

THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

December 2007

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HOLIDAY ISSUE

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Editor - Christine Sheppard	

HOLIDAY ROAST-IN

SATURDAY DECEMBER 8TH

Come and roast your own coffee for the holidays, exactly how you like it, supervised by one of our experts.

FREE to KCFA members - Bring a batch of 6 to 10 pounds of green coffee - one batch per member please

We will have valve-seal bags you can buy for 55 cents a bag and a sealer so ready for holiday shipment.

Call or email ahead to get a time slot so that you won't have to wait around. Roasting will start at 9, and continue for as long as demand. Call Christine at 329-7239

christinesheppard@hawaii.rr.com or Mary Lou at 329-4035
marylou@cuppakona.com

Congratulations!

What a great Festival we had! Many mahalos to all our volunteers, and a special tribute to Mary Lou for her superb organization.



Una Greenaway - photo by Sue Dabritz / SeaPics.com

Congratulations to our members who took honors at the events. Una Greenaway and Leon Rosner of Kuaiwi Farm took top honors in the Cupping. Their Kona Old Style coffee is grown on 2.5 acres in Kealakekua at the 2,200-foot elevation, and has been a certified organic farm for more than 30 years. Second place was Malia Bolton of Malia Ohana Farm.

Honorable mentions went to our members: Kim Johnson of Long Mountain Kona; Robert Barnes of Kona Rain Forest Coffee; John McClure of McClure Farms; Chris Coleman of Imagine 100% Kona; Melanie & Colehour Bondera of Kanalani Ohana Farm.

The new Crown Cupping Competition requested by two major processors (if you can't win, change the rules...) resulted instead in wins for the larger estate farms. So warm congratulations go to winner Arianna Farms, second Aloha Hills, and third Kona Kulana.

KCFA's booth at the Cupping was a great success too.



photo by Sue Dabritz / SeaPics.com

Even more member successes to report....

In the Label competition, Kona Rainforest won first prize. Albert Holt's Al's Kona Coffee came third. Imagine 100% Kona, and Randy Lofquist's Kona King Coffee tied for the Sponsors Award. Imagine 100% Kona also took the Peoples Choice Award.

In the Website competition, Deb Sim's Sweet Spirit Farms took second place, and Bruce & Lisa Corker's Rancho Aloha took third place.

The Sponsors Award was won by the KCFA! Congratulations to Mark Shultise for all his hard work!



Best of all was the Grande Parade. Our newly refurbished Coffee Shack, (thanks Ken!) towed by our 1942 Coffee Land Jeep (thanks Chuck!), towing a hand made coffee tree (thanks Kathy!) won the First Prize Float. Described as a tribute to Kona coffee pioneers tradition that paved the way for today's Kona coffee legacy it certainly pleased the judges.



Thanks to our banner carriers, marchers, candy throwers, drivers, decorators, and all who made this such a success.

Dinner & Auction

Our first Dinner was great, 115 people enjoyed a superb meal at the King Kamehameha Kona Beach Hotel and listened to talented entertainer Kauwila who had written a song especially for the KCFA .



