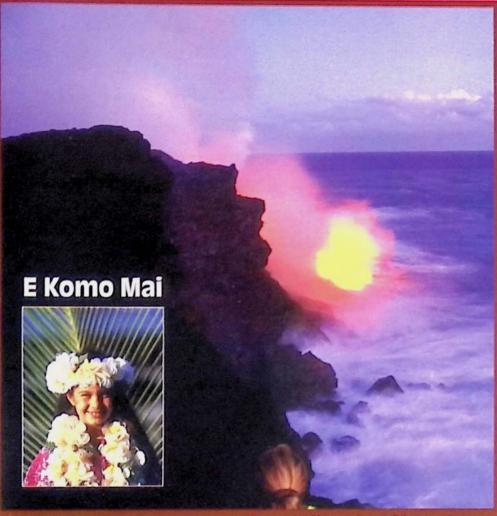
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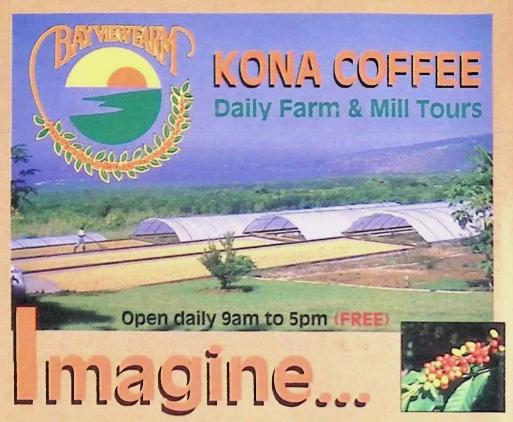


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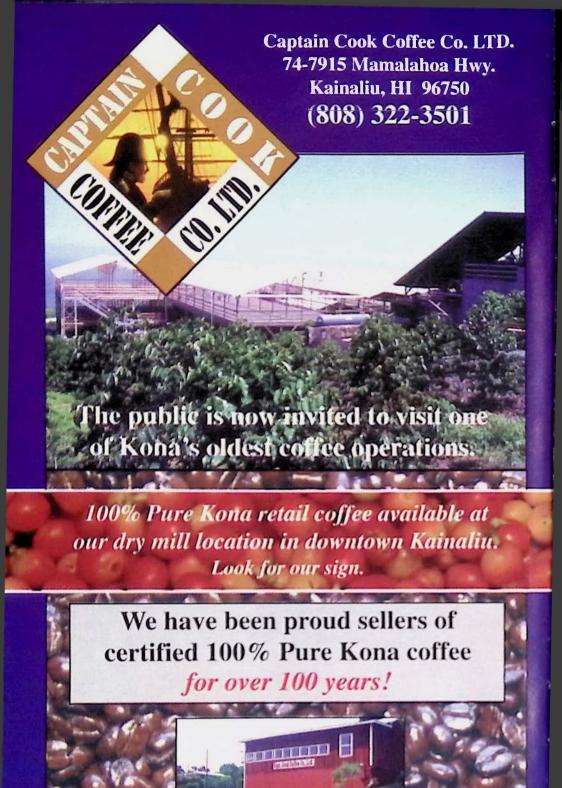


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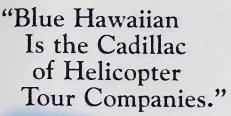
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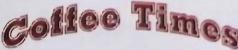
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On the Cover: Lava entering the sea at Volcanoes National Park. Hawaii keiki (child) with a colorful and scented plumena lei. Photos by Kirk Aeder





Published by Coffee Times © (Established 1993)
1-800-750-5662 to Advertise www.coffeetimes.com

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Aloha and Welcome to the Big Island!

by Les Drent



ell... you made it. Now don't you feel good? If you are looking for a little direction follow me and I'll guide you around our island paradise.

You most likely landed in either Hilo or Kona which host the two primary airports on the Island. Since we can't begin our tour of our Island at both places at the same time we'll start this guide in Kona. For you folks in Hilo... too bad you're out of luck. Just kidding. No worries really... just flip ahead in our magazine and start the guide from the Hilo region. Like all things Hawaiian it's really quite easy. And that's probably why you chose to visit us on your vacation, not to mention our weather, people, interesting culture and warm aloha spirit. Our magazine's coverage of these cultural and historical topics is what separates us from the rest of the advertorial and discount magazines out there so we're glad you found us and we're ready to introduce you to the real Hawaii.

Before we begin the tour let's all remember the phrase, "when in Rome do as the Romans do." In Hawaii this means driving slow, yielding for everyone, and showing aloha to everyone you meet.

Three other items that your past fellow visitors have informed me to

remind you of are remembering to take off your rings (newlyweds) and any loose jewelry before going into the water; locking your cars even though 99.999 percent of the people in Hawaii aren't thieves; and the importance of using sun block even if you insist on not needing it. My own haole (white person) motto for sun block is, "you'll burn with it, you'll burn worse without it!" With all that out of the way it's now time to have some fun so hang loose... you're in Hawaii Nei now!

NORTH KONA

ocated in the busiest and most widely known 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 landmarks. Beside the Kailua oler 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 but 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



Kailua-Kona's Hulihee Palace with Mokuaikaua Church in the background.

Places of Interest

The best way to view the village of Kailua and the splendor of Kona's majestic underwater world is to take a cruise aboard

Kona's premier glassbottom boat operated by the Kailua Bay Charter Company. This safe eco-friendly trip aboard Marian, a vessel reminiscent of an old admiral's barge, explores Hawaii's beauty, above and below the sea. Enjoy the comforts of easy boarding for all ages, shaded cush-ioned seating, open air breezes, soft music, and narration by our friendly crew. Available for special functions upon request. This affordable mini-cruise departs hourly from Kailua Pier. It is a unique personal tour. While touring the historic sights of Kailua village visit Mana Beads and Jewelry, where you will find an extensive and unique collection of beads, jewelry, artwork and gifts. Choose from hundreds of beads and jewelry components that will inspire you to create a work of art for yourself or a loved one. The experienced staff can also offer expert consultation or handcraft your design for you. With over 50 local artists represented, showing their jewelry, artwork, photography, carvings and more, you're sure to find a special piece that will always remind you of your

KEEP KONA COUNTRY!

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 public. Occasionally, 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

trip to the Big Island.



A cruise aboard the Glassbottom boat completes the perfect day of touring Kailua-Kona





12 Coffee Times

"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."

Mark Twain, 1866



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. 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 timeshare

developers, and realtors that make their business only in land speculation. Unfortunately these folks pay little or no attention to the sanity of the place so if you want to do us locals a favor, ignore them. Looking beyond the traffic and bustle of Kailua their are many wonderful opportunities for personal 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 popular 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 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.

Make it a point to wander up for a visit to Holualoa, its only a fifteen minute drive up the mountain. You'll love this little country town, it's everything Hawaii is about.

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



Tikis at the Place of Refuge

Park, or the Painted 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



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.

th nt

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 and mill. 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 legendary 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.

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

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.

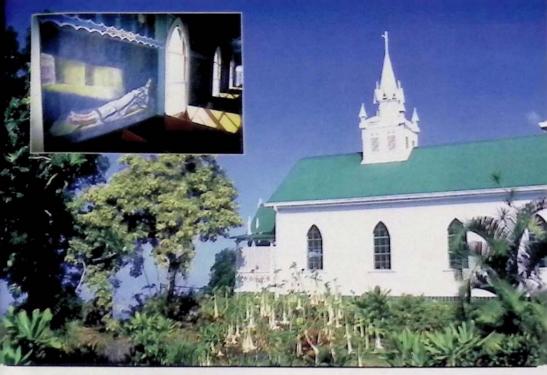
Alower coastal road connects Kealakekua Bay to Pu'uhonua O Honaunau (Place of Refuge) National Park. In the early years of Hawaiian civilization it was to the Place of Refuge that people who broke kapu (sacred laws) would attempt to flee. If the kapu breaker could reach this sanctuary his life would be spared.



