

# THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

October 2009

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## EVENT ISSUE

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Editor – Christine Sheppard	

**The Editor thanks the many Board members who contributed to this issue, and Happy Birthday to our KCFA website, now one year old and flourishing beautifully!**

## MARK YOUR CALENDARS!

Details below on all these events.

- October 15 – from this date Renew or Join KCFA for membership through to the end of 2010
- October 17 & 18 – Free tours and coffee tasting at Paleaku Peace Gardens 9-4
- October 21 – USDA Loan Service at KCFA Meeting – 4pm
- October 21 - County Ag Plan Review – Kona Outdoor Circle – 6pm
- October 31 – Pua Plantasia at the Old Airport
- November 6 – Lantern Parade – Kailua - 6:30pm
- November 7 – Holualoa Coffee & Art Stroll 9-3
- November 11&12 – Gevalia Cupping Competition
- November 14 – Grand Parade
- November 15 - Dinner & Auction

**Volunteers needed for these events!**

**Contact Mary Lou at 329-4035, [marylou@cuppakona.com](mailto:marylou@cuppakona.com)**

## Paleaku Peace Gardens Celebration

Saturday & Sunday, October 17 & 18, locals and tourists will be wowed by the serenity of Paleaku Peace Gardens and the aroma of 100% Kona Coffee. Ten KCFA farmers have joined with Paleaku Peace

Gardens to celebrate the International Year of Astronomy.

Both days will be a Free Open House, Tours and Coffee Tasting. Come visit the world's first Galaxy Garden - an accurately mapped walk through, full-scale Garden of the Milky Way done in beautiful tropical foliage and designed by visionary artist Jon Lomberg.

Free coffee tasting will be offered by 5 different Kona Coffee Estate Farms each day, showcasing their unique coffees. A great opportunity to meet and buy your 100% Kona Coffee directly from the farmers.

Paleaku is at 83-5401 Painted Church Rd., Honaunau and is open from 9am-4pm with guided tours at 9:30, 1:30 and 3:00. Coffee tasting will be from 9am-1 pm. For more details, visit [www.paleaku.com](http://www.paleaku.com).

## Festival Events....

The Kona Coffee Cultural Festival is the main attraction in November (other than coffee picking!). The Festival starts off for KCFA with the Lantern Parade on Friday, November 6. If you've never been in this parade, you're missing out! The parade starts at 6:30 p.m. and goes from the Pier to Hale Halawai. Please join us for this evening stroll. We need members to help carry the KCFA banner and to carry battery operated lanterns. This is great fun and camaraderie.

Next is our biggest event, the Holualoa Coffee & Art Stroll on Saturday, November 7th. The village of Holualoa is buzzing all day with locals and tourists enjoying samples of Kona coffee from several farms. Coffee and art! What could be better? (Maybe chocolate??)

The next KCFA participation is the Gevalia cupping competition at Keauhou Resort on November 11 & 12. We have a booth at the resort selling coffee and logo merchandise. The energy is high, hopes are high (if

you've entered your coffee in the competition) and it is really fun to talk story with all the other farmers.

Saturday is the Grand Parade and the Kona Coffee Calendar Girls will be in the parade again. The parade is at 9:30 a.m. and will go this year from the Royal Kona Resort to the Old Airport Pavilion, and the event will not be at Hale Halawai, but at the Old Airport Pavilion. We will be selling 100% Kona coffee and logo merchandise. This is a big effort for KCFA – I need LOTS of volunteers. **Contact Mary Lou at 329-4035, [marylou@cuppakona.com](mailto:marylou@cuppakona.com)**

## Annual Dinner & Benefit Auction

KCFA will have its Annual Dinner and Benefit Auction as a celebratory close to the Festival activities - Sunday, November 15<sup>th</sup> at the King Kamehameha Kona Beach Hotel. Our local businesses have again showed their astonishing generosity in donating to our Auction, and a list of donations is on the KCFA website [www.konacoffeefarmers.org/2009AuctionItems.asp](http://www.konacoffeefarmers.org/2009AuctionItems.asp)

Our Annual Dinner is an opportunity for visitors and locals, coffee producers and coffee drinkers, in fact all who cherish Kona and its very special coffee, to get a chance to meet and talk story. And the Benefit Auction part of the evening is the KCFA's major fund-raising event of the year.

Tickets \$37.50 are available from any Board member or online at [www.konacoffeefarmers.org/Store.asp](http://www.konacoffeefarmers.org/Store.asp)?

## Pua Plantasia

Pua Plantasia will be on Saturday, October 31 at the Pavilion at the Old Airport. KCFA will have a booth and will be selling KCFA coffee and logo merchandise. If you would like to volunteer for this event, or would like more information., please contact Mary Lou Moss at 329-4035.

