

# **GUAM**

## **Day 2**

### **Tabletop Discussions**

**(Note: This integrates all Guam Day 2 tabletop sessions. You'll notice two sections on marketing issues. This was done to capture all ideas and actions steps from all Guam participants at separate tables)**

#### **ISSUE: MARKETING (STEP 1 – STRATEGIC PLAN TO INCREASE LOCAL SALES)**

##### **Comments to WESTERN SARE Administrative Council**

- Money for market research, workshop, or conference

##### **Professional Development Program**

- Money for convening group
- Organize planning meetings

##### **Land Grant**

- Talk with farmers
- Economic analysis
- Later – research on cultivars
- Get results out
- Market data collection

##### **Island Teams**

- Department of Agriculture
- AES
- CES
- Cooperative (Farmers)
- Soil and Water Conservation District
- Joint effort

#### **ISSUE: MARKETING COOPERATIVE (POLICY CHANGE)**

##### **Comments to Western SARE Administrative Council**

- Workshop for buyers, producers, wholesalers

## **Professional Development Program**

- Cooperative Extension Service (Bob Barber)
- Agricultural Experiment Station

## **Island Team**

- Department of Agriculture
- Farm Service Agency

## **Marketing**

- Strategic Plan
- Buy local – Branding
- Consistency
- Niche Markets
- Competition between farmers
- Q.C. – mandatory to purchase local (policy level)
- Data collection (imports/local production)
- Survey on consumer wants/needs
- Farmer lobby efforts
- Time frame on delivery/solutions/within one year
- Write more grants (Extension and Bob)
- Organize workshops with – wholesalers (C.E.S./ANR) – consumers – hotels – local market – producers – farmers
- Collaboration between farmers – Co-op

## **ISSUE: MARKETING (OTHER TABLES)**

- Co-op (takes everything regardless of grade)
- Markets
  - Hospital
  - Military
  - Senior citizens home
  - Public schools
  - Hotels
  - Catering
  - Restaurants
  - Prison
  - Duty Free Shop (DFS)
  - Value-added
  - Nursery-germplasm
  - Grocery stores
    - ❖ California Mart
    - ❖ Pay-Less

- ❖ Cost U Less
- ❖ K-Mart
- ❖ Mom & Pop
- ❖ Korean merchant association

### **Comments to Western SARE Administrative Council**

- Data gathering/survey in support of Co-op project
- Feasibility studies

### **Professional Development Program**

- Management training
- Inter-island market/trade

### **Land Grant**

- Extension agent can publish data to help farmers and professionals

### **Island Teams**

- Incentives to organize farmers
- One Stop Center for farmers/supplies

### **ISSUE: APPROPRIATE TECHNOLOGY**

### **Comments to Western SARE Administrative Council**

- Research
- On farm demonstration (multi-sites)
- Fund learning farms
- Identify technical needs
- New age cooperative or state-of-the-art cooperative
- Local design and fabrication

### **Professional Development Program**

- Transfer and training
- Expert
- Model agriculture tourism sites

### **Land Grant**

- Publications

- Learning farms
- Equipment for rental
- Germplasm

### **Island Team**

- SWCD purchase and maintain equipment
- Equipment for rental
- Subsidize equipment rental

### **ISSUE: ATTRACTING NEW FARMER/KEEPING EXISTING FARMERS – FARMER-TO-FARMER MENTORING**

#### **Comments to Western SARE Administrative Council**

- \$\$ for mentoring project

#### **Professional Development Program**

- \$\$ for mentoring group
- Recruit farmers
- Organize mentoring project

#### **Land Grant**

- Provide info that would help new farmers
- Recruit Farmers
- Organize mentoring project

### **Island Team**

- Agricultural Experiment Station
- Cooperative Extension Service
- Farmer Cooperative
- NRCS
- Conservation Districts

### **ISSUE: ENERGY, INVASIVE SPECIES, SOIL SUSTAINABILITY, LIVESTOCK, MARKETING, DATA**

#### **Comments to Western SARE Administrative Council**

- Grants for school projects to promote agriculture industry

- Funding for Farmer/Rancher grants with marketing priority and other priorities
- Policy for funding priority, funding priority data base
- Long-term funding (up to 10 years)
- Workshops to bring in experts to teach marketing of “island grown”

### **Professional Development Program**

- Marketing and recordkeeping workshops
- Database of agricultural statistics (comprehensive – local vs. import)
- “Branding” workshop (on-going) with other state experts brings together “Guam Share” marketing group mainly work with co-op to set up true farmers market

### **Land Grant**

- Data collecting
- Demos etc done “on farm”
- Producer to chef to consumers

### **Island Teams**

- Locally produced buying campaign
- “Branding” link to other states
- Producers connected to buyers
- Lobby for legislation and enforcement for local grown

### **ISSUE: INVASIVE SPECIES**

#### **Comments to Western SARE Administrative Council**

- Focus on ornamental, cultural and economic priority item

### **Professional Development Program**

- Educate public training for inspectors

### **Land Grant**

- Extension agents on farm to educate instead of classroom identification information on eradication
- Identify “what” and “where” all invasive – current and future

### **Island Teams**

- Remove from farm
- Close quarantine loopholes

## **ISSUE: ENERGY**

### **Comments to Western SARE Administrative Council**

- Priority – farmer/rancher alternate energy sources
- Priority alternate sources (local sources, water, wave, etc.)

### **Professional Development Program**

- Workshops on alternate energy

### **Land Grant**

- Alternate energy research and demo
- Bio-gas research and/or workshop
- Research wave energy workshop

### **Pacific Island Teams**

- Educate legislators about wave energy and other local sources
- Be energy self-sufficient