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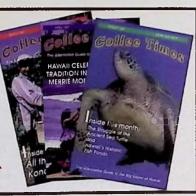
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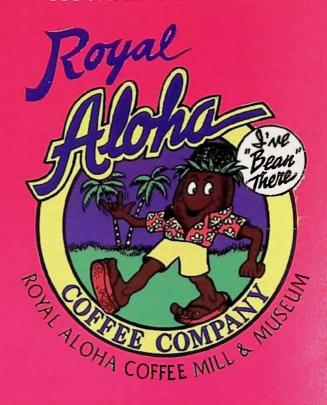
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Coffee Times

A comprehensive guide to touring the Big Island of Hawaii.

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Wherever you wind up on the Big Island, we wish you an enjoyable stay.

Coffee Times

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Les Drent

Publisher and Founder

COVER PHOTOS

September: Horse Racing in Waimea, by Kirk Aeder. October: Luis Cisneros of Bay View Farm, by Les Drent. November: Background: Waipio Valley by Kirk Aeder. Inset: Waipio Taro Farmer John Loo, by Betty Fullard-Leo. December: Vintage Aloha Shirt from Mauna Kea Galleries in Hilo, by Les Drent. January: Kayla Yadao of Waimea by Kirk Aeder. February: Kid Skipper in Kailua Bay, by Kirk Aeder.

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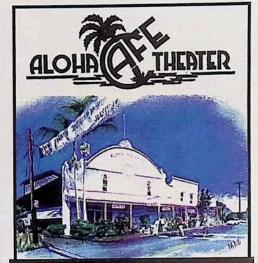
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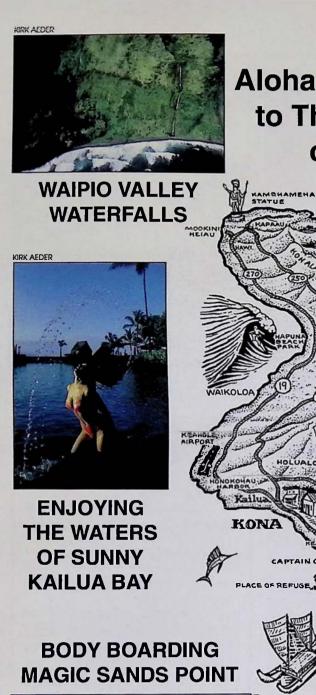
Chefs Mike Bickers & Marion Denzler

A culinary story of a 65 year old theater/cafe located in up-country Kainaliu that has boldly entered a new age of food excellence with its new dinner menu. Starring Chef Mike Bickers and his mouthwatering plates and co-starring Marion Denzler and her lustful desserts. Already world famous for its hearty & generous breakfast and lunch menu (with long-time Aloha chefs Diana Ancog & Glen Garcia) the Aloha is a culinary show for all ages.

See their story in the September and December Coffee Times page 33

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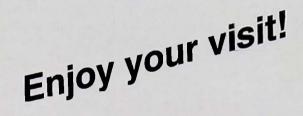
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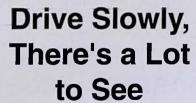




HILO **ANTHURIUMS**



VOLCANOES NATIONAL PARK





PAHOA'S HISTORIC AKEBONO THEATER & VILLAGE INN



KA'U REGION South Point U.S.A.





Left: Kauaha' Ao Congregational Church in Naalehu. Right: Naalehu Fruit stand is the place to go for the freshest island fruits.

he actual place where Polynesians first stepped foot in Hawaii will always remain a mystery, but it was probably somewhere near the southern tip of the Big Island. This area seems like a probable place because their approach would have been from the south, where all of Polynesia lay. When sailing north, the Big Island would be the first island they would have seen, and South Point would have been the nearest landfall. Aside from the logic of such a choice, there is archaeo-

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logical evidence supporting the supposition of a landing near **Ka Lae**, as the Hawaiians call the most southern tip of the island of Hawaii. Excavation of lava tubes, that were used as shelters, near Kailikii and Waiahukuni, villages four miles northwest of the Ka Lae, indicate people were using them by A.D.750. There is other evidence that indicates people first were in the area as early as A.D. 200.

The cliff near South Point Park is a common mooring place for modern day fishermen who find these waters a rich resource. From the precipice the drop is about forty feet to the ocean's surface, but the cliff base goes down another thirty feet below the surface of the water. Ladders, hung to make access to the boats easier, swing freely in the air just above the sea. The cliff is deeply undercut. In the heat of the day the water looks inviting. It is so clear the bottom can be seen plainly. For some there might be a temptation to leap into the cool water, and climb back up the ladder. It looks inviting, but don't do it. A swift current runs along the shore. The flow will carry anyone in the water straight out to sea. It is called the Halaea Current, named for a chief who was carried off to his death.

One of South Point's most famous scenic spots is Mahana Beach, also called Green Sands Beach because it has a distinctive golden green color. Although none of the fragments in the sand are large enough for jewelry purposes, the beach is composed chiefly of peridot, a semiprecious



Places of Interest

At Naalehu Fruit Stand, owners John and Dorene Santangelo prepare homemade specialties daily. Take your

meal on the road or take a picnic table seat on their front porch as you watch travelers on their way to Volcano pass by. Next to Naalehu Fruit Stand is the **South Point Properties**, the southern most real estate office in the USA. The office offers free maps to travelers and advice to buying real estate in Hawaii.

gemstone. These tiny green gems are a silicate, one of the many families of quartz, which cook out of the basaltic magma over time. (They are apparent as green flecks in the raw lava stones used to build the columns and walls of the Jagger Museum at Kilauea's Volcano National Park.) As lava reached the coast, erosional forces, and the specific gravity of the stones, perhaps are responsible for the accumulation of such a large quantity of the granules that produced the green sand beach.

Up the coast from South Point's main hub of activity, Naalehu town, and heading towards Volcanoes National Park you will pass by Punalu'u black sand beach and later a sign marking a road to Pahala. The short drive to Pahala is worth the excursion. In it are an actively working sugar mill and the not so active remains of the old Pahala Theater. Take time to drive into the lush tropical Wood Valley and past a Buddhist temple. Ask for specific directions to those sights at the local general supermarket, there is only one. South Point is a little more than an hour's drive from either Hilo or Kona.





Offering a laulau (ti wrapped food) to Madame Pele, the goddess of the volcanoes.

VOLCANO HAWAII

olcanoes National Park has one entrance, off Route 11, 30 miles south from Hilo or 95 miles east from Kona. The park is open 24 hours a day all year round and requires a \$5.00 entrance fee per vehicle which is valid for 7 consecutive days. The hiker/bicyclist/bus passenger fee for people over 16 and under 62 is \$3.00. When you enter the park during daytime hours you will receive a park brochure at the entrance station. If you enter the park after hours you may pick up the brochure at the Kilauea Visitor





Above: Depending on eruption status visitors can often view the volcano's lava flows. Right: An ohia lehua blossom in full bloom.

Center which is located a quarter mile from the entrance on Crater Rim Drive. The visitor center is open from 7:45 a.m. to 5:00 p.m. daily. Visitors are encouraged to take the time to carefully read the park regulations and guidelines. The volcano fumes that exist in the park may create a health hazard for pregnant women, infants and people with heart or respiratory problems. People at risk should avoid stopping at the Sulphur Banks, Halema'uma'u Crater and other areas where volcanic fumes are present.

Overnight trips in the park require a backcountry permit that can be obtained at no charge at the Kilauea Visitor Center. Once inside the park enjoy the 25-minute movie on eruptions shown hourly at the visitor's center. Other attractions are the Thomas A. Jaggar Museum three miles inside the park along Crater Rim Drive, The Volcano House, Thurston Lava Tube

and scenic vistas. Depending on the timing of your visit you might have a chance to see the volcano erupting. A 45 minute drive to the end of Chain of Craters Road and a short hike will get you to the most recent lava flow area. The new coastline is unstable and can collapse into the sea at anytime without warning. Obey all park signs. Do not enter any closed areas! The park also offers many other hiking opportunities which are mapped out in the

park brochure.

A reminder to drive slowly and carefully while touring the park as it will help to protect Hawaii's endangered state bird, the nene.



FOR SPECIFIC PARK INFORMATION

Call Volcanoes National Park at (808) 967-7311 Or For an Eruption Update call (808) 967-7977

Places of Interest

Lodging, gas, camping supplies and dining all can be found in Volcano Village just a short drive from the

park. Because of the remote location of Volcano, the numerous Bed & Breakfasts existing in the region are a popular choice among visitors seeking lodging in this region. Located off of Hwy. 11 are the private Hale

Ohia Cottages surrounded by bonsai-style gardens and moss covered grounds. The suites and cottages are both spacious and comfortably outfitted. Also featured at Hale Ohia are two very private romantic cottages outfitted with fireplaces. Perhaps one of the most memorable dining experiences on the Big Island can be found at Kilauea Lodge, which features continental cuisine beside the historic Fireplace of Friendship. The mountain lodge also hosts thirteen romantic rooms for overnight visitors.

PUNA and **PAHOA**

or visitors who want to experience the true feeling of old Hawaii,

Pahoa village holds the key to this untouched past. First a rugged sawmill

town then a sugar town and also a crossroad on the old railroad, Main Street Pahoa has maintained its western style storefronts and wood boardwalks in a charming turn of the century Victorian style.

