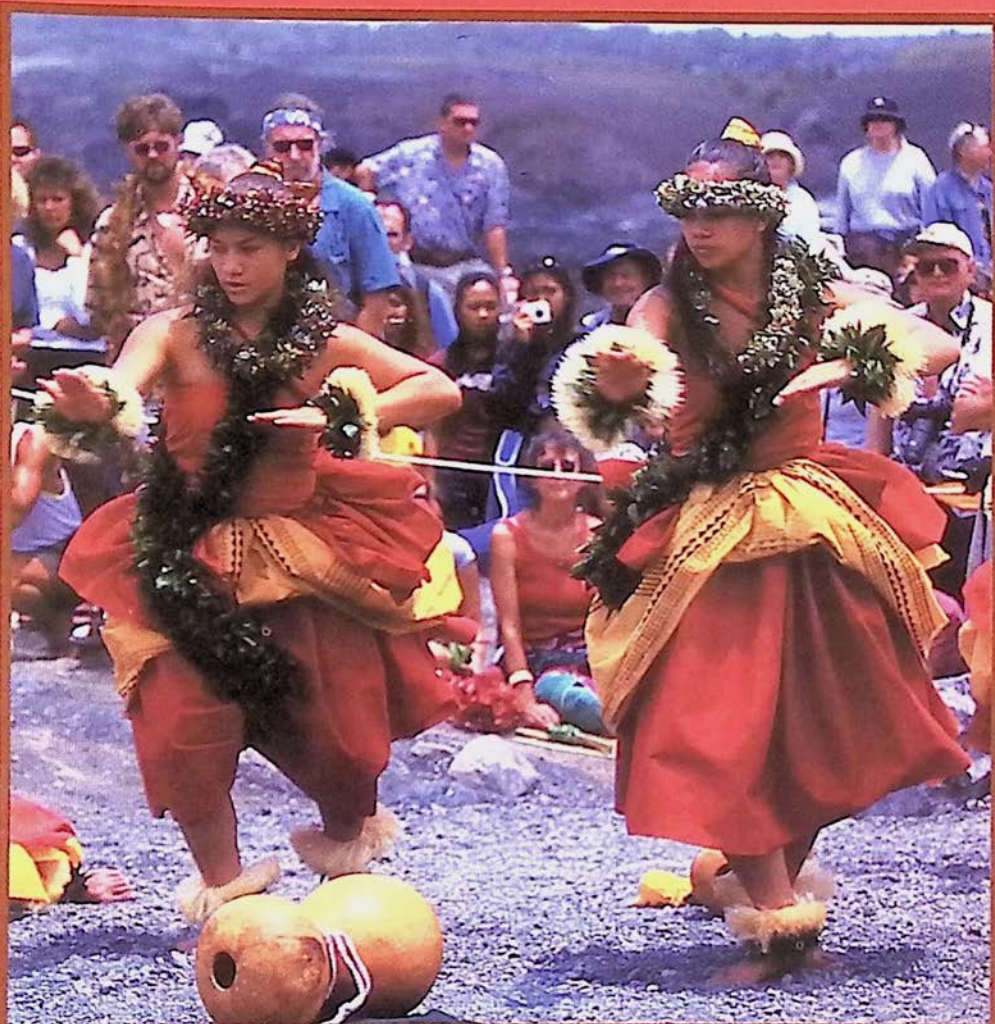


SPRING/SUMMER 2004

COMPLIMENTARY NO. 66

# Coffee Times

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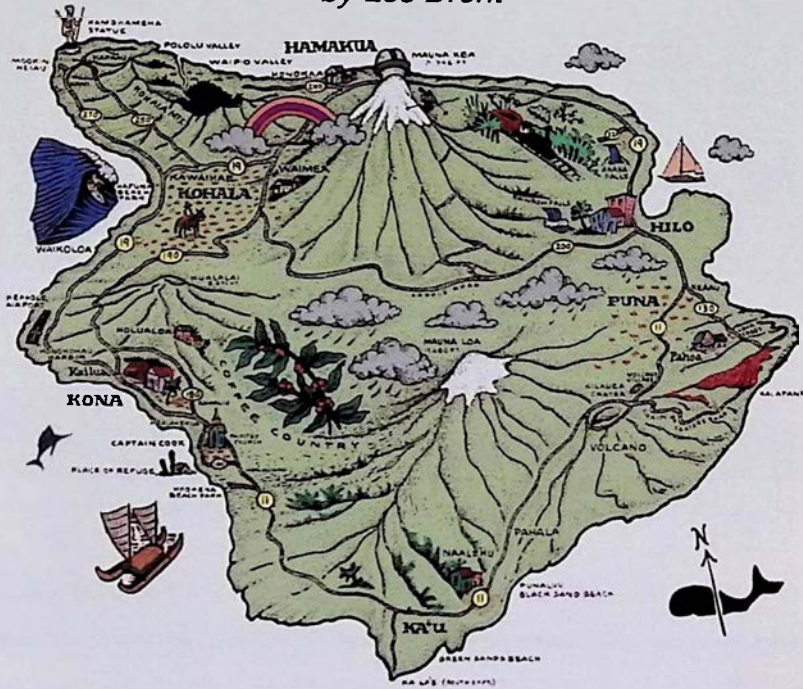


