

THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

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Editor - Christine Sheppard	

Cherry Prices Online

Check out our website at www.konacoffeefarmers.org, or look for the flyers posted around coffee areas.

Every two weeks we are asking the processing mills for their current cherry prices and posting them on our website so you can see at a glance who is offering what. Look before you drive.....

Some seem to be shy about telling us. Maybe our farmers should ask them why?

NASS Coffee Statistics

The National Agricultural Statistics Service has released the 2006/7 harvest figures. Big Island production was down 31%, from 5.8 million pounds to 4 million. Kona accounts for approximately 85% of these figures, so the Kona amount is around 3.4 million.

However the price per pound exceeded 1997 prices for the first time, at an average \$6.40 per pound for green, up 20%. Big Island growers accounted for \$25.6 million of the State total of \$37 million, 69%. The 2007/2008 harvest is expected to be larger, based on the early figures.

Tickets On Sale Now

...for our first **Dinner & Benefit Auction**. Available on the KCFA website, or from Christine at 328-7239 or christinesheppard@hawaii.rr.com.

The King Kamehameha Hotel is laying on a wonderful Hawaiian Buffet, Sunday November 4th, from 6 pm. The menu includes Waimea Greens with Assorted Dressings, Lomi Lomi Salmon, Fish Poke, Hawaiian Tomato Salad, Cucumber Namasu, Macaroni Salad, Pineapple Wedges, Cinnamon-spiced bananas, Lau Lau, Kalua Pig, Kona Broil, Chicken Long Rice, Catch with Oyster Sauce, Steamed White Rice, Poi, U'ala, Banana Bread, Coconut Cake, and Haupia.

There will be a no-host bar, and entertainment from noted slack-key guitarist Kauwila.

And our local businesses have been generous with their donations for the Live and Silent auctions. Furniture, artwork, collectibles, hotel stays, golf certificates, snorkel cruises, and much more!

Come and join us for a night of celebration, fun, food, and great items to bid on.

Festival Events

Yes, it's that time again, the annual toast to Kona Coffee, the Kona Coffee Cultural Festival. The theme for this year is "Kona Coffee Tradition of Excellence".

Events all week from November 2nd through to November 11th, you can find them all on the Festival website at www.konacoffeefest.com.



The 2007 Festival Button

The KCFA will be taking its part again. Look for us at these events:

Friday 2nd at 6:30 p.m. is the **Lantern Parade**. Our theme is "Tradition of Excellence - Hand-picked", and we will have our farmers carrying their picking baskets and picking sticks, with lanterns attached, and picking from our fake coffee tree (thank you Kathy Wood).

This is followed by a **Cultural Program at Hale Halawai**, where we will have our booth and be selling our members own-labeled coffees.

On Saturday, November 3 (9 a.m. to 3 p.m.) we will have our booth at the **Holualoa Village Kona Coffee Tasting & Art Stroll**, again selling members coffee and our logo items.

Wednesday & Thursday, November 7 and 8 is the **Gevalia Kona Coffee Cupping Competition** 9 a.m. to 2 p.m. at the Outrigger Keauhou Beach

Resort where we will have our booth and be selling our members own-labeled coffees.

Saturday, November 10 is the **Kona Coffee Grand Parade** 9:30 a.m. We will be pulling the KCFA coffee shack with an antique coffee-land jeep in the Grand Parade. After the parade, we will be selling KCFA logo merchandise, baked goodies, and members' coffee at our booth outside of **Hale Halewai**.

If you want to walk in the parades, help staff the booths, or sell your coffee at our booths, contact our Fun(d)raising chairperson, Mary Lou Moss at 329-4035 or marylou@cuppakona.com

Drying Draws a Crowd

Our workshop on Coffee Drying & Storage drew a packed house! 57 people attended, and learned both the technical background to drying as well as practical solutions for air drying, mechanical drying, and that all important coffee storage.



Our thanks go to Ken Sheppard, Bob Nelson, and Chuck Moss for sharing their expertise.

If you were not able to attend, the entire handout and figures will be up on our website in the members Knowledge section within a week or so.

Or you can call Ken at 329-7239 and he will mail you out a set of documents, postage would be appreciated!

Flood Control Bills

Bill 151 is currently under consideration by the Hawaii County Council.

Introduced by Brenda Ford, a proven advocate for Kona's farmers, the Bill seeks to bring Hawaii into compliance with the minimal standards of the current National Flood Insurance Program Regulations.

Additionally, it adds more substantial protections to promote the public health, safety, and general welfare, and to minimize public and private losses due to flood conditions in specific areas.

Brenda wrote "We live in a semi-tropical area subject to tropical storms and hurricanes. Every area of the island can be subjected to flooding and has been in the past. The increases that I suggest are FEMA recommendations based on decades of flooding experience."

The need to protect people and both public and private property is the basis for all of our laws. To allow any type of development to divert their water to a neighbor's property, whether it is a house, business, or farm business, is unconscionable. Not requiring the control of flood water for development increases the cost to the taxpayer to build large flood control projects, and to the neighbors in increased insurance premiums or soil erosion or other flood damage.

"Every additional driveway, roof, road, sidewalk, and lanai creates additional impermeable surface. " Brenda says. "The county is growing dramatically in population and structures. Flooding will only increase because impermeable surface will increase. We cannot continue to pretend that there is no danger. Farms and homes alike are experiencing flooding as never before."

The KCFA supports Bill 151, and urges our readers to review this important issue carefully.

Cupping Confusion

In our July issue, we reported on the efforts by the processors to get their own Cupping Competition.

Unable to win against Kona growers on a level playing field, they have convinced Gevalia to hold a "Crown Cupping Competition" just for large commercial entities that will commit to selling 3,000 lbs of green coffee to Gevalia (the entire product of most small farms).

This new competition is discriminatory as it excludes TRADITIONAL (the theme of this years Festival) small farmers.

Simply put, there can only be one "BEST". Two competitions will just confuse the consumer, and devalue the winners of both.

What a pity Gevalia and the Festival Committee, who are such good friends and advocates of Kona coffee, were led down this path.

Join Now!

Special to new members – join KCFA any time from now to the end of the year and your membership will run through to the end of 2008. Regular membership is \$25, Associate (non-farmer) membership is \$20. This gains you free entrance to our workshops, so is a great deal.

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