Quaint shops from surf, to curio and restaurants that span the flavors of the

Places of Interest

One of the nicest things about dining out in Pahoa is that you are guaranteed to get an authentic plate of food

at most of its restaurants. At the **Godmother Italian Restaurant** New York native and owner Liz Cestare has brought not only the taste of rich pasta but a little Big Apple character to this little Hawaiian village. At

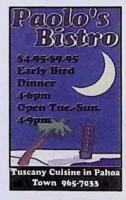
Paolo's diners have a chance to to taste authentic cuisine from the Tuscany region of Italy prepared by an Italian chef/owner, whose name is no other than Paolo. Next door to Paolo's is Sawasdee Thai Cuisine owned and operated by Sombat Saenguthai, who prefers to go by the name "Mac" to friends and guests. Mac's menu is extensive and she offers plenty of tasty choices for vegetarian diners. If you wish to experience yet another international style of cuisine why not try Luquin's Mexican Restaurant, the busiest dining spot in Pahoa. A full bar, fast service, and a lively atmosphere are all guaranteed by Salvador Luquin, owner, chef and former Mexico native. The great food at Luquin's is also very reasonably priced.



Above: Downtown Pahoa as it looked during the 1920's.

globe from Thailand, to Mexico, and Italy,

make Pahoa Village one of the most pleasurable shopping and dining stops on the Big Island. Every restaurant in Pahoa is owner operated, guaranteeing diners the best in food preparation. Lodging in Pahoa is alternative as well.





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The historic Village Inn, built in 1910, housed some of Puna's earliest travellers and still operates today. The rooms are clean and spacious with vintage victorian decor. Call ahead to any of the friendly shops to learn of any special events scheduled during your visit. Pahoa has the reputation of holding some lively and entertaining performances both on its Main Street and at the Akebono Theater. Hawaii's oldest theater.

The countryside surrounding Pahoa is filled with natural wonders like the Lava Tree State Park, steam vents. groves of papaya trees and black sand

HILO & EAST HAWAII

hen you talk about the old Hawaii, at least the one that hasn't been touched as much today by the long arms of commercialization and development, you cannot help but mention the East Coast on the Big Island. At the center of all this is old town Hilo. Hawaii's second largest city is seeing a revitalization of spirit thanks to the effort of the Downtown Hilo Organization who is busy



restoring and preserving the storefronts of this yesterday town. Aiding this effort are the wealth of new businesses occupying Hilo's old buildings. Adding to this old Hawaii feeling is the daily Suisan Fish Market



beaches along the rugged Puna coast. From the bays at Isaac Hale Beach Park to the area of Puna once known as Kalapana the coastal road, Route 137, winds through untouched pine forests, open pastures and dense tropical foliage. While traveling on 137 you will also pass seaside pools and quiet fishing spots perfect for picnicing or a relaxing snooze. It's no wonder that many tour guides around the Big Island tout Puna as the most scenic and rural area of the Big Island. Visitors are warned however that a prolonged stay in this Aloha time capsule may make leaving a very difficult task.



Auction and the Hilo Farmer's Market which is held every Wednesday and Saturday in Downtown Hilo. Refer to the downtown Hilo map on page 22 for an interesting hike around some of the city's historic buildings and structures. It's fun to think about what the town was actually like around the early 1900's.

An easy to find waterfall is Rainbow Falls which is located inland along the Wailuku River at the north end of town. Follow the road running alongside the river to the Park where you won't have to walk far to see one of the



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Places of Interest

A great place to start your tour of Hilo is at Mauna Kea Galleries, located at 276 Keawe Street in the old Court Mauna Kea Building. The gallery hosts many

vintage Hawaiian and Polynesian paintings, artifacts and ephemera and is open daily. See their ad on page 3. Up the coast in the town of Honomu and near Akaka

Falls is Akaka Falls Inn & Gift Gallery located in the restored 1920's Akita Store building. Hawaiian crafts and gifts are just a few of the locally made items guests will find in the gallery. Also featured are original works of art and prints by Island artists. In addition to the gift gallery is a deli that will prepare a picnic lunch for your trip to Akaka Falls. Food items include sandwiches, pastries, cold drinks and coffee. If you are looking for overnight accomodations the gallery also hosts two B&B style rooms for guests. When you are done sight seeing the best lodging around Hilo can be found at the magnificent and luxurious Hale Kai Bed and Breakfast, located on the bluff above the ocean overlooking Hilo's premier surf spot, Honolii. Expect nothing less than gourmet island breakfasts and plenty of privacy. Hale Kai also has available a private cottage facing a pool and ocean. The owners, Evonne and Paul Bjornen are knowledgeable hosts and are always willing to lend a personal travel tip to their guests.

area's most frequented sights. If you're lucky you will catch sight of a rainbow at the falls.

After leaving Hilo you don't want to miss the drive north to Waipio Valley which takes you over scenic gorges that were once crossed by cane hauling trains in the heyday of sugar cane production. The plummeting waterfalls and river mouths under the extensive bridge systems leading north up the Hilo Coast are definitely an awesome sight. On this drive north is Onomea Bay located along a 4 mile coastal scenic route. The lush ravines and botanical gardens are brilliantly picturesque along this coastal road and is well worth the detour.

Akaka Falls State Park and the village of Honomu can be reached by taking Hwy. 220 off of the main route, Hwy. 19 north. Once you reach the Park a short paved hike will take you past a network of smaller waterfalls and colorful tropical foliage to the plummeting Akaka Falls. Its accessibility and grand size





Photos: Facing page photos are Akaka Falls, and Sonja and Anthony Martinez from Akaka Falls Inn & Gift Gallery in Honomu. Above this page is Hilo's historic Lyman House. Below a surfer enjoys a sunny morning session at Waipio Valley.

make Akaka Falls a popular stop along this eastern coast. The historic town of Honomu boasts many old storefronts from the days when sugar was king. The drive and hike to Akaka Falls will only take you out of the way for an hour but you might just find yourself passing more time over an ice cream and a pleasant cool breeze in the quiet town of Honomu.

HONOKAA-HAMAKUA



or years the town of Honokaa sat idle, its home town theater empty, local store fronts ghostly quiet, and continued on page 34

*K AEDER

Big Island Lodging Guide ENJOY YOUR STAY!

HAMAKUA REGION

1. Suds' Acres Innkeepers: Anita & Oliver Suds, P.O. Box 277, Paauilo, HI 96776 Ph/Fax: 808-776-1611, 1-800-735-3262 e-mail: aphesis @interpac.net

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HILO REGION

2. Hale Kai B&B Innkeepers: Evonne & Paul Bjornen, 111 Honolii 6330 Fax (808) 935-8439

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3. Wild Ginger Inn 100 Puueo St., Hilo, HI 96720 **Ph:** (808) 935-5556, 1-800-882-1887 Conveniently located across the Wailuku



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KONA REGION

4. Merryman's B&B P.O. Box 474, Kealakekua, HI 96750 Ph: (808) 323-2276 1-800-545-4390

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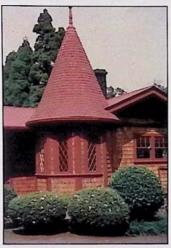
maculate, spacious rooms furnished w/antiques & fresh flowers. A delightful Hawaiian breakfast of fresh fruits, chef's special & Kona coffee is served each morning. Snor-

kel gear & beach supplies provided.

VOLCANO REGION

5. Hale Ohia Cottages Innkeeper: Michael Tuttle, Box 758, Volcano, Hl 96785 **Ph:** (808) 967-7986, 1-800-455-3803

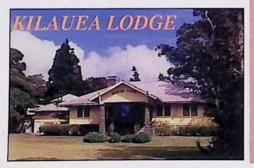
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6. Kilauea Lodge Innkeepers: Lorna & Albert Jeyte, P.O. Box 116, Volcano, HI 96785. Ph: (808) 967-7366 Fax: (808) 967-7367

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Double Brush. Cheryl Murakami, P.O. Box 505, Keaau, Hl 96749-0505. (808) 966-6048 Sushi & Tropical Candles - Original Designs. Hawaii Made. Write for FREE brochure. Double Brush, P.O. Box 505, Dept. 139, Keaau, Hl 96749-0505. Ph./Fax: (808) 966-6048.

Exotic Hawaiian Flowers, P.O. Box 4843, Hilo, Hi 96720-0843. Ph: (808) 959-9141 Fax: (808) 959-8878. Exotic Hawaiian Flowers Shipped Fresh to Any U.S. Address. 1-800-700-6755, http://planet-hawaii.com/exotic email: exotic@aloha.net P.O. Box 4843, Hilo, HI 96720-0843.

Pele Plantations, P.O. Box 809, Honaunau, HI 96726. Call & Fax 800 366-0487 / 808 328-2028. No map needed! Mail order and local delivery of 100% Kona coffees including estate-grown, organics, and peaberry, plus dry-roasted and chocolate covered macnuts and chocolate coffee beans. Complimentary gift packaging and custom baskets. Private labeling available.

OCEAN ADVENTURES

Sea Quest Rafting, P.O. Box 390292, Kailua-Kona, HI 96739. Ph./Fax: (808) 329-7238. Sea Quest Rafting Adventures...6 guests maximum, explore sea caves and lava tubes. Great snorkeling, gear, snacks! Kona (808) 329-7238, email: equest@kona.net

Call (808) 326-7637 to be listed here.

October

'Ikuwa Roaring and loud, so named because a month of thunder, high winds and surf - the start of winter. Farmers work is finished.

On The Island of Hawaii and in Hawaiian History

OCTOBER ALL MONTH

Aloha Festivals, month-long events highlight Hawaiian culture. contact (808) 325-5000 for a complete event schedule.

Mauna Kea Visitor Programs

Every Saturday and Sunday a Mauna Kea summit tour begins at 2:30pm. Participants should stop at the Visitor Information Station at least 45 minutes before the tour. Children under 16 not permitted due to health hazards from high altitude. 7-10pm every Friday and Saturday night the Visitor's Information Station presents an audio-visual or lecture and stargazing with an 11-inch Celestron telescope. Children encouraged to participate. Call (808) 961-2180. Free.

