

The Taro Tattler



Department of Agricultural and Resource Economics
 College of Tropical Agriculture and Human Resources
 University of Hawaii



For Growers, Shippers, and Processors of Chinese, Poi, Dasheen and Pacific Island Taros from Hawaii

VOL. 4, NO. 2

June-August 1992

As summer is upon us, we thought it was a good time to do a little story-folder cleaning. In this issue we would like to let you know who *else* is growing and eating taro and what kind of foods they are making. We'd also like to get you more acquainted with some of the research that is going on, on behalf of the taro industry.

Our thanks go out to those readers who have given us some positive feedback about the *Tattler*. At the same time, we welcome a number of new readers.

We'd also like to say Aloha to our new taro farmers out there—the *tradition does live on!* Ramon de la Peña and LaFrance Kapaka of Kauai report that 21 "new" taro farmers graduated from their taro production course on August 1st! Congratulations to all!

BACK TRACKING

Apple Snail Research Proposal Funded

Thanks to the Legislature and the Hawaii Farm Bureau Federation, the Governor's Agricultural Coordinating Committee is funding the Department of Agriculture in a project to control, and perhaps eradicate, the pesky apple snail. The project is progressing, and more information can be obtained by calling Myron Isherwood on Oahu at 973-9522.

The Great Hawaiian Plate Lunch Challenge

And the winner is... Ahuimanu Pre-School Kitchen. The second annual, "The Great Hawaiian Plate Lunch Challenge" drew 6 contestants for the June 6th event. The event, sponsored by the Department of Health's (DOH) Office of Hawaiian

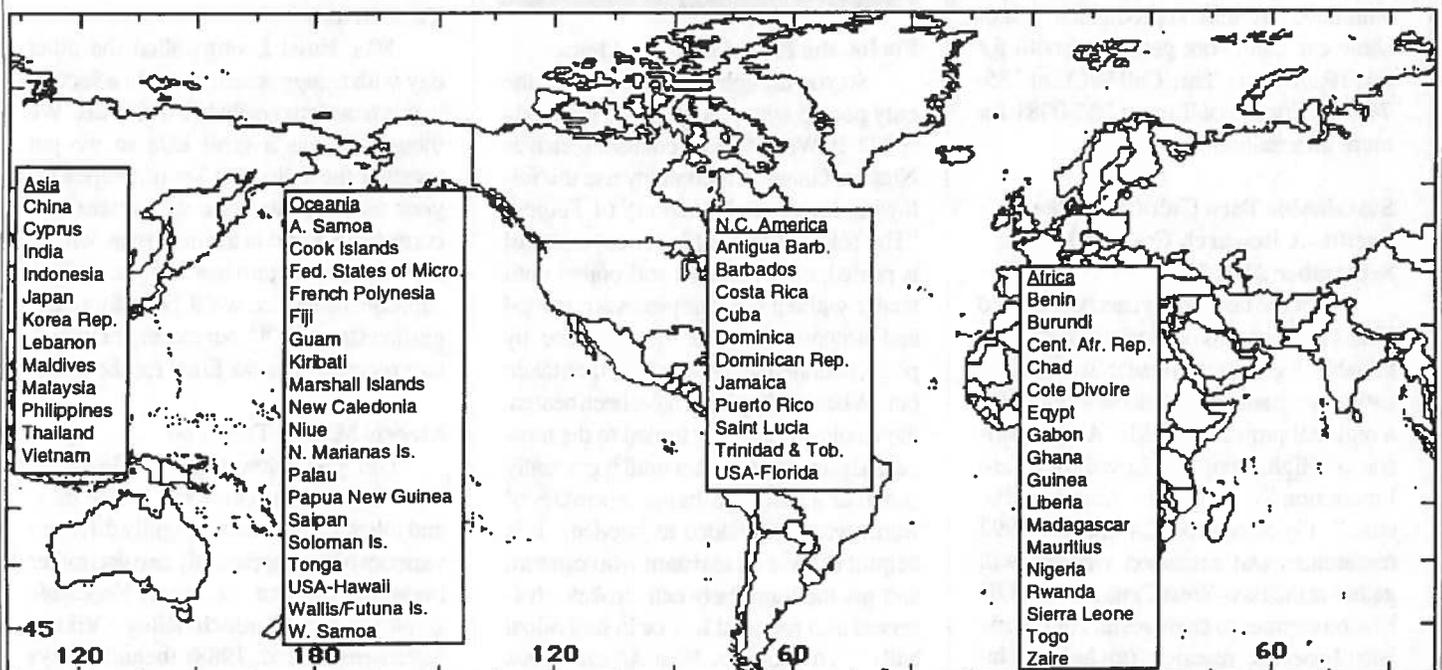
Health highlighted lots of ono, yet healthy foods. Besides the winner Ahuimanu, plates were created by Ka Hale Mea'ai, Hale Kealoha Caterers (last year's big winner), Haili's Hawaiian Foods, The Beachside Grill and the Aiea Taro Patch (won second place this year).

