

# THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

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Editor – Christine Sheppard	

## Annual Meeting

A large group of members attended the Annual Meeting on January 30<sup>th</sup>.

### Meet your Board for 2009:

New: Ray Anders, Robert Barnes, Tom Belcastro, Colehour Bondera, Bruce Corker, Mary Lake  
Continuing: Nancy Griffith, Mary Lou Moss, Joanie Rowe, Deb Sims, Kathy Wood



2009 Officers: President - Bruce Corker (above); Vice President - Colehour Bondera; Treasurer - Deb Sims; Secretary - Mary Lake. Congratulations to all, we expect great things of such a great team!

## Expo 2009

Our second annual Expo was a great success! And we thank so many people for making it happen.

Our distinguished speakers:

Chuck Moss, Grainpro  
Elsie Burbano, Twig Borer  
Dr. Soojin Jun, Coffee Markers  
Andrew Hetzel, Coffee Cupping  
Bob Smith, Pruning  
Deborah Ward, Transition to Organic  
Robert Barnes, Organic Fertilizer  
Cynthia Brocksen, Coffee Marketing

Our hard-working exhibitors:

Alii Printing Marketing Design  
American Machinery  
Anders Coffee Dryer  
ASHE LLC Coffee Equipment  
Big Island Invasive Species Committer  
Big Island Used Tools  
Cafemakers Coffee Consulting  
Captain Cook Trading  
Coffea Consulting  
Complete Art Service Hawaii  
CPS Fertilizer  
Estrada Coffee Equipment  
FedEx Shipping  
Dr. Freed Mobile Vet  
Future Forests Nursery  
Grainpro Coffee Storage  
Hawaii Community Federal Credit Union  
Hawaii Farmers Union  
HDOA Inspection Service  
HDOA Weights & Measurements  
HOFA Organic Farming  
Hawaii Pet Food  
Kalani Ohana Farm  
KCFA Calendar Arts  
Kokua 'Aina Farms  
Kona Coffee Farmers Association  
Kau Coffee Growers Cooperative  
Kona Irrigation  
Kuleana Green Business  
Produce to Product, Inc.  
Mountain Thunder Machine Shop  
Rainbow Internet Services  
Scotts Sharpening Service  
Service Rentals & Supplies  
Tightvac Cannister Storage  
Trojan Lumber  
US Postal Service  
UH CTAHR Extension Agent  
UH Manoa Agricultural Research  
Xpedx Shipping



Our Door Prize Donors:

Alii Printing - \$50 gift cert.

CPS Fertilizer - \$250 worth of Roundup  
Custom Roasters - Milling & Roasting  
FedEx - mug & pen  
HCFCCC – two jackets  
HPM - \$25 gift cert  
Kona Boys - Kayak rental  
RowesView - Milling & Roasting  
Trojan Lumber - \$25 gift cert

Our tireless volunteers, both before and on the day:

Ray Anders, Robert Block, Craig Smith, John Villanueva, Colehour Bondera, Bob Nelson, Wes Muramoto, Chuck Moss, Karen Kemp, Joanie Rowe, Paul Uster, Bev White, Shirley Decker, Pat Hope, Tom Belcastro, Kathy Rement, Cindy Telesco, Christy Carrico, Kathy Wood, Cea Smith, Page Trygstad, Sandra Scarr, Merle Wood, Bruce Corker, Christine Sheppard, and not forgetting Marcy Montgomery with her 10 Americorp volunteers!

Randy Lofquist excelled as Master of Ceremonies. And there would have been no Expo without the superb efforts of Ken Sheppard and Mary Lou Moss who pulled the whole thing together.

## Legislation 2009

The first coffee-related bills are coming forward now. On GM, Calvin Say has introduced HB1226, which is a pre-emption bill. It does NOT reverse Hawaii County's bill banning GM coffee from Hawaii County; this has been specifically exempted, as has taro; but it gives the State the right to override any other County acts banning GM crops. This DOES mean that GM coffee can be grown in all other Hawaii counties.

Time for strict ag inspection inter-island? Especially for the Super Ferry?

Two new "Truth in Labeling" bills have been introduced. HB448, introduced by Rep Coffman and Rep Choy, amends the "made in Hawaii" rules to include "grown in Hawaii", and creates labeling requirements,

products to comply by 7/1/2011. Processed products must contain 51% Hawaiian content, and non-processed 100%.

HB 931 relates to Hawaii-grown coffees, and was introduced by Reps. Coffman, Bertram, Evans, Hanohano, Ito, Morita, Sagum, Souke and Tokioka. HB 931 changes the percentage and classification for Hawaii-grown coffee products, restricting an origin name for use only on 100% origin coffee, and an origin-plus-blend name only on blends that contain 51%, eg Kona Coffee would be 100% Kona coffee, Kona Coffee Blend, would contain not less than 51% Kona.

