

# THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

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## See Us at the Seed Exchange



The "Coffee Shack" on the road

The very popular Seed Exchange will happen again this year at Amy Greenwell Botanical Gardens on Saturday, June 16. The opening ceremony is at 8:30 am.

The event features seeds, cuttings and plants which grow well in our Hawaii regions. Food plants, herbs, medicinals and decorative foliage. Plus information and advice tables from many of the local farmer associations, on growing, plant diseases and more.

It is a great opportunity to learn while meeting your neighbors. The KCFA will be bringing our coffee shack to the event, along with our information books, great coffee to drink, and people to answer your questions.

## 100% Colombian Extends Its Reach..

Colombian coffee farmers, in the persona of Juan Valdez, have been promoting 100% Colombian

Coffee since the early 1960s. Industry analysts say Juan Valdez has 87-percent brand awareness and nearly 50 years of brand equity. And now, the mostly retail brand will penetrate into the U.S. restaurant category.

Coca-Cola has announced it will offer restaurant operators The Juan Valdez Coffee System, a branded liquid coffee system. Jim Dinkins, vice president of marketing for the Coca-Cola Food Service Division said Coca-Cola does not intend to take shares away from other coffee suppliers. Rather, "we are trying to grow the whole coffee category," he says. "We've been in the coffee business in packaged, can and the bottle form before, but this gives us the ability to become a one-stop coffee solutions provider."

According to Coca-Cola, The Juan Valdez Coffee System can significantly increase coffee transactions, guaranteeing customers a hot, freshly made cup any time, with little or no waste. The branded liquid coffee system delivers a perfect cup of 100-percent Colombian Coffee on demand. It is expected to be a big hit with foodservice operators as it is operationally simpler and easier than current brewing systems.

Consumers obviously LIKE 100% origin coffees if a giant like Coca-Cola sees the restaurant market as a business opportunity. Even more of a shame that so much of our wonderful Kona coffee is sold as a cheap and uninspiring TEN% blend.

## For U.S. Consumers, Imported Food is a Risky Business

According to the Associated Press, a mere 1.3 percent of imported foods are inspected (yes, that

means 98.7% is not inspected) — yet those government inspections regularly reveal food unfit for human consumption. The list of tainted foods detained at the border by the Food and Drug Administration includes imports from Guatemala, India, Philippines, China, Peru, and many more. Food safety experts say that the US does not have the systems in place to ensure food imports are safe.

With only a minuscule percentage of shipments inspected, they say the nation is vulnerable to harm from abroad, where rules and regulations governing food production are often more lax than they are at home, particularly with regard to pesticide and chemical fertilizer contamination.

What about the cheap, foreign coffee that blenders bring in to make the 90% portion of their Kona Blend? Is that inspected for contamination? The only thing we DO know about it is that it is supposed to be fumigated to kill diseases that would wipe out Hawaii's home grown coffee fields.

Fumigated with methyl bromide.....

An Action Alert was issued by the Center for Health, Environment, and Justice on June 5<sup>th</sup> this year announcing a public meeting of the Environmental Protection Agency. The purpose — to consider how to mitigate the effects on public health and the health of workers who live and work in areas where "the highly volatile and toxic pesticide Methyl Bromide is used".

Methyl Bromide has been scheduled to be phased out from use for many years now because it has been proven to be a cause of depletion of the earth's ozone

layer and other environmental effects, as well as links to cancer incidents. The US repeatedly requests exemptions from the international community so that it can go on using this dangerous chemical on our foods.

How many toxic substances do you want with your breakfast? Enjoy your cup of Kona Blend now?

## **More Good News on Coffee and Health**

According to research, coffee actually seems have health benefits, and it's one of the few drinks available these days that doesn't come loaded with sugar and calories.

Coffee consumption has increased in the past decade with the explosion of coffee chains, and today more than half of Americans drink coffee regularly. We're drinking a lot of coffee, even if we don't think we should.

In fact, two to three cups a day is probably just fine, most doctors say. The trouble comes when people start adding sugar and cream to their coffee, or even worse, buying thick, blended drinks - with whipped cream on top, of course - that have hundreds of calories.



A 12-ounce cup of coffee with no extra ingredients has only about 10 calories. The same size frappuccino - a coffee drink with flavored syrups - can be up to 370 calories.

It is a daily routine for millions of Italians - the morning cup of espresso downed swiftly on the way to work. There is sound scientific reason to enjoy your

morning espresso. Coffee can be good for you, says dietician Chiara Trombetti, of the Humanitas Gavazzeni institute in Bergamo, Italy.

Coffee contains tannin and antioxidants, which are good for the heart and arteries, she says. It can relieve headaches, help prevent gallstones, reduce the risk of asthma attacks, and help improve circulation within the heart.

Parents might be alarmed at the thought, but Dr. Trombetti is adamant that a cup of milky coffee could make the ideal start for the next generation of coffee lovers - drowsy kids, stimulating their brains ahead of a long school day.

The medical journal *Gastroenterology* has published results of studies from Sweden that indicate drinking coffee appears to lower the risk of developing liver cancer.

And a new study published in the June 2007 issue of *Arthritis Care & Research* found that drinking coffee lowers uric acid levels in the blood, which may help prevent gout, the most common inflammatory arthritis in adult men. In the study, they found that the amount of uric acid decreased with the increased coffee consumption, but not with tea. The conclusion is that it is not the caffeine in coffee that is having the beneficial effect but other components of coffee

Diabetes has been the latest focus of research, and studies also have suggested coffee could lower the risk of developing Parkinson's disease and Alzheimer's disease. Coffee may also lessen the risk of depression and suicide.

So if the experts know that coffee is not harmful, why is it still considered such a guilty pleasure? Something that feels good can't possibly be good for us, right? Wrong, enjoy your coffee, in moderation, and reap the health benefits.

## **100% Kona Ice Cream**

Meadow Gold Dairies has long sold a "Kona Coffee" ice cream, but made with a 10% Kona blend. Our legislative chair wrote to them two years ago to point out the mislabeling and happily Meadow Gold is now selling Kona Coffee ice cream made with 100% Kona coffee.

Their Kona coffee is supplied by KCFA member Trent Bateman of Mountain Thunder. Trent invented a device to make a high-quality Kona coffee extract. This allowed Meadow Gold to do a real Kona coffee flavor with Mountain Thunder's authentic 100 percent Kona ultra-fine grind extract.



*Trent Bateman with one of his weed-eating donkeys*

Mountain Thunder coffee is now also being sold in Costco, 100% Kona next to the cheap 10% blends from other companies. Costco introduced the brand to its Kona warehouse last year and now sells hundreds of pounds of Mountain Thunder beans weekly. Costco roasts Mountain Thunder beans on Oahu and sells them under the Kirkland brand throughout the state.

## **Membership**

The KCFA was founded to protect and promote Kona farmers economic interests in 100% Kona coffee, to protect the Kona coffee heritage, and to seek greater legal protection of the Kona coffee name.

We are a member-driven organization and encourage member input. The KCFA goals are to help our member farmers succeed in their farming business and enjoy participating in an organization that represents their interests

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