

THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

Festival Issue

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Editor - Christine Sheppard	

Festival Fun!

The Kona Coffee Cultural Festival is November 5th - 13th and KCFA will be supporting our Kona community by participating! We need volunteers to help with the following events.....

Saturday November 5th 8am - 3pm.

Holualoa Coffee & Art Stroll The KCFA booth with handcrafted items, KCFA coffee, etc. This event is a premier marketplace with artists and boutique art galleries along with over two dozen estate Kona coffee farms.

Wednesday, November 9th from 8

am until 3 pm and. Thursday, November 10th from 8 am until 2 pm

Cupping Contest at Keauhou

Outrigger Hotel. Judges will conduct side-by-side tastings allowing them to appraise the differences of each entry.

Friday, November 11th 5 pm

Grand Parade, followed by the **Cultural Program** from 7:30 pm until 9 pm, in the King Kamehameha Hotel parking lot area. A very festive time and the only Parade this year!

Saturday, November 12th from 8

am until 3:30 pm Old Airport Pavilion - Festival of Artists and Ethnic Foods The KCFA booth will be selling its crafty stuff and KCFA coffee as a fundraiser.

If you can volunteer at any of these times, let Mary Lou Moss know.

THIS IS A KCFA TEAM EFFORT, so please consider volunteering. Call Mary Lou at 329-4035 or 896-4175 OR email her: cmoss@turquoise.net

Get Labeled!



Check out the Kona Coffee Label shirt! Fifteen KCFA farmers contributed up front funding, and the shirt is adorned with their labels, the KCFA label and logo, honu and coffee sprigs. All on a top quality aloha shirt from Tori Richards, with a copyrighted Mokulele Farms custom design from Debbie Donald.

Pick up your Aloha Shirt at any of the KCFA Festival events, or at the KCFA online store.

Individual farmers will also be selling them on their websites: Cuppa Kona Coffee - Chuck & Mary Lou Moss; Daily Fix Coffee - Sandra Scarr; Green Gecko Coffee - Lawton Allenby; Hualalai Mauka Farms - Marion Solomon; Kona Perfect Coffee and Hoogasian Flowers - Harold Hoogasian; Kona Rainforest Coffee - Dawn & Robert Barnes; Lyman Kona Coffee Farms - Hans & Marcia Eckert; Mokulele Farms - Debbie Donald & Paul Uster; Mountain Thunder - Trent & Lisa Bateman; Rancho Aloha - Bruce & Lisa Corker; Sweet Spirit Farms - Deb Sims

Banquet & Benefit

For all of you who are accustomed to celebrating the end of the Festival with the KCFA Banquet and Benefit Auction, take note..... Coffee farmers are swamped this season, dealing with all the necessary tasks imposed by the Coffee Berry Borer infestation, on top of normal harvest season. So many of our farmers

indicated that they not only could not help with the banquet, but probably could not attend due to the extraordinary amount of work this season, so an executive decision was made to move the Banquet to Spring, when all would have time to relax and enjoy it.

Renamed "The Kona Coffee Blossom Banquet" it will be held on April 28, 2012, at the King Kamehameha Hotel. Our wonderful donors who support us each year have all been notified, and we look forward to a spectacular event.

KCFA Prez Goes Nationwide - Again!

Colehour Bondera, has been appointed the oriGIn Vice President for North America. oriGIn, the Organization for an International Geographical Indications Network, has appointed a president and nine vice presidents, each representing a different country or region.

GIs (such as Vidalia onions, Idaho potatoes, Napa wine, etc) constantly face the challenge of third parties taking economic advantage of their hard-earned reputation by using the name of a GI product on inferior products not from that geographic origin. A prime example is coffee sold in stores bearing labels with the name Kona Coffee and no indication of what percentage in the bag, if any, is actually coffee from Kona.

In his new position with oriGIn, Bondera will be helping GIs in the US and elsewhere protect the reputation and good name of their unique products. He will work with other products in a shared battle to eliminate imposters.

Defending origin products guarantees that the global consumer will recognize the real value of a product, and creates new economic protection for its farmers.

Congratulations, Colehour!

KSBE Featuring...