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# Welcome to the Big Island!

a guide to our island  
by Les Drent



Well... 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 slowly, 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,



*Kona's bustling Alii Drive and sea wall with Mokuaikaua Church in the background (inset is Hulihee Palace).*

you'll burn worse without it!" With all that out of the way it's now time to have some fun so

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## NORTH KONA

Located 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 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



*Kona's Glassbottom Boat*

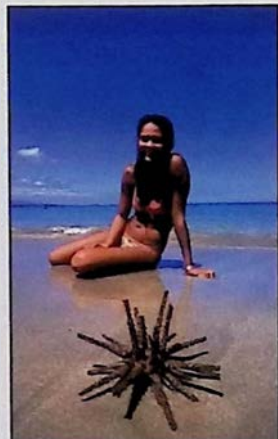
to be built by western missionaries. Across the street is **Hulihee Palace**, a nineteenth century vacation home to some of Hawaii's monarchy. Hulihee was built in 1838 and

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 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 40,000 and growing rapidly.

Looking beyond the hustle and bustle of Kailua there 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



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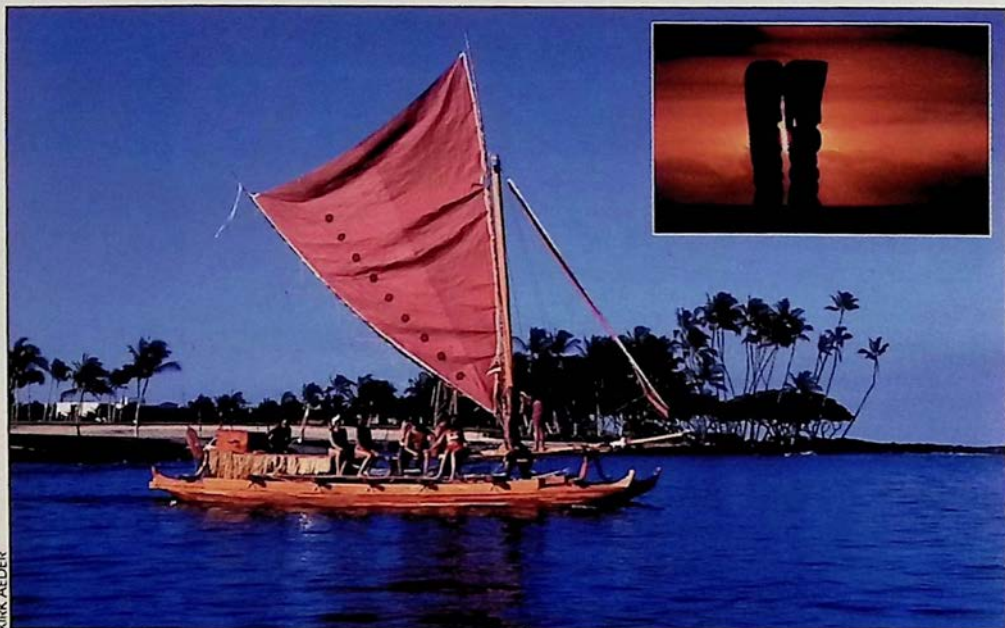
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many tour and activity companies provide visitors with ample opportunity for hiking, sailing cruises, snorkeling and scuba adventures.

## HOLUALOA

Days 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

There 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 Church nestled along the hillside overlooking Kealahou 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 Kealahou. 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 Kealahou 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 Kealahou 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), haies (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.



KIRK AEDER

*Some of Hawaii's exotic fruit left to right: mango, star fruit and rambutan.*

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 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

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KIDOK AITHEP

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. "The grains of green sand are olivine (or call it peridot if you wish although not much of the sand is truly of gem quality), a common mineral in much of the Hawaiian basalt, and as the basalt undergoes weathering the olivine becomes concentrated on this beach due partly to its high specific gravity." (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

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*Volcano National Park's Thurston lava tube and the endangered nene (Hawaiian goose).*

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 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

Welcome to Madame Pele's 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 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 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 the **Sulphur Banks**, **Halema'uma'u Crater** and other areas

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### **Kilauea Lodge**



*continued on page 18*

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**HANDPICKING.** Our coffee trees are hidden between stands of Ohia interspersed with towering tree ferns. Beneath the soil are two majestic lava tubes. The terrain makes mechanical picking difficult, so every coffee cherry is handpicked, only when red-ripe mature.

