

# THE INDEPENDENT VOICE

April 2010

News Sheet - Our editor is still in transit and will not be back on line until our May Issue. Meanwhile to keep you informed, here is the News of your Kona Coffee Farmers Association.

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Edited by C. Smith

## HAVEN'T BEEN PAID FOR COFFEE DELIVERIES?

Hawaii law provides that a processor or merchant is required to make payment in full to the producer for farm products within 30 days of delivery—unless a different time for payment has been set by written agreement at the time of delivery. HRS Section 145-6; HDOA Admin. Rules Section 4-48-9. If you have not been timely paid for sales of coffee cherry, parchment or green, be aware that the Hawaii Department of Agriculture has responsibility for investigating and prosecuting complaints of Section 145-6 violations. For questions - contact Jeri Kahana, Commodities Branch Manager, Hawaii Department of Agriculture, 808-832-0707.

For a copy of the Rule:

(click) <http://tinyurl.com/yvec37h>

HDOA complaint form is here:

(click)

<http://tinyurl.com/y5wmrr5>

*Mahalo to Councilwoman Brenda Ford for facilitating the gathering of this information for us. She also stated: "Farmers should file this Statement of Complaint form to protect themselves. There is a risk, of course, of triggering a bankruptcy if the company is faltering, but if there is going to be a bankruptcy, this may be a justification for asking for a lien later on the property and buildings, if necessary. Good Luck to all of Our Farmers!"*

## SUPPORTING BUSINESS MEMBERS INVITED!

The KCFA welcomes Supporting Business Members and has set up a "public Area" button and a page devoted to them. For \$35, each member can have a business listing with easy access to their websites. We have designed a Business Member Seal (below) for their use. All criteria are available on our Membership page.



## MUST READING—KENNETH DAVIDS' MARCH 2010 "COFFEE REVIEW"

The March 2010 "Coffee Review—Island Coffees: Hawaii and the Caribbean" is **MUST READING** for every Kona coffee grower.

The review was written by the renowned coffee cupper Kenneth Davids of Berkeley, California. Among the important points made in the review are:

**QUALITY**—Given premium prices being paid for our coffee, Davids warns that Kona's farmers and processors cannot afford to be complacent and need to focus on quality. Kona needs "to excel in purity of preparation to best frame the inherently subtle flavor character of [our] coffees."

## FARM DIRECT vs. LARGER MILL COFFEES

—Davids notes, "[i]n the case of [Kona's] larger mills in particular, there appears to be little incentive for quality", and he describes their coffees as being of "rather plain character". By contrast, Davids found six samples from Kona producers who sell direct from their farms to be "dramatically superior" to the more generic Konas sold simply by grade as "100% Kona" by the larger mills.

**10% KONA BLENDS**—In order for Kona to "fulfill its potential of becoming the Napa Valley of coffee", Davids gives the following opinion: "The small producers probably will need to succeed in their efforts to defeat the larger mills and roasters that are supporting the law that permits a coffee to be sold as a 'Kona Blend' with only 10% Kona in it. The blenders are buying the rights to a valuable brand name by acquiring relatively small volumes of what is probably the cheapest Kona coffee they can find to stick in a can with similarly drab, inexpensive coffees from Central America or Peru."

To read the full "Coffee Review", (Click)

<http://tinyurl.com/y442y38>

## Monthly KCFA Board Meeting

April 21, 2010, Wednesday, Yano Hall, across from the Manago Hotel. Starts promptly at 4 pm! All are welcome and encouraged to attend!

Questions may be emailed to: [info@KonaCoffeeFarmers.org](mailto:info@KonaCoffeeFarmers.org)