FYI—Brochures entitled: Hele Mai 'Ai (come eat the foods of our ancestors) and Ai Pa'a Mua No Kamaiki (baby's first foods), among a few others are available at the DOH Nutrition Branch on Oahu by calling 586-4671. (*Ka Wai Ola O Oha*, July 1992).

Radio KCCN Hosts Poi Eating Contest

That great Hawaiian music station, KCCN, had their 2nd Annual Poi Eating Contest last Kuhio Day, March 26. Fifteen contestants competed in the event. The winning time for eating a large bowl

Who in the World is Currently Growing and Eating Various Types of Taro



Source: FAO 1990 Production Yearbook and others.

of poi with a small flat wooden spoon was 13.78 seconds by Mr. Isaac Kaheaku—two years in a row. And on the celebrity side of the contest guess who one? Dan Cooke the newscaster—but he did it with the help of sugar cubes in his poi!

UPCOMING EVENTS

He'eia State Park Offers Lectures on Taro—August 6

He'eia State Park located at 46-465 Kamehameha Hwy (about 1 mile north of the Windward Mall in Kaneohe) will be hosting Ethel Leong, formally a guest chef with Hawaiian Electric's test kitchen, who will talk about "Ancient and Modern Uses of Taro" on August 6. There is a small fee for attending the lecture and additional information can be obtained by contacting Friends of He'eia at 247-3156 during regular business hours.

Windward Community College's Annual Pacific Islands Taro Festival—August 15

Don't forget, on Saturday August 15, 1992, Windward Community College, the Friends of Taro, CTAHR and other supporting groups are going to hold their 4th Annual Pacific Islands Taro Festival. The college is located in Windward Oahu near the corner of LikeLike and Kahekeli Hwys on Keaahala road. The event has been well received over the past three years and it promises to be even better this year. We encourage all to come. People who have taro related products to sell or show can call about getting a booth for this 10am-4pm affair. Call WCC at 235-7433 or Friends of Taro at 262-0981 for more information.

Sustainable Taro Culture for the Pacific—A Research Conference—September 24 & 25

Over the last three years, the United States Department of Agriculture's Sustainable Agriculture Research and Education program has provided funding for a regional project entitled, "A Comparison of High-Input and Low-Input Taro Production Systems in the American Pacific." On September 24 and 25, 1992 researchers and extension workers will gather at the East-West Center on the UH Manoa campus to share results of Pacific island-specific research (including Ha-

waii) and to summarize the results of the project. Other recent taro research results will also be presented and a forum will be created for the discussion of future directions of taro production and research in the Pacific Islands. For more information, please contact Lisa Ferentinos, Conference Coordinator, Pacific Agricultural Development Office, Tropical Energy House, East-West Road, University of Hawaii, Honolulu, HI 96822. Phone 956-8140 and Fax 956-6967.

Farming Sustainability in Hawaii—October 16 & 17

Interested in long term health and wealth of your crops? Well then, *Farming Sustainability in Hawaii*, a conference being put on by the World Sustainable Agriculture Association, may be just your cup of (organically grown herbal?) tea. This 1992 Hawaii annual conference is being sponsored by: MOA Foundation of Hawaii, Hawaii Farm Bureau Federation, the Governor's Agricultural Coordinating Committee, the County of Hawaii, and the University of Hawaii at Manoa. There'll be talks and tours covering a variety of topics. Call Bart Jones at 776-1602 or Kent Fleming at 322-2718 on the Big Island for more information. Also call them to check out their quarterly, *The Sustainable Agriculture Bulletin*.

