

THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

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oriGIn & USDA

Contributed by Harold Hoogasian

*Report on oriGIn & USDA Meetings
Regarding American Origin Products
Washington, DC June 1-3, 2010*

Aside from extreme humidity and temperature, the Capitol was welcoming and the participants were quite engaged with our hopeful efforts to establish an American Origin Product (AOP) protocol to identify and protect the Geographic Indications (GI's) of products grown and/or produced in the United States. Kona Coffee is one of the leading American GI's, and one of only two USA member organizations in the Organisation for an International Geographical Indications Network (oriGIn).

The three days were all devoted to the same topic, but each day had a different emphasis. Day one was an afternoon meeting at the law offices of Dewey and LeBoeuf (1100 New York Avenue NW) and was a forum devoted to the book "launch" of "American Origin Products (AOPs): Protecting a Legacy" which was produced by oriGIn and prominently features Kona Coffee in the text as well as devoting the entire cover art to various aspects of Kona Coffee. [You can visit the origin website at www.origin-gi.com]

Day two was meetings at Department of Agriculture with staff from the Office of Rural Development and representatives of the Department of Commerce (Patent and Trademark Office). The lead by Agriculture was along the (general) line of: with Geographic Indications comes added

value for both the producers and consumers. The generation of a geographic indication in a rural area fosters the development of a locally based economic "engine" to enhance the appeal so that second and third generation offspring of farmers would have an economic incentive to return to the rural home area rather than seek riches in "the big city."



Day Three was a panel forum at the SEIU Headquarters meeting rooms. Members of the forum included representatives from Department of Agriculture Rural Development office, Idaho Potato, Napa Valley Wine Growers, KCFA (Colehour Bondera) and the Northern Missouri Pecan Growers.

The audience included government agencies (Department of Agriculture and Department of Commerce) and many, many attorneys interested in the development of Geographic Indications. Often, the attorneys would suggest legal actions in response to infringements. The input of the Idaho Potato representative (regarding their costs of one suit) made it clear to the legal action advocates that many small farmers and producers don't have the financial resources to pursue that course of action.

The overall "takeaway" is that the academic professional (Beth Barham) is well versed on the ways of the US government departments, and is well grounded in her efforts to assure the necessary grants to further these efforts. Representatives of Napa Valley Wines and Idaho Potatoes are much stronger (financially) than KCFA. The Northern Missouri Pecan Growers and KCFA are reasonably well organized, and will complement the more substantial organizations in our efforts to assure the formulation of the proper protocols and standards for American Origin Products (AOP) criteria development. The caveat is that the government agencies are not quite as "revved up" on this effort as there is no alcohol involved. Not clear if it has to do with pure regulatory gusto or the tax (income) value of alcohol.

Adventure in a Cup - from Alaska Airlines

The June 2010 edition of Alaska Airlines Magazine features a wonderful praise of Hawaii's Coffees, especially the signature Kona! Contributed by Joan Namkoong the article is a surprisingly accurate (most are not) four page look at coffee production in Hawaii. Among the comments... "Hawaii produces some of the world's top coffees". "Hawaii has an industry comparable in quality and complexity to the wine industry of Napa and Sonoma valleys." "The variety grown in Kona has produced a world-renowned coffee.... nutty, chocolaty and spicy in flavor..." "Hawaii coffees are vibrant and flavorful"

To read the full article, go to www.alaskaairlinesmagazine.com, June 2010 Page 83-86.

Don't Forget Your Coffee!!

Extracted from an NPR Morning Edition Story by Allison Aubrey

Several new studies suggest that caffeine may help protect against Alzheimers.... But are you drinking enough of our wonderful brew? The studies say that 500mg of caffeine, that's about five cups of regular coffee, is the daily dose needed.

Scientists at the Florida Alzheimer's Disease Research Center studied the effects of caffeine on the brains of mice and discovered that giving caffeinated water to the mice results in big memory improvements. The mice perform better on short-term memory and thinking tests, but only if they get **enough** caffeine. The super-caffeinated mice have a 50-percent reduction in abnormal amyloid proteins, which are thought to play an important role in the development of Alzheimer's.

