



### **Western SARE Program**

Phil Rasmussen, Coordinator Utah State University Agricultural Science Building Room 305 4865 Old Main Hill Logan, Utah 84322-4865 (435) 797-2257 (435) 797-3344 fax

### Hawaii **SARE Coordinator:**

Jonathan Deenik University of Hawaii Dept. Tropical Plant & Soil Science 3190 Maile Way, St. John 102 Honolulu, HI 96822 (808) 956-6906 jdeenik@hawaii.edu

http://wsare.usu.edu

Alaska

American Samoa

Arizona

California

Colorado

Federated States of Micronesia

Guam

Hawaii

Idaho

Montana

Nevada

New Mexico

Northern Mariana Islands

Oregon

Utah

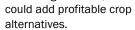
Washington

Wyoming

# 12 FRUITS FOR ISLAND PROMOTION

# Situation

Small producers of coffee and macadamia nuts in the Kona region of Hawaii have struggled with high costs and limited land and labor. Producing locally adapted tropical fruits, and creating marketing linkages between the farms and high-end restaurants within marketing distance,



1. Identify 12 species of

exotic tropical fruits with

high potential for year-

round market accep-

Develop and demon-

strate a prototype poly-

culture tropical fruit pro-

sustainable production

technologies

Develop direct

and wholesale

both fresh fruit

and processed

Help the Kona

Cooperative expand into new

activities, in-

of the fruits

this project

Pacific Farmers

cluding the long-

term marketing

developed from

markets for

products

**Objectives** 

tance

2.

3.



Figs, one of the 12 fruit species selected, have proved popular among island chefs.

# Actions

The project team conducted these activities:

- Gathered information on 100 fruits already grown
- Based on surveys of 54
- Loquat three varieties 1.

- in the region
- island chefs, selected 12 trees for demonstration
- 2. Mysore berry
- duction system based on Poha (Cape gooseberry) Specialist Sherman Lab University of Hawaii (808) 956-8419 rbowen@hawaii.edu Major Participant: Ken Love P.O. Box 1242

Rangpur "Kona lime has also proved popular.

- Pomegranate four varieties
- 5. Cherimoya - two varie-
- 6. Tamarillo (tree tomato)
- 7. Rangpur "Kona" lime
- 8. Tropical apricot
- Grumichama
- 10. Surinam cherry two varieties
- 11. Kumquat two varieties
- 12. Figs two varieties
- Developed a 1-acre demonstration site on land

# Research and Education Grant

Project Number: SW03-055

Project Title: Development of A Sustainable Polyculture

and Marketing System for Exotic Tropical Fruits

### **Project Coordinator:**

Richard Bowen

Natural Resources and

Environmental Mgt.

1910 East-West Road

Honolulu, HI 96822

Captain Cook, HI 96704

kenlove@hawaii.edu

**SARE Grant**: \$156,800

(808) 323-2717



Western SARE, a USDA organization, funds grants for research and education that develop or promote some aspect of agricultural sustainability, which embraces

- profitable farms and ranches
- a healthy environment
- strong families and communities.

The Western Region, one of four SARE regions nationwide, is administered through Utah State University.

Western SARE: http://wsare.usu.edu

National SARE www.sare.org

- adjacent to coffee and macadamia nut processing facilities of Kona Pacific Farmers Cooperative
- Planted trees (both purchased and donated) and developed sustainable and organic production protocols
- Created an agritourism attraction with educational kiosks, displays, pathways, signage and landscaping
- Created demand for fruits by providing information to chefs and other potential buyers and alerting them to fruit availability

### Results

The production and marketing information gathered from the project has been provided to producers through workshops, publications and the 12 Trees website, <a href="https://www.hawaiifruit.net/12trees.html">www.hawaiifruit.net/12trees.html</a>, which receives more than 2,500 visits a month.

Faculty and students in the UH West Hawaii Culinary Arts Program in Kona developed recipes using the 12 fruits (fresh and processed) and



Above, jackfruit, another fruit gaining acclaim, and below, figs from UC Davis, which are part of a new Hawaii Western SARE Farmer/Rancher grant.





The flower of the grumichama, also known as Brazilian cherry.

tested them with consumers. Graduates carry this knowledge into the local restaurant industry.

Brown turkey figs, gaining popularity among chefs, generated \$3,263 in sales from the project. Demand now exceeds supply from 20 farms that have started producing figs.

The project has been featured locally and nationally on television and in magazines and newspapers.

## **Potential Benefits**

- Project results have been discussed widely and put into practice by local farmers
- Kona growers who increased production based on seasonal diversification cite benefits like reduced need for external labor during the coffee-picking season
- Growers are profiting from figs, tropical apricot



Visitor kiosk under construction.

- and Kona rangpur limes, and many report easier sales of fruit not sold in years before the project
- Cost-of-production figures have helped growers dealing with chefs and grocers
- Demand for project fruit has been high, presenting a challenge for supply, which also includes fruit from trees not part of the initial planting – including rollinia, jackfruit and jaboticaba
- Results have been put in place in south India and are under study in Japan