HAWAIIAN'S ARE NOT ALONE IN THEIR LOVE OF TARO

Foofoo the Pa'i'ai of West Africa

So you thought Hawaiians were the only people who pounded taro for food—NOT! In West African countries such as Nigeria, Ghana, Liberia they use the following recipe in the making of *Foofoo*: "The selected vegetable [cocoyam/taro] is peeled, cut in chunks and boiled until tender, without salt. The pieces are drained and dropped into the mortar piece by piece, pounded several strokes, then taken out. When all the pieces have been beaten, the whole amount is returned to the mortar and pounded together until it gradually becomes a glutinous lump. Sprinkles of warm water are added as needed. It is helpful to have an assistant who can turn and pat the lump between strokes. It is served as a rounded loaf or in individual balls." The book, *A West African Cook*

Book, goes on to say, "The sticky, glutinous quality of the finished loaf endears it to Africans and makes foreigners waver, at first (*sound familiar?*). A bit is pinched off the loaf, dipped into the savory sauce or stew and popped into the mouth. It should just slide down the throat." While cassava is preferred over taro in the making of Foofoo, it is none the less an important food in West Africa—humm, you learn something new every day don't you. (Source: *A West African Cook Book*, by Ellen Gibson Wilson, M. Evans and Company, 1971.) We invite you to look on the adjoining page to get more exciting recipes for taro from Hawaii and elsewhere.

Taro was Food for American Slaves from Africa

Yes, it is true. When slavers brought Africans to the U.S. Mainland, cocoyam/taro was among traditional foods they brought with them. This may be one way that taro found its way to Florida and Texas and other South Eastern states. Taro was then taken to Caribbean islands by free or escaped slaves. In fact, there is a whole group of descendants of these slaves, called *Maroons*, who now inhabit many Caribbean islands (and elsewhere in the Americas, such as Nova Scotia) and they, too, grow and eat taro like their ancestors did—small world huh? And speaking of small worlds, lets take a look at who in the world is growing and eating taro (see map on page 1).

Taro Grinds

Mrs. Ethel Leong called the other day with a suggestion, to make a section in this newsletter called *Taro Grinds*. We thought it was a great idea so we put together the following list of recipes for your use. In this issue we present taro corn recipes and in the next issue will be looking at more taro leaf recipes. And in subsequent issues, we'll be taking suggestions from YOU, our reader, for unique taro recipes. Thanks Ethel for the idea!

Maoris Munch Taro Too

Did you know that the Maoris of New Zealand eat taro too? While they, and others, ate (and eat) slightly different varieties of taro, apparently taro was rather important to them. In *Maori Vegetable Cooking*, by Murdoch Riley (Viking Sevensseas NZ Ltd., 1988), the author says

TARO GRINDS

PREPARING TARO—Boiling/Steaming

1. Wash taro thoroughly in tap water
2. Place taro in pot, steamer or vegetable blancher*
3. Cover the pot and bring to a boil
4. Reduce heat so that water simmers
5. Continue cooking until the center of the taro becomes soft (around an hour or so). Check softness by sticking a knife in the center of the corms
6. Remove taro from the pot and run under or place in cold water
7. Peel taro to remove all skin and imperfections

* peeling, slicing thin and cooking in a microwave with a little bit of water will speed the preparation process.

POI—Hawaii

Ingredients (6-7 servings)

1-3, 3-6 pound cooked Poi-type taro corms, water. (Chinese taro does not make very good poi).

Method

1. Peel skin. Break the cooked corms into pieces. Place a few on a poi-pounding board or in a shallow heavy pan.

Note: Alternatively, you can use a blender or food processor. Put a small number of cooked taro chunks in the processor and blend — add water until the preferred consistency is reached.

2. WASH HANDS! Break the taro into very small pieces with a poi-pounder or potato masher. Wet your hand. Slip it under the taro. Turn the taro over so that it doesn't begin to stick to the board or pan.

3. When taro is in small pieces, wet the bottom of the pounder or masher. Continue to mash and turn the taro until it is smooth and thick. Remember to keep your hand and the pounder wet during this process.

4. Scoop up the thickened poi and place in a bowl of appropriate size. To get the poi to the correct eating consistency, begin to add cool water — a little at a time. Knead it into the poi with your hands. Keep adding water and kneading until the poi looks and feels the way you want it to. You can strain the poi through a gauzy material to remove any undesired large particles. Eat as is or ferment.

Fermenting:

5. To give the poi a more tangy taste (acidic as opposed to alcoholic taste) place the poi in a covered container (use a plate or towel over the bowl) with a little film of water on the top and put container in a cool place (either in or out of refrigerator, but if in the refrigerator place on bottom shelf) for 2-3 days. If a white film forms on the top, don't worry this is a natural occurrence — just wipe off the film and remix the poi with your fingers. Eat with one, two, or three fingers!!