Leis for sale hang from trees along Kealakekua's Napoopoo Road Rd.

his soldiers to exchange the high chief

Some of these kapu that governed the



South Kona's Painted Church, its interior walls painted by Father John Velge, a Catholic missionary from Belgium, depict the biblical scenes of heaven and hell.

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. Check at the Park's visitor center to find out about any special programs that may be happening at the park during your stay.

KA'U REGION

South Point, U.S.A.

If you are actually travelling in the direction this guide has led you then you should be heading south towards the Ka'u region. If not than you obviously chose a different direction which is fine because there are not too many wrong turns in paradise unless it's late and you're hours from your hotel, with no radio stations coming in and you're about to be cut off by a river of molten lava. Don't laugh, its happened, those footprints in the lava rock didn't get placed their by someone on



Punaluu Beach black sand beach often plays host to green sea turtles that rest on the beach during daylight hours.

places of Interest

If you find yourself becoming interested in purchasing real estate while visiting the Ka'uregion long

time resident and realtor Diana C. Prentiss of South Point Properties is a good person to seek out. Her office is located in Naalehu town next door to the Naalehu Fruit Stand. Diana's extensive knowledge of the South Point region, the land and its community will help you make the right decision when buying real estate in this area. A recent burgeoning of coffee farming in the area has given rise to many farmers looking to run a cottage industry from home. Kilauea Kope Company is one farm that exemplifies this new industry here. Owner Margaret McGuire personally oversees the entire process of her coffee business. Her coffee is available by mail order.

their way to the beach. Wherever you are on the Big Island right now that's fine you've probably learned to improvise in the use of this guide. Congratulations you're brain is still functioning even though you're on vacation in Hawaii.

The 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 archaeological evidence supporting the supposition of a landing near Ka Lae, as the Hawaiians call the most southern tip of the

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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



Mike and Marion Taylor of Desert Rose Cafe in Ocean View

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 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 the not so active remains of the old Pahala Theater as well as a

community that is now supported by macadamia nut farming as well as scores of small family owned coffee farms now springing up in the plush hillsides. Although the sugar industry is no longer operating there many of the homes in the village date back to the early 20th century including the two story plantation manager's home which is now a



The nene (Hawaiian goose) is a popular inhabitant at Volcanoes National Park.

museum and is open to the public for viewing. Pahala is a great place to gain perspective into what life was like on a sugar plantation a hundred years ago. Take time to also drive into the lush tropical Wood Valley and past a Buddhist temple also located near Pahala. Ask for specific directions to those sights at the local general supermarket, there is only one.

VOLCANO HAWAII

dwelling. She is goddess of the volcano. Volcanoes 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



Volcanoes Devastation Trail.

18 Coffee Times

Places of Interest

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

from the park. While in Volcano don't miss visiting the world's most unique winery. No one else makes tropical fruit blends or 100% honey (no grapes) wines. The Volcano Winery also makes three excellent Symphony grape wines and their new tasting room offers free tasting and elegant gift items. 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.

FOR SPECIFIC PARK INFORMATION Call Volcanoes National Park at (808) 985-6000

requires a \$10.00 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 \$5.00. 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



Fireside at Kilauea Lodge, a very memorable Volcano dining spot.

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up the brochure at the Kilauea Visitor 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



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. Luquin's Mexican Restaurant is the busiest dining spot in Pahoa. A full bar, fast service, and a fively atmosphere are all guaranteed by Salvador Luquin, owner, chef and former Mexico native. The great food at Luquin's is also very reasonably priced. Whatever your taste for food is Pahoa village is a great place to wander through during your trip through the Puna district.

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



Puna plays host to many flower farms. The climate and weather in this district are perfect for growing tropicals.

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

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

cont. on page 49



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HERB KANE

Artist And Historian

By M.V. Harden

n 1970, Herb Kawainui Kane left a successful career as a graphic artist in Chicago to begin a new life in the land of his ancestors. Within 14 years he was so renowned in Hawaii he was named one of the state's "Living Treasures."

He was in his forties when he made this leap of life styles, not an easy age to begin anew. But he has cut off the past and faced the unknown several times over the years— when he "gets tired of one room and steps into another room and slams the door," as he puts it.

"I've gone through several of these in my lifetime. The first was leaving advertising (design and artwork), and the second was leaving my clients on the Mainland and



moving back here. The third was closing the door on design consulting work (designing Pacific hotels and cultural centers).

"I had to slam the door and that meant turning down offers of work at a time when the bank account was getting thin again. Marshall Islands, four for French Polynesia and another six for the Federated States of Micronesia. He also sculpts, has written three books and numerous magazine articles, and he is a very knowledgeable, self taught historian. Combining his love of both history and art, he paints

"There wasn't enough soul in advertising," Kane explains. "There's only so much you can do with dog food or tractors or whatever comes along. The end came when I won a Jolly Green Giant campaign, and for a year, did drawings and paintings of that big green fairy until I could no longer suffer it."

This has always created distocations and financial difficulties, but it has enriched my life. Although I'm not a wealthy man. I feel my life has been enriched more than if I had stayed the owner of a small commercial art studio in Chicago."

That is an understatement. In his past two decades in Hawaii, Kane (pronounced Kah-neh) has become renowned as a fine artist, mostly as an oil painter. His work is seldom found in art galleries; usually every painting has a buyer before it's completed. He keeps a computerized data base of his work, but he's so prolific that even he doesn't know how many paintings he's done over the years.

"Not all my paintings are on the data base," he explains, "and I've never sat down and actually counted those that are on it."

In addition, he has created the artwork for six postage stamps for the United States, nineteen for the

what he loves- Hawaii's past.

From his earliest days, Kane was drawn to draw. "I just developed the itch," he says, "and the more I scratched it, the more it itched." During his childhood in the 1930s, his family lived both in Wisconsin, the birthplace of his mother, and the Big Island of Hawaii, the home of his father. Many of his paintings are from his own early history—memories of a slower time in Hawaii—his "small kid days," as childhood is called in Hawaii.

Kane continued to pursue his itch in college and graduated with a master's degree from the Art Institute of Chicago. He began working as a commercial artist in Chicago, but after "it got to be a bore," he switched to free-lance story illustration for magazines and books.

"There wasn't enough soul in advertising," Kane explains. "There's only so much you can do with dog food or tractors or whatever comes Eventually, Kane had a series of paintings of 14 Polynesian canoes that so impressed Hawaii's State Foundation on Culture and the Arts that it purchased them, and, ever since, they have rotated on the walls of different state buildings. Still today, "various departments fight over them," he says.

along. The end came when I won a Jolly Green Giant campaign, and for a year, did drawings and paintings of that big green fairy until I could no longer suffer it."

His dream was to be a fine arts painter, and the journey to that end brought him deep into his own Hawaiian culture. In the early 1970s, paralleling Hawaii's cultural rebirth. Kane was beginning his own renaissance. While still in Chicago, he had begun researching Polynesian canoe designs and became so passionate about canoes that "I found myself turning down good assignments to pursue my obsession."

He was researching, of course, to pursue his other obsession: painting. Eventually, Kane had a series of paintings of 14 Polynesian canoes that so impressed Hawaii's State Foundation on Culture and the Arts that it purchased them, and, ever since, they have rotated on the

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walls of different state buildings. Still today, "various departments fight over them," he says.

These canoe paintings would soon evolve into the real thing for their painter. "It was the sailing canoe that brought me home," Kane says simply.

Settling in Honolulu, he met others who shared his passion, and together they formed the Polynesian Voyaging Society. Their purpose was to build a 60-foot replica of an ancient Hawaiian canoe.

As the canoe's designer, Kane was given the task of naming it, and, in the tradition of the ancients, he dreamed the name one night after seeing the star Hokulea in the heavens. "In my dream it grew brighter and brighter and it woke me up," he says. In English, Hokulea is Arcturus, the zenith star over Hawaii, a star used by the Polynesians as a crucial navigational aid.

Though the canoe was initially built to prove a scientific point (that the early Polynesians were capable navigators), Kane became more interested in the cultural impact of the canoe on Hawaii.

"What intrigued me was to see, if by building this canoe and putting it to active use and taking it out on a cruise throughout the Hawaiian islands, introducing it to the Hawaiian people, training Hawaiians to sail it, if this would not stimulate shock waves or ripple effect throughout the culture— in music and dance and the crafts. And we know it did.