Scientists also gathered evidence that a steady caffeine habit is beneficial to people. In one recent study from Finland researchers followed about 1,400 coffee drinkers for twenty years. They found one group seemed to benefit the most: the people who had drunk three to five cups of coffee a day in their 40s and 50s. They had about a 65% reduced risk of developing Alzheimers in their 70's.

Dr. Donald Hensrud, chair of the Division of Preventive, Occupational and Aerospace Medicine at the Mayo Clinic, recently wrote about coffee research for the clinic's website.

"I think, in general, there's a perception that coffee is kind of bad for you," says Hensrud, who drinks two or three cups each morning himself. He tells his patients that as long as they're not having side effects from the coffee, it's probably a good source of antioxidants.

Hensrud says researchers findings probably don't affect coffee drinking habits, but they can help relieve some of the guilt associated with your morning cup.

Read the full article at <http://www.npr.org/templates/story/story.php?storyId=128110552>

News & Events

Contributed by Mary Lou Moss

Our **Coffee Talk** series has been very successful. The numbers in attendance grows each month - last month for the fertilizer frenzy we had over 50 in attendance.



Bob Smith on YouTube

Check out the YouTube videos of our presenters (see Item 2 in Cea's website column below).

On August 4th will be Cupping Your Coffee, with Miguel Meza, Coffee Quality Consultant. He will discuss the methodology, uses, importance, etc. Depending on the facilities available and audience size, we may be able to demonstrate as well.

On September 1, Chuck Moss will be talking about moisture meters. How to calibrate and hands on demonstrations. Please bring your moisture meters.

Both of these will be at Yano Hall from 3:30-5pm and are free to all.

Promotion - Kathy Wood and I took our KCFA stall down to Ali'i Drive in June and sold coffee to the cruise ship tourists. We sold out in four hours and made \$400 for the KCFA coffers to enable us to do more promotion.

IMPORTANT: I need more parchment so I can go down to Ali'i Drive at least once a month to sell/educate the cruise ship tourists. Plus, I need to be gathering coffee for the Kona Coffee Cultural Festival. Selling on Ali'i Drive is a great presence in the community because everyone who walks by or drives by sees our KCFA banners. Darn good advertising! Call me at 329-4035 or MaryLou@cuppakona.com to donate. We can take your parchment or green bean to roast and package into our KCFA packages.

Get Connected

Website column report July, 2010.

We had 11,000 page views of our site in the last month! Over 1800 farm listings were viewed, so make yours count! Have Comments?? Questions?? Requests?? Suggestions?? Need Help?? Send them all via email to info@KonaCoffeeFarmers.org and we'll get back to you ASAP!

Check out our KCFA Home page www.KonaCoffeeFarmers.org and find: **1)** Link to "KCFA goes to Slow Food Convening in Italy". **2)** Four links to videos about KCFA's Coffee Talk of June 2, 2010 that was videoed by KCFA member Keola Childs. He's put them on YouTube and you can simply click on the links to view them. **3)** Three links to the "Kona Coffee Wars" story recently done by a Honolulu TV Station. **4)** A link to the new **oriGIn** Pamphlet: "American Origin Products (AOP) - Protecting America's Legacy" a valuable international organization that we are a part of, and *please* note the coffee photos on the cover of publication. **5)** See the link to Classifieds/Resources in the middle of the "Home" page, with items ranging from several member Farms for Sale, Equipment for sale, to other members advertising their green etc. 249 people looked at Classified/Resources in the last month. Don't forget that as a free member benefit you can post a "Want to Buy" or "Want to Sell" and get your money's worth from your KCFA membership
Mahalo, Cea

Join Now or Renew Your Membership

New Members go to our link at konacoffeefarmers.org/join.asp
Current Members: Renew online at konacoffeefarmers.org/welcome.asp and log in, or to renew by mail send your check payable to KCFA to Deb Sims at PO Box 832, Honaunau, HI 96726-0832.

Your membership will be confirmed by email or phone. Any questions please contact joanierowe@rowesviewcoffee.com or 808-328-0825.