After Dark in the Park

Hawaii Volcanoes National Park presents its series of free programs in the Kilauea Visitor Center Auditorium at 7pm several nights per month. The series features cultural, geological, biological and historical presentations. Call 967-7184 for detailed monthly program information.

Historic Kailua Village Walking Tour

Presented by the Kona Historical Society tour the historic sites on alii drive including Hulihee Palace, Mokuaikaua Church and Ahu`ena Heiau. Learn about the significance of each site and what life was like in the early days of Kailua-Kona. Guided tours are given Tuesday through Saturday at 9:30am and Friday at 9:30am and 1:30pm. For reservations call 323-2005.

OCTOBER 1-4

Knock Knock, an outrageously funny comedy performed by the Aloha Community Players. 8pm and 3pm. Aloha Theater, Kainaliu, 322-9924.

OCTOBER 1-4

Knock Knock, an outrageously funny comedy performed by the Aloha Community Players. 8pm and 3pm. Aloha Theater, Kainaliu, 322-9924. OCTOBER 5

Kealakekua Bay 2 mile swim. Napo'opo'o Beach, Info. 329-PEAS.

OCTOBER 3-5

Terry Fox 10K Run, 5K Walk, Charity event which includes a dinner and silent auction, 10K run, 5K walk, and golf tournament. Honors Terry Fox and his "Marathon of Hope" to support cancer research. 325-8000.

OCTOBER 4

6th Annual Kona Block Party, a kick-off for Ironman Triathlon. 3pm to 9jpm, Alii Drive, Kailua-Kona. Dancin, Food, Crafts...

OCTOBER 5

Kealakekua Bay 2 mile swim. Napo'opo'o Beach, Info. 329-PEAS.

OCTOBER 5, 1846

Danish corvette 'Galathea' arrives: Capt. Bille negotiates Danish treaty with Hawaii on 16th.

OCTOBER 7, 1934

Airmail service between islands begins.

OCTOBER 8, 1840

1st Constitution by Kamehameha - motto - 'Ua mau ke ea o ka 'aina i ka pono'

OCTOBER 9, 1821

Ka'ahumanu - Kuhina Nui - marries Kaumuali'i 1899

1st car runs on Honolulu street.

OCTOBER 12

PATH, 12th Annual Safety Run. Five and ten kilometer run starting at Keauhou Beach Hotel. For info. call 324-2611.

OCTOBER 12, 1846

Charles Bishop arrives: will marry Bernice Pauahi, becomes a banker & president of the Board of Education.

OCTOBER 16, 1884

Bernice Pauahi, great granddaughter of Kamehameha I, last of Kamehameha line, dies.

OCTOBER 17, 1875

Princess Ka'iulani, daughter of Miriam Likelike and A.S. Cleghorn, is born.

OCTOBER 18

Ironman Triathlon World Championship. Swim 2.4 miles, bike 112 miles and then do a 26.2 mile marathon to finish your day. The world's most famous extreme event starts at Kailua Bay and finishes on Alii Drive. Call (808) 329-0063 for more info.

OCTOBER 19, 1822

Koapili Kane & Kalakua are first ali'i to have Christian marriage.

OCTOBER 20, 1841

Kamanawa II, graqndfather of King Kalakaua, dies. OCTOBER 21-25

Japanese golf editors compete for three days against American golf editors for the coveted Writer's cup playing a Waikoloa, Mauna Lani, Hualalai and Mauna Kea golf courses. Introducing travel agents and writers to the Big Island for a fun-packed informational event. (808) 886-4915.

OCTOBER 21, 1841

William Pitt Lelei'ohoku, husband of Ruth Ke'elikolani (former husband of Nahi'ena'ena), dies.

OCTOBER 23-27

More than 300 travel agents from around the world gather on the Kona Kohala Coast to learn about the Big Island of Hawai and participate in a travel trade show. (808) 886-4915.

OCTOBER 23, 1819

1st company of missionaries from Boston arrive aboard the brig 'Thaddeus'.

OCTOBER 24-31

The Wizard of Oz, the spectacular original television musical performed by the Aloha Children's Theatre. 7pm and 3pm. Aloha Theater, Kainaliu, 322-9924.

OCTOBER 24, 1944

Martial law in Hawaii is lifted.

OCTOBER 25

Hilo Macadamia Nut Festival. Join us for a funfilled day celebrating the macadamia nut. Enjoy Hawaiian entertainment, children's activities, chef's demonstrations and more. 966-9301.

OCTOBER 25

Mauna Loa Macadamia Nut Recipe Contest. Nani Mau Gardens, Hilo, 10am - noon. All entries must include a mac. nut product in the ingredients. 885-0018.

OCTOBER 29, 1881

Kalakaua returns from world tour.

OCTOBER 31, 1796

The 'Arthus' under Capt. Barber wrecked on A'ahu - thereafter known as Barber's Point.

Heather's Taste of Hawaii

Recipes provided exclusively for Coffee Times by Heather Campbell of the Four Season's, Hualalai.

Enjoy! (Sente)

Bath Biscuits

Ingredients:

2 1/2 cup all purpose flour 1 cup powdered sugar 1 teaspoon ground cinnamon 3/4 cup unsalted butter

1 large egg 1 tablespoon water 3/4 cup currants

Line baking trays with baking parchment. Place the flour, powdered sugar, cinnamon & butter into a bowl. Lightly crumb the butter into the mixture until it resembles coarse bread crumbs. Lightly beat the egg with the water & work into the dough. Lastly, add the currants & knead lightly. Wrap in plastic wrap and refrigerate 30 minutes. Preheat oven to 350°. Remove dough from the refrigerator & knead until ready to roll. Roll on a lightly floured surface to 1/4 inch thickness. Cut out small discs using a 4 inch round fluted cookie cutter and place directly onto the prepared trays. Lightly egg wash each disc and sprinkle with white super fine sugar. Bake in preheated oven 8 - 12 minutes or until lightly golden brown. Remove & cool before serving.

KONA COFFEE **BOOMS**

But...

can there be peace, stability and prosperity in our industry?

by Les Drent

bountiful 1997 Kona coffee harvest is upon us and strong

growth in our industry seems to be upon us as well. The high demand for Kona coffee around the world and increasing cherry prices have resulted in widespread planting of coffee by small to large size farms all around Kona. Kona coffee has not seen a growth spurt in its planted acreage since its downturn in 1958 when there was an estimated 6.800 acres of planted coffee in Kona. These new plantings are apparent from Holualoa to Honaunau and for the first time in the last two

vears it is a

pleasure to see bulldozers tearing through the landscape and making way

The Ups & Downs Kona Coffee

ACREAGE

| 18986,40 | 0 |
|----------|---|
| 19004,00 | 0 |
| 19306,00 | 0 |
| 19473,40 | 0 |
| 19586,80 | 0 |
| 19625,10 | 0 |
| 19911,60 | 0 |
| 19972,00 | 0 |
| | |

CHERRY PRICES

| (per pound) | | |
|-------------|------|--|
| 1910 | | |
| 919 | 4.1¢ | |
| 921 | 1.9¢ | |
| 925 | 4.5¢ | |
| 938 | | |
| 956 | 12¢ | |
| 969 | | |
| 977 | | |
| 989 | | |
| 993 | | |
| 997 | | |
| | | |

for coffee trees as opposed to another chain store being erected in Kailua. Coffee acreage in Kona which was estimated at around 1,700 acres three years ago is now believed to be cresting the 2,000 acre mark.

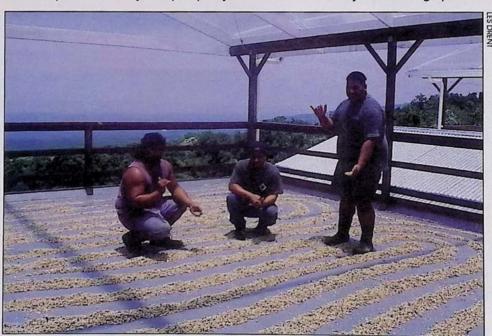
The coffee cherry that is already making its way to the various mills around Kona this fall is reported to be of excellent quality. Unlike the beginning of last year's harvest, which was reportedly one of the worst in nearly a half century, this year's picking could produce a bumper crop.

Some early estimates by local farmers place production up nearly 40%. Mother nature has been kind indeed.

Outside of the healthy harvest and nearly a year after Kona coffee made national headlines in the major. bust of Kona Kai farms and their fraudulent Kona coffee scheme, the fallout from this incident still swirls through the coffee lands of Kona. A host of questions regarding the future of Kona coffee, protection of the name "Kona" and the future stability of this product still remain to be answered. Among these matters of name protection are new concerns regarding the profitability of coffee farming in Kona. These matters include the renegotiations of Bishop Estate farm leases. redefining the existing blended Kona coffee market, coffee certification, and the potential for one democratic governing Kona coffee organization. Out of all this one must ask if there can there be peace, stability and prosperity in the Kona coffee industry?

Name protection seems to be at the forefront of concern for many coffee farmers in Kona. The history surrounding the protection of the name Kona is a relatively recent issue. During the late 1800's and continuing into the 1900's the Kona coffee crop and its distribution on the mainland was always controlled by a few large mainland based American companies, such as American Factors, Ltd., which used Kona coffee as a master blend. The exploitation of Japanese laborers to plant, grow, and harvest the coffee in Kona is what allowed the industry to flourish in those early years. At the turn of the century the world coffee market collapsed and along with it went the value of Kona coffee. The land owned by the large commercial coffee companies was then leased to Japanese farmers in exchange for half of their yearly crop.

Over the years leading up to



From left to right: Walter Diaz, Benji Pali, and Tory Aquino of Captain Cook Coffee Company prepare for a busy season of coffee processing as this year's crop begins to show up at mills all around Kona.