"The canoe I perceived as lying at the heart of the old culture— it was the central object at the heart of the web of the culture. Almost everything in the culture could be related to the canoe in some way. Certainly Polynesians would not have come into existence without it."

Kane began to understand that quite literally. After years of research, a light bulb flashed in his head one day— that the canoe not only shaped the culture, but also shaped its people.

"It came to me all in a rush," he says. "I staggered across my studio to my typewriter."

In an article he later wrote for the National Geographic magazine, Kane explained his idea- his theory about why Polynesians are bigger, with more muscle and fat than other tropical peoples: "When a chief began a voyage of exploration to find new land for his people, he would choose as companions men with powerful muscles, stamina and ample fat to sustain them in times of hunger and to insulate them against the energy-sapping and eventually deadly exposure to wind and spray. He would bring women who seemed capable of bearing children of that type."

In a 1991 documentary about Kane, called Children of the Long Canoes, he adds: "So the canoes could have had a shaping influence on those who shaped them, making us truly the children of the

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long canoes."

Kane skippered the Hosuleas first voyages, sailing interisland throughout Hawai'i. training crews on every island and introducing Hokulea to its people. This "first voyage" lasted five months. off and on, mostly weekends.

"I was very surprised and really gratified that the Hawaiians accepted it. There was always a possibility in my mind (that they might not)- they are also modern people today. Had they not accepted it, I wouldn't have let the canoe go to Tahiti. We proved the scientific point anyway. I was convinced halfway through the interisland voyage that the canoe would make it to Tahiti and back without any problem. The waters between the Hawaiian Islands are rougher than anything between here and Tahiti. So we had ample time to test the canoe's performance."

Kane never crewed any of the numerous voyages to Tahiti and back. He chose to step from the limelight and go back to his artwork. Besides his commitment in painting, he had another reason: "I had put a lot of my own money into the canoe and was pretty much broke."

The Hokulea is still very active, but Kane has not been involved for years. He moved from Honolulu to a quieter, country life on the Big Island- a place, he says, "I could get more solitude."

Though the canoe now took a back seat in his life. Hawaiian history remained a vital interest for both his own curiosity and his paintings. He became "intriqued by the detective work that is involved in

his research." He was becoming quite famous for his Hawaiian historical paintings, and it was important to him that they be accurate

Others might overlook details that Kane finds significant. For instance, in his book Voyagers, he explains how he drew the scene of Captain Cook's death at Kealakekua Bay on the Big Island: *Geologists believe that this coastline has subsided 28 inches in the last

200 years. The rock from which Cook fell is now submerged, but one may still locate it and study it through a diver's mask "

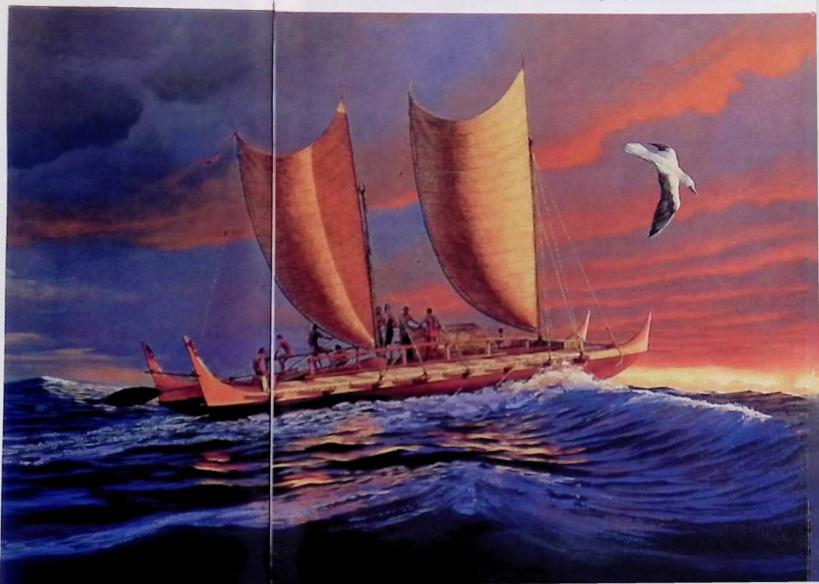
He did just that in order to paint the rock correctly; then he went a step beyond- by following the moon phases backwards, he estimated what the tide would be at 8am. on February 14, 1779.

"With this data." he writes. the water line could be depicted on the rock with some confidence."

In another painting, this one of a chief sliding down a lava rock runway on a wooden sled, he realized nobody really knew how the ancients played this sport (called holua).

In Voyagers he writes: "Conventional wisdom holds that the

HOKULE'A The canoe has been welcomed everywhere as a symbol of mutuality among all Polynesians, truly the "spaceship of our ancestors." It's now based in Honolulu, and is still sailing, by Herb Kawainui Kane



26 Coffee Times

Kane found the remnants of a huge holua slide, constructed a wooden sled after one he'd seen in the Bishop Museum in Honolulu, walked 3,000 feet up the great rock slide, padded it with grass and leaves, then threw himself down on the sled.



ESCAPE FROM PELE. When a proud chief was challenged to a holus race by a strange woman, his refusal was less than polite. Literally inflamed by her wrath, she pursued him riding a flow of lava. Only his skill saved him. At the seashore he sailed for Mauli, by Herb Kawainul Kane.

sleds moved on a slippery surface of layers of grass or broad leaves of ti and banana, but within living memory no one had actually tested this... I decided to make the test myself."

Kane found the remnants of a huge *holua* slide, constructed a wooden sled after one he'd seen in the Bishop Museum in Honolulu, walked 3,000 feet up the great rock slide, padded it with grass and leaves, then threw himself down on the sled. The sled ground to a quick halt, while his body continued to crash forward in hilarious, but painful failure.

Next try, he decided to pad a section of the lava slide with woven lau hala mats, something that would be plentiful in ancient times.

"Terminal velocity!" he writes of his next ride. "But in that same instant I saw that I really hadn't prepared for the experiment being such a success. It was a thrilling ride so long as the mats held out, but then I shot over the last strip of matting. The bare rocks gripped the sled. I was briefly airborne, then on the rocks myself-lava rocks with lots of sharp edges. Later, while applying peroxide and Band-Aids, I was consoled by the thought that data derived from experiment was, in the absence of historical knowledge. acceptable."

Philosophical about his various methods of research, he maintains: "If you take the trouble to turn over every stone, you may find

things that change your whole attitude about what you had originally set out to do, and change the visual appearance of it. That's interesting and exciting and it's fun: to turn that last corner and find something that no one has ever found before. You feel like you're breaking new ground."

He finds this type of accuracy critical because: "My paintings are going to go on speaking to people long after I'm gone, so I feel a certain obligation to make sure that what I say is truthful as I can find it to be. If my work contributes to our comprehension of Hawaii's past, that will ultimately become the greatest reward.

"Every culture romanticizes about its past. Hawaiians are no exceptions. You have Hawaiians who talk about the old days as some kind of utopia. What I try to do is avoid that kind of thing, because by stripping away those layers of fancy that obscure the past, when you get down to what really happened, what people were really thinking about, it's always more interesting, and always much more rewarding because you know you're getting close to the kernel of truth that lies in the center of every legend."

The rewards for expressing truth are sometimes sweet and simple. For instance, once, after Kane created a painting of a great war temple, such a reward came from a young Hawaiian man.

"He had always looked at heiau as piles of rocks, but when he saw the painting and saw how I reconstructed the heiau with the rock work as it once was, with structures on the platform with people in a

ceremony, he said he could never look at it as a pile of rocks again. So I changed his vision. I feel good about that."

Kane had, of course, painted that heiau rock by rock only after detailed study of it. In his book, he explains: "I studied the site with archaeologists from all angles and from the air. Then I took a sleeping bag and spent two days and nights, studying the path of the sun, the cloud shadow, the moon light, and only then did I receive the answers to my questions, only then was I able to pick up a pencil and begin to design the paintings."

