

EXTENSION NEWS

**COOPERATIVE EXTENSION SERVICE
LAND GRANT PROGRAM
AMERICAN SAMOA COMMUNITY COLLEGE**



SEPTEMBER 1989

VOLUME 3 ISSUE 03

1989 FOOD AND FARM FAIR COMING SOON !

LAND GRANT PROGRAM • COMMEMERATES 75 YEARS OF COOPERATIVE EXTENSION SERVICE

"CES: 75 Years-Working together to make things happen!" That is the theme for the 7th annual Food and Farm Fair hosted by the ASCC Land Grant Program.

The Land Grant staff will emphasize the role that extension plays in the territory as well as our part in the national organization which is now 75 years old.

Now is the time for planning your entries. (For you vegetable growers, there is a handy guide on page 2!) In addition to local produce, livestock, and homemaker competition, the fair offers competition and activities in 4-H youth programs, food and nutrition contests and demonstrations, and information booths from various agencies of the territory.

Lots of entertainment will be provided with the childrens activities, talent show, fashion show, tours, and the Tatau and Malu show, which is back by request

after a great show last year. Of course there will be lots of great food too!

The 1989 Food and Farm Fair Handbook will be available in October. This handy guide will have information for entrants and visitors such as times, judging categories & criteria, activities, entertainment, etc. If you are not on our mailing list please give us a call and we will send one to you.



The Tatau and Malu show was a lot of fun as well as an educational part of last years fair. The show will be offered again this year.

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**PREPARE FOR THE 7TH ANNUAL
FOOD AND FARM FAIR**

The table below can help you as you think about the different vegetable categories you plan to enter for the Food and Farm Fair in November.

DIRECT SEEDED SCHEDULE

<u>CROP</u>	<u>DAYS TO HARVEST</u>
Corn	68 days
Cucumbers	50 days
Long Beans	60 days
Short Beans	45 days
Radish(white)	50 days
Squash	90 days
Melon	90 days
Cantaloupe	68 days

The planting information is general in nature. The exact number of days to harvest depends on many factors such as the cultivar, amount of water, fertilizer, etc.

For more information in regards to planting schedules for different crops, contact Larry Hirata at the ASCC Land Grant Cooperative Extension Service office.

Good Luck

to All 1989

**Food and Farm Fair
Participants!**

TRANSPLANTING SCHEDULE

<u>CROP</u>	<u>TRANSPLANT</u>	<u>HARVEST*</u>
Tomatoes	35 days	70 days
Bell peppers	45 days	80 days
Cabbage (head)	25 days	60 days
Pak Choy	25 days	28 days
Green onions	60 days	60 days
Lettuce	28 days	25 days

* Days to harvest *after* transplant.

ASCC LAND GRANT PHONE NUMBERS

DIRECTORS'S OFFICE....(684)699-1575

EXPERIMENT STATION.....699-1394

(Cooperative Extension,
Cooperative Research, Instruction, 699-2019
Home Economics, EFNEP, 699-2550
Ag. Economics, 4-H, & US
Soil Conservation Service)

MANU'A OFFICE.....655-1162

FACSIMILE.....699-2605

ELECTRONIC MAIL.....699-2604

(DialCom & Bulletin Board)

WHEN YOUR CHILD STARTS SCHOOL

TIPS FOR MAKING THAT FIRST DAY MUCH EASIER

With the beginning of the new school year just around the corner, parents and children are anxiously awaiting the first day of school. Many parents are happy to have the kids out of the house and back to organized learning activities, and many kids are happy to see their old friends again. For many kids in the Territory, this will be their very first day at school and this first day marks an important "turning point" in their lives. All of us who have passed "the first day of school mile stone" have vivid memories of that day. For some, the day was great, for others the day was horrible, and for many the day was somewhere in between.

As parents, we all want the very best for our children. We want that very first day of school to be fun and exciting. We want that day to be special and to lay a good foundation for the remainder of their education. The tips given below will help make the first day of school as well as following days much easier.

