

ANNUAL PERFORMANCE REPORT

AWARD YEAR 2024

An Annual Performance Report must be received within 90 days after the end of the first year of the date of the signed grant agreement and 90 days after the end of each subsequent year until the expiration date of the grant period. You are required to report on the administration of the agreement and each project approved within the agreement.

ANNUAL PROJECT REPORT TEMPLATE

Annual Performance Reports must illustrate the progress made toward the completion of each project within the grant agreement. Each project shall be outlined as separate project profiles. You will report on projects in the same order they were submitted in the approved application and subsequent amendments.

If a project is completed at the time of Annual Performance Report submission, the project report should be submitted in Final Performance Report format.

PROJECT INFORMATION

Project Title 2025 HFNA Accessibility, Education and Promotion Program #

Recipient Organization Name: Hawaii Floriculture and Nursery Association

Recipient's Project Contact:

Name: Eric S. Tanouye, President

Phone: 808-960-1433

Email: eric@greenpointnursery.com

PROJECT REPORT

Annual Report Type: 1st Annual Report.

Reporting Period

Start Date: 1/1/2025

End Date: 12/31/2025

PERFORMANCE NARRATIVE

ACTIVITIES PERFORMED

Address the below sections as they relate to this reporting period.

ACCOMPLISHMENTS

Estimate the Total Percentage (%) of Work Completed on the Project: Enter Percent%

List your accomplishments or activities for this period of performance and indicate how these accomplishments assist in the fulfillment of your project's objective(s), identifying the specific objective(s) from the Accepted Project Proposal.

#	Accomplishment/Activity	Relevance to Objective
1	Held educational classes on large garden installations at the 2025 Fresh Look Expo and nursery tour; held the 2025 Fresh Look Webinar.	75%. Objective 1: To provide educational classes with professional floral educator/designers on floral designs and garden installations, such as structure building, mechanics, techniques, providing water sources, and selections of

#	Accomplishment/Activity	Relevance to Objective
		materials, as well as a growers' expo and nursery tour to expand our outreach to the floral industry, and the production of the 2025 Celebrations Educational Webinar and full length video.
2	As part of the 2025 Fresh Look Expo, we held the 2025 Fresh Look Garden Installation Competition; we also held a tour day in Lili'uokalani Gardens and invited the general public to tour the installations and vote on their favorite one for the "People's Choice Award."	100%. Objective 2: Offer the 2025 Celebrations Educational Expo participants (floral designers, event planners, florists, etc.) an opportunity to create their own substantial garden installation designs using Hawaii grown floral products, culminating in a design competition in Lili'uokalani Gardens that will be viewed and judged by professional judges and local community.
3	We contracted two collegiate students, one specializing in videography and one specializing in photojournalism, to work as Social Media Interns for one year.	45%. Objective 3: Implement a Social Media Intern Campaign utilizing collegiate students to create dialog and photos of Hawaii products and events and to provide bi-weekly posts on social media platforms promoting our 2025 Celebrations events, our Hawaii Starter Box Program and the superior qualities of Hawaii grown flowers and foliage as well as how to access them.
4	HFNA held the Hawaii Tropical Flower Box Challenge in November 2025.	100% Objective 4: Hold the Hawaii Starter Box Challenge by providing entrants from North America with the chosen starter box of Hawaii flowers and foliage; they will create table arrangements using the products included in the box and may enhance their designs with other temperate flowers (i.e., roses, dahlias, etc.). Participants will submit photos as well as a complete list of their arrangements' ingredients. All submissions will be judged by a panel of professional floral designers, who will also provide social media posts of the 'top 10' in order to create more enthusiasm for the challenge. Winners of the challenge will be announced live at the 2025 Celebrations Educational Webinar in November 2025.

CHALLENGES AND DEVELOPMENTS

Provide any challenges to the completion of your project or any positive developments outside of the project's original intent that you experienced during this reporting period. If those challenges or developments resulted or will result in corrective actions and/or changes to the project, include those in the space below.

#	Challenge or Development	Corrective Action or Project Change
1	The hotel venue spaces usually utilized for our annual events were previously booked and unavailable. With no other reasonable venues in the area, we were forced to obtain another venue.	After much search, HFNA contracted for a 40'x120' wedding tent to be erected in Lili'uokalani Gardens for our venue. County permits were obtained for use of the Gardens, power and water sources were obtained, equipment and supply rentals contracted.