Kane adheres to an elementary rule he learned as a young Navy man from a Chinese painter in Shanghai. "He told me, in order to paint a tiger you have to be a tiger: in order to paint a flower you have to be a flower.

"As an artist, in order to paint people of another time, one must develop an empathy with them. (Historian) Barbara Tuchman once said the difficulty of empathy is the major obstacle for the historian. Her point is, that without empathy, it's not possible to really approach the essence of the historic period."

Studying ancient Hawaiian culture, he found it "similar to so many primal cultures, yet so different world view than my own."

For example: "The European attitude had conceived of a supernatural sphere separate and apart from and hierarchically above the natural sphere, and man had a role halfway in between, below the gods and angels, but above the beasts.

"Polynesians did not share the European vision. To them, all spirits were a part of nature and ancestral to nature. So, if you can grasp a world view with no concept of the supernatural, then you're beginning to grasp the Polynesians.

"The major spirits were their natural ancestors, as well as the progenitors of everything in the universe; hence humankind was related by ancestry to everything else. Religious thought was so inseparable from life that no separate word for religion was needed.

"Polynesians saw themselves as the living edge of a much
greater multitude of ancestors who,
as ancestral spirits, linked the living
to a continuum going back to the first
humans, to the major spirits and
thence to the ultimate male and
female spirits that created the
universe. The living and the spirits
shared a universe in which there was
no supernatural because all was
natural."

His study of cultures leads
Kane to believe that neither the
modern not the primal world is better
or higher than the other, just different.
He does know, however, that once a
primal culture comes into contact
with the modern, there is no going
back— except, perhaps, in his own
paintings.

By putting paint on canvas, Kane goes back to at time that he not only loves, but feels a duty to cultivate. Combining his creative imagination and his historical knowledge, he has become a keeper of his own "primary" culture. That, he has come to realize, is an essential reason for his work.

"I'm trying to divine the original world of the Hawaiians. In that way I'm different than artists today who want to express their personalities. I want to express the personality of the subject. It's more like method acting— allowing oneself to be completely subjugated by the role and let the role take over the personality of the actor.

"I'm in opposition to the mainstream of art today as it's taught in the universities, which is that art should be a highly personal thing—highly distinctive to the personality and expressive of the inner self. If the artist is concerned about his personality being expressed, there is no way he is ever going to be able to express the essence of the subject.

"The matter of style and technique is something that an artist should not worry about. Artists worry about that an awful lot—that their style is consonant with what is hot in New York last week. That's a needless worry because no two hands set the paint down with the brush the same way."

Since his school days at the Art Institute of Chicago, he has been told that the type of art he prefers is not real "art," it is mere illustration. Yet realism, or representational art, is all he ever wanted to do.

"Representational art goes way back," he says. "Much of what we know of the past we get from artists who have documented their time and place, their people, their culture."

Just as he is doing.



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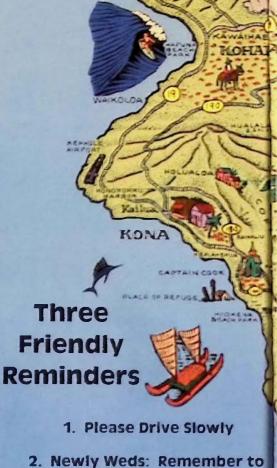
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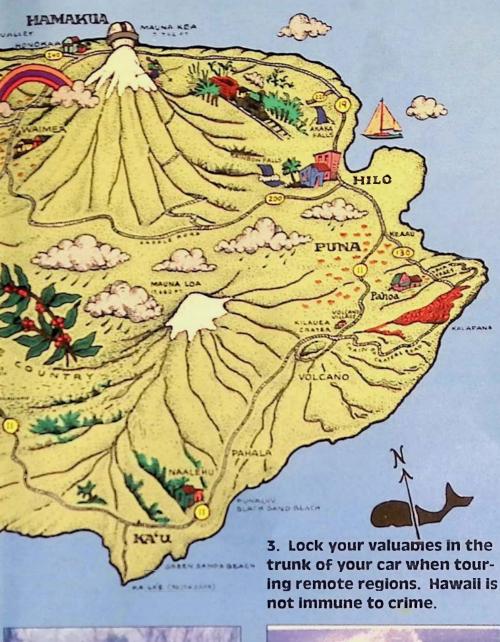






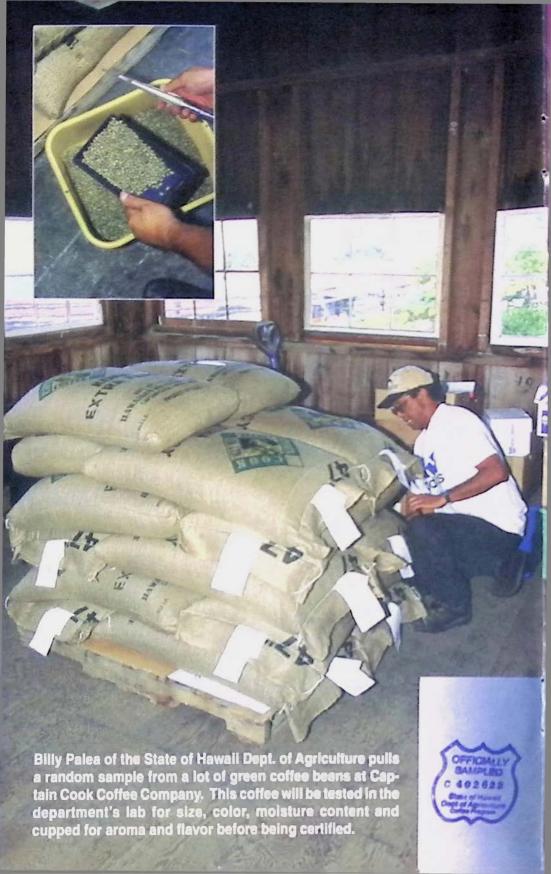
take off your rings before you

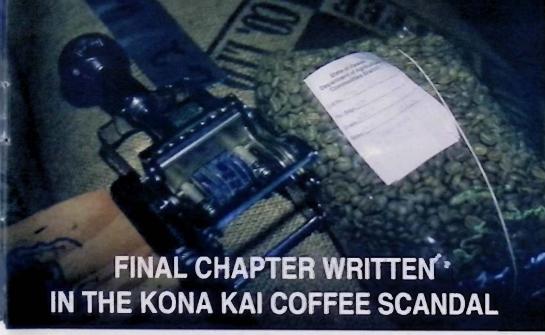
go frolicking in the ocean











Former Kona Coffee Supplier Gets Jail Time, New Assurances Of Kona Coffee Purity Implemented

By Les Drent, Photos by Toby Hoogs

In Oakland this past March, U.S. District Judge D. Lowell Jensen sentenced Michael Norton, 53, owner of the now defunct Kona Kai Coffee, to 30 months in prison as a result of his pleading guilty to wire fraud and tax evasion. Norton purchased 3.6 million pounds of cheaper, lower grade Central American coffee from 1993 to 1996; rebagged it as "Pure Kona Coffee"; and netted nearly \$15 million dollars from his illegal scheme. Besides jail time Norton was ordered to pay \$475,000 in restitution and \$440,000 in delinquent taxes for diverting \$1.3 million to a Swiss bank account.

The damages Norton inflicted on the local Kona coffee industry were catastrophic. Hard working and honest farmers, producers and sellers of 100% Kona coffee were cheated out of legitimate sales during these years and the reputation of 100% Kona coffee was greatly tarnished.

While Norton was surrounded by family and friends outside of the courthouse he laughed and said, "I can't see how it would be possible to make a comment that would be in my interest."

His lawyer, Penny Cooper of Emeryville, California said no one was victimized by the scheme and at worst coffee aficionados just got a different cup of joe.

It is now mandatory that all green coffee leaving Hawaii must be State of Hawaii Dept. of Agriculture certified. This certification program tests for size, color, moisture content and includes a cupping test for aroma and flavor. This "Officially Sampled" program assures green coffee purchasers that what they are buying is 100°s. Kona and meets grading standards. Currently no authenticity program exists for roasted Kona coffee so it is still buyer beware.