After Alvin Huang, FSHN, and CTAHB EFNEP Program

TARO CAKES—Cook Islands

Ingredients

2 cups mashed taro
2 tsp salt
1 onion (finely chopped)
4 tbsp milk

Method

Mix all the ingredients together. Shape into cakes, dip into flour. Fry in hot oil until golden brown. Garnish with chopped parsley and slices of tomatoes.

Cook Islands Cookbook, Cook Islands Ministries of Agriculture & Fisheries and Health.

TARO SCALLOPED—Pitcairn Island

Ingredients

2 1/2 lb taro
1 onion
butter
salt to taste
1/4 cup coconut milk

Method

Peel taro and slice into pieces about 1/8" (1/2 cm) thick. Cut onion into thin slices. Grease an oven dish and line the bottom with taro and onion slices. Sprinkle with salt and dot with a little butter. Repeat, pour coconut milk over the taro. Bake for 30 minutes or more in a 425°F (220°C) oven. Taro should be soft.

Pitcairn Island Cook Book, Irma Christian, 1986.

TARO WITH YOGURT AND OLIVES — Florida

Ingredients

2 cups taro, peeled and cooked (see above for instructions)
1/2 cup white or green onion, diced
2 tbsp margarine or butter
1 cup plain yogurt
1/4 cup green olives, chopped

Method

Add margarine and onion to cooked, drained, warm taro. When onion wilts, add yogurt, stir gently and top off with chopped green olives. (This dish holds well and is a unique and tasty selection to take along to a pot-luck dinner.)

Quality Tropical Vegetables, a leaflet, J.R. Brooks & Son, Inc., 1986.

TARO SALAD—Samoa

Ingredients

3 taros - cooked (see above for instructions), peeled and diced
1 small onion (or 3 stalks green onion, chopped fine)
1 stalk celery, chopped fine
2 eggs, hard boiled, diced
1 can Wahoo, drained, or canned tuna (Wahoo only available in Samoa)
2 tbsp sugar
salt and pepper, to taste
Mayonnaise
Monosodium glutamate (optional)

Method

Place all ingredients in bowl and mix with enough mayonnaise to moisten. Add salt and pepper to taste.

Friends of Samoa Cookbook, Women's Hospital Auxiliary, 1979.

CHINESE TARO CAKE—Hawaii

Combine: 1/4 cup cornstarch with water - make a paste

Ingredients

2 lb cooked roughly mashed taro
1 cup cooked pork or roast pork
1/4 cup chopped dried shrimp
1/2 tsp. salt
2 tbsp green onion
1 tsp. dill seed
2 tsp. oyster sauce

Method

Spread mixture in a greased layer cake pan. Steam for 45 minutes. Cut in squares and serve.

Taro Brand products, a leaflet, Mrs. Ethel Leong.

FRAGRANT TARO CRISP FRITTERS—China

Ingredients

1 1/4 lbs taro
1/3 cup wheat starch
1/4 cup boiling water
6 ounces shrimp: shell, devein, rinse in cold water, pat dry, cut into pea-sized pieces
4 ounces Chinese Barbecued pork: cut into small pieces
6 Chinese dried mushrooms: soak in hot water until spongy, discard stems, cut caps into small pieces
1/3 cup chopped scallions, including some green
1/8 tsp. ground pepper
1/2 tsp. salt
1 tsp. sugar
1/4 tsp. five-fragrance powder
1 tbsp thin soy sauce
1 tbsp sesame oil
1/3 cup oil for pan-frying

Method

Peel taro, cut into 1/2-inch slices; steam until soft, mash, and put aside. Put wheat starch in a mixing bowl and make a well; pour in all the boiling water and stir quickly with a spoon. Knead and form into a soft dough. Combine dough, mashed taro, and the remaining ingredients except oil for pan-frying. Knead to mix well. (You may prepare it up to this point a day or two in advance. Cover and refrigerate until use.) Form mixture into small fritters. Pan-fry in small amount of oil until both sides are golden brown. Drain on paper towels. Serve hot. Taro fritters can be kept in a warm oven for about 30 minutes or more.

Dim Sum and Other Chinese Street Food, Mai Leung, Harper & Colophon Books, 1979.

that the Maoris brought taro to New Zealand and it was one of the few vegetables they cultivated. The book also says, "Because of climatic conditions taro did not grow nearly as readily as in the rest of Polynesia. In past times taro was a food reserved for the chiefs with some varieties served only to important chiefs and guests." Now where have we heard that latter sentiment before? Oh one more thing, their earthen oven, like our imu, is called a *Hangi*.