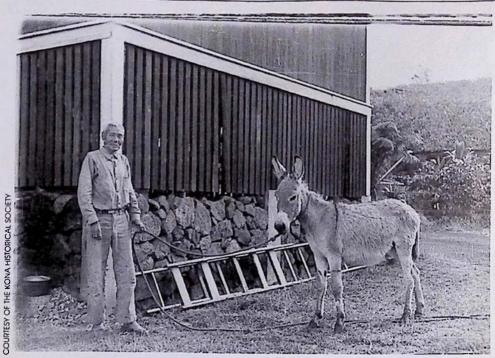


A perfect example of the division between coffee organizations are the two seals of Kona coffee authenticity that exist.

the 1950's these Japanese farmers slowly gained control of their lands and began purchasing their land from the mills. For many years leading up to modern times the coffee industry in Kona was restricted to farming only and farmers had very little to do with the sale of their coffee. Thus the prices of Kona were subject to busts and booms according to the status of the world coffee market. Farmers had very little if any feeling of stability in their yearly

coffee crop and it was widely believed that only a fool would rely on the price of coffee maintaining its value. The unreliability of coffee prices resulted in a steady decline of coffee acreage for nearly forty years.

Beginning in the 1970's the coffee industry in Kona would plant the seeds of change with the arrival of mainland Americans. Many of whom came to Kona to escape the turmoil of their modern era. As Vietnam splintered America and the suburban nine to five work routine proved to be all too restrictive for many looking for personal freedom and peace of mind in their lives Hawaii seemed like the perfect getaway point. Kona in particular was a popular choice for many who came and settled on 45 year agricultural leases developed by Kamehameha Schools Bishop Estate. While it didn't take much to get by in Kona in those days, what little it did take was hard to come by. Coffee



This photo was taken by Henry Wagner. It portrays a Kona coffee farmer and a "Kona Nightengale" (donkey used for hauling coffee in the old days).

prices were unstable and at 31¢ a pound (compared to \$1.15 today) being offered for coffee cherry in 1977 the best a single farmer could do

picking his own seasonal coffee (about 200 pounds) in a day was \$62. Subsequently many farmers

many farmers
in Kona turned
to growing
pakalolo (marijuana) to subsidize their living.
This part of coffee

history in Kona has been widely omitted from the history books, but ask

any honest farmer who has been farming coffee in Kona since those days and you are certain to hear the truth.

They will also tell you that even the old folks were growing the "Kona Gold" in the back yard.

As independence among Kona coffee farmers grew during the 1980's, and

the DEA was in full swing of its widespread Green Harvest marijuana eradication program farmers in Kona took notice of another industry starting to root itself in the American market place, specialty coffee. As farmers, millers, and roasters began to realize the potential of their product being self-marketed so also did they realize the extent of exploitation that now gripped their product name. Kona, in most cases, had become a meaningless name on the side of many coffee packages. With the American specialty

coffee industry beginning to blossom, it was now obvious that if Kona was to compete in this marketplace, it would

have to do so against its greatest competitor, the counterfeiter. While this competitor lurked in the midst of name brand America it was difficult to place a finger on who exactly was promoting

and selling this

illegitimate

Kona coffee. In the Fall of 1996, you may remember, national headlines read aloud that a culprit had been caught. After Coffee Times first reported to you in 1994 our suspicions about Kona Kai Farms, the truth surfaced last year as indictments were handed down after a six

month sting operation by US
Customs agents revealed illegal
rebagging practices in Oakland California. The 20 million dollar fraudulent
coffee scheme was evidenced by video
tapes of Kona Kai employees rebagging
Costa Rican and Panamanian coffee in
Kona coffee bags. The two to three
dollar coffee was then resold for nearly
seven dollars a pound as Kona coffee.
While the news left a black eye on the
industry, it was also an enormous victory

Above photos are Michael Blair (below) and Japena Estrada and Esteban Alvarez (above) of The Bad Ass Coffee Company. Michael heads the candy division while Japena and Esteban are responsible for packaging the coffee Bad Ass sells in the islands and nation wide. The Bad Ass Coffee Company has led the way in diversifying Kona Coffee products.

for local coffee farmers, and it marked the first time that government intervened to protect the name Kona from counterfeiters. The case continues to unfold today as new indictments are being handed down.

Currently, a class-action lawsuit filed by an Oahu law firm, Davis Levin Livingston Grande, on behalf of a few Kona farmers has stirred more controversy in the Kona coffee industry. The law suit aimed at several buyers of Kona coffee who purchased bogus Kona coffee from Kona Kai Farms alleges that they knowingly did so and at the expense of the Kona name. It would be apparent to most Kona coffee drinkers that a coffee that wasn't Kona

would be easily recognizable and the question remains as to how these companies did not know that what they were purchasing was not Kona coffee, especially when these roasters employ professional cuppers and were spending millions of dollars on thousands of pounds of Kona coffee annually. The other side of this issue contends that this law suit may prove, in the long run, to be detrimental to the coffee industry if potential future customers of 100% Kona coffee are targeted by the suit. Not ignoring the fact that if wrong was done, that those who aided and abetted the fraud should make amends, it is hoped by many that the industry does not target the wrong companies or unsuspecting victims and especially those who would, in turn, support the local industry by purchasing and selling legitimate Kona coffee.

The division over the law suit and whether or not it should be pursued is but only one issue that now divides the Kona coffee industry. Currently there are five organizations who would like to lay claim to the governing body for Kona Coffee. The coffee segment of the Kona County Farm Bureau; The Hawaii



Old-style coffee trees were grown tall in the early 1900's. Today the trees are much shorter, making them easier to pick.

Coffee Association, a group of statewide coffee companies, The Kona Coffee Council, a group of local Kona coffee farmers, millers and roasters who meet once a month to discuss coffee matters, and who also regulate their own seal program; The Kona Coffee Cultural Festival, who now not only handle the Kona Coffee Festival but also administer a County-initiated roasted certification seal and program begun by Mayor Stephen Yamashiro, and the newly formed Kona Farmers Alliance whose mission statement reads "A nonprofit Kona community farming alliance whose purpose is to protect the existence of agricultural land, farmers and their products."

In addition to these several organizations, and the two coffee authenticity certification seal programs, the Department of Agriculture green coffee certification program also exists. The issue of a mandatory certification program being administered by one group will seemingly allow for all the coffee in Kona to be tracked and guaranteed to be authentic. For mainland roasters this would be the ideal situation as they would have the ability to check the authenticity of their product. Like the other issues though, this measure is favored by some and opposed by others who feel that the mandatory certification is an infringement on their private businesses.

The obvious air of separatism that exists between all of these groups and the play for power as governing bodies, has left the Kona coffee industry divided, in that it really has no sole representative group or platform to discuss the issues. And although a consensus may be met in the individual organizations it is obvious that no consensus between the different groups has been found, or they would be unilaterally aligned as one organization working to promote and protect

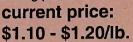
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1997-98

Kona Coffee Prices

CHERRY

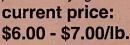
Fruit of the coffee tree bearing the coffee bean. Approximately 78% of the gross weight of the product is lost in the wet milling process.





PARCHMENT

Dry membrane that surrounds the green coffee bean after a period of drying.





GREEN

The coffee bean before it is roasted and after it has been dry hulled of its parchment. 5 major grades exist: Extra Fancy, Fancy, #1, Prime, and Peaberry.



current price: \$9.00 - \$11.00/lb.

ROAST

The coffee bean after it has been cooked at a temperature exceeding 400°F. 20-25% of the weight of the bean is lost in this process.



current price: \$20.00 - \$30.00lb.

Coffee Times

ÖLELO HAWAIÿI

by Sophia Schweitzer

ach language holds a history and culture, giving identity and roots. Yet, worldwide, 4 languages die every two months. Of the 6000 languages known, only 3000 will be left by the end of the 21st century.

Vulnerable to misplaced judgment, foreign influences and replacement by Creole, the Hawaiian language, 'Ölelo Hawaiÿi, has long been threatened with the same fate of extinction. Thanks to powerful revitalization programs over the last 20 years it will now, perhaps, be one of the survivors.

'Ölelo Hawaiÿi belongs to the Polynesian languages. Captain Cook and his companions recorded the Hawaiian language for the first time in Kauaÿi, in 1778. They immediately noticed the great similarity to Tahitian and Maori. In communicating with the Hawaiians they used Tahitian words and gestures.

These early voyagers, who thought they had found an innocent paradise, described Hawaiian as "primitive, childlike, lilting, effeminate", and "simple". Reduplication ('eleÿele, wikiwiki) and the abundance of vowels seemed like baby-talk. They had no idea how to approach such a different language.

Hawaiian was an oral language. The 19th century missionaries, however, were supposed to teach their converts to read the Bible, and created a writing system with an alphabet of only twelve letters for words of indigenous Hawaiian origin. The Hawaiian language became the language of the government, remained the most commonly used language in daily life,

and was used between the numerous different ethnic groups who had all arrived here to work the plantations. The alphabet was later expanded to allow for two unique characteristics in the Hawaiian word that the missionaries had missed.

First, there was the unnoticed consonant, a glottal stop. Try the sound in the American exclamation "oh-oh". The 'okina symbol (') now indicates this stop. Secondly, the five vowels could all function as longer sounds, now symbolized with a short line above the vowel. It became clear that Hawaiian was just as diversified and complete as the familiar European languages.

But the increasing influence of the United States pushed English forward as the language of choice. Soon, with the overthrow of the Kingdom in 1893 and the following annexation in 1898, the Hawaiian language was entirely banned from schools and government.

Today, there are only a thousand native speakers left, most of whom live on isolated Niÿihau. Another 8000 people can speak and understand Hawaiian. Compare those numbers to the estimated Hawaiian speaking population during Cook's years: 500,000!

