: (671) 646-1835

### CONFERENCE DESCRIPTION

This educational conference will bring together Pacific Island producers, ag professionals, government and agency professionals, lenders, business leaders and economic development professionals together with Western SARE leaders to:

- Share success stories and lessons to be learned
- Build potential partnerships for ag infrastructure projects
- Identify potential funding sources
- Improve the quality of proposals submitted to SARE and other agencies

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### PROGRAM AGENDA

Monday, May 19<sup>th</sup>

3:30 PM	Training for facilitators
4:30 PM	Registration opens
5:30 PM	No host bar and light dinner, funded by registrations
6:30 PM	<p><b>Presentations and Discussion:</b> Deans and Departments of Agriculture Representatives will address:</p> <p>The economic overview, including the number of farmers, types of crops/animals and value of farm products for their area.</p> <p>What five infrastructure factors/assistance are in place currently in their department or unit offered to commercial farmers. Which one is most underused?</p> <p>What three new infrastructure projects would significantly improve business and production conditions for commercial farmers.</p> <p>What behaviors make for successful agricultural business projects.</p>

FOR MORE INFORMATION ON WESTERN SARE VISIT: [www.westernsare.org](http://www.westernsare.org)

## Tuesday, May 20<sup>th</sup>

7:00 AM	Light breakfast, funded by registrations
8:00 AM	Welcome by <b>Phil Rasmussen</b> , <i>Regional Director, Western Sustainable Agriculture Research and Education</i>
8:15 AM	<b>Lee Yudin</b> , <i>Dean CNAS/Director of Land Grant Programs, University of Guam</i> : Welcome to Guam: Opportunities and challenges for ag infrastructure on the Pacific Islands
8:30 AM	<b>Cindy Lair</b> , <i>Chair, Western Sustainable Agriculture Research and Education</i>
8:45 AM	<b>Astor Boozer</b> , <i>Regional Conservationist for the West, NRCS</i>
9:00 AM	<b>Jerry DeWitt</b> , <i>Conference Facilitator</i> : Structure and context for the two days
9:30 AM	Questions and comments from audience
10:00 AM	Break
10:30 AM	Small Session A: Choose between 4 (see page 6)
12:30 PM	Lunch, funded by registrations
2:00 PM	Small Session B: Choose between 4 (see page 7)
4:00 PM	Open Time: Attendees are encouraged to return to main ballroom to continue discussions and prepare for Dig Deeper
5:30 PM	Dinner, funded by registrations
7:00 PM - 9:00 PM	<p><b>Dig Deeper</b>: Facilitated discussions answering:</p> <p>What were three good things you learned from the speakers today?</p> <p>What are three food and ag infrastructure ideas that, if funded and carried out, would have significant impact on the profits of your business and the profits of other farmers?</p>

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## Wednesday, May 21<sup>st</sup>

7:00 AM	Light breakfast, funded by registrations
8:00 AM	<b>Setting the Stage</b> , Jerry DeWitt: What was learned the day before
8:30 AM	<b>Small Session C</b> : Choose between 4 (see page 8)
10:30 AM	Break
11:00 AM	Report and feedback from Track 1 (marketing)
11:45 AM	Report and feedback from Track 2 (capital and financing)
12:30 PM	Lunch, funded by registrations
1:30 PM	Report and feedback from Track 3 (processing)
2:15 PM	Report and feedback from Track 4 (production issues)
3:00 PM	<b>Closing Session</b> , Jerry DeWitt: What we learned and next steps
3:15 PM	<i>Teryl Roper, Incoming Regional Director, Western Sustainable Agriculture Research and Education</i>
3:30 PM	<i>Mike Harrington, Incoming Chair, Western Sustainable Agriculture Research and Education</i> : Closing remarks from a regional and island perspective
3:45 PM	<b>Adjourn</b>  Ballroom will be available for planning sessions and informal interactions until 10:00 PM

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## Break-Out Session Topics

Topic 1:

### Marketing

- Inter-island and International Marketing
- Farmstands and Farmers Markets
- Market Channel Development

Topic 2:

### Capital and Financing

- Lending Institutions
- Granting Agencies
- Western SARE: What things can SARE do in the Pacific Islands? Grant Writing Workshop

Topic 3:

### Processing

- Making Value-Added Products in Shared Kitchens
- Value-Added Convenience Foods
- Post-Harvest Processing

Topic 4:

### Production Issues

- Timing and Meeting Demand
- Energy (Biological and Physical)
- Breadfruit and Coconut Processing

