

NOTES

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1. Agriculture
 - Introduce agriculture in schools
 - Modeling to spotlight local farmers
 - Involve mayors/community leaders
 - Form committee .board in each village
 - Inter-island involvement
 - Start at a small scale (village level)
 - i. Demo garden
 - Farmers coop should be involved
 - Focus on “Fresh” not necessarily local
 - Provide opportunities for education
 - Utilize media to recruit
 - Look at other models
2. Organizations
 - Extension Agents (ANR, CYFFN)
 - Farmers Coop
 - Local Government (Agriculture, etc.)
 - NRCS
 - Chamorro Land Trust
 - Community Volunteers
 - Collaborative effort to seek grants
 - NGO’s
 - Senior citizens centers
 - UOG Green Army
 - The people’s Garden
 - Need Assessment team

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Guam Relevant Curriculum

- Water conservation / catchment (rain water)
- Soil amendments/soil building
 - o Sheet mulching
 - o Composting
- Wind mitigation (fruit tree wind breaks)
- Plant selection (right tree, right place)
 - o Varieties /species adapted to Guam and /or native
- Indoor plants /small spaces /container gardening
- Typhoon preparation
- Plants to control erosion
- Emphasize grafting /aerating
- Soil zones
- Supplemental crops in specialty crops
- Advanced training in marketing

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1. Ways to Improve /Enhance Existing
 - Listing of all the farmers who have care licensing
 - In the coop and those who have
 - Validation list from EPA
 - Restaurants should require proper documents (core license)
 - Mandated by GHRA for members
 - Requirement of every employee on farm to have health/sanitation permit
 - Consolidate ownership
 - UOG/COC/GHRA
 - Build on loyalties btw. Grower and buyer
2. New ideas
 - Crop forecasting/projection bulletin
 - Type of crop and yield and seasonality
 - Quality of product
 - Post harvest handling
 - ABC grade
 - Is there a set standard?
 - Increase variety based on volume consumption
 - Bell pepper, romaine, onions, tomatoes, avocado
 - Branding and labeling
 - Like frank's papaya
 - Identity farm or variety
 - Adopt -a-farm
 - Specific training
 - Coop newsletter
3. Who/resources
 - PR company for coop (outsourced)
 - Buy "fresh vs. buy "local"
 - Funding from department of interior
 - Clearing house for info on all thinking farming
 - GHRA
 - Users: chefs, procurement managements, buyers, wholesalers
 - Local cooks
 - School food program
 - Legislation to include local first

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4. Ways to enhance
 - Increase number of events
 - Address the need of continuity
 - Group of farmers (C.S.A.)
 - Chefs need to know what farmers are capable of producing
 - Demonstrations involving local produce
 - Village festivals
 - Increases awareness of local produce/traditional produce
 - Increase community involvement

- Increases educational/media coverage
 - Monthly/seasonal fruit/vegetable festivals
 - Local produce branding
 - Unique value-added products
 - Include aquaculture production
 - Possibly of certified meat
 - Children education
 - School gardens
 - Community gardens
 - Linking food security to national security
5. What new things can be done
- Involving chefs into the coop meetings
 - Regulated farmers market
 - Place leadership with the Mayor's office
 - Push for 6.9 acres (farmer's market building)
 - 3.4 acres (farmer's market building and community kitchen)
 - Increased variety of off-season crops
 - Collaboration with U.H./others
 - Fruit/salad bars in schools
 - Once a week as a start
 - 100% LOCAL
 - Tumon buy local event
 - Starting of farmer/chef relationships
 - Inspections to assure safe practices
6. What do we need/who do we need to bring to the table for this project?
- U.S.D.A. (livestock slaughter house)
 - Food Safety
 - Guam Visitors Bureau
 - Media
 - Mayor's Council
 - Congressional Representative
 - Governor
 - Secretary of Department of Interiors
 - Government Involvement
 - Subsidized Local Farming
 - Increase number of local farmers
 - Increased incentives for coop membership
 - Increased involvement with other universities
 - Cooperative Extension Services (Community workshops)

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- 7.
- Expansion of local native foods
 - Incorporate more items into food/menus
 - Bananas, taros, breadfruit, plantains , casava, soursop, jackfruit
 - 2-pronged approach
 - What grows well in Guam's climate (Mediterranean)
 - What chefs would buy these items
 - ✦ Cut down on rice / change to

- Cut and slice, cook and grate it
 - Taro coffee, taro risotto, breadfruit dolmades, soupsop lime jelly
 - Texture
 - Similar climate with Mediterranean
8. Years ago, seafood competition for underutilized seafood with
- Instead of seafood, use underutilized fruits and vegetables with chefs
 - Just Guam first and then expand to other islands
 - With recipes (winning), bring into restaurants and supermarkets
 - Use local media to spread word
 - Local calendar with items available for that month (fruits/vegetables)
 - Local vore championship
 - o Once a year, pick one farmer, chef, person from community and give them an incentive for best promotion
 - Education of out-of-state visitors for local foods to try
 - None care, just for paycheck
 - Educate servers, suggestive selling to tourists/military
 - Similar climates
 - o India
 - o Vietnam
 - o Guam
 - o Hawai'i
 - o Puerto Rico
 - ☛ Look at produce for these places
 - ☛ Tweaking cuisine to match
9. Just do it!
- Learn to make money without grants (bring in rich people)
 - Media more involved, newspaper, Guam section in America presses? T.v. shows, top chef Guam
 - Get cuisine on the map
 - Slow food
 - Guam on center of map
 - Facebook, social media, twitter, webpages
 - Yahoo group and email
 - MCA weekly in newspaper (recipe)
 - Local calendar

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Questions

10. Of the efforts we take part in, what/which/how can we enhance?
11. New things to promote farms/chefs
12. Resources to make these happen? Partners? Who to bring in to do these?