In the 1970's a renaissance of the Hawaiian culture emerged, and, within it, a renewed respect for the native language of the Hawaiian people was born. In 1978 Hawaiian was again made the official language of the state. Hawaiian language immersion programs are spreading rapidly with the Pünana Leo (Nest of Voices) schools, federally funded since 1989. These are

189,336 acres are used for agriculture. This land is or was leased to approximately 900 farmers who grow a wide

range of products, including macadamia nuts. papava, sweet potato, taro. prawns and coffee. Since a small percentage of this land is dedicated to coffee farm leases, it is essential that farmers in Kona have the opportunity to continue their farming practices at a reasonable lease rate. Much attention has been paid to this subject recently because initial renegotiations

with Bishop Estate have resulted in as much as 6 times the original lease rates being handed down to farmers. It is everyone's hope, that the principals of generating sufficient income to provide operating funds to meet current educational needs, and protecting and increasing the trust corpus (asset base) for future educational needs by which this land trust were set up, do not harm the potential for keeping this land in agricultural use and coffee, an economically viable crop. While representing 51 percent of Bishop Estate's total land holdings, the agricultural lands generated only about 4.4 percent of Bishop's total lease revenues in 1993.

This 4.4 percent may not have constituted much in the way of earnings but the land which is still maintained under

this agricultural status supports more than Kamehameha Schools. It is the maintenance of an agrarian lifestyle that is at stake and the future of all of Hawaii's children. and the communities they will live in, that will benefit by this agricultural land maintenance.

If the Kona coffee community is to continue to grow and prosper into the next century, a serious effort will need to be applied to

finding the answers to many, if not all, of the questions that now divide the Kona coffee community, which, in its division, is still gaining strength as a region of independent coffee producers. A little bit of cooperation amongst the different players in the Kona coffee industry and from Bishop Estate, a committed effort to protection of the name Kona, and a standard of ethics adhered to by all involved in this industry. Kona will do much more than just survive into the twentieth century. The result of a concerted effort by all will preserve the life-style that so many appreciate along this rural farm belt in Hawaii.

Kamehameha
Schools Bishop
Estate Hawai'i

Land Holdings

CONSERVATION
172,614 acres (46.96%)
AGRICULTURAL
189,336 acres (51.51%)
RESIDENTIAL
4,726 acres (1.28%)
COMMERCIAL
(Industrial, Hotel and Resort)

833 acres (.25%)

THE BEST WAY TO LEARN ABOUT KONA COFFEE IS TO VISIT ONE OF THE MANY FARMS OPEN TO THE PUBLIC.
FREE COFFEE SAMPLES, HISTORY, AND SOME LOCAL ALOHA
WILL BE WAITING FOR YOU.

1997

Kona Coffee Cultural Festival Schedule

November 1 Kona Coffee Picking Contest sponsored by Captain Cook Coffee Company, Meadow Gold Healthy Baby Contest, Kona Coffee History Day, Uchida Coffee Farm Tours-State Historic Site

November 2 Big Island Brunch & Marketplace, Bowling Tournament

November 3 Kona Coffee Country Self Guided Driving Tour, Uchida Coffee Farm Tours

November 4 Kona Coffee Council's Farm & Mill Tours, Uchida Coffee Farm Tours, Gevalia Kona Coffee Cupping

November 5 Competition-Preliminary Round, Kona Coffee Art Exhibit, Kona Coffee Country Self Guided Driving Tour, Uchida Coffee Farm Tours, Kona Coffee Council's Steakfry & Benefit Auction

November 6 Gevalia Kona Coffee Cupping Competition-Final Round Kona Coffee Art Exhibit, Kona Coffee Country Self Guided Driving Tour, Uchida Coffee Farm Tours, International Lantern Parade & Cultural Program November 7 Kona Coffee Golf Tournament sponsored by Ueshima Coffee Corporation of Japan, Kona Coffee Queen's Luncheon, Kona Coffee Professional Recipe Contest, Kona Coffee Council's Farm & Mill Tours, Uchida Coffee Farm Tours

November 8 Miracle Mile Race, Kona Coffee Grand Parade sponsored by Mac Farms of Hawaii, Kona Heritage Park & International Market, Kona Coffee Lei Contest & Ikebana Floral Displays, Festival of Artists, Pioneer's Luncheon, Uchida Coffee Farm Tours, 27th Miss Kona Coffee Scholarship Pageant.

For More Information Call 326-7820



Captain Cook Coffee Company's first truck. circa 1910, courtesy of Mr. Oue.

Photos: Above is Waipio Valley, land of ancient kings and taro farming. Facing Page Ely Pessah and Emma Torida of the Mamane Street Bakery in Honokaa.

continued from page 19 streets devoid of the bustle that once rumbled down Mamane Street during the boom days of the Hamakua Sugar Company, an industry that for the last century has been the life blood of the people in this region. Since the decreasing

> FINE QUALITY BAKERY & ESPRESSO BAR

> Located minutes from Waipio Valley. Fresh pastries, macadamia nut desserts, cookies, croissants, Snacks, Light Lunches, Bagels and Bagel Sandwiches.

(808) 775-9478

MAMANE

STREET

BAKFRY

Mamane Street, Honokaa



foccacia's, fresh sandwiches daily

activity of sugar production over the years and the recent decision to halt sugar production altogether, the local citizens of Honokaa have redirected their energy and begun one of Hawaii's most spirited movements of rejuvenation.

In the old days during the earlier part of the twentieth century it was only by train that one could reach the town of Honokaa, which was the third largest city in the territory of Hawaii. From Hilo, vacationers and soldiers on leave from Uncle Sam's army would take the train ride north to Honokaa where night life was king. A dance hall was even built above the Botelho building, the first car dealership in the town.

Included in this new Honokaa is the town's farmers market that has become a weekly event in the downtown area in front of the Botelho Building. The market is open each Saturday of the month. As Hawaii's old theaters are becoming more and more

popular, the citizens of Honokaa enjoy their own People's Theater. The doors of the theater are opened for feature films every Friday, Saturday and Sunday evening at Honokaa's historic theater.

Outside of Honokaa town heading north to Waipio Valley the landscape



Places of Interest

Outside of Honokaa town on Highway 19 is one of the Big Island's busiest local dining spots, **Tex Drive In**. This local diner is a

popular place to stop for locals and visitors alike as it features both Hawaiian and American cuisine. The menu includes everything from hamburgers to malasadas, including fresh fish plates and rice. Service is quick and the atmosphere bustles making Tex a fun and tasteful stop for lunch. Before heading on to Waipio Valley make sure you stop in at Mamane Street Bakery for a mouthwatering treat. Owner/baker Ely Pessah, keeps his bake case filled with breads, pastries, and other delectables like Portuguese Sweet Bread and Honey Macadamia Nut Bran Muffins. The aluring smell of freshly brewed espresso and cappucino also lingers. Also, try one of Ely's ultimate bagel sandwiches.

Also located in Honokaa is the Bad Ass Hawaiian Macadamia Nut Factory which is located down the hill from Jolene's Kau Kau Korner. Hawaii's oldest macadamia nut mill allows visitors the opportunity to view the inner workings of a macadamia nut factory. Macadamia nut creations fill the store shelves and will undoubtedly make your taste buds dance when you try them. Also featured is the factory's own bake shop as well as a complete line of Bad Ass Coffee.

changes dramatically. A series of deeply cut valleys edge the coastline all the way to Pololu Valley, the tip of the North Kohala region. No roads exist here only rough trails leading up and down the valley rifts which should not be traveled by inexperienced hikers. The hike to Pololu Valley from Waipio takes even the most experienced hiker several days to complete.

Legend has it that it was in Waipio Valley, "the land of the falling water", that the great King Kamehameha, as a young boy, received his leadership training and first learned to surf. Today, family ohanas, "houses", still dot the landscape which is separated by a river that leads into the open sea. Local farmers and their families continue to make their way of life from farming taro and fishing off the sandy shores of this peaceful and remote valley floor.

Outside of Waipio Valley and Honokaa town are other early and small settlements of the Hamakua region such as **Paauilo**, **Kukuihaele** and **Laupahoehoe**. These towns are all filled with a rich and local culture that happily survives in this region of the Big Island.

The Hamakua Coast is a jungle of



botanical splendor. Old doors and new businesses will continue to open in Hamakua as a period of positive change continues to sweep through the land.

UP-COUNTRY WAIMEA

etween snow capped Mauna Kea and the Kohala mountains the green hillsides of North Kohala roll along under wispy white clouds, and afternoon rainbows that frequently stream their way from the skies above Waimea.



Horseback riders are a common sight in the paniolo town of Waimea.

Inside this landscape herds of grazing cattle can be seen meandering their way through sloping pastures filled with cactus and dry underbrush as Hawaiian cowboys called paniolos still ride horseback and work the ranges.

Ranching began in this region of the Big Island after King Kamehameha appointed, in 1815, a young seaman named John Parker to hunt and shoot the herds of wild cattle whose population had grown uncontrollably since their introduction to Hawaii in 1793. Parker, who accomplished his mission, managed to domesticate a herd of his own before marrying a Hawaiian chiefess. The marriage helped Parker to acquire the land that would later be used to found his 250,000 acre ranch in 1847. Today's existance of Parker Ranch as one of the largest ranches in the United States gives the outsider an idea of the magnitude of its size.

Today, the town of Kamuela, more often referred to after its district name Waimea, is a town that still surrounds itself with a ranching lifestyle. The brightly colored Victorian houses and shops, tidy yards filled with flowers and skeleton remains of wagons and wheels gives visitors the opportunity to see yet another sphere of the diversity of cultures that exist in Hawaii.

