AG-TOURISM IN HAWAII

WORKSHOP HIGHLIGHTS

• Understand the diverse elements of successful ag-tourism and learn who’s doing what right now in Hawaii and internationally.
• Make contacts with other like-minded individuals in the community involved in ag-tourism. (There will be plenty of time for interaction during the workshop as well as during the pau hana.)
• Help organize Hawaii’s first ag-tourism association and design it to meet your needs.
• Learn more about creating successful ag-tourism attractions (including farm visits and B & Bs); liability insurance, land use issues, effective marketing, working with tour operators and hotels, and networking.
• Integrating Hawaii’s rich cultural and historical traditions into ag-tourism. Making the connection between Hawaii’s unique music & legends and Hawaii’s agriculture, with George Kahumoku, slack-key guitar player and singer, story-teller, author, teacher and farmer.
• Strengthen farmer-chef-visitor linkages.
• Enjoy an excellent luncheon, featuring Hawaii-grown foods, with commentary from Joan Namkoong, former food editor for one of Hawaii’s major daily papers.

REGISTRATION

Registration for Friday’s workshop is $75 if postmarked by Saturday, October 13th. (The registration fee will be $100 thereafter, space permitting.) Registration includes all conference materials, a continental breakfast, lunch, afternoon break and pau hana (4:30 – 6 pm). Make checks payable to “RCUH 1884” and mail to:

Jennie Burau
PO Box 390-253
Kailua-Kona, HI 96739
Tel: (808) 324-0520 or email: jenburau@hawaii.rr.com

For further information about the workshop e-mail Dr. Kent Fleming:
fleming@hawaii.edu or visit the workshop web page:

www2.ctahr.hawaii.edu/agtourism

SPONSORS

• College of Tropical Agriculture & Human Resources (CTAHR), University of Hawaii – Manoa
• County of Hawaii Office of Research & Development
• Hawaii Farm Bureau Federation
• Hawaii Island Economic Development Board
• Holualoa Coffee Company
• Kamehameha Schools / Bishop Estate
• Kona Brewing Company
• Kona Farmers Alliance
• Kona Historical Society
• Kona Pacific Farmers Cooperative
• Mauna Kea Banana Company
• Pele Plantations
• Takara Sake Company
• Western Sustainable Agriculture Research and Education Program

Sustainable Agriculture

Pua Naupaka – Dietrich Varez, 1992

A one-day workshop on profitability linking Hawaii’s agriculture with the changing visitor market.
HOTEL ACCOMMODATIONS

The Keauhou Beach Resort has set aside a block of rooms until October 12, 2001. Make reservations directly with the hotel at 322-3441 or 1-877-KEAUAHO (532-8468), Inter-Island.

Run of the house rooms: $99 plus tax for single or double occupancy. Identify yourself as a registrant of the Ag-Tourism Workshop.

HOTEL RESERVATIONS

Mail registration form & fees to:

Jennie Burau
PO Box 390-253
Kailua-Kona, HI 96739

Bulk Rate
U.S. Postage
PAID
Kailua-Kona, HI
Permit No. 123

CONTACT INFORMATION

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PO Box 390-253
Kailua-Kona, HI 96739

Fridays, October 19, 2001

KONA, HAWAII

Hawaii-Grown Workshop

8 am - 6 pm (detailed program available on day of conference)

Registration & coffee: 8 - 8:30 am

OPENING (8:30 am)

George Kahumoku, farmer, teacher, recently published author, slack-key guitarist and storyteller, performing ag-related Hawaiian music and recounting "The Legend of Pua Naupaka" (Dietrich Varez’s woodblock print reproduced on the workshop poster).

Dean Andrew Hashimoto, College of Tropical Agriculture & Human Resources (CTAHR), University of Hawaii at Manoa.

KEYNOTE ADDRESS:

Dr. Adriano Ciani (Professor, University of Perugia & Founder and President of The International Association of Ag & Rural Tourism): "International Agtourism Today."

PANEL: International Agtourism: Can Hawaii Compete?

• Attracting the Japanese visitor: Mamoru Yamashita (Japan Travel Bureau)

• How B&Bs benefit farmers & visitors in Hawaii, Asia & Africa

• Marketing Kona produce to international visitors

PANEL: Agritourism Legal/Political Concerns

• Land use issues and liability insurance

• Hotel, excise and other tax requirements and registration of bed & breakfasts

PANEL: Hawaii Agritourism Updates (mid-1999 to present)

• Baseline Survey of Hawaii Agritourism: Dr. Cathy Chan-Halbrendt, CTAHR

• Reports from throughout the state on all local agritourism activities since 1999

• Farmer-Chef update: Peter Merriman, Merriman’s Restaurant, Hula Grill & Bamboo Bistro

PANEL: Should Hawaii’s “Agtourism” be mass tourism or an exploration experience?

• “What Kind of Tourism is ‘Agtourism’: The Role of Agritourism in the Tourism Industry”: Chuck Gee, UH-Manoa Dean (Emeritus), School of Travel Industry Management

• Environmental impact studies for agritourism?

• “Kick-backs” or “Commissions”: Working with tour operators & hotels?

PANEL: Does Hawaii need its own Agricultural & Rural Tourism Association?

• The International Association of Ag. & Rural Tourism (IAAART) - What is it and what it does? How might an affiliated state association benefit Hawaii? Dr. Adriano Ciani

• Planning to date for a statewide agtourism association.

• What next?: “Open mike” comments and questions from the attendees, facilitated by Donna Ching, CTAHR professor and communications facilitator.