

# THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

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## Coffee Fest Comes to Hawaii

### Specialty Coffee Trade Show Hosts First Show in Coffee-Growing Region

Coffee Fest has been bringing the specialty coffee, gourmet tea and alternative beverage industry professionals together since 1992 when the show started as a consumer coffee festival in Seattle. Since 1998, Coffee Fest has gathered coffee retailers, roasters, distributors and manufacturers together for thrice annual trade shows to help attendees build their businesses, learn about the newest products and remain current with industry trends.

Coffee Fest leaves the mainland to head to Hawaii for its 51<sup>st</sup> show and first event hosted in a coffee-growing region. The show takes place June 6, 7, & 8 at the Hilton Waikoloa.



“It’s symbolic for us to hold the first of our next 50 shows in a coffee-growing state,” says David Heilbrunn, Coffee Fest show manager. “By hosting Coffee Fest in

Hawaii, close to the world-famous Kona farms, we draw attendees and exhibitors back to the source so they can see how our coffee is grown, cultivated and processed. For many in the industry, coffee growing is an abstract, now we have an opportunity to make it concrete and applicable to our retailers and their work.”

A bustling trade floor with more than 130 booths will set the stage for forging new business relationships. The show floor is open for business from noon-5pm on Friday June 6 and Saturday 7, and will close at 4pm on Sunday 8th. To register for the show, please go to [www.coffeefest.com](http://www.coffeefest.com) or call 425.283.5058, ext. 123 or 128.

And the KCFA will be there! Look for our new booth display, at Booth # 114, and check out what’s new!

## Solstice Seed Exchange

The Bishop Museum's Amy Greenwell Ethnobotanical Garden will again host their "Seed Festival."

The Summer Solstice in Hawai'i is Saturday June 21, and this year, the 4th in a series, they will honor "Fire" in the opening ceremony with Na Wai Iwi Ola. Last year they honored Air, year before Water, year before Earth. Educational presentations during the day will address aspects of living on an island of fire, and it's transformative effects on Nature and Agriculture.

More information to come...we will be there with our Coffee Shack.

## Decaf Naturally?

After twelve and a half years of intense breeding and cultivation, Daterra Coffee of Brazil has announced Opus 1 Exotic, the first 100% Arabica coffee grown to be naturally lower in caffeine, with less

than 1% caffeine, 30% less caffeine than traditional Arabicas.

Developed through natural breeding methods, the coffee is NOT genetically modified; rather it has been bred from ancient Ethiopian varieties of Coffea Arabica.

For those coffee lovers who find they must avoid caffeine, at least one company has produced one without having to stoop to genetic modification. Now if only our own Hawaii researchers could turn their science to this type of research instead of trying to foist unwanted GMO varieties on us, with its high risk of cross pollination.

## Replacing Methyl Bromide?

The EPA has approved a new pesticide, methyl iodide, for pesticide users who need to replace methyl bromide, which has been banned under an international treaty because it damages the Earth's ozone layer.

Methyl bromide is the highly toxic chemical that is currently used to fumigate green beans being imported into Hawaii, in order to protect our crops from the pests and diseases rampant in all other coffee growing areas. Hawaii repeatedly gets extensions that allow it to use methyl bromide until a new, sufficiently effective fumigant is found. Kona Blend coffees typically contain 90% foreign beans which have by law been fumigated with methyl bromide.

Methyl iodide will be manufactured by Arysta LifeScience and marketed under the name Midas. More than 50 scientists, including five Nobel laureates in chemistry, PROTESTED THE APPROVAL, stating that Methyl Iodide is a NEUROTOXIN and CARCINOGEN that has caused thyroid tumors, neurological damage and miscarriages

in lab animals. Many of the chemists said they are shocked that the EPA is allowing its use as a pesticide.

EPA officials said the approval is limited to one year because the agency is developing new regulations for all fumigants.

Is methyl iodide the one Hawaii will use to replace methyl bromide?

Or will they finally wake up and just ban importing foreign green coffee beans into our precious growing area. They can import any beans into the mainland with no fumigation required, and roast it there, which would not endanger either our crops (when green beans slip through the system) or people who fumigate beans or consume fumigated beans.

## **YouTube Round Up**

After we found that our KCFA video has been posted on YouTube, we took a look at what is currently showing under "Kona Coffee". Here are a selection, check them out.