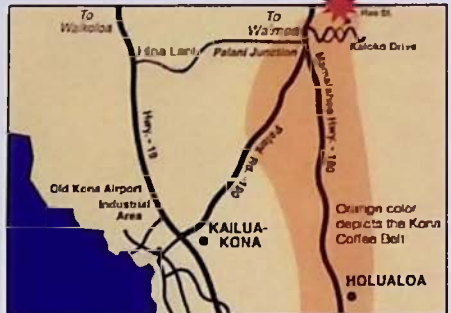
**WET MILLED, SUN DRIED.** Once our cherries are carefully picked they are pulped using the traditional wet-mill method. Over awesome views of the Pacific Ocean, our beans are sun-dried and examined with the utmost care to ensure the right humidity for quality taste. Thereafter, the parchment is dry-milled and graded. Only the highest quality mamba beans are packaged.

**CERTIFIED ORGANIC.** Our green coffee beans are certified by the Hawaii Organic Farmers Association and State of Hawaii: 100% Organic Kona Coffee. Our precious coffee- grown without use of pesticides, herbicides, or chemical fertilizers- is then stored under strict cli-

mate-controlled conditions until roasting. Each order is custom roasted and packaged while still warm in our signature black foil bags with one way valves to maintain ultimate freshness.

As grower and processor, our farm is able to maintain quality as the number one objective, from specially adapted mulches to quality packaging, guaranteeing you the best possible flavor in your cup. We take pride in our method: Hand weeding, pruning, composting, handpicking, wet-milling, sun-drying, final milling and quality roasting. We take pride in our coffee because we know that when the work is all done, the flavor of the high quality, world-famous Kona Coffee will be just a brew away.

Take Palani Road or Hina Lani Road from Hwy 99 (4 miles up). Take a right on Koloko Drive and then a right on the third Hao Street. Driver beware if you take the first or second Hao street just follow it to the end



# Selecting Seeds

## for a high quality Kona coffee orchard



*Left: yours truly standing in front of a huge "Liberica" coffee tree. Right: Immature coffee cherry of the "Ethiopian" variety of coffee. Photos were taken at the University of Hawaii Kona Agricultural Research Station in Kainaliu-Kona.*

With nearly 100 different varieties of coffee trees existing in the world today there is only one that has contributed to the famous reputation of Kona. Known today as Kona "Typica" this coffee variety was first called "Guatemalan" when it was introduced back in 1892 by an Oahu grower named Hermann Widemann. After this variety was grown for several years in a Hamakua orchard on the Big Island growers were convinced that this coffee was far superior to the Brazilian variety which was first brought to Kona back in 1828 by Reverend Samuel Ruggles. This "Guatemalan" variety or Kona "Typica" continues to flourish for over 100 years now.

For experimental purposes growers have begun to introduce several different varieties of coffee to Kona. Seeking new tastes and more disease resistance the results have varied but the majority of Kona coffee grown continues to be from the "Typica" strain.

Other varieties of coffee have

quite a range in tree sizes. Heights range from a six foot dwarf known as the "Paca" variety to the giant 30 foot tall variety known as "Liberica". Bean sizes vary greatly also from the size of a small bb shot to the large "margogipe" bean size which can be about twice the size of a Kona "Typica" coffee bean.

The coffee tastes of these different varieties can also vary as well, including their resistance to disease, yields, bean quality, leaf shape and color.

In Kona and other coffee farm regions known for their production of high quality gourmet coffees, it is important to begin an orchard with a high quality, high yielding seed stock. Even amongst the Kona "Typica" stock and especially in the more recent plantings variations have occurred because of cross pollination. The result has been the introduction of new varieties. There does however seem to be minimal cross pollination occurring with varieties such as "Jamaica Blue" and also with a variety known as "Sumatran



*Left to right: Two trays of seedlings such as those pictured in the box can contain up to two thousand coffee trees. Enough to plant nearly three acres of coffee! After determining that each seedling has the proper root structure they are raised for a year in bags before being planted in an orchard. The result after two years from planting in the field are twelve foot tall, high yielding Kona "Typica" coffee trees.*

Mocha".

According to George Yasuda of Tiare Lani Coffee more controlled research needs to be done on grafted varieties and especially in taste testing these beans before widespread plantings happen.

Selection of the best and purest Kona "Typica" coffee stock is very important when planting a new orchard. Of utmost importance is bean quality, taste, and production. Improper selection will result in an orchard having a shorter

life span, reduction in yield, a less than optimal taste and greater problems with pests. It is worth the extra time selecting the best beans for germination because well cared for coffee trees have the potential to produce coffee for over a century. So remember... choosing the best seeds now will pay off in the end.