Kamehameha Schools is highlighting agricultural products grown on KSBE lands. Les Appolonia and the West Hawaii land assets group are sending 100% Kona coffee to coffee pots in the KSBE headquarters in Honolulu. Early reports are they love the coffee!

They chose Daily Fix (Sandra Scarr) to begin their program, and Sandra is sending 10 to 15 pounds a week to Honolulu.



And they are using a specially designed poster to highlight each agricultural product. After six months, other farms will supply coffee to KSBE.

Sandra told us “The West Hawaii staff want the Honolulu people to understand what happens on KSBE **agricultural** land, so different from commercial real estate. Kona coffee was a great product to start their internal educational program.”

KCFA members have a good opportunity to help KSBE to know their farmers.”

Thank You KSBE we truly appreciate the recognition.

Events

COFFEE TALK - First Wednesday of the month, 3:30-5 at Yano Hall, Captain Cook, unless otherwise noted. For more information contact Paul Uster: brun0-kcfa@usa.net

November 2 – Company 6 Captain Cook Fire Department will discuss farm and fire safety.

January 11 – in Kainaliu. Trent Bateman of Mountain Thunder will host a tour of his new facility in Kainaliu, and explain the KCFA member discount and KCFA rebate program.

Other Events:

November 20th – Old Airport Beach Picnic Area #1. Meet, Greet N’Eat potluck from 3-6pm with our new CTAHR extension agent Andrea Kawabata. Help her get up to speed on the needs of Kona coffee farmers, and the battle against CBB.

Coffee Berry Borer

KCFA has been the leading organization in the fight against the pest, and has now set aside \$1000 to work on making the native B. Bassiana fungus readily available to Kona farmers. A hefty barrier to CBB management is the price of commercialized B Bassiana. It is standard practice in most countries to have the local Extension agent provide “fungal isolates” for the farmer to grow and spray on the farm. This is currently illegal. To change the law would require a Federal exemption to the FIFRA pesticide act. KCFA will draft Federal legislation legalizing the culture and dissemination of native B. bassiana for use on Hawaiian farms, and will work with Senator Inouye’s office to see its introduction into the U.S. Senate.

Editors Note: Read CBB Blues by Jason Stith for his view on how B Bassiana has helped saved his farm
<http://www.konacoffeefarmers.org/CBB.Blues.asp>

Get Connected

Website Report for November 2011
The site has been so busy - recording all the changing WhatIsKonaWorth details. Be sure to mine that data as it is only for Members. You need to Login and click on the green button above our KCFA logo.

Classifieds is popular with a new Farm for Sale, Electric and Propane Roasters for Sale, Green and

Parchment coffee for sale- It’s a Member Benefit so send your ad in. Under Resources- another free Member benefit, Custom Coffee processing etc.

Farm searches, farm info and specific listings are still the **most popular** category on the site with over 6,000 specific hits in less than a month! Keep yours up to date because people are looking. (fyi- the average stay on the KCFA site is almost two minutes so make yours count.)

Lots of interest in the Kona Coffee Cultural Festival Cupping info and doings, and in the Federal Crop Insurance and Disaster Insurance Workshop to be held November 29. (darn CBB)

HoHoHo Holidays: For an extra-Special present for your Kona coffee lover, be sure to check out the exquisite KCFA label Aloha Shirts in our Store. Certainly one of a kind and we have a very limited amount available- so honestly, don’t hesitate!

Of course the **2012 Membership Renewal IS ON!** – 3 years for the price of 2 years is a Super Bargain. Do it now and forget it for 3 years! If you support your KCFA, get your renewal done asap. Takes some work so don’t wait till the last day - 12/31/11. Any questions, remarks, requests? Send them here:

info@KonaCoffeeFarmers.org

Pau for now, your webperson, Cea

Membership!

KCFA is proud to be the LARGEST group of Kona Coffee Farmers bar none with 311 members, more than 250 of whom are active farmers!

Become a voice for your community. Join online at
konacoffeefarmers.org/join.asp
Your membership will be confirmed by email or phone.

And On  **facebook**

KCFA has a Facebook page,
<http://www.facebook.com/pages/Kona-Coffee-Farmers-Association/224424554259950>

Check out the latest news.