1. Information-linkage between farmers and hotel. Most hotels do not know what is available
 - Need info from Farmer's coop. What is offered.
 - Provide each GHRA with seasonal chart
 - Know what is available/how long is availability
 - Biggest challenge with unlicensed farmers (incase is DoAg bonafide farmer license)
 - Health/food safety
 - Pricing-needs to be set/stabilized
 - Some hotels do not cooperate
 - Small farmers unable to meet demand/request from hotel
 - Communication both ways (farmers and hotels)
 - Create website
 - Checklist of crops listing/bored on use/fall of visitors
 - Email/fax of purchasing department
 - Major scale-GEO tourism
 - o Culinary, plant with farms /live on farm, experience living with local farmers
 - Include agritourism/aquatourism
 - Media promotion
 - Blogs
 - Resources
 - o Invite mayors to promote to each village
 - o Media (paper&tv)
 - o Farmers coop monthly meeting
 - o Farm tours
 - o Politicians
 - Push agriculture as 3rd leg of Guam's economy
 - Farmer workforce currently outed/need to train more farmers
 - Partnerships for community gardens ->strategic plan
 - Partnerships with chefs to cook what community plants/cook-out

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1. What resources do we need?
 - Interested community
 - EPA, NRCS, RCA, coop extension, SWCD, DOIIm DOA, Mayor's Council rep
 - Other universities (including other nations i.e. Singapore)
 - Government powers-at-be
 - o Governor executive branch and legislative for legislations and funding
 - o Lt. Governor Beautification program and Governor's Garden
 - Community website with in-house research
 - o i.e. acai berry studies which can lead to creation of market expansion of acai business
 - GVB rep

- FFA
- 2. Incentives? How do we engage volunteers
 - Certificate of recognition
 - Media exposure thru IT/tv shows/print/radio
 - o Recognition of service
 - o And call to more participants
 - C.E.U. (credits)
 - Free food that volunteers grow/free plants
 - Service to community;self fulfillment
 - Skills for survival and sustainability
 - Promoting cultural preservation
 - Targeting pre-/retiree through print (flyers) or retirement fund newsletter or AARP
 - Environmental benefits of planting “green and clean”
 - Engaging volunteers thru farm tours
 - Linking farmers and consumers thru enabling them to volunteer and learn hands on at farm
 - Pick-your-own-produce farms
 - Developing community gardens to develop stronger and healthier communities
 - Involving and attracting tourism for this program and farm/food tourism geo-eco tourism
 - Engaging schools

Revive FFA (Future farmers

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1. Ways to improve or enhance
 - Learn more about marketing
 - Help control pigs and other invasive species
 - Lack of good labor
 - More education on pests (insects)
 - o Ways to combat without using chemicals
 - Provide listing of the produce that chefs use and the amount they need/how much they use by pound
 - Better linkage/outreach to community
 - Support pig derby
 - Newsletter for farmers
 - Encourage Chamorro land trust commission to enforce their regulation to discourage illegal activity and promote farming (for agriculture leases); and to participate in farmer chef conference/meeting/qualified inspectors
 - Training for small businesses
 - Need variety trials
 - Bring in material for grafting

- Education in post harvesting for farmers and grocery stores
- 2. New ideas
 - Bring back the farm show on the radio
 - Newsletter for farmers
 - Specific column on newspaper to highlight farmers and produce
 - Have pool of workers
 - Bring H2 workers / agriculture workers
 - Need to have center for packaging/low cost for different crops
 - Farmers market
- 3. Community resources and partners
 - Politicians / too much talk and no action
 - UOG/GCC/Mayors/Coop/USDA/MCA/GHRA
 - Grants
 - Department of agriculture/equipment rental program
 - Humanities council
 - Obama
 - Calvo
 - Supermarkets
 - Soil water conservation districts
 - NRCS
 - Non government agencies
 - IDI and other distributors
 - Community farming

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1. Recruitment for Master Gardener (engaging people for the program)
 - Incentives
 - o Recognition by making it cool (hats, t-shirts, etc.) -marketing
 - o Value/communicate why master gardening is important
 - ☞ Nutritional
 - ☞ Resources (natural) using land in productive way
 - ☞ Saving money by growing your own or selling
 - ☞ Building community /social activity
 - ☞ Therapeutic, restorative to the body
 - ☞ Access - go to the backyard and get them
 - ☞ Food security or reservoir of food resources supplies
 - Marketing plan
 - o Food promo/festival
 - Must share knowledge as they continue to gain knowledge overtime
 - USDA regulations - word "recruitment" lawsuit (people may sue because of discrimination and criteria)
2. Resources and partners
 - UOG/GCC
 - DOA/Governor's office
 - NRCS Soil
 - FSA
 - Seed banks/seed savors/exchange

- Coop
- Farm supply stores
- SWCD
- Mayors council
- Manamko affairs group/nursing homes
- Churches/Guam ministerial Association
- DOE
- Soup kitchens
- Catholic Social services
- Salvation ARMY
- Sanctuary
- DOC/DYA
- GVB
- GHRA
- GHURA
- Wellness center/clinics/gmh etc.
- Ethnic communities (Chinese, Japanese, Palauan, etc.)
- Disadvantaged communities
- Chamber of commerce
- Guam Coastal management / NOAA
- Universities, etc. for info
- schools