



P O Box 5436 · Kailua-Kona · Hawaii · 96745
www.KonaCoffeeFarmers.org email: info@KonaCoffeeFarmers.org

August 21, 2013

Mark B. Dunkerley, President & CEO
Hawaiian Airlines
PO Box 3008
Honolulu, Hawaii 96820

Re: Hawaiian Airlines 10% Kona Coffee Giveaway

Dear Mr. Dunkerley:

I am writing to you because members of the Kona Coffee Farmers Association (KCFA) and others have brought to the attention of the Kona Coffee Farmers Association that Hawaiian Airlines is distributing giveaway packets of "10% Kona Coffee" to Hawaiian Airlines passengers.

Attached for reference is a copy of the labeling of the giveaway packet. On that label the word "Kona" prominently appears 6 times. The label states: "Hawaii Coffee Facts: Hawaii currently produces 8.5 million pounds of coffee per year. Hawaii is the only state coffee is grown in the U.S." Nowhere on the label, however, is there any indication that 90% of the contents is neither grown in Kona nor in Hawaii. Nowhere on the label is the origin of the 90% disclosed.

For the reasons set forth in KCFA's Policy Statement (copy attached), use of the "Kona" name on packages containing 90% ordinary commodity coffee of undisclosed origin damages the reputation of Kona coffee and damages the economic interests of Kona's coffee farmers.

We ask that Hawaiian Airlines discontinue the practice of distributing these deceptively labeled packages. The reputation of Kona coffee as one of the world's best specialty coffees is a significant factor in encouraging visitors to come to Hawaii—and to travel on Hawaiian Airlines. We encourage your company to support the farmers who grow what is now Hawaii's premier agricultural product—and protect the good name of this heritage Hawaiian crop.

We would be pleased to further discuss this request with you. We look forward to hearing from you.

With aloha,

Cecelia B. Smith, President
Kona Coffee Farmers Association
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