--Recognize that the first day of school is a very important event for your child. For some children, this is the first time they have

been away from the family for the day. Make this event a positive experience.

--Remember that learning to like school and liking school are closely related. The first school experience can contribute to good or bad attitudes towards schools in the years to come.

--Prepare your child for the new school experience by explaining what to expect and answering all questions honestly. Children want to know how to get to and from school, how long the school day is, and what they will do at school.

--Get to know your child's teacher and the school. It is important to work with the teacher and the school in helping your child learn.

--Praise your child for good school work and behavior. There is a lot to be gained from accenting the positive. All too often we focus on bad behavior and grades.

--Treat going to school as part of the normal course of events, something that is expected of your child and is accepted by you.

--Plan your day so that you can spend time with your child. Take time to talk with him/her about school and other events of the day.

--Let your child settle the quarrels or difficulties that may arise

...see *KIDS*, page 4.

COOPERATIVE EXTENSION SERVICE IN AMERICA SAMOA

The Cooperative Extension Service is the division of Land Grant that works directly with farmers, homemakers, and youth. It is divided into 4 program areas: Home Economics, EFNEP (Expanded Food and Nutrition Education Program), Agriculture Extension and 4-H youth.

The National Cooperative Extension System of USDA in Washington D. C. has developed an Accountability and Evaluation (A&E) method for assessing the success of program planning and implementation of extension programs. The A&E method is based on four year implementation cycles called plans of work. In American Samoa in the first four year cycle (1984-1987) there were eight major plans. At the present time during the second four year cycle, there are 17 plans, some of which combine to address critical issues within the nine National Initiatives covered in the previous issue (June) of Extension News.

Included below is a brief overview of each of the seventeen plans. If anyone is interested in getting involved, please contact the people responsible for the plan or project area.

In Home Economics Extension, there is a plan titled **Home Economics** which seeks to identify, through needs assessment surveys, home economic extension projects that

would be of value in the territory. Surveys have been conducted with EFNEP participants, village chiefs, women's clubs, and church organizations. Emphasis is placed on homemaking skills. Workshops are being organized and conducted according to interests and needs. Contact persons are Dr. Carol Whitaker or Moli Lemana.

In EFNEP Extension there are two plans. The first one titled **4-H EFNEP -Food and Fitness** seeks to

Continued on next page....

...KIDS, from page 3.

with school friends. Unless children are harming each other physically, it is usually not wise to rush to their rescue.

--Help your child cope with occasional frustrations and disappointments at school. Learning to cope with all kinds of experiences is important to development and helps prepare for the stresses of life.

--Avoid comparing this child's school experiences with how brothers and sisters or neighbors did when they began school. Each child is different and comparisons can be harmful to the child's self-image.

--Think of yourself as supporting and helping your child's development not as protecting them from a world about which they must learn.

involve more youth and volunteers and transfer at least 50% of these participants to the regular 4-H program. Emphasis placed on good nutrition and physical fitness.

The second plan is called **Family Nutrition Education Project: Breastfeeding**. This plan seeks through an educational program to involve all enrolled homemakers in the EFNEP program in giving them a greater awareness of the benefits of mother's milk. Emphasis will be placed on prepared lesson packets on breastfeeding presented to village groups and on home visits. Topics emphasized are cost, time, convenience, safety, personal and the physical need aspects. Contacts for both of these EFNEP project areas are Dr. Carol Whitaker or Moli Lemana.

seeks to identify and incorporate biological, mechanical, cultural and chemical control methods for the control of pests of the traditional, vegetable and fruit crops grown here in the territory. Contact person for this plan of work is Agnes Vargo.

The **Livestock Management training Project** seeks, through workshops at the college and at the village level, to familiarize and upgrade pig and chicken farmers with improved techniques in the field of livestock husbandry and management. Contact persons for this project are Dr. Leologo Leituala or Tavita Elisara.

The **Family Vegetable Gardening in the Villages** seeks to encourage the cultivation of vegetables for personal consumption and for profit. Offered in different formats, i.e. backyard gardens, community gardens or private farms the program



Cooperative Extension System

In Agriculture extension the areas are listed below.

