

THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

November 2007

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FESTIVAL ISSUE

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Editor - Christine Sheppard	

Events

Friday 2nd at 6:30 p.m. is the **Lantern Parade**. Our theme is "Tradition of Excellence - Hand-picked".

This is followed by a **Cultural Program at Hale Halawai**, where we will have our booth.

On Saturday, November 3 (9 a.m. to 3 p.m.) visit our booth at the **Holualoa Village Kona Coffee Tasting & Art Stroll**.

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.



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

Look for our latest ad in the Festival supplement....

Don't settle for less than 100% KONA COFFEE

You pay around 4 times the real Kona price for the 10% of Kona in a bag of blend. The other 90% is foreign coffee and tastes nothing like real KONA! Buy only 100% KONA, and have the world's greatest coffee in your cup!

KONA COFFEE FARMERS ASSOCIATION

New Festival Sponsor....

Maui Wowi Hawaiian, the nationwide franchise chain selling Hawaiian coffee and tropical smoothies, has signed on as Sponsor Kona Coffee Cultural Festival. In addition Maui Wowi Hawaiian is honoring the festival by pouring Mountain Thunder 100% Kona coffee in many of its locations nationwide.

Rich & Roasty....

Once again the Kona Brewery has made its annual salute to Kona coffee, in time for the Festival. Limited Release Pipeline Porter combines the best of the Big Island - smooth and dark with a distinctive roasty aroma and earthy complexity. This celebration of malt unites with freshly roasted 100% Kona coffee grown at Cornwell Estate for a unique roasted aroma and flavor.

BIG ISLAND BREWS UNITE

The Big Island Brew is back!

LOOK FOR PIPELINE PORTER ON TAP OR IN BOTTLES THROUGHOUT THE ISLANDS AND THE WEST COAST

KONA BREWERY & PUB
75 9420 Kailua Hwy | Kailua-Kona, HI 96740 | 808 324 8968

100% MALTINA PUB
7102 Kalaheles'ali-Hwy | Hanalei, HI 96721 | 808 324 5162

KONABREWINGCO.COM

As their ad says "Big Island Brews Unite". We salute the brewery for their support of Kona coffee in such an innovative way.

Try it while it lasts, like all Kona coffee products, quantity in stores is limited by supply, but the brew on tap can be enjoyed at the brewery itself. Konabrewingcompany.com

Ironman Kona

Getting caught up in the furor of an unfortunate press release from the Ironman organization was distressing to Chris McCrary and Kiko Caicedo of Bunnu LLC. Founded by three triathletes, the company plans a range of coffees to be marketed under the Ironman banner. But the press release that went out from the Ironman PR machine touted the launch of the first such coffee as the "ideal" coffee, Guatamalan, to be showcased in Kona.

Kona coffee farmers were naturally outraged by the snub of their famous heritage crop, and calls, emails and visits to the Ironman organization went unanswered for three days. Ironman finally stepped up to the plate and apologized, handsomely, for their bad timing and lack of sensitivity.



Meanwhile, Bunnu LLC, which had already been negotiating an organic Kona for the Kona event, but had run out of time to get it on the shelves, was left with the outfall. Chris and Kiko met with Ken Sheppard, president of the KCFA, to explain the background. They committed to having organic 100% Kona as the Ironman coffee of the Kona event next year, and also for sale on their website. They are totally opposed to blends, and their website states "only

the best 100% certified organic, single origin beans are chosen."

Bunnu LLC will be a welcome addition to the fold of 100% Kona proponents.

A Toast to Mi's

A great new restaurant has opened up in Kealakekua, and they are serving 100% Kona coffee. Selecting a different estate to feature each month, this month is Deb & Paul Sim's Sweet Spirit Farms, was a key element of Mi's Italian Bistro's plan to serve its customers the best.

Early reports say it is a class act, the food is superb, and they also have an extensive take-out menu. KonaWeb review says "Finally Italian food worth eating in the Kona Area! Four Seasons quality at affordable prices."



Deb Sims with Mi's owners Chef Morgan Starr and Ingrid Chan

Support the restaurants that support 100% Kona coffee. Mi's Italian Bistro, 323-3880, 81-6372 Mamalahoa Hwy #103, Kealakekua, in the small plaza with the convenience store and parking, mauka side.

Buy Local!

This article, extracted from the Center for Urban Education about Sustainable Agriculture website, www.cuesa.org says "Buy Local" loud and clear.

"How Far Does Your Food Travel to get to Your Plate?"

On Maui is a sugar museum. It is next door to a sugar processing plant, and surrounded by acres of sugarcane growing. The museum tells the story of the history of

sugarcane production on the island, and is a fascinating testament to the power of one crop to shape the cultural make-up of a place. The sugarcane growing there is processed to the 'raw sugar' stage and then shipped to the C & H Sugar Refinery in California. There, it is refined into white sugar and then shipped cross-country to New York, where it is packaged, and then distributed all across the country, including Hawaii. So if you drive a mile away from that sugarcane field and sit in a café, the sugar packets on your table have traveled about 10,000 miles: to California, to New York, and back again to Hawaii, instead of the one mile you have".

This is not the exception, but rather the rule, in our current food system. It is estimated that the average American meal travels about 1500 miles to get from farm to plate. Of course, some crops simply aren't appropriate for our climate. Rebuilding a local food system doesn't mean you never eat anything that has flown here, it just means that you start with what is fresh, local and seasonal, and then add imported foods as supplements rather than the main ingredient.

Start by shopping at your local farmer's market. Keauhou is open every Saturday 8 til noon.



The new Big K-Mart Kona Farmers Market opens on November 1st, and plans to be open four days a week.

How does this apply to coffee? Drink 100% Kona! And encourage all your visitors to drink Kona. It's supporting our local economy, and better for you and our planet.

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. konacoffeefarmers.org