NORTH KOHALA

ollowing highway 270 north visitors will encounter a landscape filled with historical landmarks that

include the original King Kamehameha statue, Kalahikiola Church, and Mo'okini Heiau which is regarded as the oldest pre-Western contact temple of worship. In the year 1758 King Kamehameha was believed to have been born at Mo'okini. Also to be found in the North Kohala region are the remnants of a once thriving sugar industry of the 1880's which is still visible in the many old storefronts of Hawi & Kapaau towns.

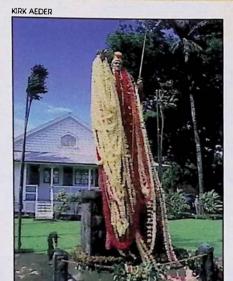
When you're done visiting the towns of Hawi and Kapa'au Highway 270 will lead you through North Kohala's fertile pasture lands, dense forests, and ultimately to Pololu Valley, which offers one of the best scenic view lookouts on the island. If the road were to continue on past Pololu Valley you would eventually end up at Waipio Valley at the northern end of the Hamakua coast. Separating these two valleys are several other magnificent valleys accessible only by foot or horse. If you plan to hike beyond Pololu be prepared for a long trek and bring plenty of water and supplies. The trails are narrow steep and slippery and should not be hiked by amateur trailsmen. While driving along the coastline of North Kohala remember that if the skies are clear you may be able to catch a view of the island of Maui looming on the other side of the Alenuihaha channel, which separates Maui from the Big Island. Between the months of December and April visitors are almost guaranteed a humpback whale sighting off the coast of North Kohala. This region of the Big Island is a



Places of Interest

The towns of Hawi and Kapaau are now preserved by a new generation of Hawaii businesses which have their

own distinct local offerings. In Hawi is Kohala Pacific Realty, where visitors are welcome to stop in for free maps of the North Kohala region. Owner John Adams and his daughter Joni are taking a different approach to real estate sales. They are promoting the renovation and preservation of many old buildings in North Kohala's towns.



The King Kamehameha statue draped in leis in the town of Kapa'au, North Kohala.

particularly favorite spot for our migrating friends from the north.

Come and enjoy this peaceful region of Hawaii. You will be amazed at the ancient and modern wonders it has in store for you.

KOHALA COAST

lmost always under bright sunny skies the Golden Kohala Coast of the Big Island of Hawaii has for years been the tropical playground of not only ancient Hawaiian royaltybut contemporary vacationers from around the world. The Kohala coast which hosts many important historical sights is also home to one of America's most highly rated public beaches, Hapuna Beach State Recreation Area.

Hapuna's long white sand beach, rolling surf, clear skies, and accesibility make it a popular destination for many island guests. Among the ebony lava fields that comprise the



Snorkeling off the Kohala Coast.

Kohala Coast landscape are several world renown championship golf courses. From the air or from a distance the green fairways that blanket this rugged terrain soften its landscape. And, because of the Kohala coast's perfect sunny weather the courses are rarely closed...maybe once every five years. Wild goat, donkeys and other four legged creatures roam the land freely and occasionally the Hawaiian short eared owl, the pueo, can be seen in flight.



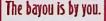
Golfers enjoy an oceanside green at the Hilton Waikoloa Beach golf course.

38 Coffee Times



Men remove a ti wrapped pig from an imu (ground oven) at the Kona Village Resort luau. The Village makes a perfect setting for one of the island's most popular feasts. Open to the public guests should call ahead for reservations when attending the luau.

Connecting this forty or so mile coastline is the ancient King's Trail which was travelled by the ruling ali'i as well as malo-clad runners who were responsible for transporting pond raised fish wrapped in ti leaves to the tables of Hawaiian royalty living down the coast in Kailua-Kona. The King's trail passes through not only the several resort properties but Pu'ukohola Heiau and scores of petroglyph fields. Pu'ukohola was the last Hawaiian temple built during King Kamehameha's reign of



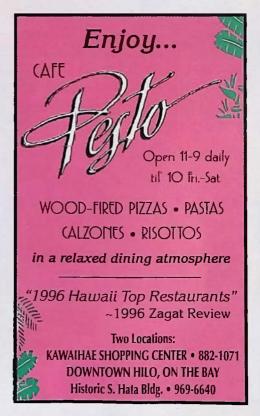
Classic French Creole. Lunch daily. Dinner Tuesday — Saturday. Reservations 883-9644

Located at the Waikoloa Village Golf Club.

ROUSSELS

Creole no ka 'oi.

power. It was said that if Pu'ukohola was built to honor the war god Kuka`ilimoku, Kamehameha would be granted the power to conquer and unite the islands of Hawaii under one kingdom. After the temple's comple-



Places of Interest

One particular place to enjoy is the Hilton Waikoloa Village set amidst lush tropical gardens and tranquil la-

goons on 62-acres. The hotel offers 1,241 rooms, three swimming pools, exotic wildlife, Dolphin Quest, children's program, restaurants, shops, two championship golf courses, tennis, Kohala Spa and a museum walkway -

it's more Hawaii than you can imagine! Located in the Kawaihae Shopping Center is one of the most popular restaurants on the Big Island, Cafe Pesto. The Pacific-Rim Italian cuisine at Cafe Pesto is the epitome of island fresh cuisine as the innovative styles of owner/chef David Palmer constantly strive for perfection. From calzones to pizza and mouth watering pastas the ingredients are island fresh. Prices are reasonable too so you have no excuses to miss the Cafe Pesto experience. Another experience not to miss is a visit to Kona Village Resort where guests have the opportunity to enjoy a variety of dining pleasures in a unique Hawaiian setting. Reservations required. Call (808) 325-6787 or (808) 325-5555. Refer to their ad on page 5. Located at the beautiful Waikoloa Village Golf Club, Roussels features French Creole, in a compfortable, casual atmosphere. Serving lunch daily and dinner Tuesday through Saturday. See their ad below for more details.

tion, Kamehameha did go on to unite the islands of Hawaii, but only after several bloody battles had been waged on outer islands. Today, the *heiau* which was the last human sacrificial site in Hawaii is preserved by the National Park service and is open daily to the public.

The extensive petroglyph fields that are found all along the King's trail hosts its most popular spot near the King's Shops on Waikoloa Beach drive. Follow the signs along a short trail that direct you to the petroglyphs. Keep in mind that the preservation of these field depends on people staying on the trail while viewing these ancient rock carvings.

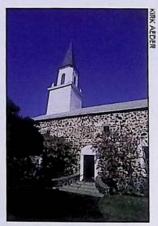
Besides all the cultural sights and plush resorts many popular island events also take place along this Gold Coast of Hawaii and the calendar page in the magazine will advise you of them. Enjoy it all while you wine, dine, and play on the Kohala coast.

NORTH KONA

ndoubtedly the busiest part of the Big Island is the district of North Kona and the seaside village of Kailua. Nestled in this busyness are a few

significant historical and cultural land-marks. Beside the Kailua pier is 'Ahu'ena Heiau built in 1817. This ancient temple which was built on a rock platform was dedicated to patron spirits of learning, the arts, and healing. King Kamehameha also made his home here in a thatched hut where he could maintain control over boats entering and leaving the bay. Kamehameha also monitored the farming pursuits of his village from 'Ahu'ena. Also on Alii Drive is Mokuaikaua Church. Built in the 1820's Mokuaikaua was the first Christian church to be built by western missionaries.

Across the street is Hulihee Palace, a nineteenth century vacation home to some of Hawaii's monarchy. Hulihee was built in 1838 and today serves as a museum open daily to the



Kailua-Kona's Mokuaikaua Church

Places of Interest

If you're looking for a great place to relax and enjoy a coffee check out any one of the three Alii drive **Bad**Ass Coffee Stores. They special-

ize in only top grade 100% Kona coffee and Hawaiian grown coffees. Purchase by the pound or by the cup. Their North Kona stores can be found in Waterfront Row, at the Keauhou Shopping Village and in the upcountry village of Kainaliu.

public. Occasionaly, throughout the week, some of Hawaii's youngsters can be seen in the courtyard under the shade of giant banyan trees practicing hula under the direction of a *kumu hula* (teacher of hula).

Later in the nineteenth century Kailua was a village that was used primarily as a sea port for shipping cattle, coffee and sugar off island. Most of the population in Kona lived in the mountainside towns between

Honaunau and Holualoa along a stretch of road still called Mamalahoa Highway. The town of Kailua, for the most part, was always a sleepy kind of village. Mark Twain even wrote of Kailua-Kona in 1866, "We landed at Kailua (pronounced Ki-loo-ah), a little collection of native grass houses reposing under tall coconut trees, the sleepiest, quietest, Sundayest looking place you can imagine. Ye weary ones that are sick of the labor and care, and the bewildering turmoil of the great world, and sigh for a land where ye may fold your tired hands and slumber your lives peacefully away, pack up your carpetsacks and go to Kailua! A week there ought to cure the saddest of you all."

Up until the early 1970's the population was no more than 700 people, today the population of Kailua is around 35,000 and growing rapidly. Directly contributing to this outbreak of growth is

the recent influx of realtors. developers and land speculators that pay little or no attention to the sanity of the place. Looking beyond the trafficy bustle of Kailua their are many wonderful opportunities for personal



Aerial view of the village of Kailua-Kona and Kailua-Bay. The annual Gatorade Ironman race begins here.

dining, shopping and tour experiences around the town. This district of North Kona also hosts some of the Big Islands most beautiful white sand beaches. A short drive north of Honokohau Harbor on Queen Ka'ahumanu Highway are the beaches of *Makalawena*, and *Mahai'ula*. These beaches require a short hike to access them. Easier to reach and located on Alii Drive to the south are Kahalu'u Beach Park and Magic Sand's. Both these beaches provide ample parking and do not require a hike.