For help in selecting the right seed stock for your orchard or if you're interested in starting a coffee farm contact George Yasuda at Tirare Lani Coffee. 808-324-1495.





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*6 month-old trees- the Tiare Lani Coffee Way*

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*2 yr-old trees with 6' laterals full of high quality cherry- the Tiare Lani Coffee Way*

# A New Way to Prune Coffee?

story and pictures by Bob Nelson



*Coffee orchard pruned in accordance to the Beaumont – Fukunaga Vertical Pruning System using a 3-year rotation. When pruning using the Beaumont – Fukunaga Style Pruning method, the farmer removes all of the verticals from trees in every third row.*

Throughout the past 175 years, Kona coffee farmers have tried many innovative techniques in an effort to successfully grow what many profess to be “the best coffee in the world!” Pruning is a necessary technique that is not only required to maintain a healthy tree but keeps quality and quantity at its highest levels.

Traditionally, coffee trees in Kona are pruned using a “Kona Style” pruning method, where each tree supports vertical shoots representing a number of different years. For instance, a tree may support one-year,

two-year, three-year, and four-year old verticals. In order to maintain this rotation, the farmer removes the oldest of the verticals found on the tree in late winter or early spring. This removal causes the tree to put out a number of shoots below the cut. The farmer then selects one or more of these new shoots based on size and location and removes the rest. The retained shoots become the newest of the verticals that will bear future coffee.

In the mid 1990's, the Kona Coffee Council and the UH Cooperative Extension Service held a workshop

describing a different pruning technique. Instead of the conventional Kona method described above, this technique is based on having all the verticals on a tree and in a row be the same age with each row being a different age. That is, one row would contain trees with 1-yr-old verticals, another with 2-year olds and a third

trees!" To some, it didn't seem logical to cut off perfectly healthy and productive verticals, especially since you wouldn't be getting any coffee from that tree the following year.

So, is this a radically new technique being used by only a few farmers in Kona? No, not really. It turns out this system was developed in the

***“My dad and his dad before him pruned their coffee using the Kona Style and, since the wheel is not broken so to speak, this is the way I prune my coffee trees!”***

with 3-yr olds. When looking across the field, you would see a system of 1-2-3, 1-2-3, etc. Each year after the coffee is harvested, all 3-year-old verticals are cut off and the tree can start the following year with all new verticals. Thus the 3-yr-old rows become the next year's 1's, last years 1's become 2's and last years 2's become 3's. My initial reaction to this method of pruning was "WOW, this is the way to prune coffee!" The coffee trees were all standing nice and straight making it very easy to move through the rows to spread fertilizer, control ground cover, pick, and etc. But then I got to thinking; "wait a minute, I have only been involved in coffee farming less than ten years. If this is such a great way to prune and grow coffee, how come everyone isn't doing this?"

The answer to this question eluded me for some time but finally I came up with what I considered might be a likely answer. Many of the local coffee farmers are from families who have been coffee farming for several generations and generally speaking, farmers are very traditional people. "My dad and his dad before him pruned their coffee using the Kona Style and, since the wheel is not broken so to speak, this is the way I prune my coffee

1940s and 1950s at the University of Hawaii Kona Agricultural Research Station in Kainaliu by John Beaumont and Edward T. Fukunaga. So what is the name of this system? You guessed it. It's called the Beaumont-Fukunaga Vertical Pruning System\*. From the beginning records show the system never really became popular throughout the Kona coffee belt, but it became widely used in Central and South America. Recently however, a number of farms in Kona have begun using this system or abbreviated versions of it. The growth in its popularity is due in part to the move away from family-worked farms to farms hiring others to do the pruning and labor.

Now that I have convinced myself that this was the way to prune coffee, where and how do I start to implement this system? Our 3.8-acre farm, Lehuula Farms, is centrally located within the Kona Coffee Belt and has supported some form of agriculture for thousands of years. Coffee was first planted here in the early 1900's but the farm was abandoned sometime around the beginning of WWII. It remained in a rather "wild state" until the early 1980's when a couple bought it with the intention of turning it back into a working coffee farm. They soon



realized this task was more than they had bargained for and put the property up for sale in 1984. My wife and I purchased the land in the spring of 1986 and began the arduous task of finishing the clearing process.