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Session A: Tuesday, May 20<sup>th</sup> at 10:30 AM

Marketing  
(Topic 1)

*Chichirika Room*

**Inter-island and International Marketing**

- Carolee Bull, *USDA-ARS* (moderator)
- Chuck Boerner, *Ono Organic Farms*
- Frank Cruz, *farmer / consultant*
- Marcelo Peterson, *Lt. Governor, Pohnpei*

Capital and  
Financing  
(Topic 2)

*Chuchuko Room*

**Lending Institutions**

- Teryl Roper, *Western SARE* (moderator)
- Jerry DeWitt, *Slow Money*
- Diane Ley, *FSA Pacific Basin*
- Denise Mendiola-Hertslet, *Small Business Development Center*

Processing  
(Topic 3)

*The Gallery*

**Making Value-Added Products in Shared Kitchens**

- Cindy Lair, *CO Department of Ag* (moderator)
- Jan Tusick, *Mission Mountain Food Enterprise*

Production Issues  
(Topic 4)

*Koko Room*

**Timing and Meeting Demand**

- Mike Harrington, *WAAESD* (moderator)
- Perdus Ehsa, *Sea Breeze Hotel*
- Richard Ha, *Hamakua Springs Country Farms*

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Session B: Tuesday, May 20<sup>th</sup> at 2:00 PM

Marketing  
(Topic 1)

*Chichirika Room*

**Farmstands and Farmers Markets**

- Kent Wasson, *Peaks & Prairies* (moderator)
- Chuck Boerner, *Ono Organic Farms*
- Saimon Mix, *farmer*

Capital and  
Financing  
(Topic 2)

*Chuchuko Room*

**Granting Agencies**

- Bonnie Bobb, *Western SAWG* (moderator)
- Joe Diego, *USDA-Rural Development, Guam*
- Glenda Humiston, *USDA-Rural Development, CA*

Processing  
(Topic 3)

*The Gallery*

**Value-Added Convenience Foods**

- Jan Tusick, *Mission Mountain Food Enterprise* (moderator)
- Bob Barber, *University of Guam*
- Frank Cruz, *farmer / consultant*
- Jim Hollyer, *University of Hawaii*
- Lydia Morero, *Palau Community College*
- Herman Sado, *Pohnpei Paradise*

Production Issues  
(Topic 4)

*Koko Room*

**Energy (Biological and Physical)**

- Al Kurki, *Western SARE / NCAT* (moderator)
- Larry Cundall, *Cundall Ranch*
- Antonio Endaya, *Center for Island Sustainability*
- Adelino Lorens, *farmer*

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Session C: Wednesday, May 21<sup>st</sup> at 8:30 AM

Marketing (Topic 1)  <i>Chichirika Room</i>	<b>Market Channel Development</b> <ul style="list-style-type: none"><li>• Kent Wasson, <i>Peaks &amp; Prairies</i> (moderator)</li><li>• Bob Barber, <i>University of Guam</i></li><li>• Peter Duenas, <i>Micronesia Chef's Assn.</i></li><li>• Richard Ha, <i>Hamakua Springs Country Farms</i></li><li>• Bernard Watson, <i>farmer</i></li><li>• TBA, <i>International Distributors</i></li></ul>
Capital and Financing (Topic 2)  <i>Chuchuko Room</i>	<b>Western SARE: What things can SARE do in the Pacific Islands? Grant Writing Workshop</b> <ul style="list-style-type: none"><li>• Jim Freeburn, <i>Western SARE</i></li><li>• Mike Harrington, <i>Western SARE</i></li><li>• Cindy Lair, <i>Western SARE</i></li><li>• Bob Newhall, <i>Western SARE</i></li></ul>
Processing (Topic 3)  <i>The Gallery</i>	<b>Post-Harvest Processing</b> <ul style="list-style-type: none"><li>• Teryl Roper, <i>Western SARE</i> (moderator)</li><li>• Chuck Boerner, <i>Ono Organic Farms</i></li><li>• Frank Cruz, <i>farmer / consultant</i></li><li>• Jim Hollyer, <i>University of Hawaii</i></li></ul>
Production Issues (Topic 4)  <i>Koko Room</i>	<b>Breadfruit and Coconut Processing</b> <ul style="list-style-type: none"><li>• Jim Currie, <i>College of Micronesia</i> (moderator)</li><li>• Failautusi Avegalio, Jr., <i>Pacific Business Center</i></li><li>• Craig Elevitch, <i>Agroforestry Specialist</i></li><li>• Lydia Morero, <i>Palau Community College</i></li><li>• Peterson Sam, <i>FSM Coconut Dev't Authority</i></li><li>• M. Kalini Souza, <i>Breadfruit Agroforestry Project</i></li><li>• Steven Young Uhk, <i>farmer</i></li></ul>

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## WORKSHOP DESCRIPTIONS

### Topic 1: Marketing

#### Inter-Island and International Marketing

Panelists will discuss marketing strategies for products produced on the islands for export, as well as avenues for their distribution. This will include perishable, non-perishable and service products like papayas, bananas, coffee and cacao.

