

Join Us! Register Now!

Hawaii Agriculture Conference

Ag 2004

Changing Times: Enhancing Your Assets

Enhance Your Assets with Effective Business Management Tools!



Conference Sessions

Track I: Risk Management – Learn how to protect your business.

- New federal crop insurance policies and products
- Ag Tourism – diversify and lower your risks
- Increase your business' "bankability" – making your business more interesting to lenders

Track II: Operating With Excellence – Hawaii's products have to be the highest quality to compete in the global marketplace... manage for excellence.

- Food safety is everyone's concern – from farm to fork
- Turn waste into resources through "entremanship"
- Protect your product's image with quality standards – in all your business actions and transactions

Track III: Marketing – New ways to market products at home and abroad.

- Branding Strategies – creating a marketable identity
- How to access big box stores
- Navigate the Internet to new markets and ideas

Track IV: New Business Models – Do it better, faster... and make more profit.

- New farmers...new ideas
- New products
- Cool ways to add value
- Better and easier ways to market products

Track V: Partnering & Reallocating Resources - Hear industry leaders on better ways to coordinate our agricultural industries.

Program topics are subject to change.

Thursday, October 21, 2004
Hilton Hawaiian Village, Coral Ballroom

TIMES: Conference: 8:30 am to 4:00 pm
Reception: 4:00 pm to 8:00 pm

FEES: Full Conference: \$125
(all sessions, luncheon, reception and tradeshow)
Luncheon Only: \$50
Tradeshow Booths: \$500

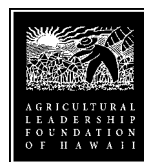
Need more information?
Conference/Luncheon - 589-2407 (Oahu)
Tradeshow Booths - 864-9812 (Oahu)
Sponsorship - 372-6916 (Oahu)

UPDATES AT: www.agconference.org



Who should attend?
Farmers, ranchers, landscapers, financiers, property owners and promoters of economic and rural development. Last year over 800 industry professionals came and learned.

Presented by:



College of Tropical Agriculture and Human Resources
University of Hawaii at Manoa

Additional Partners:
U.S. Department of Agriculture – Risk Management Agency
Hawaii Tropical Flower Council
Landscape Industry Council of Hawaii
Hawaii Cattlemen's Council