

THE INDEPENDENT VOICE

Newsletter of the Kona Coffee Farmers Association

December 2008

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HAPPY HOLIDAYS AND A PROSPEROUS NEW YEAR

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Editor – Christine Sheppard	

KCFA Second Annual EXPO!

Specifically for Small Farms
Friday January 30th 10-2:30
Services and Resources for
Coffee and Small Farm Needs,
with Displays, Mini-workshops,
Product and Service Info,
Technical Talk-story.

Exhibitors / Speakers *confirmed to date:*

Ali'i Printing – Marketing
Materials
ASHE LLC – Coffee Farm
Equipment
Captain Cook Trading – Small
Farm Equipment
Estrada – Small Farm
Equipment
XPEDX – Burlap & Foil Bags
Dr. Freed – Mobile Veterinarian
Future Forests Nursery – Shade
Tree Planting
GrainPro – Storage Bags for
Dry Coffee
HDOA – Certification &
Grading
KCFA – Non-profit Coffee
Farmer Association
Kau Coffee Growers
Cooperative
Mountain Thunder Machine
Shop – Machine Shop Services
Scott's Sharpening Service –
Tool Sharpening
Robert Barnes – Fertilizing
Bob Smith – Pruning
And more to come....

Friday January 30th 10-2:30
Makaeo Pavilion Old Airport,
Kailua Kona.
Admission Free to all –
Valuable Door Prizes to KCFA
Members, membership available
on day. For more information,
call 329-4035

**AND NOTE: KCFA Annual
Meeting – open to all members,
follows at 3pm**

Festival Wrap-Up

Congratulations to the Calendar
Girls and the Coffee Shack –
Third Place in the Grand
Parade. The Coffee shack was
towed this time by Miss
February, Jenine Boido, on her
now-famous orange tractor!



Copyright Deb Sims

And our Dinner/Auction was a
huge success. 140 attendees and
we raised over \$6000 in the
auction. Kauwila and Hibiscus
Jam gave great performances.



Hibiscus Jam singing the Calendar Girl song
Copyright Deb Sims

Mark Shultise reprised his skills
as our auctioneer. But the main
kudos go to Mary Lou Moss,
Kathy Wood, and their band of

willing and able volunteers who
made the event so wonderful.

Don't Forget Your KCFA Calendar!

Special offer on our new
website, konacoffeefarmers.org,
calendars are only \$6 each if
you buy 10 or more. Great gifts
for friends and family, and
coffee lovers everywhere, plus
you will be supporting our
efforts to promote Kona coffee.

Our Calendar Girls worked to
spread the message at the
Holiday Arts & Crafts Show at
the King Kamehameha Hotel,
and are planning a couple more
appearances before the end of
the year. Plus they are featured
in the December issue of Hana
Hou, the in flight magazine for
Hawaiian Airlines!

Success! HCC Over- Rides GMO Bill Veto!

Our Hawaii County Council has
once again shown its
independence from lobbyists
influence, and its support for
our people and agriculture.

The HCC unanimously passed
Bill 361 banning GMO coffee
(and taro) from our island in
October. Mayor Harry Kim in a
capricious and unwarranted
“lame duck” action, vetoed the
Bill. However, at a special
council session on Thursday
November 13th the HCC, again
unanimously, over-rode the veto
and the Bill stands.

The decision made world-wide
news, and we are justly proud of
our Council members and thank
them for their foresight and
courage.

GrainPro Bags

GrainPro SuperGrainbags are intended for resealable safe storage of dry commodities in reusable or disposable bags. SuperGrainbags act as a gas and moisture-proof barrier may be placed inside any convenient protective cover such as a burlap sack for physical protection.

KCFA members have been testing these bags for storage of green and parchment coffee. The results showed that the moisture % was the same after months of storage without air conditioning or a dehumidifier.

KCFA is now buying these bags in bulk so we can pass the savings on to our members. Only \$3 each, sized 30 X 50, members may buy them on our website, konacoffeefarmers.org

Also, take advantage of our bulk purchase of high quality burlap bags and buy these too!

Editorial

This will be the last issue of this year, so please excuse my final rant... Next year may see less issues due to pressure of work restricting volunteer hours.....

The Sorry Story of the banning of the KCFA DVD

Back in 2007, we produced a DVD promoting 100% Kona coffee, and warning consumers not to be fooled by blends. The DVD was funded by matching funds from the Hawaii Department of Agriculture under their Grant program.

We submitted our outline of what the DVD would contain. We were completely clear all along that the DVD would promote 100% Kona coffee and would clearly distinguish it from 10% Kona Blend, and WARN consumers about 10% Blend including the danger of methyl bromide fumigation, and the high price they would be paying for 90% unidentified foreign coffee. We even submitted our "Don't be Fooled" brochure (the one we distribute at the pier to our incoming

cruise ship visitors) as an example of what we planned. *(If anyone would like to see the Grant Proposal, email the editor and I will happily email it back to you.)*

We received approval from HDoA, with no caveats, based on this grant submission.

We produced a DVD in total line with the approved grant submission. There is nothing in the DVD that was not clearly outlined in the grant submission.

HDoA capriciously, long after the fact, under pressure from the Oahu blenders, decided that they did not like the message. When we offered to change some of the content, they at first had discussions with us about what would satisfy the powers that be, then withdrew from those conversations and went for a complete ban.

The HDoA "directed" the KCFA to stop distribution on a nonsensical claim that the HDoA "owns" the DVD. The HDoA is trying to turn the matching grant process on its head. What they seem to be asserting is that the KCFA agreed to subsidize HDoA (rather than the other way around) for more than half the cost of a promotional DVD which the HDoA now bans from distribution or display.

In my opinion, we are owed the right to distribute the DVD, OR all costs of relinquishing it, including our out-of pocket expenses AND an opportunity-lost cost that has yet to be figured. We suspended large and complex marketing plans (including TV, Cruise ships, etc) waiting, many months, for this issue to be resolved.

Josh Green, our newly elected Senator, has been kind enough to put our case to Sandra Kunimoto, Chair of the HDoA.

Yet Kunimoto's response to Josh agrees NEITHER to refund our considerable expenses (\$11,000 of members hard earned money) NOR to allow us to use the DVD. We are out of

money, out of a DVD, out of our promotional plans.

This is a shameful way to treat a hard working all-volunteer farmer organization.

Here is my last word on the subject.....



The opinions expressed in this editorial are those of the Editor .

Classified Ads

Check out our classifieds at at www.konacoffeefarmers.org/Classifieds.asp

ON OUR BRAND NEW WEB SITE! Free placement for all members.

Join or Renew Today!

The KCFA was founded to protect and promote 100% Kona coffee, and to provide an independent voice to the farmers who grow Kona coffee. We are a member-driven organization and encourage member input. 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 konacoffeefarmers.org