

THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

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Editor – Christine Sheppard	

Come See Us at Lanihau

Our 2nd Annual Kona Coffee Fair will be at the Lanihau Shopping Center on Friday July 20th and Saturday July 21st, from 9-3 each day. Look for the KCFA Coffee Shack and head on over.

The fair features our People's Choice Coffee Competition from 9 - Noon both days. Visitors will get a free sample of coffee from several prestigious farms and be able to vote for their favorite.



Last year's winners....

There will also be drawings for prizes, on the hour, every hour. Coffee to buy by the cup or by the pack will be available, along with scrumptious home-made baked goods, preserves and coffee related crafts and gift items, including aprons, tablemats, hand made plates, and clocks.

This year will feature entertainment, with Hawaiian music on slack key guitar from Kauwila. Check out our education table too, and bring all your friends and family.

If you can help or need more info, contact Mary Lou at 329-4035, or mlmoss@turquoise.net



Visitors checking out the goods for sale at last year's event

Defects in Green Coffee - Education Workshop

Mark your calendars.... There will be a workshop on Saturday morning, August 4th, at the County Agents office in Captain Cook, on Defects in Green Coffee. Our Commodities Inspector for the HDoA, Richard Dinker, will tell us what causes them, how to identify them, how to prevent them.

Bring a sample of green to the workshop. Contact John McClure for how to find the County Agents office location and more details at jmclure@hawaii.rr.com 808-328-9290

Letter to The Editor

Dear Editor:

Thanks for the article in last month's Independent Voice about Meadow Gold's "Premium Kona Coffee Ice Cream".

I am delighted to learn that this new product is made with 100% Kona coffee -- and pass along the following delicious recipe featuring the new 100% Kona Coffee ice cream.

For each person:

Place 2 scoops of Meadow Gold "Premium Kona Coffee Ice Cream" in a

dish. Pour over it 1/2 ounce Jameson's Irish Whiskey

Enjoy this simple and delicious "Irish Kona Coffee" dessert made with our own Kona coffee.

Lisa Corker

Bee Problems - Another Issue for Coffee Farmers?

Beekeepers and farmers are concerned that the tiny varroa mite, that is infesting beehives in all parts of Oahu, may kill off 90% of wild hives on the island. This could have a huge impact on agricultural crops that depend on bees for pollination.

The state has launched an aggressive campaign to prevent the spread of the mites beyond Oahu, and in particular to keep them off the Big Island, the heart of the state's bee industry. Big Island farmers and beekeepers are watching Oahu's situation closely, and they are worried.

The potential effects begin with the honey business, whose statewide value is about \$1.5 million annually. Beekeepers also make millions of dollars selling healthy queen bees to the mainland for use in starting new hives. But the value of bees to crops is far more significant than the honey and queen business. It is a major threat to agriculture throughout Hawaii.

Coffee is self-pollinating, but bees certainly help increase the crop size, and a healthy orchard will have thousands of bees working it when the "snow" is full on. According to published studies, final fruit set is increased from 32 per cent to 45 per cent with bee pollinators, a significant 13% increase.

Dr. Skip Bittenbender, of the College of Tropical Agriculture and Human Resources, reported that some crops, notably banana, cacao, papaya and pineapple, will be little affected. On macadamia, guava and mango there will

be a more significant impact, and some citrus, lychee and rambutan more still.

The HDoA is proposing bee quarantines around airports and harbors to limit the spread of the bees, and plans to eradicate any hives close to such facilities to prevent infested bees from getting to another island.

Under The Banyan Tree!

KCFA has a new sales location down on Ali'i Drive. Due to the kindness of the owners, the KCFA can have our information and sales booth at this prime spot to educate boat visitors and other tourists about 100% Kona coffee.

The first day was July 4th, and Mary Lou, Chuck and Mark handed out brochures, sold lots of coffee, and, learned about Banyan trees, as Mary Lou put it "I've never stood under a banyan tree before and I did not know that you need a hard hat because of the seeds that drop!"

Lisa and Mary Lou staffed the next booth on Friday 13th, sold lots of coffee, and also talked to potential new members.



Mark & Chuck talking story with a customer

This is a great fund raiser for the KCFA, as well as a prime spot to educate people not to buy blends. Its also fun down on Ali'i Drive, so please volunteer for a couple of hours once in a while – contact Mary Lou at mlmoss@turquoise.net, 329-4035.

Preserve the Integrity of the Cupping Competition

Two of the large processors in Kona, board members of the Kona Coffee Council, are petitioning Gevalia to have

a "special category" for processors to compete separately from all the other Kona farms.

The Gevalia Coffee Cupping Competition is a superb prestigious event, which adds considerably to the fame and success of the Kona Coffee Cultural Festival. Gevalia have run this event extremely well for many years, and winning it is a true mark of achievement for any farm, of any size.

Simply put, there can only be one best coffee. To make two competitions for different size farms would make a mockery of what has become a standard bearer amongst coffee cupping competitions. It would completely devalue this competition and confuse the coffee consumers about what is meant by a "cupping" and a "winner".



Cuppers slurp samples at the 1998 competition

If the large processors cannot produce a winning coffee, perhaps they should concentrate on improving their quality. It would be time better spent than trying to add more bureaucracy on to the backs of the small farmer, who CAN produce top quality coffee.

We thank Gevalia, and the Kona Coffee Cultural Festival organizers, for all their past efforts, and trust them to maintain the standards they have set so well.

Editorial - Grading the Legislature

Like the West Hawaii Today's "Legislative Report Card" I too have been grading performance. When it comes to protecting our heritage crop, Kona coffee, I give our State Legislature an "F"!

Not only did they fail to protect the Kona name from the pillage of its reputation by deep-pocket blenders in Oahu, they also failed to protect our fields from GMO contamination by reckless state-funded researchers.

I am reminded of the words of Winston Churchill when warnings of what was at stake were made and governments claimed they were not sure the threat was real....

"They go on in strange paradox, decided only to be undecided, resolved to be irresolute, adamant for drift, solid for fluidity, all powerful to be impotent. The era of procrastination, of half measures, of soothing and baffling expedients, of delays, is coming to a close. In its place, we are entering a period of consequences."

Our State legislature shunted all their responsibility off to a "study" which is due to report back in 2009! Meanwhile, Kona coffee remains at risk.

Thank you Hawaii County Council for your shining performance in issuing an historic Resolution to the State Legislature that any coffee labeled "Kona Blend" should have a minimum of 75% Kona. What a pity our State legislators chose to ignore the wishes of this island about its signature crop.

The KCFA recognizes the political and financial power of the Honolulu blenders. They will again seek to stall and to keep deliberations in the backroom. KCFA will again seek to cast as much sunlight and attention on what most fair-minded observers see as "no-brainer" issues.

Legislators take note - we are entering a period of consequences. And we WILL be back

Membership

The KCFA was founded to protect and promote Kona farmers economic interests in 100% Kona coffee, to protect the Kona coffee heritage, and to seek greater legal protection of the Kona coffee name.

We are a member-driven organization and encourage member input. The KCFA goals are to help our member farmers succeed in their farming business and enjoy participating in an organization that represents their interests

Find information and join online at www.konacoffeefarmers.org