#### Farm Stands and Farmers Markets

This workshop will delve into the value of farm stands and farmer's markets as an important revenue stream for a financially successful farm. Panelists will use their experience and knowledge in establishing and participating in farmers markets and farm stands to lead a discussion on how to establish a farmers market specifically designed for an island community.

#### Market Channel Development

Learn from farmers, chefs, distributors and ag professionals how the ag community can work together to successfully develop new market channels for island products.

## Topic 2: Capital

### Lending Institutions

Access to capital and alternative financing models are key to developing projects such as the ones discussed in this conference. Learn about financial assistance in support of a thriving agricultural economy, including loans to family farmers and ranchers, for agricultural production and food enterprise development from leaders in funding organizations.

### Granting Agencies

Representatives from USDA Rural Development will share information with attendees about food and ag development grants and loans that they offer, examples of what has been funded in the past, and when and how to apply for these funds.

### Western SARE: What things can SARE do in the Pacific Islands? Grant Writing Workshop

Interested in submitting a grant proposal to Western SARE? Learn what projects Western SARE can and cannot fund, how to find the Calls for Proposals and important grant writing tips.

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## Topic 3: Processing

### Making Value-added Products in Shared Kitchens

The goal of community kitchens is to retain agricultural food dollars in local communities by sharing space, equipment, technical assistance and resources for food processing and small business development. Learn from a leader from such a facility in Montana that has helped many local farmers and small businesses.

### Value-added Convenience Foods

Processing of local foods such as taro, cassava, sweet potato, banana, coconut and fish contributes to food security and increased profits. Processed local foods not only provide healthy food items for the community, but also offer opportunities for food microenterprise. Hear examples of these types of products that have been successfully marketed.

### Post-Harvest Processing

This workshop will focus on an important revenue stream, along with food safety. Post-harvest processing can lead to a financially successful farm through sales of products with an extended shelf life. In addition, the safety of the food produced should be nonnegotiable. Learn the basics of Good Agricultural Practices (GAPs) and where many farmers have no risk-reduction strategies in place.

## Topic 4: Production Issues

### Timing and Meeting Demand

Timing is a critical factor in meeting the demand of any business. With accurate timing in the quantity and quality of produce, a farm or business will be capable of meeting the demand of its consumers, thereby having a greater chance of success. Farmers who have worked to meet the challenges of timing and demand will share their stories.

### Energy (Biological and Physical)

In this session, the panelists *and* the audience will exchange ideas, examples and pictures of renewable energy uses in food production. The session will mainly focus on biogas generation and use, and solar and wind power uses in stock-watering, irrigation, aquaculture and food drying.

### Breadfruit and Coconut Processing

Coconut and breadfruit are two of the major staple crops with potential for processing and export. Farmers throughout the islands have grown these traditional crops for home use and, until recently, export of copra. Modern reasons for re-visiting these crops are new markets in gluten-free flour demands, cosmetics and new uses for oil. Regional development efforts in these crops will be shared by local experts.

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## WHAT IS SARE?

### What Is SARE?

The Sustainable Agriculture Research and Education center (SARE) advances farming systems that are profitable, environmentally sound, and good for communities through a nationwide competitive grants program. SARE is part of USDA's National Institute for Food and Agriculture, and its funding is authorized under Subtitle B of Title XVI of the Food, Agriculture, Conservation and Trade Act of 1990 (FACTA).

