



Susan Houghton  
Safeway, Inc.  
5918 Stoneridge Mall Road  
Pleasanton, CA 94588-2220

Aloha Ms. Houghton,

I hereby acknowledge receipt of an email copy of your letter dated August 31, 2011 regarding Safeway Select Whole Bean Kona Blend Coffee.

I want to express to you my thanks, and that of Kona's coffee farmers, for the decision of Safeway to follow the requests of the Kona Coffee Farmers Association and of Russell Kokubun, Chairman of the Hawaii Department of Agriculture. We are pleased that Safeway has agreed to modify the labeling of its packages of Safeway Select Kona Blend. We believe these are important steps toward fair labeling and fair use of the Kona name.

We are also pleased by the decision to offer 100% Kona coffee to Safeway customers in California, beginning in April, 2012. We encourage you to consider making genuine Kona coffee available for purchase by Safeway customers in other regions as well.

You asked that I let you know if I have questions — and I do. Please respond to the following:

1 — Your letter does not give a date as to when, “[t]he Kona blend packaging will be modified to reflect that the Kona ‘blend’ coffee will contain a minimum of 10% Kona beans.” By what date will Safeway Select Kona Blend be increased to a minimum of 10% Kona-grown coffee? And by what date will the labeling be modified to disclose the percentage of Kona in the package?

2 — Until the change in the Kona percentage is made, what is the percentage of Kona coffee in packages of Safeway Select Kona Blend on the shelves?

3 — Will Safeway provide the Hawaii Department of Agriculture and the Kona Coffee Farmers Association an opportunity to review and provide input before the “new look” labeling for Safeway Select Kona Blend is finalized?

Thank you again for this important decision, as well as taking a leadership role in corporate responsibility. We look forward to working collaboratively with you and others at Safeway to protect the integrity of the Kona coffee name.

Sincerely,

Colehour Bondera, President

cc: Russell Kokubun

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