When we made the decision to go from the conventional method of pruning to the Beaumont - Fukunaga method, there were approximately 2,000 coffee trees on the farm ranging in age from 1 year to 80 + years old. In many cases rows were non-existent and the first major task we faced was to establish rows. We did this using a brightly colored line and a can of marking paint. Once the rows and the trees within the rows were marked, we removed the extra trees. Now that we had rows, we were ready to implement the system by stumping (cutting off at approximately 2' in height) all of the trees in every third row. In addition, we planted numerous young trees (keiki's) between the existing trees. Since we were using a 3-year rotation, the task of cutting and planting continued for the next 2 years. When we finished after

the 3rd year, not only had we converted our farm from a place where coffee trees haphazardly grew to one where the trees were in rows but, we now had approximately 4,000 trees.

Based on our experience at Lehuula Farms, we think there are quite a few reasons why this is an ideal way to prune and grow coffee.

Sunlight plays a very important role in the health and stability of a coffee tree. Under the conventional Kona-style pruning system, young verticals grow in the shade of at least 3 other more mature verticals. Because of this, they tend at times to be rather spindly. When they're heavy with fruit in their 3rd or 4th years, they cannot support themselves and the orchard becomes a jungle of drooping branches! In contrast, older verticals do not shade verticals grown using the Beaumont- Fukunaga pruning system and thus most become strong and remain standing when mature. The farmer saves a lot of time by not having to go around the farm propping verticals.



Pruning under the conventional system requires the farmer to pay attention to which vertical or verticals should be removed. Under the

the plants you pruned the previous year.

Since the pruned trees grow and remain straight, the rows remain open.

## ***Using the Beaumont - Fukunaga style of pruning has brought us one step closer to producing that ultimate cup of 100% Kona Coffee!***

Beaumont - Fukunaga system, it is a "no brainier" so to speak as you simply remove all of the verticals from those trees in the appropriate rows. This type of pruning allows a lot of extra light into the rows. Since light availability is one of the controlling factors in determining tree spacing, the trees can now be planted significantly closer together. On our farm, this equates to twice as many trees per acre.

Studies demonstrate that coffee production drops off dramatically on verticals older than 3 years. It therefore makes sense to remove those verticals and allow them to be replaced with younger ones. The Beaumont - Fukunaga system actually increases coffee production over time because, even though you're pruning away 1/3 of your crop each year, you have significantly more trees per acre with healthy and productive verticals.

Shoot selection under the conventional pruning method requires a visit to each tree on your farm 3 or more times per year. With the Beaumont - Fukunaga method, you visit every 3rd, row (only 1/3 of your trees) annually. When the shoots are approximately 12" tall, you go through and remove all but the healthiest 6 to 8 shoots paying close attention not only to size but also position on the stump as well. About 6 weeks later, you revisit those stumps and remove all but the final 4 which will become the new fruit bearing verticals. In the spring, you also have to remove a few shoots from

This makes tasks such as picking, ground cover control, and fertilizing much easier. I also feel this system is healthier for the plant. Coffee is a heavy producer, and by using the Beaumont - Fukunaga system of pruning you give the plant a break from producing fruit once every third year. During the year that you stump, all that plant has to do is concentrate on growing healthy verticals.

A lot of people grow and produce Kona Coffee, but there is a difference between doing it and doing it well. Using the Beaumont - Fukunaga style of pruning has brought us one step closer to producing that ultimate cup of 100% Kona Coffee!

\* This pruning system actually has three variations: the four year/four row 1-3-2-4, the three year/three row 1-2-3, and the five year/five row 1-3-5-2-4.

*Bob Nelson, a farm boy from the mid-west, went to Alaska in the mid-1960's where he attended the University of Alaska and graduated with a BS degree in Wildlife Biology. After a successful career as a wildlife biologist with the Alaska Department of Fish and Game, he and his wife moved to Hawaii in 1994 and became full time coffee farmers. For more information about Lehuula Farms and their superb 100% Kona coffee check out their web site at [www.lehuulafarms.com](http://www.lehuulafarms.com).*





*Puna's Isaac Hale beach park*

*continued from page 9*

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**.