RESEARCH PROJECTS

One of the biggest challenges institutions, such as the CTAHR and the University face, is presenting research data in a understandable and timely manner. Conversely, individuals like yourself often face the problem of accessing information and people. The *Tantler* has tried to keep you informed on the latest developments in taro research, but there are times when projects are not yet completed. In this case, there is still information to be learned by contacting the person doing the research. Here is an alphabetized listing of project titles, status, and the people doing taro research work for your perusal. Remember, this information is not useful unless you use it! *Thanks to all the funding agencies for their support and to the researchers for all their hard work!*

A Comparative Study of Low-input and High-Input Taro Production in the American Pacific, A. Vargo (contact Lisa Ferentinos 956-8140), completing.
Effect of Temperature and Photoperiod on Growth and Development of Taro, Hemant Prasad (contact Goro Uehara 956-6593), completing.
Estimating Water Requirements for Wetland Taro Cultivation in Hawaii, David Penn (956-7781) and Tom Giambelluca (956-7683), on-going.
Integrated Control of Taro Diseases in Hawaii, Jeri Ooka (822-4984), on-going.
Mechanization of Dryland Taro Harvesting, Alton Arakaki (567-6698), on-going.
No Till Taro Planting (with a mechanical planter)-A Video, Joe DeFrank (956-8050) and Doug Hamasaki (956-2164), completing.

Optimum Fertilization and Liming Practices for Dryland and Wetland Taro, Dwight Sato (959-9155) and Jim Silva (956-6906), completed.
Physical and Chemical Properties of Taro Gum and De-gummed Products, Alvin Huang (956-7411), completed.
Physico-chemical Properties of Taro Starch, Wai-Kit Nip (956-3852), completed.
Registration of Insecticides for the Control of the Taro Root Aphid in Dryland Taro, Mike Kawate (956-6008), on going.
Specification Data Development for Hawaii's Taro Products, Alvin Huang (956-7411), completed.
Sustainability of Taro Cropping Systems in Hawaii, Bob Caldwell (956-6835) and Samir El Swaify (956-8708), on-going.
Taro Breeding, Production and Industry Development, Ramon de la Pena (822-5562), on-going.
Taro Corm Growth and Development as Related to Yield, Storability and Chipping Characteristics, Robert Paull (956-7369), on-going.
Taro Production Model Development, Goro Uehara (956-6593), on-going.
Taro Production, Handling and Processing in American Samoa, Wai-Kit Nip (956-3852), completed.
Taro Researcher's Bibliographic Database, Scott Campbell (956-6971) and Jim Hollyer (956-8800), on-going.
Taro Root and Corm Rot Investigation, Jeri Ooka (822-4984), on-going.
Taro Variety Evaluation and Improvement, Ramon de la Pena and others (822-5562), on-going.
The Taro Project-Marketing, Jim Hollyer (956-8800), on-going.
The White Taro Project-Industry Development, Ken Rohrbach (956-8157) and Jim Hollyer (956-8800), just started.
Traditional Hawaiian Taros for Upland Production, Lisa Ferentinos (956-8140), on-going.
Use of Azolla for Weed Control-A Video, Joe DeFrank (956-8050) and Doug Hamasaki (956-2164), completing.
Utilizing Genetic Potentials of Crop Plants to Solve Problems of Acid Soil (Using Taro), Susan Miyasaka (935-2883), on-going.

DOWN ON THE FARM SAFETY

One of the areas in farming (and in commodity newsletters) which is rarely talked about is safety. While next to safe-sex, safe-farming may be a little boring (or is it just a little more exciting?), trying to farm with one less leg or eye makes aphids and snails seem like minor inconveniences. So the folks here at the *Tantler* contacted Michele Johnson and Victor Weisberger at UH's Farm Safety Office (Environmental Health and Safety Office), Joe DeFrank of the Department of Horticulture, Barry Brennan of the Department of Environmental Biochemistry, and our farmer friend Leilani (for those of you new to the *Tantler*, Leilani is our fictitious yet ever helpful business-minded taro farmer) to see if we could provide some useful information on farm safety.

While Leilani freely admits there are times when she is not a careful about the sun (she doesn't always wear a hat), she is extra careful about the use of equipment and chemicals. In fact, she rarely uses chemicals as her taro is organically grown, yet she still is schooled in their proper use thanks to classes she took through her local extension office.

On the following page is a sheet on farm safety which we hope you find useful enough to have it photocopied to a larger size and mounted on the wall of your barn or tool shed. We have tried hard to include drawings for those people who are less comfortable with reading English. Note that just because we use a woman to illustrate this poster the safety risks to male farmers are equally as great—please, it's better to be careful a thousand times than killed or injured once.