Soil Fertility Improvement has established a soil testing laboratory to test soil nutrient levels and to make fertilizer recommendations. This service is free to the public. Contact persons are Dr. Don Vargo or Ike Sagaga.

Integrated Pest Management (IPM)

is flexible to include everyone. Contact persons are Larry Hirata, Ropeti Areta or Fuifui Taotua.

Pesticide Applicator Training Project: seeks, through training courses, to give farmers and other pesticide users practical knowledge of proper application methods, calibration, storage and disposal of excess

Continued on next page....

pesticide mixtures and empty pesticide containers. Contact persons for this course are Fuifui Taotua or Selemena Noga.

Introduction and Dissemination of Improved Fruit Tree Cultivars seeks to teach interested people the theory and mechanics of budding, grafting and airlayering of many

CES: 75 Years

different fruit tree species growing in American Samoa. Emphasis is placed on learn-by-doing workshops. Contact persons are Larry Hirata, Ropeti Areta or Fuifui Taotua.

Pesticide Impact Assessment seeks to provide the necessary information relevant to insure re-registration of chemicals that are considered essential for crop production in American Samoa. Contact person is Agnes Vargo.

Conservation and Development of Renewable Resources seeks to promote the development and conservation of forestry, fishery and soil resources. Primary thrust is in fuelwood trees, cover crops and aquaculture demonstrations. Contact person is Michael Harrington.

Agricultural Marketing Development seeks to develop a database for all agricultural commodities imported as well as those locally produced. Contact persons are Daniel Costa or Malo Palesoo.

Farm Assistance: Financial Management seeks to help farmers improve and increase agricultural production and maximize farm profitability through education and adoption of improved methods. Emphasis is placed on areas such record keeping, production planning, and assistance for farmers seeking to obtain farm loans. Contact persons are Daniel Costa or Malo Palesoo.

In 4-H Youth there are two project areas. **4-H Clubs and Youth Program** seeks to organize more 4-H clubs in the territory. Emphasis is placed on the solicitation of active participation of parents, volunteers, educators, and community and business leaders.

Recruiting and Training 4-H Volunteers seeks to increase the numbers

*...working together
to make things
happen!*

of volunteers through radio, television, and newspaper coverage. Through the involvement of parents, businesses and foundation members, the program will decrease volunteer turnover. contacts for both the 4-H program areas are Jack Uhrle or Mona Laupola.

There are two Overall Cooperative Extension program areas. **Media/Library Services and Facilities**

See CES, page 9....

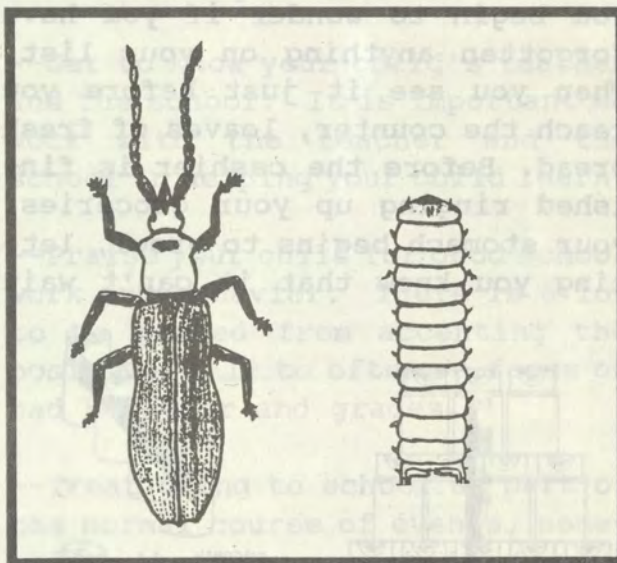
Who Started the FIRE????

Some coconut trees on island have fronds that look as if they have been burned in a fire. What caused this browned, scorched appearance? The culprit is not an arsonist but an insect called the Coconut hispid beetle, or Brontispa longissima.

