



# KONA COFFEE FARMERS SYMPOSIUM 2026



# ALOHA FARMERS & THANK YOU SPONSORS

- Grant HDOA & SHAC
- Generous Sponsors
- Coffee donation Buddha Cup and Goat Coffee
- Great program + free lunch
- Volunteer work KCFA Board



# STRATEGIC GOALS 2024-2026

## PURPOSE OF KONA COFFEE FARMERS ASSOCIATION (KCFA)

The Kona Coffee Farmers Association is a non-profit organization dedicated to advancing and safeguarding the interests of Kona Coffee Farmers. We support farmers in the Kona district throughout the entire coffee cultivation and transformation process, collaborating with agricultural entities prioritizing farmer well-being. KCFA provides members with training, advocacy, networking, and marketing support. We engage with various agencies to ensure fair trade and protect Kona coffee from fraud, pests, and diseases. Our vision is to preserve Kona coffee's unique heritage, celebrate its culture, and foster innovation and excellence.

## KCFA STRATEGIC GOALS

The Association's strategic goal aims to enhance the sustainability, quality, and economic viability of Kona coffee. We seek to foster cooperative spirit and collaboration among farmers through education and relationship building and community development with Kona coffee industry contributors.

### GOAL 1 - EDUCATION

#### Expected outcomes and methods:

- **Continual improvement in yield and quality** by exposing member farmers with opportunities to gain experience with best practices and techniques through seminars workshops, printed materials, videos/electronic means, and hands-on learning activities. KCFA provides accurate and timely information to members, consumers, environmentalists, scientists, and policymakers through its website that consolidates a variety of these resources.
- **Maintain an expert reputation** as a reliable source of information and data for management, science, and policy development, KCFA conducts and supports research and dissemination of the results.

### GOAL 2 - COMMUNITY AND COMMUNICATION

#### Expected outcomes and methods:

- **Increase membership** by providing farmers and allied industries with the desired services to support coffee quality and production.
- **Foster a culture** of respect, cooperation, and mutual support among its members and the coffee community.
- **Establish strong partnerships** and collaborations to advocate with local, state, federal, and international agencies for the interests and rights of Kona coffee farmers.
- **Boost public awareness of KCFA** by providing dispersed, timely and accurate information to its members, farmers, consumers, stakeholders, and policymakers.
- **Create collaborations and alliances** with other organizations and institutions that share their vision and mission for Kona coffee excellence.
- **Promote the highest standards** of quality, sustainability and innovation in the production, processing, and marketing of all coffee varieties grown in the Kona Coffee Belt and educate the public about its unique characteristics and benefits.



# STRATEGIC GOALS 2024-2026

## EDUCATION

1. Web site updated
2. Visitor education
3. Kokua Kailua strolls, parades, Holualoa Art & Coffee Festival
4. Farmer Gatherings
5. Pruning & soil workshops
6. Newsletter articles
7. 2025 Symposium

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# STRATEGIC GOALS

## 2024-2026

### COMMUNITY & COMMUNICATION

1. Membership increased
2. Highly functional board
3. Boosted awareness participated many events
4. Collaborated with Festival Committee, HCA, HDOA, Kona Schools, Congressional delegation, state representatives
5. Articles in Newsletter
6. Guest attendance Board

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# GUEST ATTENDANCE AT BOARD MEETINGS

- Every other meeting is in person or zoom
- There were guests at every meeting but one.
- Guests provided perspectives on various matters
- The board would discuss matters brought up by guests
- And.....you volunteer to work on the Board for Kona Coffee

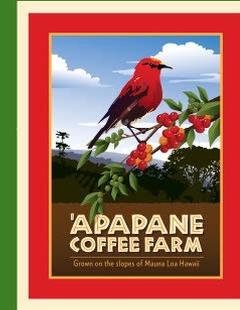


# MEMBER SUGGESTION

A member thought  
we should have a  
KCFA and Farm  
Sign initiative

Demo at KCFA  
Merchandise table  
Order form

'APAPANE  
COFFEE  
FARM



Proud Member of  
KONA COFFEE FARMERS  
ASSOCIATION



# The Challenge Of Price Discovery In Hawai'i Coffee Markets

Why Farmers and Buyers  
Lack Reliable Market Data



# The Core Problem

- No centralized, transparent reporting system for cherry, parchment, green, or roasted coffee prices in Hawai‘i.
- Farm-gate prices often based on word of mouth, tradition, or private contracts rather than verified market data.



# What Data \*Does\* Exist — and Why It Falls Short

- USDA/NASS reports are infrequent, high-level, and often lag by 12–18 months.
- Processor and mill prices are not publicly reported or standardized.
- No statewide database for cherry, green, or roasted prices by region, grade, or season.
- Farmers cannot benchmark their prices against real market conditions



# Consequences for Farmers and the Industry

- Harder to negotiate fair cherry prices.
- Difficult to evaluate cost of production vs. market value.
- Inconsistent pricing weakens brand integrity and long-term planning.
- Lack of transparency discourages new farmers and investors



# BUILDING A FAIR, DATA-DRIVEN MARKET FOR HAWAI'I COFFEE

Create a statewide, farmer-led price reporting system

- A simple, anonymous submission of cherry, parchment, green, and roasted prices by region and grade along with costs of production.



# BUILDING A FAIR, DATA-DRIVEN MARKET FOR HAWAI'I COFFEE

## Create a statewide, farmer-led price reporting system

- A simple, anonymous monthly submission of cherry, parchment, green, and roasted prices by region and grade.

## Partner with mills and processors for voluntary transparency

- Encourage standardized reporting of purchase prices, volume, and grade categories.



# WILL WE KNOW HOW THE MARKET CHANGES WHEN NEW LABELING LAW IS IMPLEMENTED?

- Your KCFA board has asked this question.
- ANSWER
  - If...everything stays the same we will not know.



# HOW CAN WE KNOW HOW MARKET CHANGES AFTER LABELING LAW IS IMPLEMENTED?

- Your KCFA board has asked this question.
- If...everything stays the same we will not know.
- KCFA, HDOA and UH Extension has teamed up to develop a reporting mechanism to track market changes.
- Later today a speaker will present an effort.
- Soon you will be asked to respond to an anonymous survey yearly, to provide data from your farm.
- This effort will be highly successful if everyone participates year after year. Plan on taking your time to fill in your farm data.



# FEDERAL LAW PASSED TO ENFORCE COFFEE LABELING

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- Federal Practice Attorney has promised KCFA Limited Pro Bono services as details are explored
- This attorney has associates practicing in Washington DC that provide allied services
- Later Suzanne Shriner will update you on this effort
- There will be additional costs to KCFA.
- Our budget is not sufficient to reimburse time
- We are setting up a donation fund for this purpose. You can donate at the merchandise table





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