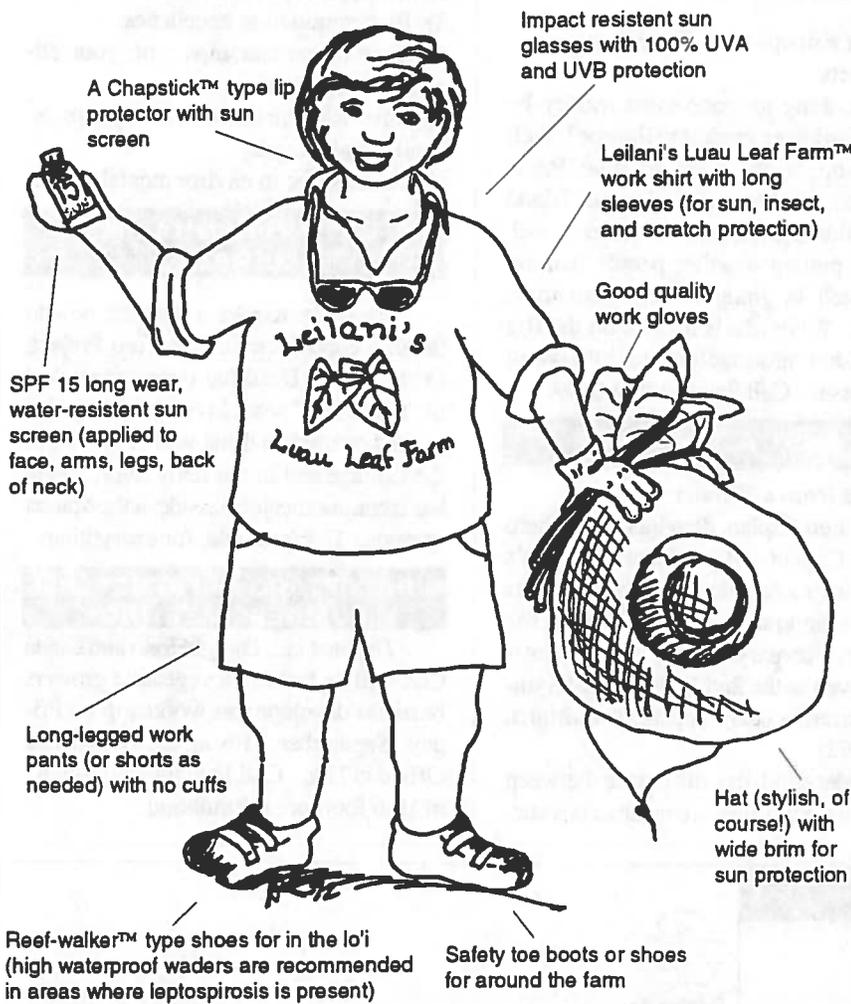
And if this plea is not enough to make you be more careful on the farm know that in 1988 about 1,500 people lost their lives and an additional 140,000 people were disabled by farm accidents!

SOURCES AND RESOURCES

Planting Taro = Ke kanu ana o ke kalo, by Collette Akana-Gooch, Pualani Niau, Bernice Hirai, and Stanford Kawasaki. This 17 page booklet, first developed in 1980, but just re-released last month is put out by the Hawaii Bilingual/Bicultural Education Project of the Department of

F A R M S A F E T Y

Leilani in the Patch and on the Farm



A Chapstick™ type lip protector with sun screen

Impact resistant sun glasses with 100% UVA and UVB protection

Leilani's Luau Leaf Farm™ work shirt with long sleeves (for sun, insect, and scratch protection)

Good quality work gloves

SPF 15 long wear, water-resistant sun screen (applied to face, arms, legs, back of neck)

Long-legged work pants (or shorts as needed) with no cuffs

Hat (stylish, of course!) with wide brim for sun protection

Reef-walker™ type shoes for in the lo'i (high waterproof waders are recommended in areas where leptospirosis is present)

Safety toe boots or shoes for around the farm

Sources for More Safety Information

- POISON CENTER 1-800-362-3585 (all islands)
- UH Environmental Health & Safety Office 956-8660
- CTAHR Dept. of Environmental Biochemistry 956-8352
- CTAHR Dept. of Horticulture 956-8351
- Your local extension office