At the KCFA Expo, 68 other Hawaii County residents signed the following message which will be sent to Rep. Coffman:

“To: State Representative Denny Coffman:

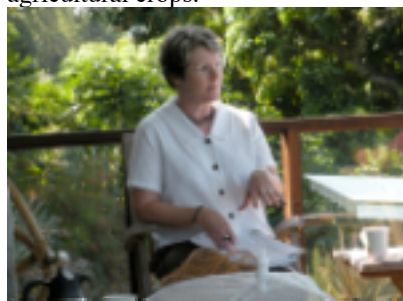
We, the undersigned residents of Hawaii County, recognize and appreciate your efforts to introduce House Bill 448 to bring Truth-in-Labeling to Hawaii-grown agricultural products and House Bill 931 to bring Truth-in-Labeling to Hawaii-grown coffees. We are prepared to assist you in passing these bill into law.

Mahalo”

Watch your KCFA emails for when your support will be needed for these Bills.

## Geographical Origin

On Tuesday January 27<sup>th</sup>, KCFA welcomed Professor Elizabeth Barham, of the University of Missouri, Missouri Regional Cuisines Project. Professor Barham is a rural sociologist with broad experience in the protection of regional identities of specialty agricultural crops.



Professor Barham discussed with KCFA members the proposal for forming a United States association for Geographical Indications. Such

an organization would give products with distinct geographical origins (Kona coffee, Missouri Pecans, Idaho Potatoes, etc) a way to join forces for their products to be recognized as unique, and to put in place protections for the name and reputation of their crops.

Part of Professor Barham’s work involves locating and documenting all US GIs, and of course Kona coffee will be in that group. We look forward to reporting more on Professor Barham’s work.

## Get Connected

By your KCFA webmistress

Website re-do was accomplished by mid-October and we keep tweaking it. Any suggestions would be greatly appreciated. Did you know that between Jan. 1<sup>st</sup> and Jan. 31, we had 942 Farm Listing “clicks”? Sales! Sales! If you don’t have one already, get your own web page as a member benefit, for free. Email is a plus but even just a telephone number would get you connected to people searching for Kona Coffee. If you sell only cherry, that’s great.

You can list from many different offerings including, cherry-parchment-green-roasted etc. If you offer farm tours or have B&B accommodations, you can list that information, too, on your own web page. When people are perusing the Buy Direct Listings- they’ll see all of your listings. Just go to [www.konacoffeefarmers.org](http://www.konacoffeefarmers.org) and log-in with your member info and follow directions. Any questions? Forgot your log-in? just zap an email to [website@konacoffeefarmers.org](mailto:website@konacoffeefarmers.org) or call 328-8060 for assistance. Let’s become the biggest BUY DIRECT FROM KONA COFFEE FARMER marketplace on the web.

Mahalo, Cea

## Calendars On Sale

Calendars are on sale now on our website. Watch the video Calendar Girls taken at Borders on January 24<sup>th</sup> and see our Calendar Girls doing a stellar job of promoting 100% Kona Coffee.

<http://www.bigislandvideonews.com/kailuakona/20090126nakedtruth.htm>

Email this link to your customers

## Editorial

### Coffee Cultivars - a dangerous row to hoe.

Kona coffee is world famous for its unique flavor profile and aroma. Kona coffee derives its quality both from the Guatemalan cultivar, (Coffea arabica var. typica) which has been grown for over 100 years in Kona, and from the unique growing conditions and farm practices. There is no known danger to the Kona coffee industry in depending on this one cultivar. However there is a **distinct** danger in proliferating other cultivars in the Kona region.

Even though other cultivars *may* produce higher yields or larger beans, none have shown the unique Kona taste profile. And if other cultivars are grown on a wide scale, cross-pollination WILL happen, and the Kona taste will become diluted.

It is well known that CTAHR has experimented with other cultivars at its Kona Experimental Station in Kainaliu – these include yellow and red caturra, which the DoA’s cupping quality tests proved to have a less acceptable cup quality than Typica. Catuai, and 19 other cultivars have been tried at Kona Experiment Station.

One assumes (hopes) that cultivars at the Experimental Station are isolated. However, we are hearing now of coffee farmers who are actively planting non-Typica cultivars in open field situations.

PLEASE DON’T. You risk polluting not just your Kona coffee profile, but that of your neighbors for many miles. And if the profile changes, then so will the price. Coffee connoisseurs expect Kona coffee to BE Kona coffee. And so do we.

## Join or Renew Today!

The KCFA was founded to protect and promote 100% Kona coffee, and to support and provide an independent voice to the Kona coffee farmers. We are a member-driven organization and encourage member input at all times. Regular membership is \$25, Associate (non-farmer) membership is \$20. This gains you free entrance to our workshops, so is a great deal.

Find information and join online at [www.konacoffeefarmers.org](http://www.konacoffeefarmers.org)