## Our Restaurant Recognition Program

**Mi's Restaurant by Mary Lake**  
Mi's, a lovely little Italian restaurant in South Kona, is committed to sustainable Hawaii and to supporting coffee farmers by offering only 100% Kona coffee to their patrons. Mi's is a special spot where my husband and I have celebrated several birthdays. That's what is so splendid about Mi's, you can go for a casual dinner or they can make it special for you. Besides offering 100% Kona coffee from local KCFA farmers, they also have an assortment of international and Hawaiian beers and, of course Italian wines.

Morgan, Ingrid and little Yi are committed to the community not only by using local produce and local 100% Kona coffee but they also bake all their own bread and make the fresh pasta used in their tasty Italian dishes. Note that all menu items are also available for takeout.

KCFA would like to thank Mi's for supporting 100% Kona coffee and hope you make your reservations soon to enjoy dinner in this savory spot at 81-6372 Mamalahoa Hwy #103, Kealahou, HI. Open for dinner from 4:30pm-8:30pm Tues-Sun, reservations advised as you will not want to be disappointed by an unexpected wait. Ironmen know where to find good pasta and last Friday the place was packed. You would have waited unless you called ahead at 808-323-3880.

## KCFA Cook Book!

**Kona! Only The Best!**  
**A Collection of the Kona Coffee Farmers Best Recipes 2010**

The KCFA is beginning its new Fund Raiser and we need your help! We plan to create a Cook Book of our tastiest recipes, ready for next year.

We want your very best recipes-only! \*Tried and true\* because we will not have time to test-make them. Everyone has some really special ones and we want yours! The first part of our Cook Book will be the Collection of your recipes, listed by farm name or person name.

The second part of our cookbook will list the contributors by either your farm name or your own name - you choose. In that section, each contributor will have approximately 2.5 X 3.5 inches to have a small photo and several lines about you or your farm. This will make the KCFA cookbook interesting to the world at large and get you some publicity. If they like your recipe, they might just love your coffee☺ too.

Only one recipe contribution - per category - per person please. Go here <http://konacoffeefarmers.org/CookBook.KCFA.asp> - for the submission form and information. If you do not have computer access, call Cea at 328-8060 to have a form sent.

## EDUCATION... ..

If you are interested in a workshop on the topic of small-scale coffee roasting for early December, please contact Colehour Bondera at [colemel@efn.org](mailto:colemel@efn.org), and also send other ideas for workshops which are of interest to you for future planning.

**And please see below ....**

## USDA Loan Service

At the KCFA meeting on October 21, John Tamashiro, the USDA Farm Service Agency Loan Officer from Hilo will be a featured speaker. He will present programs, and answer questions, aided by Jennifer Withrow, from the Kealahou office. Please come to this beneficial and supportive opportunity on low interest loans. The agency can be visited at their website of [www.fsa.usda.gov](http://www.fsa.usda.gov), where programs can be reviewed.

## County Ag Plan

The public will have a final opportunity to provide input into the 2009 County of Hawai'i Agricultural Development Plan, being prepared for the Hawai'i County Department of Research and Development by Agricon Hawaii LLC and The Kohala Center. The preliminary plan is at <http://kohalacenter.org/agplan.html>. The Kona "listening session" will be at the Kona Outdoor Circle from 6-8 pm on Wednesday October 21<sup>st</sup>.

## Drying & Storage

On September 30, at the Daifukuji Soto Mission Hall in Honalo, over 35 people attended the Coffee Drying & Storage workshop. Ken Sheppard discussed drying, with input from Chuck Moss. Chuck discussed storage using GrainPro bags, with input from Ken, who also discussed other storage options. Virginia Easton Smith represented CTAHR at the workshop, and was present while many attendee questions were responded to.

A significant MAHALO to Ken, Chuck and Virginia for helping KCFA members better understand best practices for drying and storage of coffee. The Education Committee thanks members for participation.

## Membership Renewal

It is time to think about renewing your membership in the KCFA! We value your support of 100% Kona coffee and your contributions to all that we accomplished in 2009--the many workshops, events, the annual Expo and meeting, legislative progress, and so much more. We hope you found value in your membership as a farmer, business owner or lover of 100% Kona coffee. Membership costs for 2010 are:  
Voting Member-\$25  
Supporting Member-\$30  
Associate Member-\$20  
Lifetime Member-\$750.

### RENEW ONLINE

Go to [konacoffeefarmers.org](http://konacoffeefarmers.org). Log in as a member and click on "To renew your membership click here". Your billing information will appear onscreen. Enter your credit card number and expiration date. Then click the "Join" button at the bottom of the page. Your membership will be confirmed by email or phone.

### 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 me at [joanierowe@rowesviewcoffee.com](mailto:joanierowe@rowesviewcoffee.com) or in the evening at 808-328-0825.

We look forward to your continued support in 2010!