#	Challenge or Development	Corrective Action or Project Change
2	The Hawaiian Starter Box program didn't get much interest.	With a need for compact, economical tropical flower boxes, HFNA rebranded the starter boxes into the Hawaii Tropical Flower Boxes. The introduction of the new boxes was through the Tropical Flower Box Challenge which resulted in 47 elegant floral arrangements entered.
3	The original plan for the Flower Box Challenge was to hold it in October with the winners announced during the Webinar in November.	With so much promotion for the Fresh Look Expo, it would have caused much confusion to promote the Flower Box Challenge at the same time. Therefore the decision was made to begin promotion and the challenge the beginning of November with announcement of the winners immediately before Thanksgiving.
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OUTCOME AND INDICATOR RESULTS TO DATE

Please list the Outcomes and Indicators you selected in your accepted project proposal, and identify the quantifiable results, along with an update on their progress. It is understood that the results may not yet be final at the time that this report is submitted; however, please provide an update on the progress to date.

#	Outcome/Indicator	Quantifiable Results
1	Outcome 2: Increasing Access to Specialty Crops and Expanding Specialty Crops Production and Distribution: Indicator 2.1: Number of stakeholders that gained technical knowledge about producing, preparing, procuring and/or accessing specialty crops = 300	The 2025 Fresh Look Expo, held Oct. 23 rd – 26 th in Lili'uokalani Gardens in Hilo had an attendance of 59 in the classes and workshops, 59 on the nursery tour, and 78 at the Aloha dinner. These figures were compiled from actual registration check-ins by event management. Evaluations were given to those at the Oct. Expo; all learned the benefits of using Hawaii product in floral design and how to obtain them, will consider using more Hawaii products in their designs, and are willing to purchase more and when asked. The vast majority stated they consider quality over price when choosing Hawaii floriculture products. There were 148 registered for the Fresh Look Webinar. This is a total of 226 within the time period of this report that learned how to access Hawaii tropical floral products.
2		The Fresh Look 2025 Garden Installation Competition was held on October 25 th , 2025 in Lili'uokalani Gardens. There were 18 competitors who broke up into six teams that worked on large installations. <i>Photos of the winning three designs accompany this report.</i>
3		HFNA contracted two collegiate students from the University of Hawaii's College of Tropical Agriculture & Human Resilience (CTAHR) to work as interns that will post on social media sites bi-weekly for one calendar year. <i>Photos of some of their posts accompany this report.</i>

4		In November 2025, HFNA held the Hawaii Tropical Flower Box Challenge. A total of 50 people entered the challenge from across the United States and Canada. However, only 47 entrants submitted their designs for judging. <i>Photos of the winning 3 designs accompany this report.</i>
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DISCUSSION OF ACTIVITIES PERFORMED (IF NEEDED)

Provide any additional information that has not already been covered by Accomplishments, Challenges, and/or Outcomes sections. This section is not required.

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UPCOMING ACTIVITIES

Describe activities you plan to complete during the next reporting period.

#	Activity	Anticipated Completion
1	Produce a full length educational video from the Fresh Look Expo and Webinar, air the video statewide on public access television and house the video on the HFNA website, www.hawaiineotropica.com/video (full length videos).	100% by end of June 2026
2	Continue the Social Media Intern program through the balance of the contract period. The interns will be provided with photos and information on HFNA's 2026 promotional/marketing events, research seminar, and spotlight a variety of growers and products.	100% by end of July 2026
3		
4		

PROJECT EXPENDITURES TO DATE

EXPENDITURES

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel	\$10,000	\$7,500
Fringe Benefits		

Cost Category	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Travel	6,368	6,368
Equipment		
Supplies	4,350	4,350
Contractual	19,100	14,100
Other	1,500	1,500
Direct Costs Subtotal	\$41,318	\$33,818
Indirect Costs		
Total Federal Costs	\$41,318	\$33,818

DISCUSSION OF EXPENDITURES

For 1st Annual Reports if this amount is less than 30 percent and for 2nd Annual Reports if this amount is less than 60 percent, include a statement explaining how the grant funds will be expended and project activities completed as planned by the end date on the grant agreement.

The balance of the funds will be used to defray expenses for the full length video production/airing statewide on public access television as well as program administrator's services to finalize the program.

PROGRAM INCOME (IF APPLICABLE)

Source/Nature (i.e., registration fees)	Amount Approved in Budget	Actual Amount Earned
Fresh Look 2025 Registrations	\$25,550	\$13,193
Fresh Look 2025 Sponsorships	20,000	22,900
2025 Hawaii County Dept. R&D Funding	25,000	0
Total Program Income Earned	\$70,550	\$36,093

USE OF PROGRAM INCOME

Describe how the earned program income was used to further the objectives of this project.

All Fresh Look 2025 registration fees and sponsorship funds were used to defray expenses not fully covered by other program funding, such as travel, designer fees, printing, food & beverage, and other required expenses.