Around these historical sights are a whole host of restaurants and shopping opportunities and hundreds of visitor and

KEEP KONA COUNTRY!

local businesses keep the streets and sidewalks around Kailua busy with activity throughout the year. Cruise ships lay at anchor off the shores of Kailua-Bay and many tour and activity companies provide visitors with ample opportunity for hiking, sailing cruises, snorkeling and scuba adventures.

HOLUALOA

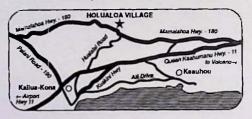
ays pass slowly in the artist's retreat town of Holualoa, almost like the gentle mountain breezes which weave their way through the groves of coffee trees lining the slopes of Mt. Hualalai. Steeped in natural beauty and tradition, this little mountainside coffee town blends a touch of today's art with a passion for the simpler life of the past. The village's many private galleries showcase the works of many local artists in a wide array of mediums.

When you are done visiting the galleries, the friendly local espresso bar, Holuakoa Cafe, will undoubtedly snatch an hour or two from your day and maybe more if you decide to indulge in the homemade cake and pastry selection. Owner Meggie Worbach personally works the espresso bar every day of the week except for Sundays. Her espresso drinks are, hands down, the best on the island and Meggi's German heritage makes her a fanatic for perfection. Perhaps the most unique feature about the cafe are the European visitors it attracts. It



The rustic up-country Holuakoa Cafe. seems like there is always a foreign voice being heard at Holuakoa. For many visitors who don't speak English Holuakoa is an extra nice stop on their vacation.

Make it a point to wander up for a visit to Holualoa you will love this adorable country town.



SOUTH KONA

here is, perhaps, no other region on the Big Island shrouded in more history than the district of South Kona. Whether it be the origins of Kona coffee, the ancient Hawaiian village setting of Pu'uhonua O Honaunau (Place of Refuge) National Park, or the Painted

ESPRESSO BAR

HOURS: Mon-Sat 6:30am - 5pm Closed Sunday

322-CAFE



Holualoa, Hawaii 96725

100% Kona Coffee and Coffees From Around The World . Pastry . Salad Light Fare • Indonesian Imports • Gifts Enjoy a wide selection of my Kona coffee drinks while you converse with friendly locals and island travelers. Or, simply relax in the cafe's tropical garden.

Aloha, Mega



Tikis at the Place of Refuge National Park in Honaunau.

Church nestled along the hillside overlooking Kealakekua Bay, the spot where the famous English explorer Captain Cook met his fate in 1779, South Kona will keep the historically minded visitor busy weaving their way through its network of mountain roads.

Coffee first came to Kona in 1828 when the Reverend Samuel Ruggles brought plant cuttings to Kealakekua. The early Japanese farmers cultivated many of Kona's first farms and engineered the system of milling and processing this prized coffee.

On highway 160 amidst coffee farms and high on the slopes of Kealakekua Bay is **The Painted Church**, where sometime between 1899 and 1904, Father John Velge, a Catholic missionary from Belgium painted images on the interior

walls of the church depicting the biblical scenes of heaven and hell.

At the bottom of Napoopoo Road is Hikiau Heiau at Kealakekua Bay, and a white stone monument across the bay that marks the spot where Captain Cook was killed in 1779. The story behind Cook's death

was that it was the result of a failed attempt by Cook and his soldiers to exchange the high chief Kalaniopuu hostage in return for a cutter that was stolen the night before. Cook, who had come south to the Hawaiian Islands seeking shelter for the winter months, was in search of a northwest passage to England.

A lower coastal road connects Kealakekua Bay to *Pu'uhonua O Honaunau* (Place of Refuge) National Park. In the early years of Hawaiian civilization it was to the

Place of Refuge that people who broke kapu (sacred laws) would attempt to flee. If the kapu breaker could reach this sanctuary his life would be spared. Some of these kapu that governed the common people included not being allowed to walk in the footsteps of the chiefs or to touch their possessions. Other rules forbade commoners from eating foods reserved for offering to the gods, and women were not allowed to eat with the men. The gathering of wood, seasons for fishing and the taking of animals as well as the hula were also controlled under the kapu system. Other features at the park are lokos (ancient fish ponds), hales (thatched roof structures that served as homes). heiaus and ancient rock walls. Visitors are usually provided with live demonstrations of ancient Hawaiian crafts such as the building of canoes and tikis at the park.



A copper line engraving of an early Hawaiian village in South Kona. circa, 1820's

Places of Interest

When traveling through South Kona you definetely do not want to miss the opportunity to visit one of the

region's working Kona coffee farms. On Painted Church Rd, you will pass Bay View Farm and Mill, family owned and operated by New Hampshire native Andy Roy and his wife Rosalyn. Over the distant hum of

pulping and grading machines the sweet and damp smell of freshly milled coffee cherry fills the air during the fall and winter coffee season. Bay View has a coffee sampling room and gift shop along with their milling operation and guests have the opportunity here to 'cup up' some 100% pure Kona coffee In Kealakekua, Greenwell Farms also offers visitors a personal guided tour of their farm. The Greenwell family has been involved with the Kona coffee industry for over a hundred years and descendants to the founder, Henry Nicholas Greenwell, still work the farm. The tour of the farm concludes with a cupping of the farm's Estate Kona coffee and the opportunity to purchase some of this fabled family coffee. Also located in this region of South Kona is the Captain Cook Coffee Company dating back to 1898. The mill is currently owned by Mark Mountanos and Steve McLaughlin of San Francisco. Mark is the fourth generation of his family to operate the company. Captain Cook is primarily a processor, miller and exporter of Kona coffee but has also expanded its business into retail and offers mail order buyers an 800# to call for roasted coffee. Refer to their ad on page 58. The Kona Historical Society, located in Kealakekua, has made available to visitors two different walking tours. One being a historic coffee mill tour and the other a tour of alii drive.

Kona Historical Society Museum

Historic Kailua Village Walking Tour Tues.-Sat. 9:30am, Fri. 9:30am, 1:30pm For Reservations Call 323-2005 Museum located on Hwy. 11, one-half mile south of rural Kealakekua.

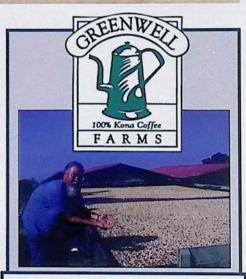


Box 398 Captain Cook, HI 96704 (808) 323-3222



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COMPLIMENTARY FARM TOUR

tour of farm & mill concludes with a free cupping of our Estate 100% Kona coffees (LOCATED BEHIND THE KONA HISTORICAL SOCIETY GROUNDS ON HWY. 11, between mile marker 110 & 111 in KEALAKEKUA) closed Sundays

(808) 323-2862

P.O. Box 248, Kealakekua, HI 96750

Coffee Times

100% PURE KONA COFFEE

Kona Coffee is widely acclaimed as one of the world's finest.

Unlike the rest of the world Kona coffee farmers still hand pick and sun dry their coffee. This extremely labor intensive process by independent farming families has greatly contributed to the gournet reputation of Kona coffee. In 1866 Mark Twain



Today, Mexican coffee pickers help local farmers to hand pick the Kona coffee crop.

stated, in his "Letter From Hawaii", "Kona coffee has a richer flavor than any other, be it grown where it may and call it by what name you please."

100% PURE KONA PEABERRY

Peaberry Kona coffee offers connoisseurs one of the finest and perhaps rarest coffee beans in the world. Only an estimated 4 percent of the annual Kona coffee harvest yields a Peaberry grade of coffee. Peaberry occurs when a coffee tree is stressed in its growing environment, resulting in an individual coffee cherry producing only one round and very dense bean rather than the usual two beans. The taste of Peaberry in the cup is simply exquisite.

\$23.00 lb. \$110.00 5 lbs. \$210.00 10 lbs.

100% PURE KONA FANCY

After many years of roasting, sampling and selling many different grades of 100% Pure Kona coffee the Fancy grade of Kona has proven itself time and time again to yield the finest and most consistent cup of coffee. Its clean grade, density, size, and aroma have set it apart from other Kona grades. Considered by many to be the best whole bean coffee available in Kona.

\$22.00 lb. \$105.00 5 lbs. \$200.00 10 lbs.

CALL 1-800-750-KONA

ALL COFFEE IS FRESH ROASTED TO ORDER ONLY.

(please specify medium, or dark roast with each coffee ordered)

100% Kaanapali Estate Coffee

(Island of Maui)

ike fine winemakers who search for the perfect match between grape and growing conditions, turning an ordinary wine into one of the finest vintages in the world, so is the quest to produce a bountiful range of unique, distinctive, high quality coffee from the Kaanapali Estate in Maui. Their pioneering varietal research began with an expert team of growers, researchers, and cuppers who analyzed 12 test plot locations throughout the Hawaiian Islands; each planted with 18 different varieties of Coffea arabica. The result... the best growing conditions of the West Maui Mountains and some of the finest Coffea arabica varietals including: Moka, Red Catuai, Typica,

MOKA

A very lively cup with wild, slightly exotic chocolaty aroma and subtle winey flavors.

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.



RED CATUAI

and Yellow Caturra.

This "Cabernet" of coffees imparts rich, nutty and buttery characteristics. A full bodied coffee with a silky smooth finish.

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.

YELLOW CATURRA

A vibrant, clean, and crisp cup of coffee. Producing beautiful spicy, tangy and clegant flavor characteristics.

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.

TYPICA

A traditional Hawaiian favorite. These beans produce gentle floral aromas and a smooth seductive finish.

\$15.00 lb. \$70.00 5 lbs. \$130.00 10 lbs.

100% Kauai Coffee

100% Kauai Coffee

The warm Pacific sun, rich volcanic earth and abundant mountain water of Kauai combine to create perfect conditions for growing great coffee. The consistency of this high quality coffee is the result of a carefully selected arabica bean with a mild, well balanced taste and enticing aroma.

