



800-Gublers (482-5377) FAX: 760.364.2285
2200 Belfield Blvd.
PO Box 3100,
Landers, CA 92285

January 26, 2023

Ms. Sharon Hurd, Chairman, Department Agriculture Board of Directors
Hawaii Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

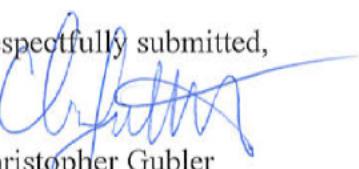
Dear Ms. Hurd,

My name Chris Gubler, President of Gubler Orchids Inc. Our family has been doing business for over 100 years. We have been doing business with Gordon Inouye for over 30 years. We purchase orchids from Hawaii on a weekly basis. We are looking for a consistent large supplier of blooming Dendrobium Plants.

I have toured the facility of Puna Flower Power and feel comfortable that they will be able to fill our orders like before. PFP primarily grows phal type of Dendrobium orchids that we are seeking to complement our Phalaenopsis product line. PFP orchid potting mix is very similar to ours that we use on the mainland. We look forward to working again with Gordon and his team when enough product becomes available.

We are forecasting with our big box retailers that lower retail orchids will be increasing as the more expensive type orchids will be decline. Our forecast is based on a possible recession in mid 2023. We understand credit decisions are difficult. We hope that shedding some light on the potential sales opportunities with Gubler Orchids will influence a favorable response on loan application submitted by Puna Flower Power.

Respectfully submitted,



Christopher Gubler
President, Gubler Orchids Inc.
[Redacted]

www.GublerOrchids.com

Done

draft support letter-customers.docx

(company letterhead)

1/26/23

January , 2023

Ms. Sharon Hurd, Chairman, Department Agriculture Board of Directors
Hawaii Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

Dear Ms. Hurd,

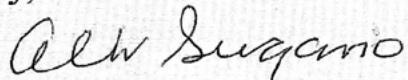
I am Al Sugano Puna Orchid, (position) of (name of company). Brief statement of your company, experience and general information about your company.

I am writing today to express our support for the loan application submitted by Puna Flower Power. We have been purchasing potted blooming orchid plants from PFP since they started shipping plants in early 2022. We have had previous experience purchasing plants from predecessor companies operated by PFP members and have always been impressed with the quality and consistency of their plants.

Our purchases to date have been limited only by the availability of plants that PFP has been able to supply us. We expect to be able to significantly increase our purchases going forward when more plants are available.

Please feel free to contact me directly at [REDACTED]
if you need further information.

Sincerely,



Name



January 25, 2023

Ms. Sharon Hurd, Chairman, Department Agriculture Board of Directors
Hawaii Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

Dear Ms. Hurd,

My name is Chad Matsushima, President of Alluvion, Inc. We are a wholesale nursery and florist located on Oahu's north shore. We supply plants and flowers to many of the retailers on Oahu as well as some to the neighbor islands.

I am writing today to express our support for the loan application submitted by Puna Flower Power. We have been purchasing potted blooming orchid plants from PFP since they started shipping plants in early 2022. We have had previous experience purchasing plants from predecessor companies operated by PFP members and have always been impressed with the quality and consistency of their plants. Our purchases to date have been limited only by the availability of plants that PFP has been able to supply us. We expect to be able to significantly increase our purchases going forward when more plants are available.

Please feel free to contact me directly at 808-637-8835 if you need further information.
Sincerely,

Warmest regards,

A handwritten signature in black ink, appearing to read "Chad Matsushima".

Chad Matsushima
President, Alluvion, Inc
Cmatsushima12@gmail.com
Ph: 808-637-8835
[Redacted]

Chadwick & Son Orchids Inc
1240 Dorset Rd
Powhatan, VA 23139
www.chadwickorchids.com

January 25, 2023

Ms. Sharon Hurd, Chairperson, Department Agriculture Board of Directors
Hawaii Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

Dear Ms. Hurd,

I am President of Chadwick & Son Orchids Inc and we have been in business since 1989 serving clients throughout Virginia. Our 11 greenhouses are just outside Richmond and we have two retail stores in the city. In recent years, it has been difficult to locate enough orchids to supply our clients as there appears to be a worldwide shortage of these tropical plants. Imagine my joy, when Puna Flower Power arrived on the scene with a wide range of well grown orchids, albeit in limited supply.

