

Subject: Papayas, Hawaii's Wonder Fruit

Summary: Papayas are a popular fruit in Hawaii, but papaya ringspot virus threatened the entire industry until researchers at Cornell University and the University of Hawaii developed virus resistant varieties through biotechnology. Now farmers are looking to grow the market.

Suggested Lead: A dramatic success for biotechnology can be found in Hawaii where it literally saved the papaya industry. Now growers can turn more of their attention to consumer education and marketing.

TRT: 1:50

Suggested Supers: Haleiwa, Hawaii
@ :04

Kenneth Kamiya
Hawaiian Papaya Grower
@ :11

Clyde Fukuyama
Hawaiian Papaya Grower
@ :41

Melvin Matsuda
Hawaiian Papaya Grower
@ 1:06

Stewart Truelsen
Reporting
@ 1:56

Anchor Tag: Mainland farmers will get a chance to see Hawaiian agriculture firsthand when the American Farm Bureau Federation holds its annual convention there next January.

Papaya Is the Hawaiian Wonder Fruit
Stewart Truelsen Reporting
May 20, 2003

<p>Close-up of bunch of fruit on tree/ Girl picking fruit/ Locator on second shot—Haleiwa, Hawaii</p>	<p>VO/ THESE TREES HEAVILY LADEN WITH FRUIT MAY NOT BE RECOGNIZABLE TO MAINLANDERS, BUT IN HAWAII, PAPAYA IS LIKE OUR APPLE.</p>
<p>Sound bite, cutting open papaya/ Kenneth Kamiya Hawaiian Papaya Grower</p>	<p>SOT/ WE LIKE TO CONSIDER PAPAYA TO BE OUR MAGIC FRUIT. AGAIN WE LIKE TO SAY A PAPAYA A DAY KEEPS THE DOCTOR AWAY JUST LIKE YOU GUYS SAY THE APPLE KEEPS YOUR DOCTOR AWAY. BUT AGAIN THIS IS THE TYPICAL ORANGE COLORED PAPAYA.</p>
<p>Close-up pan of sliced-open fruit/ Packing/ Picking/ Papaya in carton/</p>	<p>VO/ GENERALLY THE SEEDS ARE THROWN AWAY; THE SOFT FRUIT SCOOPED OUT. PAPAYAS ARE SUPER-RICH IN VITAMIN C AND CONTAIN AN ENZYME THAT AIDS DIGESTION. BUT A VIRUS ALMOST WIPED OUT PAPAYAS IN HAWAII.</p>
<p>Sound bite Clyde Fukuyama Hawaiian Papaya Grower Packing scene/ Pan of trees/</p>	<p>SOT/ IF IT WEREN'T FOR THE BIOTECH VARIETIES I THINK THE PAPAYA INDUSTRY WOULDN'T BE HERE TODAY. BACK TWO OR THREE YEARS AGO WHEN THE RING SPOT VIRUS STARTED TO HIT THE BIG ISLAND, WHICH IS THE PRIMARY PRODUCER OF PAPAYAS IN HAWAII, IT BASICALLY DEVASTATED THE INDUSTRY.</p>
<p>Melvin Matsuda pruning young tree/ Sun flare, immature tree/</p>	<p>VO/ TWO VARIETIES OF BIOTECH PAPAYA DEVELOPED AT CORNELL</p>

	<p>AND THE UNIVERSITY OF HAWAII ARE RESISTANT TO RING SPOT VIRUS. BIOTECHNOLOGY GAVE GROWERS NEW HOPE.</p>
<p>Sound bite, gesturing at tree/ Melvin Matsuda Hawaiian Papaya Grower</p>	<p>SOT/ FROM THE FLOWERS UP HERE, IT TAKES ABOUT 4 TO 6 MONTHS FOR THE FRUIT TO MATURE. AS THIS TREE GETS OLDER THE FRUIT WILL SIZE UP, IT WILL GET QUITE A BIT LARGER AND IT WILL GRADUALLY GET TALLER AND SO AS WE HARVEST WE'LL START ON THE LOWER FRUITS AND AS IT MATURES WE'LL KEEP GOING UPWARDS UNTIL MAYBE UP TO 20 FEET IN THE AIR.</p>
<p>Woman carrying ladder past trees/ Growers together/</p>	<p>VO/ A TWENTY-FOOT TREE CAN REACH THAT HEIGHT IN LESS THAN EIGHTEEN MONTHS. HAWAIIAN GROWERS WOULD LOVE TO SEE THEIR MARKETS GROW AS FAST.</p>
<p>Kamiya sound bite, again holding fruit/</p>	<p>SOT/ YOU SELECT PAPAYAS BY THE COLOR. PAPAYAS GET THEIR SUGAR WHILE THEY ARE ON THE TREE. SO IF WE PICK PAPAYAS WITH COLOR YOU ARE MORE THAN GUARANTEED THAT THE SUGAR CONTENT WILL BE HIGH.</p>
<p>Woman climbs ladder to pick papaya/ Packing/ Pan from shoreline to Diamond Head/ Stewart Truelsen Reporting</p>	<p>VO/ AS AMERICANS EAT MORE FRUIT FOR HEALTHIER DIETS, PAPAYAS COULD GROW IN FAVOR. IN HONOLULU, I'M STEWART TRUELSEN.</p>