\$14.00 lb. \$65.00 5 lbs. \$120.00 10 lbs.

SPIRULINA PACIFICA



ona's own Spirulina Pacifica is the world's one and only certified organically grown and processed algae. This dried water vegetable provides a remarkable combination of beta carotene, chlorophyll, B-vitamins, complete protein, GLA, and a host of enzymes and minerals. Spirulina is remarkable in that it provides more concentrated nutrition than any other whole food. People from all walks of life, including athletes, seniors, and those with special nutritional needs, are benefitting from the whole food nutrition supplied by Spirulina.

Pressed 500 mg Organic Hawaiian Spirulina Tablets

\$27.00 (400 tabs./ 1 bottle) \$125.00 (5 bottles) \$230.00 (10 bottles)

Shipping weight is 1 pound per bottle

Organic Hawaiian Spirulina Powder

\$40.00 (16 oz) \$190.00 (5 lbs.) \$360.00 (10 lbs.) Shipping weight is 2 pounds per 16 oz. bottle

WASHED 100% HAWAIIAN CANE SUGAR *FROM THE ISLAND OF MAUI*

he only remaining 100% Hawaiian washed raw sugar available to the public is by far, hands down, the best tasting sugar found anywhere in the world. Used locally by Island juice companies this sugar will compliment your cup of coffee like no other or bring the sweet taste of Hawaii to your baked goods. It's sad to see Hawaii's sugar Kingdom in decline and this local industry replaced by artificial sweeteners, but the real taste of Hawaiian sugar can and will never be duplicated.

100% Washed Hawaiian Cane Sugar

\$3.00 lb. \$12.00 5 lbs. \$20.00 10 lbs.

MasterCard





CALL 1-800-750-KONA

Coffee Times

100% KONA MACADAMIA NUTS

In 1881 Mr. William Purvis sailed away from the Australian shores to plant the first macadamia nut in Waipio Valley on the Big Island of Hawaii.

Coffee Times 100% Kona Whole Grade Macadamia nuts are grown exclusively by independent farmers in the Districts of North & South Kona.

100% Kona Macadamia Nuts \$13.00 lb. **\$60.00** 5 lbs. **\$110.00** 10 lbs.



CHOCOLATE COVERED HAWAII

e all know how good fresh roasted 100% Kona Peaberry Coffee and 100% Kona Macadamia Nuts are, now imagine them draped in rich gourmet dark chocolate. Created by Kona candy maker, Michael Blair, these local style chocolates are almost too good to imagine.

Chocolate Covered 100% Kona Macadamia Nuts Chocolate Covered

Macadamia Nuts Peaberry Coffee Beas \$8.50 8 oz. \$16.00 1 lb. \$75.00 5 lbs. \$8.50 8 oz. \$16.00 1 lb. \$75.00 5 lbs.

COFFEE TIMES T-SHIRTS AND MUGS

Logo Shirts

\$15.00/1 \$28.00/2 \$52.00/4

10 oz Logo Mugs \$10,00/1 \$18,00/2 \$32,00/4

Shipping weight is I pound per mug or shirt and be sure to select large or extra large on shirt orders.



2 to 3 DAY DELIVERY ANYWHERE IN THE

U.S.A. Call For International Shipping Rates

coffee Times

Hawaiian Tropical Flowers

Hovesn't get any fresher than this. Coffee Times is proud to offer you its full line of Hawaiian tropical flowers and leis. In just 48 hours you can experience the floral delight of our island of Hawaii. Our locally grown flowers are long lasting and easy to arrange. Our flowers will brighten up your home or office with the warmth of Aloha!

Deodrobium Orchids

CTF 1 6 denerobium sprays, 6 greens \$27.00

CTF 2-12 dendrobium sprays, 6 greens \$37.00

CIF 3 24 dendrobium sprays, 6 greens \$56.00

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CTF 4 6 occidium sprays, 6 greens \$37.00

CTF 5 12 oncidium sprays, 6 greens \$55.00

CIF 6 24 uncidium sprays, 6 greens \$93.00



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SHIPPING COSTS ARE ALREADY INCLUDED IN PRICES. NO EXTRA COSTS INVOLVED.



Anthuriums

CTF 7 12 small anthuriums, 6 greens \$31.00

CTF 8 24 small anthuriums, 6 greens \$45.00

CTF 9 12 large anthuriums, 6 greens \$37.00

CTF 10 12 large anthuriums, 12 small antheriums, 6 greens \$48.00

CTF 11 24 large anthuriums, 6 greens \$54.00

Anthurium & Dendrobium Orchid Mixes

CTF 12 3 dendrobium sprays, 6 anthuriums, 6 greens \$31.00

CTF 13 6 dendrobium sprays, 6 anthuriums, 6 greens \$36.00

CTF 14 12 dendrobium sprays, 12 anthuriums, 6 greens \$54.00

Anthurium & Oncidium Orchid Mixes

CTF 15 3 oncidium sprays, 6 anthuriums, 6 greens \$36.00

CTF 16 6 oncidium sprays, 6 anthuriums, 6 greens \$47.00

CTF 17 12 oncidium sprays, 12 anthuriums, 6 greens \$73.00

Hawaiian Mixes

CTF 18 3 orchids, 6 anthuriums, 3 birds of paradise, 6 greens \$37.00

CTF 19 3 orchids, 9 anthuriums, 2 haleconia, 6 greens \$44.00

CTF 20 12 orchids, 12 anthuriums, 2 haleconia, 1 bird of paradise, 1 protea, 6 greens \$73.00

CTF 21 6 orchids, 12 anthuriums, 2 haleconia, 6 greens \$42.00

CTF 22 12 orchids, 12 anthuriums, 4 haleconia, 6 greens \$68.00

CTF 23 18 orchids, 18 anthuriums, 4 haleconia, 4 protea, 6 greens \$110.00





Hawaiian Leis

CTF 24 Dendrobium orchid lei (white or lavender) \$27.00

CTF 25 Vanda orchid lei \$27.00

CTF 26 Double orchid lei (vanda or dendrobium) \$36.00

CTF 27 Vanda Mauna Loa lei \$45.00

CTF 28 Tahitian ginger lei \$45.00

CTF 29 Ti leaf with orchid lei \$31.00



Haku

CTF 30 Haku with white orhids and natural Hawaiian greens \$45.00 CTF 31 Haku with rosebuds and orchids and natural Hawaiian greens \$48.00 CTF 32 Haku with 4 - 5 different Hawaiian flowers

CTF 32 Haku with 4 - 5 different Hawaiian flowers and natural Hawaiian greens \$53.00

A Note About Our Flowers...

All flowers are grown exclusively on the Big Island of Hawaii by local farmers only. They are packed and rush shipped for freshness. Flowers do not come arranged as shown above, but include full arranging instructions in each box. Mahalo!

CTF 33 Traditional Hawaiian green leaf leaf



CALL 1-800-750-KONA

Coffee Times

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Product



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Style or Roast

Lbs.

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| Please mail with ch Coffee Times, P.O. Box 10 | eck or mone | y order to: | |
| Pay by Credit Card | MasterCard | VISA | Cards |
| (MC) (VISA) (AM EX)#: | | Exp. Date: | _' |
| Name: | Signature: | | |
| Optional Billing Address: | | | |
| Ship To: | | | |
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| Gift Note: | | | |
| PRORTY ALL GOODS (except flower | es) SHIPPED 2 | DAVIIS PRIO | DITV MAIN |

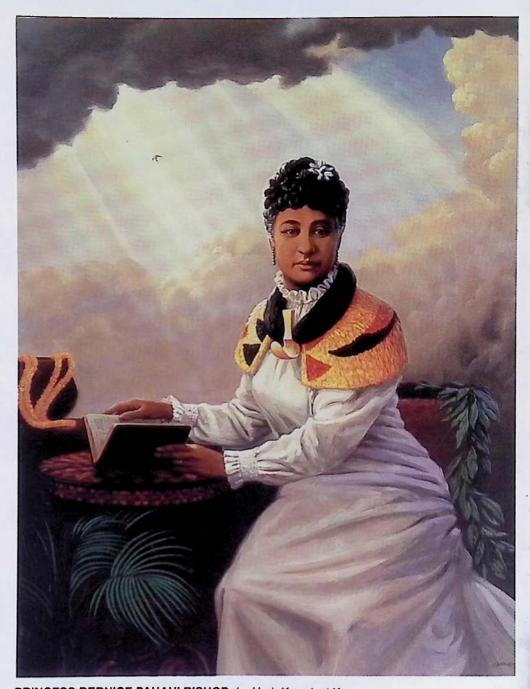


Our Gift Boxes Include: The Kona Peaberry, Kona Fancy, Maui Moka, Maui Red Catuai, Maui Yellow Caturra, Maui Typica and Kauai coffees, Hawaii Washed Raw Sugar, Kona Macadamia Nuts, Chocolate Covered Kona Peaberry, Chocolate Covered Kona Macadamia Nuts, 4 Mugs and a logo tee shirt.

1 pound of each: \$200.00 1/2 pound of each: \$125.00

Coffee is roasted fresh in either a medium or dark roast. Mugs and tee shirts are included in both pound and 1/2 pound orders. Prices include shipping.

1-800-750-KONA



PRINCESS BERNICE PAUAHI BISHOP by Herb Kawainui Kane
As one who did not sell her land, she bequeathed her entire estate to found and support a school for Hawaiian children- the Kamehameha Schools, known also as Bishop Estate. Her husband Charles Bishop left his personal estate to support the museum named in her memory.

Other words and images by Herb Kawainui Kane can be found in his book Voyagers. A signed copy of his book can be purchased through Coffee Times.