While the true taste and aroma of Kona coffee are unmistakable it's still the best policy to know personally who you are buying your Kona coffee from. Don't be afraid to ask questions... the Kona coffee industry is comprised mostly of small family run operations who are eager to give advice and cater to your every need. It is a pride filled industry!

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Today, the red cherry skin is removed by a mechanical pulper and the layer of natural sugar mucilage is allowed to ferment for several hours. After washing, the coffee is called parchment and allowed to sun dry for three to five days depending on weather conditions. Then the parchment and silverskin layers are removed in the dry milling process. The green bean is sized, graded and certified by the Hawaii Department of Agriculture.

At this point, the bean is ready for roasting,

and those of us who enjoy the unique smooth Kona flavor can get involved by

making a cuppa!

There are three major coffee processors on the Big Island who use this time-tested process to offer a truly tastey cuppa of Kona coffee: Captain Cook Coffee Company, Greenwell Farms and Bay View Farm.

he Captain Cook Coffee
Company was the oldest
and largest coffee company in
Kona for many years. The original
Captain Cook Coffee Company, related
to the current company in name only, got
its start in the 1880's when British
immigrant Robert Robson Hind acquired
land in Kona for cultivating coffee. The
first Robert Hind had large sugar cane
holdings in the Kohala District near Hawi.

When Robert retired, the management of the business went to his son John Hind who, in 1905 bought an old pineapple cannery and converted it into a coffee mill. By 1910, the company controlled 1,200 acres of coffee in the Kona district, much of this leased by

Captain Cook Coffee Company from land owners and then subleased to predominantly Japanese farmers

Field inspector John DeAnzo of the State of Hawaii Dept. of Agriculture finds time to shaka (left). From top to bottom above: Malcom "Mac" Palea, Mark Berfield and Sharon DelaCruz of the Captain Cook Coffee Company oversee the company's South Kona coffee operation. Photos by Toby Hoogs



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"The industry is making a come back after the Kona Kai scandal; and now that all green coffee is certified by the Hawaii Department of Agriculture, the consumer knows that they are receiving 100% Kona. I am optimistic about the future of Kona coffee and our goal as a processor and exporter is to continue to find new markets for this unique coffee."

Steve McLaughlin, owner of Captain Cook Coffee Company

who each maintained about five acres of coffee farmed exclusively for Captain Cook Coffee Company. The company, also known as '4C', had three coffee mills and shipped 23,500 bags of 'clean' green coffee beans.

John's son, Robert Retson Hind bought out other members of the family in 1927 to gain full control of the Captain Cook Coffee Company, which he managed from his office in Honolulu.

When land leases expired in the 1950's, land owners allowed tenant farmers to take over their leases directly. As a result of this, Hind Honomalino Ranch land was cleared and planted in coffee by 1953, and parcels of land were offered on lease to prospective coffee farmers. The Hind family eventually gave up on coffee and their Napoopoo mill became the Kona Coffee Cooperative, which bought cherry from coffee growers in Kona.

In 1984, south Kona resident Jeff Citron, in partnership with a group of Honolulu doctors, revived the dormant Captain Cook Coffee Company in name only. Their Kainaliu dry mill operation bought cherry, subcontracting the wet milling process out. A California coffee importer, Cal Trading started

selling the coffee produced by Captain Cook Coffee Company in 1987.

In 1991, the doctors divested their shares to three companies in the coffee business; these included two California operations, Cal Trading in Burlingame and Mountanos Inc. of San Francisco, and Canterbury Coffee Company in Vancouver, Canada. Over the years, a wet milling facility was constructed in Honaunau and in 1997, the dry mill in Kainaliu was completely modernized.

Steve McLaughlin of Cal Trading became the sole owner of the Captain Cook Coffee Company in June of 2000. Steve first entered the coffee business in 1970 working for one of the largest coffee importing firms, E.A. Johnson & Company in San Francisco. During his extensive travels to Central and South America and Asia. Steve became a coffee expert and started his own coffee importing business, Cal Trading Company, in 1994. Steve has served on the board of directors of the National Coffee Association and the Pacific Coast Coffee Association.

In 1998 the two McLaughlin sons joined their father in the coffee trade. Steve Jr. is president of Cal Trading Company responsible for



The Greenwell Farms family, Clockwise from top left. Cici, Tom, Jen, Steve, Michele and Jean.

importing gourmet specialty coffees and Chris is president of Captain Cook Coffee Company dealing in only Kona green bean sales.

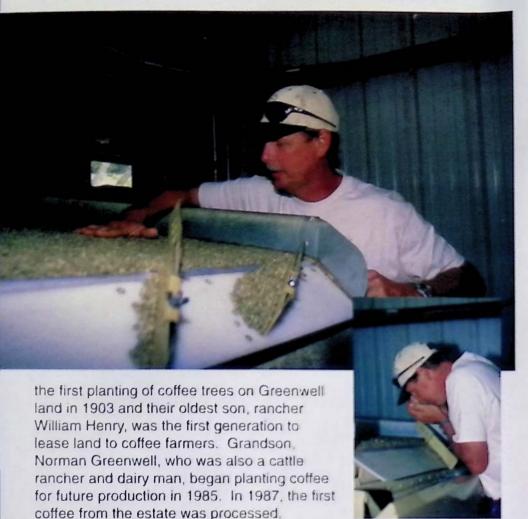
Currently, Captain Cook Coffee Company buys cherry from approximately 450 Kona coffee farmers and is one of the leading exporters of 100% pure Kona Coffee.

What does Steve
McLaughlin think of the future of
Kona coffee? "The industry is
making a come back after the Kona
Kai scandal; and now that all green
coffee is certified by the Hawaii
Department of Agriculture, the
consumer knows that they are
receiving 100% Kona. I am optimistic about the future of Kona coffee

and our goal as a processor and exporter is to continue to find new markets for this unique coffee."

enry Nicholis Greenwell left England as a young man and sailed to Hawaii in 1850. He became known as the most prominent coffee shipper of Kona Coffee and, in 1873, received recognition at the Kaiser's Exposition during the World's Fair in Vienna for coffee excellence. According to Thrum's Annual of 1876, the Greenwell trade mark was sufficient to guarantee quality coffee as he took 'great pains in his selection for the market.'

Elizabeth Caroline Greenwell, Henry's wife, motivated



As Tom Greenwell puts it, "Kona is becoming the Napa Valley of the coffee world. The average coffee drinker often has no idea how coffee is grown and what it takes to process it. This district is one of the only places in the world where visitors can see a coffee tree and, depending on the time of the year, view actual coffee processing as well as taste the unique flavor of pure Kona coffee."

In 1992, Henry Nicholis's great grandson, Tom Greenwell took over as farm manager and their dry milling operation was installed. Greenwell Farms started processing coffee cherry for other farmers including wet milling, sun drying, and dry milling to green bean.

When visitors arrived at the farm in 1993, they were offered a tour of coffee production. In response to visitor interest, an outside tasting

Spring/Summer 2001

facility and retail coffee sales operation were added in 1995. Greenwell Farms began roasting coffee in 1997 and last year increased roasting capacity by 400% to become one of the largest roasters of Kona Coffee in Kona.

Currently,
Greenwell Farms is a
hands-on, family run, full
service coffee operation.
Members of the family are
involved in every aspect of
the business from growing
coffee and purchasing
cherry from approximately



Clockwise from left facing page: Tom Greenwell overseeing coffee coming off his mill's gravity table. Density.... and yes... smell are all important factors in producing quality 100% Kona coffee. Hand picked Kona coffee cherry arriving at Greenwell Farms and sun drying coffee on the farm's hoshidana (sliding roof system).

250 farms in the Kona area, to quality processing of cherry, dry milling, and roasting. In addition to selling green bean all over the world, Greenwell Farms operations include custom roasting and packaging as well as retail sales, mail order business and daily visitor tour business managed by Jennifer Greenwell.

As Tom Greenwell puts it, "Kona is becoming the Napa Valley of the coffee world. The average coffee drinker often has no idea how coffee





is grown and what it takes to process it. This district is one of the only places in the world where visitors can see a coffee tree and, depending on the time of the year, view actual coffee processing as well as taste the unique flavor of pure Kona coffee."

