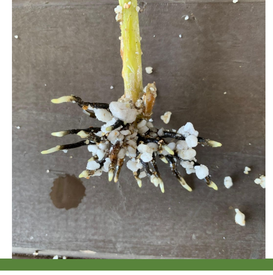
Developing a Lei Makers and Growers Extension Program (LMG)

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Project Vision

Strengthen and support the Hawai'i Lei Industry with the following three key areas:

A. Rely on local growers for available supply and variety.
   1. Support local products and businesses
B. Support local growers in:
   1. Developing new networks;
   2. Accessing increased resources;
   3. Developing new market opportunities;
   4. Lowering operating costs;
   5. Decreasing business risk; and
   6. Developing new economies of scale;
C. Value individual and collective local grower knowledge and lived experiences.

Resources Needed

- Allocate time for project.
- Field support for maintenance of spaces used by extension program.
- People connections for program outreach and to support the program.
- Funding to finance program activities.
- Consistent and effective means of communication with stakeholders.
- Advisory committee to provide feedback on the direction of the extension program.

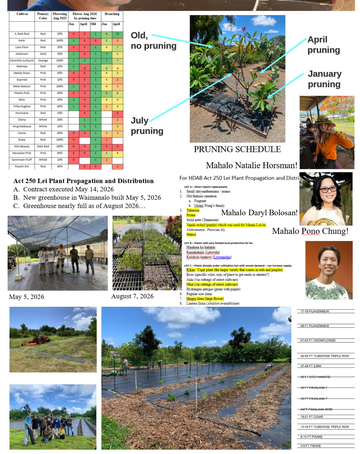
Anticipated Challenges and Barriers

Challenge	Response Strategies
Balancing PI's project efforts and time allocation	• Invest in professional development. • Time-management and project-management books. • Apply structured planning tools. • Seek mentoring to strengthen prioritization and workload discipline; • Leadership and work-style assessments for self-awareness.
Constant and unpredictable changes from upper administration	• Maintain flexibility. • Build adaptive workflows. • Proactively adjust plans as new directives emerge.
Extensive administrative procedures	• Learn, document, and consistently follow required protocols to streamline compliance and reduce delays.
Short-staffing	• Attract interns and volunteers. • Cultivate partnerships. • Seek funding opportunities to hire additional staff. • Avoid laborious projects with high risk of shortage of staff.
Stakeholders' individual interests that conflict with Extension's mission	• Take leadership roles. • Communicate Extension's public-service mission clearly. • Increase perception of extension's program value through excellence and evidence-based impact. • Do not engage in activities that are not aligned or benefit extension's mission.
Balancing academic expectations/metrics with stakeholder needs	• Reflect and plan ahead to ensure each effort aligns with both academic metrics and stakeholder outcomes, maximizing efficiency and relevance.

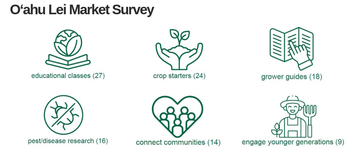
Action Plan

Activity	OUTPUTS	OUTCOMES
Form advisory committee	• Meetings of 11 leaders in the local lei, agricultural and Cooperative Extension community	• Local voices are heard and taken into consideration to direct the program.
Establish greenhouse, field and shelf life trials	• Production guides • Extension Publications • Space used for workshops and training	• Support growers with practical recommendations; • Supports stakeholders involved in the trials. • Increased supply of lei plants; • Support students' (co-authors) CV, careers, and ability to write reports. • Supports PI's Tenure application which is critical for sustainability of extension program.
Workshops	• At least 2 workshops or active learning opportunities per month	• Community building through partnerships and relationships built in workshops;
3x Field Days 1x Farm Fair	• Over 1,600 participants in total. • 1,500 cuttings distributed	• Stronger lei industry community; • More people growing lei plants and interested in program participation.
Secure extramural funding	• Lei Poinaole Project invested ~$25K in the extension program. • Hawaii Department of Agriculture and Biosecurity awarded 2 extension grants ($48K and $35K) • Donations to support LMG	• Increased potential for lei plant distribution with expanded greenhouse infrastructure. • More students and interns hired to support program's projects. • Stakeholders trust into LMG and committed to support program.
Plot Maintenance and Curating	• Plumeria Lei Garden at CARES Waiawa. • Lei Plot with GoFarm Waimanalo. • Landscape Training Center at Waimanalo Learning Center (CARES Waimanalo, under review).	• Stronger community involvement through increased participation of stakeholders in the program activities. • Data from field observations support growers decision making. • Workforce and business development
PI for approved State-wide Plan Of Work (POW) with budget to support a quarterly newsletter	• 2 newsletter issues distributed to over 400 stakeholders. • 52 voluntary subscriptions. • 4 extension faculty collaborated with content feed.	• Stronger community involvement through increased participation of stakeholders in the program activities. • Increased accessibility to program activities. • Improved program efficiency by consolidating announcements.
Supervised 7 students & interns.	• Support execution of the program • Oahu's Lei Market Study	• Workforce development. • Support students and interns careers.

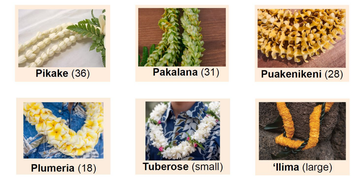


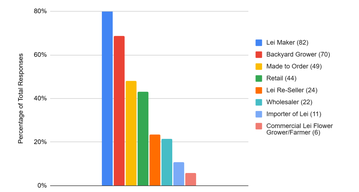



O'ahu Lei Market Survey



The top most **requested flowers** by respondents were:





Collaborations

GOFARM HAWAI'I
UNIVERSITY OF HAWAI'I

State of Hawai'i
Department of Agriculture & Biosecurity
'Oihana Mahi'ai A Kia'i Meaola

Hawai'i Neotropica
Grown with Aloha
HFNA

Lei Poina'ole Project

Pua Culture / Kamaaina Communities

Sustainable and Organic Agriculture Program

Waimanalo Agricultural Association

Waimanalo Learning Center
College of Tropical Agriculture and Human Resources

Worcester Polytechnic Institute
Labor Et Scientia
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Practical, Science-Based Information for the Community

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Ornamentals and Landscape State-Wide Extension Newsletter - V2 July/Aug/Sept 2026

Aloha! This newsletter is brought to you by the Hawai'i Statewide Ornamentals and Landscape Group. It brings important events, news, and resources about floriculture, ornamental flowers, and landscape right to your inbox.

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