### What Is Western SARE?

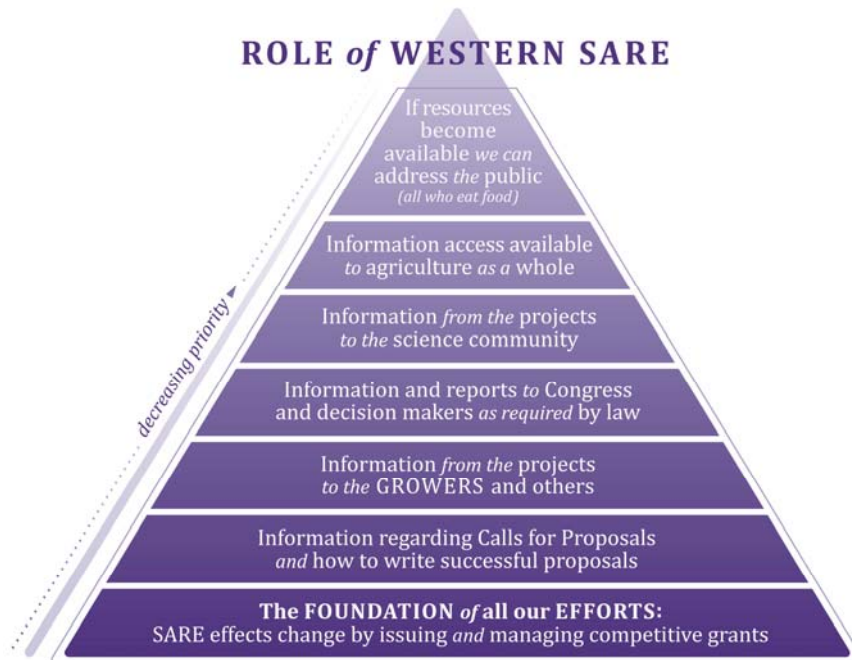
Western SARE effects change in agriculture and food systems through competitive grants. The Research and Education (R&E) program of Western SARE funds several programs, which include large multidisciplinary and multistate research projects, as well as graduate student, farmer/rancher, professional + producer, and targeted program grants (such as this conference). The Professional Development Program (PDP) funds training opportunities in sustainable agriculture principles, systems, and practices for Extension Service educators, USDA Natural Resource Conservation Service field staff, and other appropriate agricultural professionals.

Congress mandated that the SARE program be administered through four regional host institutions (typically land-grant universities) in the West, South, North Central, and Northeast regions of the United States. The Western SARE Program started in 1985 and was administered by the University of California through its Oakland offices, with Dr. David Schlegel as the Regional

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Coordinator. In December of 1994, the overall administration of the program was competitively awarded to Utah State University, with Dr. Phil Rasmussen as Regional Coordinator. Dr. Teryl Roper will assume the position of Regional Coordinator on July 1, 2014. Western SARE PDP was first funded by Congress in 1993. It was initially managed by the University of California-Davis and the National Center for Appropriate Technology (NCAT), a nonprofit organization headquartered in Montana. PDP is now administered by the University of Wyoming (Jim Freeburn, regional coordinator) and NCAT (Al Kurki, associate coordinator).



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## Western SARE Overview

The Western Region SARE program serves the thirteen Western States (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, and Wyoming). The Western Region SARE program also serves the Pacific trust territories of American Samoa, Guam, Northern Mariana Islands, and the Federated States of Micronesia. The agricultural ecoregions range from Alaskan tundra to tropical rainforests, and from high desert wheat lands to the rich soils of the coastal and central California valleys.



SARE is funded by the National Institute of Food and Agriculture, USDA



United State Department of Agriculture National Institute of Food and Agriculture

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## How Is Western SARE Governed?

Congress provided for regional governance by a special board of directors called a Regional Administrative Council (AC). This council is composed of representatives from state cooperative extension directors, state agricultural experiment station directors, state departments of agriculture, state USDA-NRCS conservationists, regional USDA-ARS scientists, regional EPA specialists, national USDA-NIFA (the Land-grant University system) scientists, farmers, ranchers, and agribusiness professionals. This Administrative Council makes all key decisions on funding, grant awards, and regional policy. The regional SARE Host Institution staff and the regional PDP staff implement those policies and programs.

### The Western SARE Administrative Council's Mission Statement:

*"Western SARE's mission is to effect a truly sustainable food and fiber system (in its broadest sense) through implementation of congressionally mandated and funded programs. These programs will operate through our empowerment of traditional (land-grant) and non-traditional (farmers and nonprofit) researchers and educators in the Western Region. Our final audience is humanity as a whole, but we operate through researchers, educators and other professionals."*

## SARE's Vision and Mission

SARE's **vision** is an enduring American agriculture of the highest quality. This agriculture is profitable, protects the nation's land and water and is a force for a rewarding way of life for farmers and ranchers whose quality products and operations sustain their communities and society. SARE's **mission** is to advance—to the whole of American agriculture—innovations that improve profitability, stewardship and quality of life by investing in groundbreaking research and education.

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