The 100% Kona coffee offered at Greenwell Farms features their Private Reserve which consists of the cream of the Greenwell Farms estate crop' plus select Kona coffee grown by other farmers in the area in a dark, medium-dark, and

medium roast, as well as macadamia nut and chocolate macadamia nut flavors. They also offer peaberry coffee and chocolate covered roasted peaberry, and macadamia nuts. Yum!

Tom's goal is to grow the estate coffee cultivation from the current level of forty acres

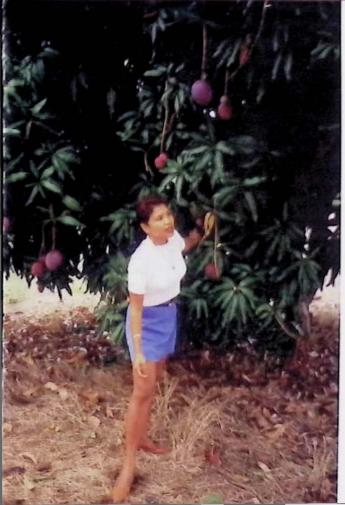
up to a hundred acres in the next five years. He's in it for the long haul and believes that for the industry to stay alive, Kona coffee must be marketed as a quality product. This requires the cooperation of the entire industry including the growers, processors, roasters and brokers to maintain a high level of quality.

The people at Greenwell Farms appreciate it when visitors take the time to come to the farm located between mile markers 111 and 112 on Mamalahoa Highway to see their coffee trees which are approaching one hundred years of age, and to try a cup of their fine pure Kona coffee!

e oz and Andy Roy bought the lease on a thirty acre

Bay View Farm photos, clockwise from bottom left. Eva Maghanoy runs the mill tour operations at the company's Honaunau farm, Robin Gray (left) and Karen Swisher at Bay View's new venture in coffee "Coffees N' Epicurea, Andy Roy explaining the sizing and grading of Kona coffee beans, Rosalyn Roy standing at the foot of a large mango tree at Bay View Farm.





papaya farm in 1984 and began developing Bay View Farm Estate in Honaunau. Four years later Andy started processing coffee cherry and in 1989, their fine coffee product placed third in the Coffee Festival Cupping Competition. At that time, it was unheard of that a low allitude coffee be rated this highly.

Because of Andy's expertise he was asked by the government of Thailand in 1993 to consult on their coffee producing areas. It was through his travels that Andy developed an interest in coffee produced in Burma and opened a processing plant there.

"As more acreage in Kona is planted in coffee, marketing of Kona coffee has to improve drastically. New markets for this excellent coffee need to be opened up. Right now, all Kona Coffee processors are competing for the same dollar in the green bean market. Increased marketing efforts would best serve our local farmers to ensure that the coffee cherry price remains stable so that farming can continue to be viable."

Andy Roy, Owner of Bay View Farm

Andy was president of the Kona Coffee Council in the early 90's and worked towards trademarking the Kona Coffee name so that the consumer might easily recognize which coffee was a blend of not less than 10% Kona and which coffee was 100% pure Kona.

A memorable time at Bay View Farms was during the 1995/6 season when the price of cherry escalated. The roasters who were buying coffee from Kona Kai had to pull this coffee off the market when it was revealed that Kona Kai was selling Central American coffee as Kona. To meet the demand of the replacement coffee, cherry prices reached a record high of \$1.65 per pound. By the start of the next coffee picking season, cherry prices dropped very low and Bay View was still able to support their local farmers.

In 1994, Roz opened the Bay View Farm tasting room, the first of its kind in the Kona region. At their gazebo on Painted Church Road they specialize in personal service estate tours where a visitor can see first hand how coffee is farmed and milled in Kona, and then sample their medium or dark

roasted Extra Fancy, Peaberry and Fancy grade 100% Kona Coffee. Bay View offers a variety of flavored coffees including coconut cream, vanilla, hazelnut, macadamia nut and chocolate macadamia nut. They also feature two estate coffees from the Kona area which took first place in the Kona Coffee Festival cupping. Kona Kolana in 1992 and 1995, and Fitzgerald Estate, first in 1997. These coffees are also available through mail-order.

Last year, a second retail store and tasting room, 'Coffees in Epicurea' opened its door to visitors traveling along the Mamalahoa Highway, Roz, who has a marketing background, would in the future like to create more of a bistro atmosphere here. At the moment their complete line of fine Kona estate coffees are sold here; plus, as the name implies, many items that the coffee lover might need, as well as fruit preserves and macadamia nuts, both plain and chocolate covered. Don't miss tasting their chocolate covered peaberry bean. Most of these products are available at the Bay View Farm store as well.

Andy, who hales from New Hampshire, is known in the coffee



From jeans and tees in Kona to blazers and collars in Europe. Andy and Rosalyn Roy sharing time with the head of the Kenyan Coffee Board, Simon Ochinere, during a recent trip to Vienna to attend an international coffee conference. According to Andy the success of Kona coffee hinges on the effort to find new markets for this prized Hawaiian bean.

trade as primarily a coffee processor and he takes it seriously, managing the operation from pulping the cherry, dry milling the parchment, and personally manning the gravity table to check that the most dense beans are selected for sale under the Bay View Farm Estate label.

Currently, Bay View has consistent contracts for their quality green bean and sell out each season to Superior Coffee and Foods, a Chicago based roasting company. Bay View purchases coffee cherry from approximately 150 local farmers.

When asked about the future of Kona Coffee, Andy said, "As more acreage in Kona is planted in coffee, marketing of Kona coffee has to improve drastically.

New markets for this excellent coffee need to be opened up. Right now, all Kona Coffee processors are competing for the same dollar in the green bean market. Increased marketing efforts would best serve our local farmers to ensure that the coffee cherry price remains stable so that farming can continue to be viable."

Thanks go to Steve
McLaughlin of Cal Trading, Jeff
Citron formerly of Captain Cook
Coffee Company, Jean and Tom
Greenwell, Roz and Andy Roy of
Bay View Farms, the Kona Historical Society, and Kona Coffee
Council for taking time to help with
this article during the busy coffee
season!

Coexistence of Rainforests and Coffee Orchards in Kona

By George Yasuda



ithin 2 centuries a lot of koa and ohia forests have either disappeared or have drastically been reduced in Kona. Once where nice stands of koa and ohia flourished, there now lie no koa or ohia trees.

There are several reasons for

Images: Tiare Lani Kona Coffee specialist George Yasuda of Holualoa-Kona, Hawaii; large ohia tree and blossom flourishing in the high elevation rainforest of Kona; evidence of damage done to native hapu fem by feral pigs; James Houk setting snare and his morning catch. Photos by Les Drent except George Yasuda photo by Toby Hoogs.

this decline including agriculture and ranching. Over



the years coffee farming has to some degree contributed to this problem. However, simple steps can be taken to coexist in a friendlier manner with the rainforest. Some of these steps include:

- 1 Keeping all native trees intact without disturbing them. The coffee trees can be formatted in the orchard to coexist with the native trees.
- 2. Land clearing properly without injuring the tree canopy, roots, soil or water drainage patterns.
- 3. Wherever the soil is disturbed a good program should be initiated to stabilize the soil with a good, nonevasive ground cover.
- 4. Preventing alien weeds to smother native plants.
- 5. Leaving dense forested areas untouched and maintaining these areas as natural habitats.
- 6. Hunting and keeping feral pig. out of sensitive areas. This introduced species has had a negative impact on the native forests of Hawaii.
- 7. Conservative and careful use of



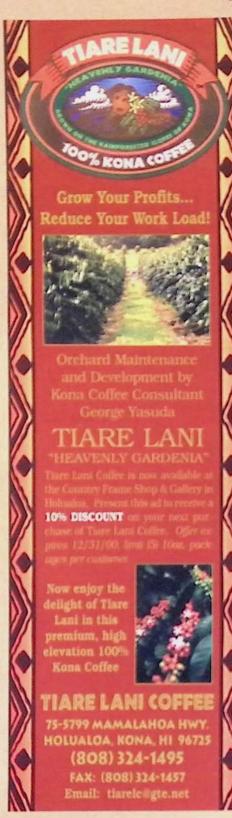


pesticides

- 8. Reforesting with native plants such as koa.
- 9. Practicing careful measures to prevent introduction of soil and plantbom pests and diseases into pristine areas.
- 10. Upkeeping and maintaining the orchard and native plants with good nutrition and/or irrigation practices.