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Please feel free to contact me directly at [REDACTED] if you need further information.

Sincerely,



Art Chadwick
President
Chadwick & Son Orchids Inc



UNIVERSITY
of HAWAII®
MĀNOA

January 26, 2023

Ms. Sharon Hurd, Chairman, Department Agriculture Board of Directors
Hawaii Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

Dear Ms. Hurd,

I am Russell Galanti, A Junior Extension Agent at the University of Hawaii. My position involves consulting and working with the ornamental crop industry statewide, and I work extensively with many of the state's largest export orchid growers.

I am writing to express my support for the loan application submitted by Puna Flower Power (PFP). I work with PFP very closely and have seen how successful of an operation it is becoming. I collaborate with them by helping resolve any issues the greenhouse faces in production, and by doing applicable research at the greenhouses with Dr. Joanna Bloese.

I can corroborate that PFP has 57,960 sq ft of greenhouse space, and that the greenhouse space is valued at around \$10-\$20 a sq ft. The plant material at PFP is all saleable and will meet the current expected market prices.

PFP is a great example of a very well-run export operation. Many of the operations I see have dilapidated infrastructure and many issues in pest, disease, and cultural management. PFP is the cleanest operation I work with, with the newest infrastructure as well. I see PFP as a shining example to show other export orchid nurseries how an operation should look. PFP also addresses any problems immediately and with success. We continually successfully manage any pest and disease issues to keep all of the crops saleable.

In my opinion, PFP is run very well, and is becoming a successful business and deserves to be awarded the loan in question. I see PFP as an incubator for training orchid growers and increasing the productivity of the industry as a whole.

Please seriously consider voting in favor of the loan application.

Thank you,

Russell Galanti

Russell Galanti



January 25, 2023

Ms. Sharon Hurd, Chairman, Department Agriculture Board of Directors
Hawaii Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

RE: Letter of support for Puna Flower Power

Aloha Ms. Hurd,

My name is Eric S. Tanouye and I am the President for the Hawaii Floriculture and Nursery Association (HFNA). HFNA is a statewide umbrella organization with approximately 300 members. Our membership is made up with breeders, hybridizers, propagators, growers, shippers, wholesalers, retailers, educators, and the allied industry, which supports our efforts in agriculture. Our organization is a non-profit membership organization whose purpose is to enhance its members' business success through enactment of laws to advance the common business interests of the members, education, marketing, research and services; to encourage and promote the betterment of conditions that will create and sustain an economically viable flower and plant industry; and to promote the growing and exporting of Hawaii flowers and plants.

HFNA would like to voice our **SUPPORT** for the loan application submitted by Puna Flower Power.

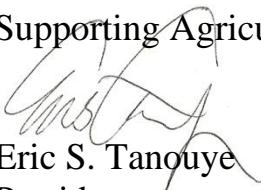
We support the original intent of this project and recognize that it needs our continued support to help it realize it's purpose: To help our orchid growers who lost their farms during the 2018 Kapoho lava flow get back on their feet.



The flow caused \$13.3 million in damages, and our orchid growers in this highly productive area took the brunt of the losses. That production loss has not only impacted the revenue generated by Hawaii's orchid industry but the ability to fill the high demand our industry created over the last 15 years. That demand will continue to grow because of the unprecedented scale of the millennial and Gen Z consumer base.

If you have any questions at this time, I would be happy to discuss them and can be reached by phone at 808-959-3535 ext. 2627, [REDACTED] and email eric@greenpointnursery.com.

Supporting Agriculture and Hawaii,


Eric S. Tanouye
President
Hawaii Floriculture and Nursery Association

January 26, 2023

Ms. Sharon Hurd, Chairman, Department Agriculture Board of Directors
Hawaii Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

Dear Ms. Hurd,

I am Patrick McGrath, the founder of Hawaii Foliage Exports, Inc., an export nursery which I owned and operated for 36 years. In my career, I was active in the nursery trade as a president of the Big Island Association of Nurserymen, served two terms as president of the Hawaii Export Nursery Association, and as a recipient of the 2001 Governor's Exporter of the Year Award.

I am writing today to express my support for the loan application submitted by Puna Flower Power. I have known members of Puna Flower Power for many years and have had the opportunity to visit the nursery site. They have been able to use their combined years of experience to build a very efficient nursery with the highest quality product.