Our auction raised more than \$6600 for our efforts to support our farmers



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|------------------------------|----------------------------------------|
| Atlantis Submarines | Ed Kaneko |
| Aloha Woods | Keel Café |
| Baik Designs | Keffer Properties |
| Bamboo Too | Keenans Kona Coffee |
| Big Island Candies | Lava Pots Hawaii |
| BIMA | Kimura's Lauhaia Shop |
| Blue Ginger Gallery | King Kamehameha Kona Beach Hotel |
| Body Glove Cruises | Koehnen's Interiors |
| Buddha's Cup Kona Coffee | Kona Boys Kayaks |
| Captain Cook Trading Company | Kona Brewing Company |
| Captain Zodiac Cruises | Kona Country Club |
| Chef's Kitchen Supply | Kona Coffee & Tea |
| Copy Post Plus Inc | Lavender Moon Gallery |
| Curves of Kona | McClure Farms |
| Blue Journey Coffee Farm | Mauna Kea Resort |
| Discount Fabric Warehouse | Bill Linaker at Pacific Island Fitness |
| Fair Wind Cruises | Plantation Interiors |
| Farm & Garden Supply | Red Sail Sports |
| Framed Prints by Judy | Royal Kona Resort |
| A'ama Organic Coffee | Sarr Family Farms |
| Hawaii Forest & Trail | Sea Hawaii Rafting |
| Healing Touch | SeaPics.com |
| Hilton Waikoloa Village | Seaside Gallery |
| HPM Building Supplies | Soil Culture Consulting |
| Hualalai Resort | Soil Plus |
| Huggo's Restaurant | Starbucks Coffee |
| Peter Duim at Icicles Salon | Sunrise Nursery |
| Indich Collection | Traditional Chinese |
| Innovations Salon | Medical College of Hawaii |
| Jack's Diving Locker | Parrots In Paradise |
| Jeanne Marie Imports | Kathy Wood |
| Kaloko Furniture | XPEDX |

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Auctioneer Mark with Mary Lou (Vanna =>)

Fix Consumer Fraud!

Fix the consumer fraud of Kona blend labels Hawaii County Council requests of State Legislature.

Our Hawaii County Council have acted again in their efforts to get the State Legislature to protect Kona coffee. Resolution 417-07 Truth in Labeling for Kona Coffee, introduced by Angel Pilago, passed by a unanimous vote on November 20th. The Resolution requests the Hawaii State Legislature to schedule committee hearings, give floor consideration, and adopt into Law HB72 and SB661, which are still on the docket for the 2008 legislative session, stating "it is essential that the Hawaii State Legislature act immediately to stop the consumer fraud, deception and confusion that is now being caused by existing labeling requirements for Kona coffee".

In December 2006 the HCC passed Resolution 18-06 to the Hawaii State Legislature, introduced by Brenda Ford, to revise and clarify Hawaii Revised Statute 486-120.6, recommending that any coffee labeled "Kona Coffee Blend" shall have a minimum of 75% Kona Coffee and should be labeled accordingly. This Resolution was totally ignored by the State Legislature, when they consigned, at the urging of the blend industry, House Bill 72 and Senate Bill 661 (To Provide Truth-in-Labeling for Kona Coffee) without even a hearing, to a two-year study which they failed to fund, and has thus never been started.

However, when ordering the study, the Legislature made findings of fact that the existing labeling requirements for Kona coffee cause Consumer Fraud, degrade the name of Kona coffee, and cause confusion as to the difference between real Kona coffee and the cheap blends.

Fifteen people signed up to give testimony, all in favor of the Resolution. It was an emotional occasion for several of the speakers as they spoke passionately about the integrity of Kona coffee. Issues that were raised included the economic damage being done to the Kona reputation by the Kona name being

used on coffee that contains 90% foreign coffee of questionable origin and only 10% Kona. Testifiers made the point repeatedly that the legislation does not ask blenders not to blend, it simply asks them to choose a name for their blend that does not include the name of Kona.

"Kona coffee farmers will again take their case to the State legislature", said KCFA president Ken Sheppard, "and ask for protection of the Kona name. Famous agriculture products are well protected by other states – Napa and Sonoma Wines, Vidalia Onions, Washington apples and many more. It is time to put the same protection around one of Hawaii's signature crops."

We truly appreciate the concern and integrity of our Hawaii County Council in passing this Resolution, and hope that the State Legislature will not again ignore the wishes of the County that is so famous for Kona coffee.

And thanks to all our members who showed up to testify, you really made a difference.

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. www.konacoffeefarmers.org.

And watch for news of our Annual Members Meeting, where members can elect a new Board, and make sure their opinions are heard.

Happy Holidays.....



from your Editor