Coffee farming is a business and it also can be a pleasurable lifestyle. This can be achieved by taking care of the land so that it flourishes with a bountiful crop. Also, by being respectful of the land and by taking some simple steps, the natural land scape can be maintained as well as radiate back to its original state.





Alternative Lodging Gems on the Big Island

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Innkeepers: Eric Lighter and Joan

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pancy. 2 miles from Hilo. Also available is an ocean front 2 bedroom 2 1/2 bath deluxe penthouse. \$2,000/month.

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Historic mountain lodge with popular
restaurant rated TOP TABLES HAWAII. Romantic rooms and cottages.
Fireplaces, colorful comforters, original
local art. Common Room with VCR,
games, library, fireplaces. Ohia forest
with native birds. Full breakfast in-



continued from page 19

turn of the century Victorian style.

Quaint shops from surf, to curio and restaurants that span the flavors of the 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 a personable meal. Lodging in Pahoa is alternative as well. 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



Hula dancers at Hilo's annual Merne Monarch Festival

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



Places of Interest

The old S. Hata building which has been fully restored is now the home to one of the Big Island's favorte eateries. Cafe Pesto offers diners

a Pacific-Rimitalian cuisine and uses fresh Island ingredients in many of its selections. The owner chef, David Palmer, constantly strives for perfection keeping his menu and nightly specials both contemporary and innovative. The restaurant also features a wood oven for firing the best pizza around. When you are done sight seeing the best lodging around Hillo can be found at the magnificent and luxurious Hale Kai Bed and Breakfast, located on the bluff above the ocean overlooking. Hillo's premier surfiscot, Honolil. Expect nothing less than gournet 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 quests.



Mighty and magnificent Akaka Falls

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.

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 Hillo. Hawaii's second largest city is seeing a revitalization of spirit thanks to the effort of the Downtown Hillo Organization who is busy restoring and preserving the storefronts of this yesterday town. Alding this effort are the wealth of new businesses occupying Hillo's old buildings.

Adding to this old Hawaii feeling in the daily Suisan Fish Market Auction and the Hilo Farmer's Market which is held every Wednesday and Saturday in Downtown Hilo. It's fun while walking



Ph. (808) 935-6330 / Fax 935-8439



Quiet days of old along the Hamakua Coast. The Laupahoehoe Train Museum and the still active Ninole Post Office (inset). Photos by Les Drent

around to think about what the city 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 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 are 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 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.



Outside of Honokaa town on High-Places of Interest way 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. Stop in and feel the pace of flocal Hawaii before heading on to Waiplo Valley to the north or Hilo to the south



Taro growing is still practiced by Hawaiians living in Waipio Valley.

over an ice cream and a pleasant cool breeze in the quiet town of Honomu.

HONOKAA-HAMAKUA

n the old days, during the earlier part of the twentieth century, it was quite

a trip to cross the deep coastal ravines before reaching the town of Hongkaa. which was the third largest city in the territory of Hawaii. From Hilo vacationers and soldiers on leave from Uncle Sam's army would travel up the Hamakua and Hilo coast to Honokaa where night life was king. A dance hall was even built above the Botelho building, the first car dealership in the town. That building now hosts a curio and antique shop but one can easily imagine what an average Friday night looked like at the Bohelho in the 1940 s.

As Hawaii's old theaters are once again becoming popular, the citizens of Honokaa enjoy their own historic People's Theater. The doors of the theater are opened for feature films every Friday, Saturday and Sunday evening. If you decide going to a movie is not what you wanted to do on your Hawai-

ian vacation go for the feeling of nostalgia which is definetely present once you've found your seat inside the huge old movie hall.

Outside of Honokaa town heading north to Waipio Valley the landscape changes dramatically. A series of deeply cut valleys edge the coast ne all the way to Pololu Valley, the up 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 nexperienced 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.

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. 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



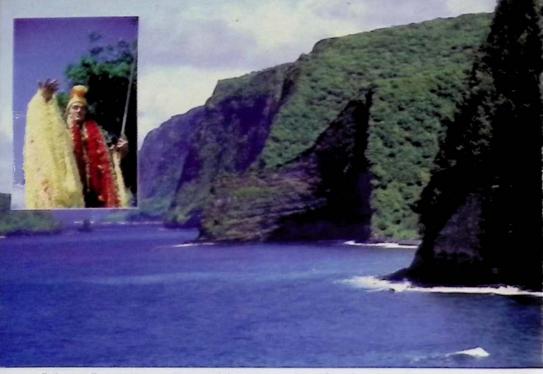
Horseback in the Kohala Mountains

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 existence 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 life-style. 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 riorth visitors will encounter a land scape 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



Poloiu Valley looking south to Waipio Valley and the King Kamehameha Statue in Kapasu town (inset). Photos by Kirk Aeder

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 Pololy 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 quaranteed a humpback whale sighting off the coast of North Kohala. This region of the Big Island is a particularly favorite spot for our migrating friends from the north.

Come and enjoy this peaceful region of Hawaii. You will be amazed



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Located in the restored Toyama Building Downtown Hawi

P.O. Box 307 Kapaau, Hawaii 96755

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 Hawt is Kohala Pacific Realty, where visitors are welcome to stop in for free maps of the North Kohala region. Owner Jon Adams and his daughter Jon.

are taking a different approach to real estate sales. Along with Kohala Pacific Realty and also located in the historic Toyama building in downtown Haw are Kohala Coffee Mill and As Haw Turns. The Kohala Coffee Mill serves up "Kohala made" Tropical Dreams Ice Cream and a full line of espresso and cappucino drinks. Also featured are a full line of Hawalian made pastries and gourmet gift items. Next door at As Hawi Turns visitors will find a full line of clothing made for the Hawalian lifestyle, imported and local jewelry and hand painted eclectic silks. The store also carries many local crafts.

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 royalty but 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 accessibility make it a popular destination for many island quests. Among the ebony lava fields that comprise the 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.

Connecting this forty or so mile coastline is the ancient King's Trail which was travelled by the ruling all I as well as malo-clad runners who were responsible for transporting poind raised fish wrapped in the 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 Helau and scores of petroglyph fields.

Pu'ukohola was the last Hawaiian temple built during King Kamehameha's reign of 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



One particular place to enjoy is the Places of Interest Hilton Waikoloa Village set amidst lush tropical gardens and

tranquil lagoons 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 Soa 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 owner chef David Palmer constantly strives for perfection with his innovative style. From calzones to pizza and mouth watering pastas the ingredients are island fresh. Prices are reasonable too so you have no excuse to miss the Cafe Pesto experience.

of Hawaii under one kingdom. After the temple's completion. 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. And it should be added that this petroglyph field runs along side the golf course so keeping a third eye out for flying golf balls would not hurt.

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 are treated like royalty on the Kohala coast.



PHOTOGRAPHS Above: An image of Hawaii that is difficult to put words to. Previous Page: Pu'ukohola Heiau.

100% PURE KONA COFFEE

The Finest Coffee in the World!



finest. Along with a perfect growing environment the entire Kana-coffee crop is still hand picked and sun dried. This currently about intensive process by independent farming families has greatly contributed to the goarnset reputation of Kona coffee. In 1366 Mark Twan stared, in his "Letters From Hawaii", "Kona coffee has a richer flavor than any other he it grown where it may and call it by what name you please." What sets Coffee Tomes Kona coffee apart is that we personally roust and sing your coffee to order only. And we have found that this personal service makes at the at the ence in the world. We invite you to give us a try and become a member of our coffee loving family of customers.

Today, coffee pickers from Mexico help local farmers to hand gues the erreincreasing Kona coffee crop. Mexicol A. Meza Mozqueda is present here.