Sources of Safety Equipment

- Your local agricultural/safety supply dealer, such as:
 - ◆ Big Three Industry
 - ◆ Gaspro
 - ◆ Pacific Fire Protection
 - ◆ Safety Systems Hawaii
 - ◆ Zee Medical
- Lab Safety Supply Co, a mail order co. (1-800-356-0783)
- Forestry Suppliers Inc, a mail order co. (1-800-647-5368)

+ Leilani's First Aid Kit +

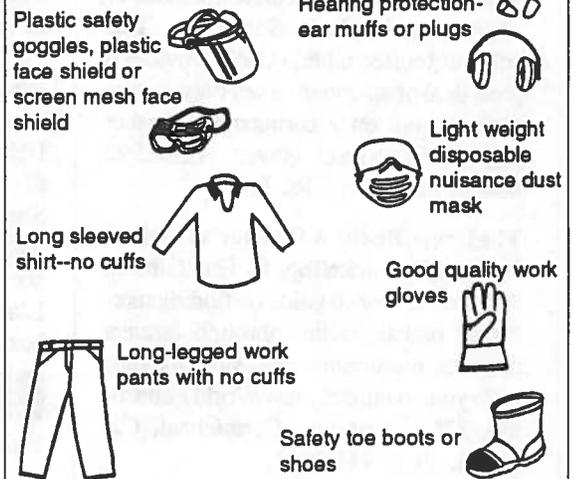
- | | | |
|--------------------------------|--------------------------------|----------------|
| ◆ STANDARD FIRST AID TRAINING | ◆ CPR TRAINING | |
| 1 first aid guide | 6 tongue depressors | 6 paper cups |
| 8 bandages 2" | 6 sterile eye pads | 1 pencil |
| 4 bandages 3" | 1 container eye lotion and cup | 1 pad of paper |
| 2 bandages 1" | 1 box cotton buds | 1 tweezers |
| 2-1yd gauze pads | 1 tube first aid cream | 1 scissors |
| 1 box cotton balls | 1 bottle antiseptic spray | |
| 1 roll clear tape 1" | 1 roll wide adhesive tape | |
| 1 box sterile gauze pads 2"x2' | 1 box triangular bandages | |
| 1 box sterile pads 3"x3' | 1 box ammonia inhalants | |
| 1 box sterile 4"x4' | 1 bottle hydrogen peroxide | |



Reference to a company or product names does not imply approval or recommendation of the product by the College of Tropical Agriculture and Human Resources, University of Hawaii. Prepared with the help of Michele Johnson, Victor Weisberger, Joe DeFrank, Barry Brennan, Penny Levin and Jim Hollyer.

Accessories for:

