

SUSTAINABLE AGRICULTURE



AG-TOURISM IN HAWAII

From Farmer to Visitor:
Reducing Risk and Increasing
Profitability for Hawaii's Small Farms

5TH BIENNIAL CONFERENCE

FRIDAY, JANUARY 12, 2007

KEAUHOU BEACH HOTEL, KONA

Sponsored jointly by the University of Hawaii - Manoa College of Tropical
Agriculture and Human Resources (CTAHR),
the Western Center for Risk Management Education, Kamehameha Schools,
and Hawaii Department of Agriculture

All past Hawaii agtourism conferences sold out early, so plan
ahead to attend this popular event

CONFERENCE HIGHLIGHTS

- Understand the diverse elements of successful agtourism and learn who's doing what right now in Hawaii and North America.
- Make contacts with other like-minded individuals involved in ag-tourism.
- Learn from farmers and chefs how to participate in the farmer-chef strategic alliance to provide Hawaii-grown cuisine.
- Understand the role of infrastructure in creating successful agtourism attractions, especially farm visits: the importance of creating a regional identity, networking with others, benefiting from zoning regulations, and working with subcontractors.
- Learn about the current status of Hawaii zoning for agtourism from County of Hawaii Planning Dept. Director Chris Yuen, and provide input to County planners.
- Help create a Hawaii Agtourism Association, and if you wish, become a founding member.
- Optional: Agtourism tour to Hamakua, Sat., Jan 13th (see back for more information).
- **ALSO:** All participants will receive a free copy of a premiere new agtourism book written by featured guest speaker Holly George as well as a new video *Agtourism in Hawaii*

www.ctahr.hawaii.edu/agtourism

registration information on back...

FEATURED GUEST SPEAKERS

Holly George, University of California Davis, and author of *Agricultural and Rural Tourism in California* (2006). All participants will receive a copy of this book.

Brent Warner, Agtourism Specialist with the British Columbia Ministry of Agriculture and author of *Marketing on the Edge: A Marketing Guide for Progressive Farmers*.

Chef Peter Merriman, co-founder of Hawaii Regional Cuisine and owner of Merriman's Restaurant (Waimea), The Hula Grill (Lahaina), and the Marketplace (Waikaloa).

AGTOURISM IN HAWAII VIDEO

The Western Center for Risk Management Education is funding a video on "Agtourism in Hawaii" that includes successful agtourism operators describing their good and bad experiences getting started in agtourism, as well as their observations on how agtourism has improved farm profitability, reduced farm risk, enriched Hawaii's regional cuisine, revitalized rural communities, and enhanced the visitor experience. This film will be premiered at the conference and afterwards, a panel of those interviewed will speak and answer questions from the audience. All participants will receive a copy of this film.

For more information, see <http://www.ctahr.hawaii.edu/agtourism>.

REGISTRATION

Registration is \$95 if postmarked by Sat., Jan. 6th. (Registration is \$110 thereafter, space permitting.)

Register in one of two ways:

1. Register online with a credit card at www.ctahr.hawaii.edu/agtourism.
For more information, call or e-mail Dr. Kent Fleming at 808-989-3416, fleming@hawaii.edu, or see www.ctahr.hawaii.edu/agtourism.
2. Write a check to "RCUH 1884" and mail to Ke Kai Kealoha, 2211 Date Street #91, Honolulu, HI 96826.
Tel: (808) 927-2343, or e-mail kealoha@ix.netcom.com.
www.ctahr.hawaii.edu/agtourism

AG-TOURISM IN HAWAII

CONFERENCE FRI., JANUARY 12, 2007

8:00 a.m. to 3:30 p.m.
KEAUHOU BEACH HOTEL, KONA

AGTOURISM TOUR TO HAMAKUA SAT., JAN. 13

Optional tour to Hamakua agtourism region. Space is limited. Cost: \$100/person. For more information, contact Dr. Kent Fleming at fleming@hawaii.edu, or 808-989-3416.



REGISTRATION FORM

Name _____

Farm/Company _____

Address _____

City _____ State _____ Zip _____

Conference (includes all materials and lunch) :
 \$95 before Jan. 6th (\$110 thereafter)

Lunch meat vegetarian

Mail registration form & fees to:
Ke Kai Kealoha
2211 Date Street #91
Honolulu, HI 96826

Make checks payable to "RCUH 1884"