ALL COFFEE IS FRESH ROASTED TO ORDER ONLY.

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

100% KONA PEABERRY

Peaberry Kona coffee offers connoisseurs one of the finest and perhaps carest 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 theory producing only one round and very dense bean rather than the usual two beans. The time of Peaberry in the cup is simply exquisite.

\$26.00 lb. \$125.00 5 lbs. \$240.00 10 lbs.

100% KONA FANCY

After many years of roasting, sampling and selling many different grades of 100%. Pure Kona called the Fancy grade of Kona has proven itself time and time again to yield the finest and most contratent captor 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.

\$25.00 lb. \$120.00 5 lbs. \$230.00 10 lbs.

100% KONA PRIME SPECIAL

Like all of our coffees the affordable Kona Prime selection is a State of Hawaii Certified grade. The beans are a bit smaller in size but they still measure up to be one of the finest coffees in the world.

\$22.00 lb.

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100% PURE "ESTATE RESERVE" KAUAI COFFEE

(Decaffeinated Available)

he warm Pacific sun, rich volcanic earth and abundant mountain water of Kauai combine to a rate 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 around. This coffee is the "best of the best" of what's grown on Kauai!

\$16,00 lb. \$75,00 5 lbs. \$140,00 10 lbs.

100% PURE "KAANAPALI ESTATE" MAUI COFFEE

Like fine winemakers who search for the perfect match between grape and growing condiflore, 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 Mani. Their pioneering varietal research began with an expert team of growers,

researchers, and cuppers who analyzed 12 test plot locations throughnot the Hawaiian Islands; each planted with 18 different varieties of Coffee arable a. The result... the best growing conditions of the West Mam Mountains and some of the finest Coffea arabica varietals including: Moka. Red Catuai, Yellow Caturra and Typica. (These are not flavored coffees

100% Maui Moka

Many's most prized cup! A rare, distinct breed of coffee tree that produces trains only once every two years. Moka is a very lively

cup with a wild, slightly exotic chocolaty aromaand subtle winey flavors. Excellent coffee!

\$25.00 lb. \$120.00 5 lbs. \$230.00 10 lbs. 100% Maui Red Catuai

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

\$16.00 lb. \$75.00 5 lbs. \$140.00 10 lbs. 100% Maui Yellow Caturra

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

\$16.00 lb. \$75.00 5 lbs. \$140,00 10 lbs. 100% Maui Typica

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

\$16.00 lb. \$75.00 5 lbs. \$140.00 10 lbs.

Coffee Times

100% PURE "MALULANI ESTATE" MOLOKAI COFFEE

The name "Malulani" the Hawaiian word for "heavenly aroma," refers to the unique aromatic characteristics of Molokai coffee. Washed and completely sun dried this Extra Fancy (highest) grade of coffee has a mild acidity, rich body, and deep tasting finish.

EXTRA FANCY GRADE

\$16,00 lb. \$75,00 5 lbs. \$140,00 10 lbs.

100% PURE "WAIALUA ESTATE" OAHU COFFEE

Growing at an average elevation of 600 feet on Oahu's North Shore coffee trees are flourishing to produce Hawaii's second hand picked coffee crop. A perfect soil that is composed of disintegrated volcanic rock, leaf mold and other organic matter combined with an ideal mixture of sun, rain and clouds is producing another outstanding mild Hawaiian

\$25,00 lb. \$120,00 5 lbs. \$230,00 10 lbs.





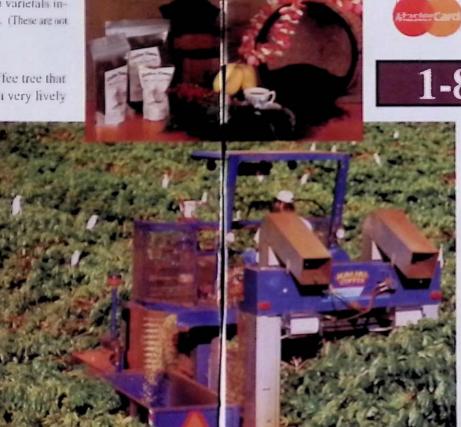


1-800-750-5662

ZERO SHELF LIFE **POLICY:**

All Coffee is Guaranteed Fresh Roasted & Shipped to Order Only!

Much of the coffee in Hawaii with the exception of Kona and Oahu is machine harvested and mechanically milled greatly contributing to the affordable production of these Hawaiian coffees. Pictured on the left is a harvester gathering the beans on the island of Kauai.



HAWAIIAN TROPICALS

Our Flowers are Cut Fresh and Shipped the Same Day!

Also included are tea leaf greens plus full arranging and care instructions

ANTHURIUMS

Kis with world-wide as Hawaii's Love Flower the anthuman symbolizes love, luck and friendship. \$33.00 (6) \$50.00 (12) \$87.00 (24)

DENDROBIUM ORCHIDS

One of the most popular orchids here in Hawaii, the dendrobium comes in rich pinks, deep purples and sparkling whites.

\$33.00 (6) \$50.00 (12) \$87.00 (24)

PROTEA

There from exotics with their soft for-like petals have the look of feathers, the softness of a velvet sea anomore and the excitement of a burst of fireworks. Proteas can also be dried and made into fasting floral arrangements.

\$52.00 (8 assorted) \$88.00 (16 assorted)

ROYAL SELECTIONS

Anthurium, Ginger, Bird of Paradise, Heliconia,
Protea and Orchids combine to make these
mixes extraordinary. Selections will vary
depending on the season, which may be the
reason they are so popular.

Princess Ka`iulani \$49.00 (10-12 stems)

Queen Lili`uokalani \$65.00 (15-17 stems)

The Makahiki Selection \$90.00 (26-28 stems)



Queen Lili uokalani Mix



Red Kozo Hara
Anthuriums



Lavender Supreme Dendrobium Orchids



Ivory Mink, Pink Mink, and White Owl Protea

LEIS

Plumeria Leis

Full of fragrance these flowers embody the tropical smell of our Hawaiian Islands. \$47.00 (I double or 2 single leis)

Orchid Leis

A Hawaiian tradition the orchid lei is a wonderful gift of aloha for all occasions. \$49.00 (1 double or 2 single leis)

FRUIT

Pineapple 6 Pack Pineapple (Shipped 1/2 ripe) \$65.00

> Papaya 7-9 Papaya (10 pounds shipped 1/4 ripe) \$55.00

If cared for properly these flowers should last for work. We rejuid or reship for FRFF, if you are not satisfied.









VIDEO

"Hawaii's Exotic Flowers" Video An informative video that tours flower farms on the Big Island. Also includes tips on arranging and caring for cut flowers. A film by Coffee Times tlower specialist Lisa Week.

\$20.00





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Assorted Orthotricha Heliconia



Pink and Red Ginger



Bird of Paradise

100% HAWAIIAN FOODS & GIFTS

100% Kona Macadamia Nuts

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

\$13.00 lb. \$60.00 5 lbs. \$110.00 10 lbs.

Washed 100% Hawaiian Cane Sugar

Our sugar is 100% pure Hawaiian and will compliment your coffee or baked goods like no other. It is the best and most natural sweetner in the world

\$5.00 lb. \$22.50 5 lbs. \$40.00 10 lbs.

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3 Types: Volcano Lehua, South Point Christmas Berry, or Hilo Macadamia Nut

Our 100% Hawaiian honey is raw and unprocessed and some of the cleanest on earth and is collected from 3 different hive locations on the Big Island.

\$7.00 lb. \$18.00 3 lbs. \$33.00 6 lbs. Organic Spirulina Pacifica Tablets

Grown in Kona, 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.

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

Shipping weight is 1 pound per bottle

Chocolate Covered 100% Kona Macadamia Nuts

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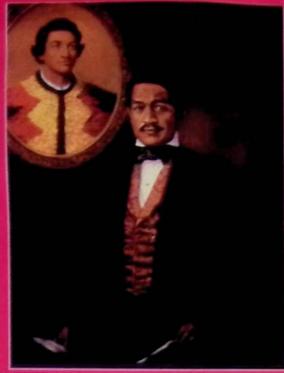
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