Leilani the Brush Cutter & Lawn Mower



Plastic safety goggles, plastic face shield or screen mesh face shield

Hearing protection-ear muffs or plugs

Light weight disposable nuisance dust mask

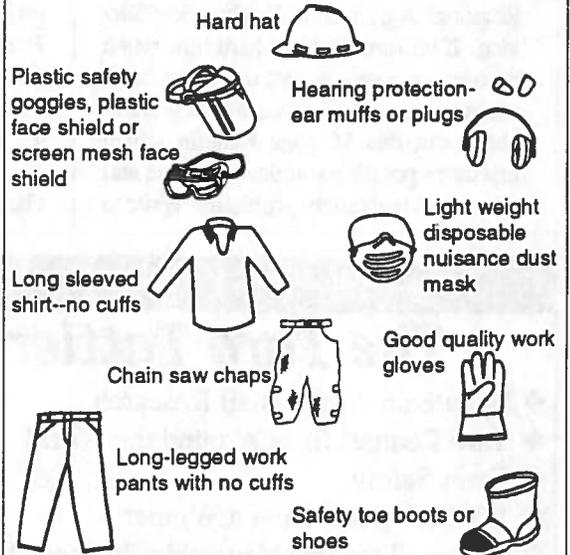
Long sleeved shirt--no cuffs

Good quality work gloves

Long-legged work pants with no cuffs

Safety toe boots or shoes

Leilani the Chain Saw Operator



Hard hat

Plastic safety goggles, plastic face shield or screen mesh face shield

Hearing protection-ear muffs or plugs

Light weight disposable nuisance dust mask

Long sleeved shirt--no cuffs

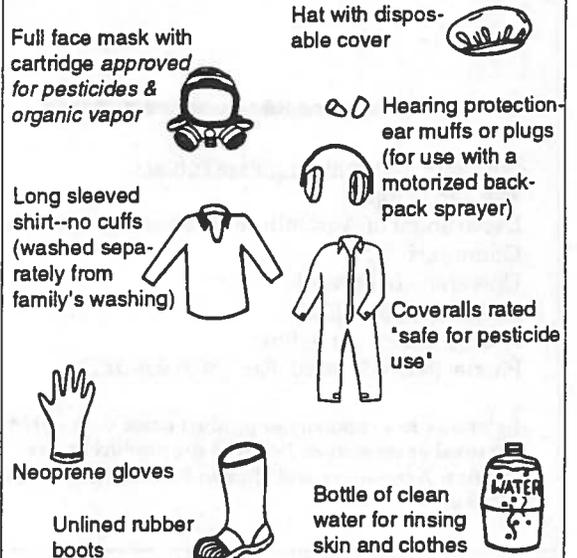
Good quality work gloves

Chain saw chaps

Long-legged work pants with no cuffs

Safety toe boots or shoes

Leilani the Chemical Applicator



Full face mask with cartridge approved for pesticides & organic vapor

Hat with disposable cover

Hearing protection-ear muffs or plugs (for use with a motorized backpack sprayer)

Long sleeved shirt--no cuffs (washed separately from family's washing)

Coveralls rated 'safe for pesticide use'

Neoprene gloves

Unlined rubber boots

Bottle of clean water for rinsing skin and clothes

Education. If you would like a copy call Josephine Pablo at 396-2522 on Oahu.

Taro Diseases in Full Color, in a *Color Atlas of Post-Harvest Diseases and Disorders of Fruits & Vegetables, Volume 2: Vegetables*, by Anna Snowden. This colorful (coffee table?) book provides a great deal of information not only on taro diseases, but on a cornucopia of other vegetable's diseases as well. This 1992 book is put out by CRC Press.

The GreenBook: A Grower's Guide to Profitable Marketing, by Eric Gibson. A practical how-to guide on finding marketing outlets, selling through farmers markets, restaurants, road-side markets, pick-your-own, etc. New World Publishing, 3701 Clair Dr., Carmichael, CA 95608. (916) 944-7932.

Farm Machinery Days for Small and Part-time Farmers, by the Northeast Regional Agricultural Engineering Service. If you are having a hard time when it comes to owning and operating farm machinery, well then you might want to check out this 56 page bulletin which discusses possible solutions to these and other farm machinery problems. Write to

NRAES, 152 Riley Robb Hall, Cooperative Extension, Ithaca, NY 14853 or call (607) 255-7654 and ask for bulletin number NRAES-45.

Target Europe with Your Taro Products

Looking to make more money by expanding your market to Europe? Well then you might want to give Paula Helfrich, director of the Hawaii Island Economic Development Board a call. She is putting together people that are interested in going to European trade shows. While she is located on the Big Island, her information is for all Hawaii businesses. Call Paula at 959-0109.

JUST A THOUGHT

Words from a Winner

Karen Caplan, daughter of our hero Frieda Caplan and president of Frieda's Finest in Los Angeles, has some thoughts on business to share with you. (From *The Packer*, February 22, 1992, a presentation given at the 2nd International Symposium on Specialty Vegetables on March 19, 1992).

1) Understand the difference between client and consumer: a consumer is some-

one you sell to. A client is someone you have a long-term relationship with.

- 2) Take what you do seriously—see yourself as a professional in your field.
- 3) Be committed to excellence.
- 4) Develop partnerships with your clients and suppliers.
- 5) Base your business relationships on loyalty and integrity.
- 6) Be sensitive to environmental issues.

SAYING ALOHA and MAHALO

We'd like to take a moment now to thank a good friend of the Taro Project, Darla Serrao. Darla has done a great deal of "not so fun" work in order to keep this project on track and she will be missed at the College and in our daily lives. Darla has taken another job outside of the Manoa campus. Thanks Darla, for everything!

GINGER, TARO and VEGETABLE BUSINESS MEETING

This just in... Dwight Sato and Linda Cox will be hosting a vegetable growers business development workshop on Friday, September 11th at the Komohana Office in Hilo. Call Dwight at 959-9155 in Hilo for more information.

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The Taro Project
Department of Agricultural & Resource Economics
Gilmore Hall 115
University of Hawaii
Honolulu, HI 96822
Attn: Jim Hollyer, editor

TO:

For more information please contact:

The Taro Project
Department of Agricultural & Resource Economics
Gilmore Hall 115
University of Hawaii
Honolulu, HI 96822
Attn: Jim Hollyer, editor
Phone: (808) 956-8800 Fax: (808) 956-2811

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