Based on my many years of experience in the industry, I feel this entity is surely set up and operated with the highest level of discipline and am very confident they will enjoy a very successful future.

Please feel free to contact me directly at [REDACTED] if you need further information.

Sincerely,



Patrick McGrath
Hawaii Foliage Exports, Inc.
145 Palani St.
Hilo, HI 96720



January 26, 2023

Ms. Sharon Hurd, Chair
Department Agriculture Board of Directors
Hawaii Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

Re: Endorsement of Puna Flower Power

Aloha Chair, and Board Members

On behalf of the Synergistic Hawaii Agriculture Council (SHAC), I would like to express our support for the loan application from the Puna Flower Power (PFP) cooperative.

SHAC is a non-profit trade organization representing over 1,200 agribusinesses in the floriculture, papaya, macadamia and coffee crops. We assist our producers with responding to pests and diseases, increasing production at the farmgate and developing markets for our Hawaii agriculture products.

Our staff was there with the orchid growers through the Kilauea lava flow and subsequent destruction of the growing fields. We were at the table for the founding of PFP. We have been involved at every step of the way, with support for financial management, strategic planning and grant applications. We are deeply familiar with their operation.

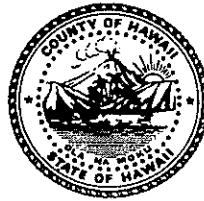
Commercial orchids grown in the Kea'au and Puna area are in high global demand due to their rarity, and even one-acre nurseries can economically sustain a family agribusiness. They have a tremendous return on investment, once critical mass is reached and the flowers reach a harvestable age. The cooperative is uniquely situated, with its size and infrastructure, to take advantage of the high demand for Hawaii orchids.

If there are any questions about this endorsement, please contact me via email at suzanne@shachawaii.org or by phone at (808) 365-9041.

Sincerely,

Suzanne Shriner
Administrator

Mitchell D. Roth
Mayor



Douglass S. Adams
Director

Robert Agres, Jr.
Deputy Director

County of Hawai'i

DEPARTMENT OF RESEARCH AND DEVELOPMENT

25 Aupuni Street, Room 1301 • Hilo, Hawai'i 96720-4252

(808) 961-8366 • Fax (808) 935-1205

E-mail: chresdev@co.hawaii.hi.us

January 26, 2023

Ms. Sharon Hurd, Chairperson, Hawai'i Board of Agriculture
Hawai'i Department of Agriculture
1428 South King Street
Honolulu, Hawaii 96814-2512

Dear Chairperson Hurd,

Thank you for the opportunity to submit testimony in strong support for the loan application submitted by Puna Flower Power (PFP). Hawai'i County Agriculture Specialist, Glenn Sako, has worked with the PFP since their development in 2018 after the devastation caused by the Kilauea Eruption. We are honored to partner with PFP as fellow Agricultural Coalition members that applied for the Build Back Better Regional Challenge, through PFP's membership with Synergistic Hawai'i Agriculture Council (SHAC). We see this PFP cooperative as an incubator vital to energizing and growing an industry that is so important to our community and strongly support the cooperative's efforts to revitalize the orchid industry. The orchid industry is a very significant factor in the agricultural economy of the Big Island. (For example, one acre of orchids can net a farmer \$180,000 per year.)

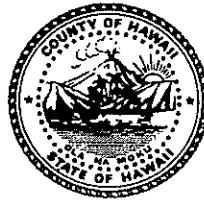
The 2018 Kilauea eruption destroyed an estimated \$30 million dollars in orchid farms. As a result, some customers now seek orchid supply from other countries. Hawai'i Island's orchid industry rebound depends on the availability of infrastructure and capital for growers to re-establish their businesses. This is one of the many reasons we are so supportive of this loan being approved. Of course, it is also relevant that this loan can be leveraged to secure additional grant funding for PFP from Federal sources.

Thank you for the opportunity to support this important project and please contact me or the County Agriculture Specialist, Glenn Sako (x8811), with any questions or concerns.

Very Respectfully,

Douglass S. Adams

Mitchell D. Roth
Mayor



Douglass S. Adams
Director

Robert Agres, Jr.
Deputy Director

County of Hawai'i

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