

THE INDEPENDENT VOICE

March 2010

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

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Edited by C. Smith

Need KCFA Classifieds!

As a KCFA member benefit, you are entitled to place a Classified for anything you want to **Sell, Free Cycle** or **Buy**. Only limitation - 500 characters. Email us with your "copy" to info@KonaCoffeeFarmers.org and we'll post it.

Membership Benefit KCFA/FedEx Freight Savings Plan!

Here at last, as a KCFA member, you can enjoy deep savings with our Freight Savings Plan with FedEx. And the KCFA will get back a Percentage of what you use!

Strength in Numbers

Do you have friends or neighbors who are Kona Coffee farmers? Invite them to join the KCFA by going to the website and clicking on "Why Become a Member"? **Join with other independent Kona Coffee farmers and support 100% Kona Coffee.** The KCFA offers unique opportunities and benefits only for Kona Coffee farmers. Let's increase our member numbers!

Up Coming Events

***Sunday March 21, 2010 - Aloha Party for Ken and Christine** (the real Editor of the Independent Voice). Come bid the Sheppards a fond farewell. Call Kathy Wood *asap* at 328-9548 to RSVP.

***Wednesday, April 7, 2010 - KCFA Coffee Talk - Coffee Farming**

Taxes 3:30-5 pm at Yano Hall, across from the Manago Hotel in Captain Cook. The subject will be: THE "INS" AND "OUTS" OF COFFEE FARMING TAXES". Find out what you should know as a Coffee Farmer. Contact Colehour Bondera @640-1643

Severe Drought Persists in Kona

The rain has not come yet and who knows what this means for our crops? Bob Smith, a coffee farmer for over 22 years says he "has never seen a winter like this". A neighbor of Smith's, Tom Araki who is in his 80s and was born on his Honaunau mauka farm, also said "he has never seen the coffee land as dry as this." Water tanks are very low and impact life for those who rely solely on catchment. Rain dances are in order as we make dubious climatic history.

Feldman Study --"Kona Coffee Blends Take Profits from Farmers" And "Blenders Refute Study"

Read the opposing articles and also, the comments from West Hawaii Today readership by going to the Home Page of the www.KonaCoffeeFarmers.org .

Green and Parchment Donations Wanted

KCFA is in need again of coffee parchment or green to sell at our events and on Alii Drive. If you have Kona coffee that you can donate to **help the KCFA**, please bring it to the Board Meeting on Wed. March 17 (4

p.m. at Yano Hall) or call Mary Lou Moss at 329-4035.

Education and Selling to Cruise Ship Tourists continues on Alii Drive.

With 2 cruise ships scheduled in Kailua-Kona on Wednesday, March 17, Kathy Wood and Mary Lou Moss are gearing up to offer 100% Kona Coffee samples to the cruise ship tourists. Although the sales are not what they use to be, the tourists still appreciate being educated about the 10% Kona blends and enjoying a sample of 100% Kona coffee. Moss said that it is really rewarding to be able to offer "farmer direct" Kona coffee to the tourists and it is fun talking to them. "Some tourists are really interested in how we process the coffee." If you are interested in helping sell KCFA Kona coffee to the tourist on cruise ship days, please contact either Mary Lou Moss at 329-4035 or Kathy Wood at 328-9548.

Success with E-Bay!

An unscrupulous seller of purported 100% Kona Coffee was reprimanded by E-bay for unauthorized use of our KCFA 100% Kona Seal. Offerings were removed within 30 minutes of E-bay being alerted. This same seller attempted this one year ago as well, so keep your eyes open and write us if you are suspicious. Protect our 100% Kona Coffee Seal.