## PUNA and PAHOA

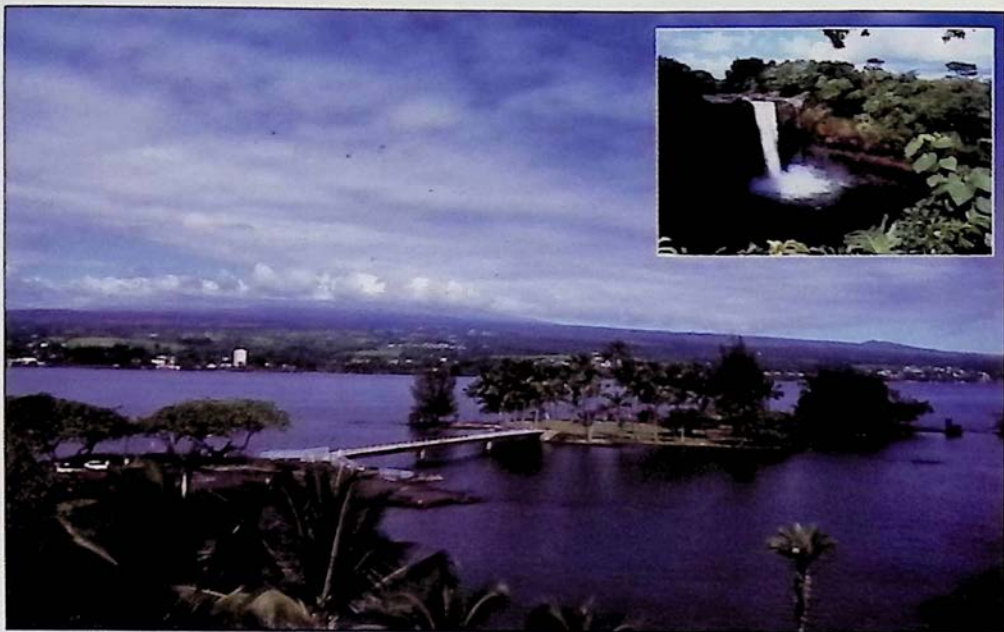
For visitors who want to experience the true feeling of old Hawaii, Pahoa village holds the key to this untouched past. First a rugged sawmill town then a sugar town and also a crossroad on the old railroad, **Main Street Pahoa** has maintained its western style storefronts and wood boardwalks in a charming turn of the century Victorian style.

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

On your trek to Hilo, take a right on Kamehameha Highway at the Intersection of Pau'ahi and Kamehameha Highway. If you look to the right just passed the Chevron gas station on the corner of Pau'ahi and Kamehameha Highway you will see a statue of KAMEHAMEHA THE GREAT. Nestled amongst royal palms and behind the statue is Wailoa with its winding waterways



HONY AEBER

*Quiet Coconut Island in Hilo Bay with inset photo of Rainbow Falls.*

and a fishing pond. If Kamehameha's birthplace is Kohala, then why is there a Statue in Hilo? With Kamehameha statues in Honolulu, Washington D.C., and one in Kohala to mark his birthplace only a few people know that this statue in Hilo stands on his father's land.

When 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 **Hilo Farmer's Market** which is held every Wednesday and Saturday in Downtown Hilo. It's fun while walking 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



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*Akaka Falls, located near the town of Honomu.*

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

**Enjoy...**

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

## HONOKAA-HAMAKUA

In 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 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 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 Hawaiian vacation go for the feeling of nostalgia which is definitely 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 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



KIRK AEDER

*A new statue in Waimea commemorates Hawaii's only world steer roping champion, Ikuu Purdy. The 1908 event was held in Cheyenne, Wyoming.*

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 Paauiilo, 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

Between 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



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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 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

## Coffee Times

the opportunity to see yet another sphere of the diversity of cultures that exist in Hawaii.

## NORTH KOHALA

Following 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 store-fronts 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 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

Almost 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 guests. 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 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 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 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



KIM AEDER

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. Enjoy it all while you wine, dine, and are treated like royalty on the Kohala coast.

Well... that's our Island. Perhaps the best part of this tour is that you most likely ended up where you began... which is the best place to start your tour again.

*Aloooooooha!! ~ Les*

## *Kauai's Only Organic Coffee Farm is Now Open*



With only a few dabs of paint remaining (hip, hip, hurray) we're proud to announce the opening of our farm visitor center. The coffee roaster is seasoned and in just a few short months we will be in the fields picking the season's new coffee as we also entertain coffee lovers from around the globe.

What turned out to be a very rough winter for weather (sounds awkward to snowbirds I know) we none the less made it through the windy conditions with a healthy March flowering and April fruit set. This year's coffee harvest should be bountiful and last year's first crop received great reviews from some of Kona's toughest coffee critics! When asking for taste reference from people that grow some of the world's best coffee there is no doubt a nervous tension in your body as you await

the responses. Knowing that in our first year our coffee measured up we expect even better results as we strive to perfect our milling, drying and coffee grading practices.

With construction concluded it will be a pleasure turning our energies solely to coffee again. We hope you will have the chance to visit Blair Estate coffee farm if you find yourself in Kauai. Open daily except on holidays it would be best to call ahead to schedule an appointment as we are small, family run, and do occasionally step out.



# Coffee Times

**100% PURE KONA COFFEE**

*The Finest Coffee in the World!*



**G**rown since 1828 Kona Coffee is widely acclaimed as the world's finest. Along with a perfect growing environment the entire Kona coffee crop is still hand picked and sun dried. This extremely labor intensive process by independent farming families has greatly contributed to the gourmet reputation of Kona coffee. In 1866 Mark Twain stated, in his "Letters 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." What sets *Coffee Times* Kona coffee apart is that we personally roast and ship your coffee to order only. And we have found that this personal service makes all the difference 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 pick the ever increasing Kona coffee crop. Miguel A. Meza Mozqueda is pictured 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 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.