If you gently open a young frond of an affected tree you will probably see a black, flat beetle inside. Because of this flatness, called "vertical compression", Brontispa adults and beige-colored larva and pupa are especially adapted to fit inside the unopened coconut palm frond, (see figure). Here adults and larva scrape away the epidermis, or outer surface of the leaf, in streaks. These narrow scars enlarge to form irregular brown blotches as the frond opens. The brown areas shrivel and curl, which give the leaf a characteristic scorched, ragged appearance. When the fronds open, the beetle moves inward to attack younger leaves. Heavy attack may restrict the growth of the tree or even cause the tree to die. These weakened palms are more susceptible to drought and diseases.

Brontispa lives approximately 270 days with about 3 overlapping generations a year. It is native to Indonesia and has now spread to

other Pacific islands including Hawaii, Western Samoa, and Tahiti. Biological control, or the use of natural enemies, has been used to combat Brontispa in American Samoa. A tiny wasp, called Tetrastichus brontispae, was introduced from Guam and Western Samoa. This wasp lays her eggs inside Brontispa pupa, which prevents the pupa from turning into an adult. Instead, more parasitic wasps will come out of the dead Brontispa pupa. Studies are being conducted by the Land Grant research entomology team to evaluate the success of these wasps in American Samoa.



Adult BRONTISPA on the left and larva on the right.

A naturally occurring fungus, Metarhizium anisopliae, is also being used to control Brontispa. An entomologist from Western Samoa, Karl Marschall, found this fungus in 1980 growing on Brontispa infesting coconut trees at Vailoa-

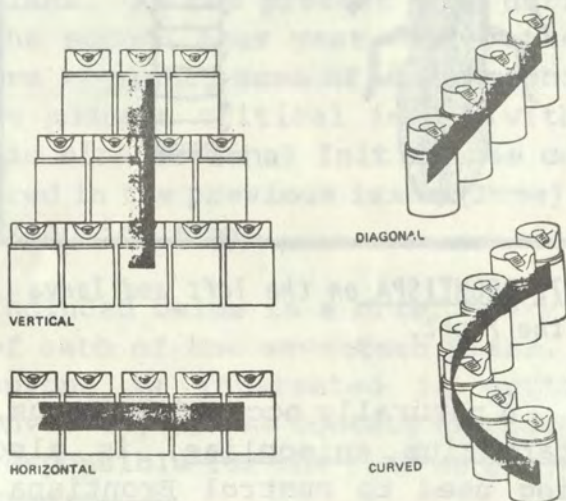
See *BUGS*, page 9.....

Display

IN AGRICULTURE



You see it hapenning in the super-market: rows of cans of tuna with a familiar picture on the label stacked neatly on each other asyou enter the store. As you walk by the meat freezer you see a sign with a bright colored border saying ``SPECIAL''. Moving along the aisle of neatly arranged canned goods you see a customer reading a recipe on a soup label. As you approach the cashier, you begin to wonder if you have forgotten anything on your list. Then you see it just before you reach the counter, loaves of fresh bread. Before the cashier is finished ringing up your groceries, your stomach begins to growl, letting you know that it can't wait



A vertical line suggests formality and height. A horizontal line creates an impression of balance and harmony. A diagonl tends to move the eye through the display. A curved line suggests informality, action and direction.

until dinner, so you tell the cashier that you will you will also have one of those Snickers bars that are displayed directly in front of you.

On your way home you pass a stand and see stacks of colorful, fresh local produce, neatly grouped taro, hands of bananas arranged on the counter.

What we see in our routine shopping is how merchandise display is used in selling agricultural commodities. Display strategy is used extensively in retailing, the end portion of what may be a very long chain of marketing functions. Display may be the most important component of product sales. Studies have indicated that ninety* percent of consumer decisions are made at the point of purchase (POP).

Display occurs in what is referred to as the ``customer viewing area''. The first impression to the buyer is very important and most of the impression is perceived through vision. If the product is displayed in such a way as to create an image that appeals to the buyer, that buyer is more likely to purchase that product over another.