### **Boomer Alley – A Cup of 100% Kona Coffee**

<http://www.youtube.com/watch?v=rE9p9weUWJO>

Bill Dwyer of Kona Mountain Coffee doing a great job of explaining why to buy 100% Kona, and not blends.

### **KCFA – 100% Kona Coffee**

<http://www.youtube.com/watch?v=D8-IKZb64I4&feature=related>

KCFA showing how 100% Kona is made, and why it is one of the few coffees in the world that can be a stand-alone coffee and not need to be blended. Over 1000 viewings to date!

### **Supercub Coffee Deck Take off and landing**

<http://www.youtube.com/watch?v=5EdrJ1Wf8qg&feature=related>

What to do with your coffee deck in the off-season! Hilarious....

### **Kona Coffee Festival Parade**

<http://www.youtube.com/watch?v=6dFaGTcLYXs>

see the KCFA prize winning jeep and coffee shack go past

### **Kona Coffee & Tea Company**

<http://www.youtube.com/watch?v=1Ntf1OADxgw>

Mark Santiago in a great

promotional video for the company and for estate 100% Kona and its farmers

### **Kona King Coffee Bloom**

<http://www.youtube.com/watch?v=1D-cnFugog>

Great tiny video clip of gorgeous Kona "snow"

### **Fresh Roasted Kona Coffee**

[http://www.youtube.com/watch?v=ia\\_gze5P8VTI](http://www.youtube.com/watch?v=ia_gze5P8VTI)

Michael McCheyne pouring fresh roasted coffee from an ASHE fluid bed roaster.

## **Spring Rains Forecast a Good Crop?**



According to the NASS statistics, Hawaii Island coffee production was down 31% last year, mostly due to the wrong weather at the wrong time. Four million pounds of green, down from 5.8 million pounds the previous year. Even so our island accounted for 69% of the State's total farm revenue for coffee!

This year the crop is expected to be back at higher levels. Deb Sim's provided us with the photo above of her orchard smothered in Kona snow, now happily setting to cherry.

Isn't that a sight of pure pleasure?

## **Mahalo from the Board!**

Thank you for your generous donation of green coffee during the past year.

More than 500 lbs. of donated coffee has been processed, packaged and labeled as KCFA 100% Kona Coffee by volunteers. That coffee has been offered for tasting and purchase at community events such as KCFA's Lanihau Coffee Fest, the Holualoa Coffee & Art Stroll, Pua Plantasia, Aloha Hawaiian Nights on the pier, and sold to cruise ship passengers at

the KCFA table on Alii Drive.

The Alii Drive table has been a terrific success in promoting 100% Kona coffee to visitors and for raising money for KCFA's activities.

We hope that during the coming months you will again donate green coffee.

If you would like to help with our events please contact Mary Lou Moss ( [MaryLou@cuppakona.com](mailto:MaryLou@cuppakona.com)) or Kathy Wood ([kathywood@hawaii.rr.com](mailto:kathywood@hawaii.rr.com)). We can always use the help.

Thank you again for your contributions.

Aloha, Bruce Corker

## **Events & Workshops....**

### **May:Organic Farming**

Visit to an established organic farm for a workshop and farm tour. Contact Colehour Bondera for details, 328-0296 [colemel@kanalanifarm.org](mailto:colemel@kanalanifarm.org)

### **June:Coffee Processing Techniques for Small Farms**

Workshop on how to take your coffee from cherry to roast. CTAHR meeting room, Kainaliu. Contact Ken Sheppard for details, 329-7239 [kensheppard@hawaii.rr.com](mailto:kensheppard@hawaii.rr.com)

## **Food for Thought....**

A recent study found the average American walks about 900 miles per year. Another study found Americans drink, on average, 22 gallons of coffee a year. That means, on average, Americans get about 41 miles to the gallon. Kind Of Makes You Proud To Be American.

## **Join or Renew Today!**

The Kona Coffee Farmers Association was founded to protect and promote 100% Kona coffee, and to support and provide an independent voice to the farmers who grow Kona coffee. We are a member-driven organization and encourage member input at all times. Regular membership is \$25, Associate (non-farmer) membership is \$20. This gains you free entrance to our workshops, so is a great deal.

Find information and join online at [www.konacoffeefarmers.org](http://www.konacoffeefarmers.org)