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

## **100% KONA EXTRA FANCY**

The highest grade of 100% Kona coffee available. The large size and high density of these beans all contribute to an exceptional taste in the cup. This is a highly sought after bean among the world's coffee connoisseurs.

**\$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 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 including this roaster to be the best whole bean coffee available in Kona.

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

## **100% KONA PRIME**

Like all of our coffees the 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.

**\$24.00 lb. \$115.00 5 lbs. \$220.00 10 lbs.**

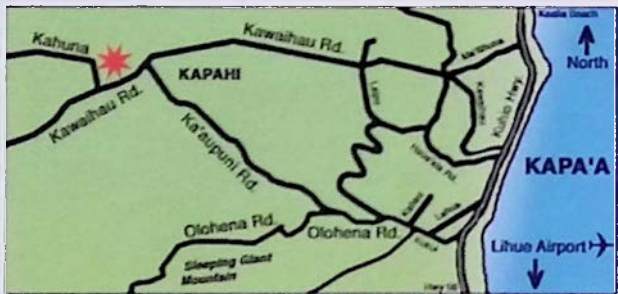
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**I**n 1836 Kauai was the first island in Hawaii to produce coffee commercially. Now visitors can view first hand how coffee was produced in Hawaii before the turn of the 20th century. Our organically grown coffee is hand picked, fermented, sun-dried and fresh roasted daily. Sample a cup and you'll agree that our coffee is some of the finest in the world.

We're also the home of Coffee Times 100% Kona Coffee! We are open daily for FREE tours and coffee cupping. Just follow the map or call in advance to schedule your personal visit.



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## 100% ORGANIC HAWAIIAN COFFEE

### 100% Estate Grown Ka'u Organic Coffee (PRIVATE RESERVE)

Ka'u Organic hand picked coffee is grown on the southern most part of the Island of Hawaii. Grown in a region known as Wood Valley, the rainforest, wet climate and deep rich soil of this area provides perfect growing conditions for coffee. The result is a rich, and sweet taste characteristic of a slowly ripened coffee. This coffee is also grown in strict accordance to the Hawaii Organic Farmer's Association standards.

\$27.00 lb. \$130.00 5 lbs. \$250.00 10 lbs.

## Other 100% HAWAIIAN COFFEES

### 100% PURE "ESTATE RESERVE" KAUAI COFFEE

(Decaffeinated Coffee is Available)

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 quality coffee is the result of a carefully selected arabica bean with a mild, well balanced taste and enticing aroma. This coffee is the "best of the best" of what's grown by our friends at Kauai Coffee Company!

\$17.00 lb. \$80.00 5 lbs. \$150.00 10 lbs.

### 100% KAUAI "ESTATE RESERVE" PEABERRY

Kauai's version of the highly sought after peaberry coffee bean. Growing in popularity Kauai peaberry offers drinkers a unique twist to an already exceptional cup of coffee from Kauai.

\$17.00 lb. \$80.00 5 lbs. \$150.00 10 lbs.

### 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**

\$18.00 lb. \$85.00 5 lbs. \$160.00 10 lbs.



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### DENDROBIUM ORCHIDS

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### PROTEA

These true exotics with their soft fur-like petals have the look of feathers, the softness of a velvet sea anemone and the excitement of a burst of fireworks. Proteas can also be dried and made into lasting 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.

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**\$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.

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### Orchid Leis

A Hawaiian tradition the orchid lei is a wonderful gift of aloha for all occasions.

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6 Pack Pineapple (Shipped 1/2 ripe)

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*If cared for properly these flowers should last for weeks.  
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*Assorted Orthotricha  
Heliconia*



*Pink and Red Ginger*



*Bird of Paradise*

# Coffee Times

## 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 sweetener in the world.

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

### 100% Organic Hawaiian Wild Flower Honey

Our 100% Hawaiian honey is raw and unprocessed and some of the cleanest on earth and is collected from hive locations around the island of Kauai..

**\$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 bottle) \$125.00 (5 bottles) \$230.00 (10 bottles)**

*Shipping weight is 1 pound per bottle*

### Chocolate Covered 100% Kona Macadamia Nuts

100% Kona Macadamia Nuts draped in rich gourmet dark chocolate.

**\$9.00 8 oz. \$17.00 1 lb. \$80.00 5 lbs.**

### Chocolate Covered 100% Kona Peaberry Coffee Beans

Medium roasted 100% Kona Peaberry coffee beans draped in rich gourmet dark chocolate.