Some of the elements in a good design include color, directions, lines(see illustration), shape, texture, value, and weight. Some or all of these elements are used in endless combinations to enhance the appeal of retail commodities.

* 1988 Yearbook Of Agriculture

ADAP NEWS

ASCC Land Grant Program Director Pemerika Tauiliili recently returned from a meeting in Honolulu of directors for ADAP (Agricultural Development of the American Pacific). The directors set priorities for planning year three funding. Ongoing projects were reviewed by the directors and excess resources pooled for new projects. Two of the new projects are the Agroforestry Task Force and the Marketing Task Force. Both of these Task Forces met earlier this year and their reports were submitted to and accepted by the ADAP Directors.

Additional funds were allocated to the staff development degree program for tuition and housing fees. Through the staff development program, staff members can upgrade their education level. This is of tremendous importance to the future of the program and the territory. One person to date from UOG has received a Masters degree through the program. Two students, one from Micronesia and one from Northern Marianas are currently studying toward their Masters degrees. Mrs. Saleia Faamuli from ASCC will begin studies toward a PhD. this year.

The Pacific Staff Development Institute (PSDI) will begin its pilot "Distance Education Telecourse" here in American Samoa during October. Staff members will be able to receive college credits through Peacesat.

Director Tauiliili also attended a

regional joint meeting for Agri Research, Extension and Resident Instruction in Bozeman Montana. The Western Land Grant institutions are fostering regionalization.

....BUGS, from page 7.

Tai near Taputimu Farm. He now commercially produces spores of this fungus in his laboratory. When the spores are sprayed on a beetle, they germinate and grow into the beetle where they multiply and kill it. Studies by the Land Grant entomology team have found that these spores do control Brontispa when applied to infested trees every 3 to 6 months. In one study, young trees sprayed 3 years earlier with Metarhizium still had no or a very low level of Brontispa present.

The use of biological control in the treatment of insect problems receives high priority in American Samoa in order to protect our delicate island environment.

...CES, from page 6.

Development seeks to determine the most appropriate content and cost-effective forms for CES information delivery services in American Samoa. **Civil Rights/Equal Opportunity** seeks to maintain nondiscriminatory extension programs that are open to all without regard to race, color, nationality, religion, sex, age, marital status or handicap. Contact person for both of the overall CES projects is Pemerika Tauiliili.

Coming

SWINE MANAGEMENT WORKSHOPS

The Cooperative Extension Service has scheduled three workshops for the upcoming months. These workshops will be conducted in both Samoan and english to suit your needs. Any changes in the time schedule will be announced as soon as possible. If you have any further questions please contact Tavita Elisara or Leo Leituala.

Workshop #1 : Tutuila
Date : August 21-25
Registration: August 7-18
Time : 5-6:30 pm
Place : ASCC, Mapusaga
(Room to be announced)

Workshop #2 : Tau (Includes Farm Visits)
Date : September 18-22
Time : 5-6:30pm
Place : To be announced

Workshop #3 : Tutuila
Date : December 4-8
Registration: Nov. 27- Dec. 1
Time : 5-6:30pm
Place : ASCC, Mapusaga
(Room to be announced)

BUDDING AND GRAFTING

There will be three workshops on budding and grafting of fruit trees. The dates and times are as follows:

<u>DATE</u>	<u>TIME</u>
September 19-21	4:30-6:00pm
October 17-19	4:30-6:00pm
November 7-9	4:30-6:00pm

You will need to bring a sharp pocket or paring knife to the workshop. All other supplies will be provided. For registration or more information please call Larry Hirata or Selemena Noga at the Extension office.

THE ASCC LAND GRANT PROGRAM IS AN EQUAL OPPORTUNITY EMPLOYER. THE PROGRAMS AND SERVICES OF ASCC LAND GRANT ARE PROVIDED ON A NON DISCRIMINATORY BASIS, WITHOUT REGARD TO RACE, COLOR, NATIONALITY, RELIGION, SEX, AGE, MARITAL STATUS OR HANDICAP.

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