**\$9.00 8 oz. \$17.00 1 lb. \$80.00 5 lbs.**

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Custom printed in our signature coffee brown color choose between the funny anti-Kona coffee counterfeiting cartoon or coffee label design shirts.

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### Official Coffee Times 10 oz Logo Mugs

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In U.S. please add \$9.00 for the 1st pound, \$2.00 each adtl. and \$1.00 for each additional after 5 pounds (Call for international shipping fees)

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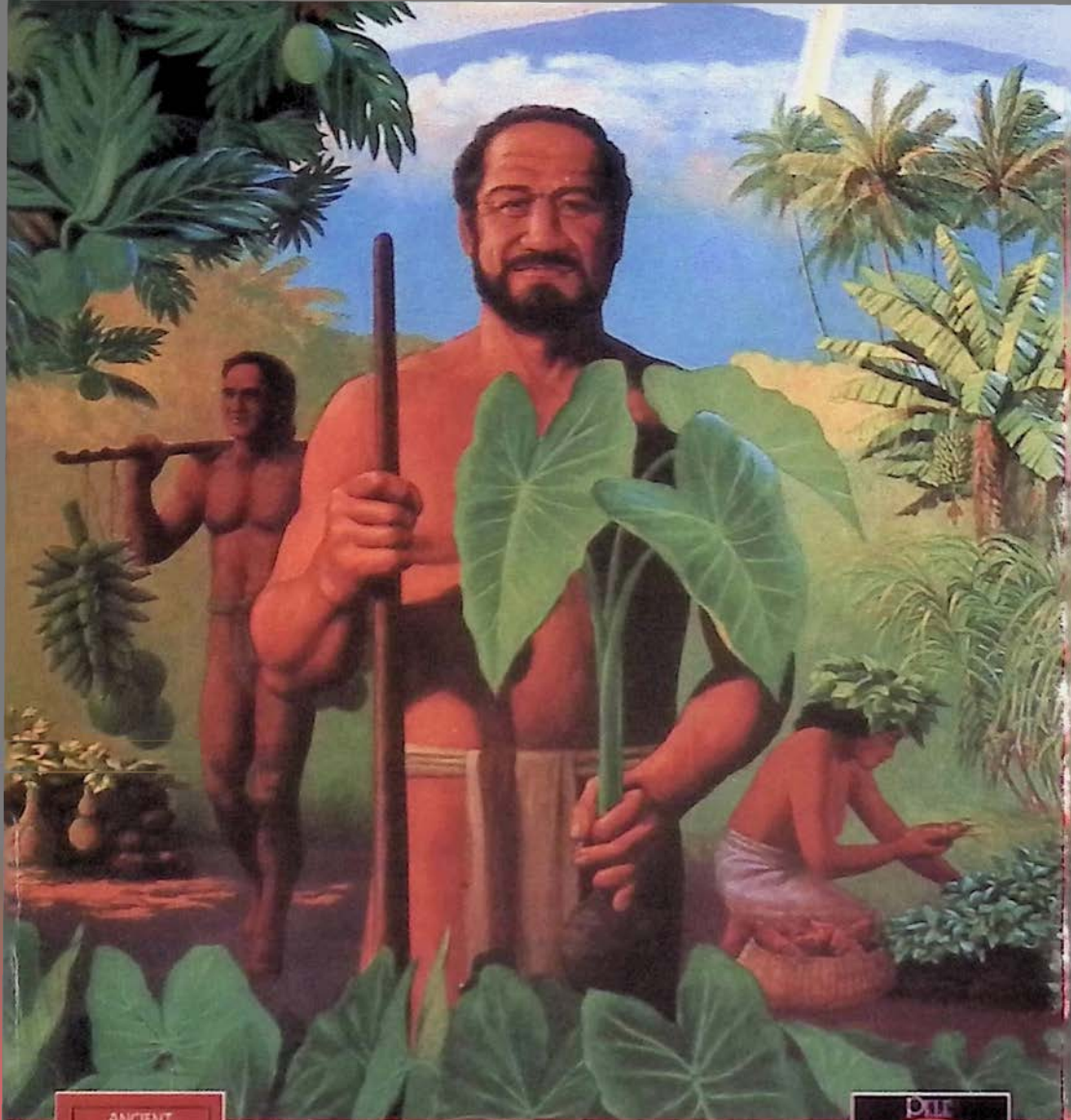
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Words and images by Herb Kawainui Kane can be found in his 2 books *Ancient Hawaii* and *Pele*. Both books are illustrated with Herb's inspirational paintings and include myths, legends, and history of Hawaii and the South Pacific. Artist signed copies of these books can be purchased exclusively through Coffee Times.

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