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YOUR GUIDE TO
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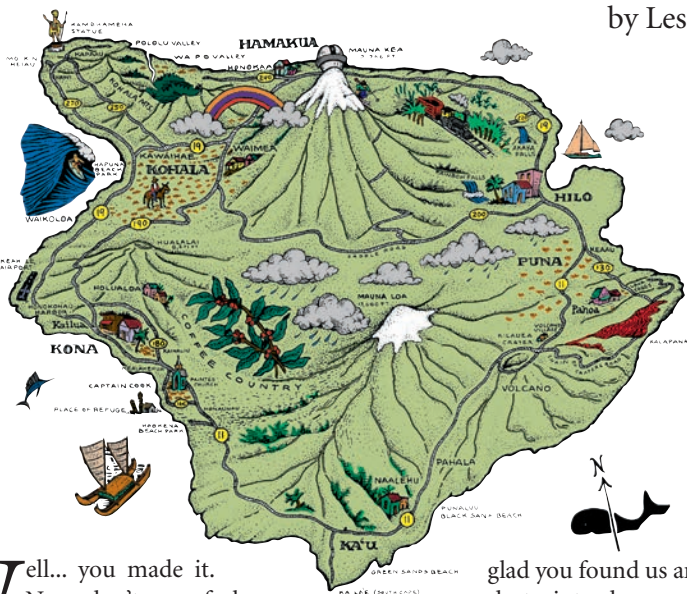
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Welcome to the Big Island!

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, 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 Hawai'i Nei now!



Hulihee Palace with Mokuai Kaia Church in background.

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 busy-ness 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 **Mokuaikaia Church**. Built in the 1820's Mokuaikaia was the first Christian church to be built by western missionaries. Across the street is **Hulihee Palace**, a nineteenth century vacation home to some of Hawaii's monarchy. Hulihee was built in 1838 and today serves as a museum open daily to the 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 Honau-nau 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

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Photo by Jeffery & Carl Swenson

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 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 *(continued on page 8)*



A surfer enjoys the surf on a sunny Kona day.

KIRK AEDER



Buddha's Cup

Buddha's Cup is nestled in a canyon surrounded by old Ohia forest and tropical mountain flora at 2,200 feet above Kona.

Their story and continuous dedication is the spirit they share – evident in each and every coffee bean they grow.

It's truly a dedicated labor of love.



A farm worker pulps freshly hand-picked coffee beans at Buddha's Cup. Their coffee beans only pass through 3 hands from seed to cup.

Ask any Kona coffee farmer what one of their greatest challenges is and they will inevitably say, "Finding and keeping good labor at harvest time." It would be nice if all of the coffee beans ripened at the same time, but that is not how coffee grows in the Kona region. Uniquely Buddha's Cup hand-picks the crop 20 to 30 times during the August-through-March harvest period depending on rainfall, so it is essential to be able to rely on an adequate labor force.

Manny Ochoa, Farm Operations Manager for Buddha's Cup and their sister farm Kona Kulana Farms, has managed to overcome this challenge. With up to 20 pickers during harvest and a loyal core crew of laborers throughout the year, he has enabled their farms to maintain an optimum flowing operation.

Clearing, planting, pruning, fertilizing, picking, pulping, drying, bagging and storing coffee requires an experienced, knowledgeable crew and that's just what Manny has achieved.

Natural farming methods and practices are utilized and new seedlings are nurtured in the nursery before they are planted lovingly into the rich soil. The coffee plants at Buddha's Cup thrive with the continuous care of the crew. This process combined with the moist climate conditions is evident when viewing last years' plantings; most have tripled in size and many are already producing



Panoramic ocean view of the coffee at Buddha's Cup and Kona Kulana Farms.

A Dedicated Labor of Love

by Anna Webb

coffee beans in this short period of time.

When asked why some of the seedlings are still short and some are already tall, Manny replied, "They are like people. They are all individuals and they don't all grow to the same height at the same time. In that way, their needs aren't exactly always the same either. It's important to realize this and manage accordingly."

Manny knows every inch of the 80-acres encompassing their farms, is in-tune with each plants' individual needs and communicates that to his crew. This unique management philosophy has made Buddha's Cup stand out above the others; a dedicated labor of love.



Visit Buddha's Cup and Kona Kulana Farms for a memorable coffee farm experience. Visitors are welcome Monday - Saturday 9am-4pm.



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(continued from page 5) 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 Kealahakua 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 Kealahakua. 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 Kealahakua 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 Kealahakua 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 Ka-

laniopuu 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 Kealahakua 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.

Ka'u

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



Honaunau's Painted Church

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, it's happened, those footprints in the lava rock didn't get placed there 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 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



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Some of Hawaii's best fruit and vegetables can be found at farmer's markets.

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 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.

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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 where volcanic fumes are present.

Overnight trips in the park require a backcountry permit that can be ob-

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The Big Island continues to grow as the volcano continues to flow.

KIRK AEDER

tained 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 and East Hawaii

On your trek to Hilo, take a right on



Quiet Coconut Island in Hilo Bay.

KIRK AEDER

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 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 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

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

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 Botelho 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 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 Paaui, Kukuihaele and Laupahoehoe.



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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 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 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 storefronts of Hawi & Kapaau towns.

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



KIRK AEDER

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 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.

Alloooooooha!! ~ Les

ENHANCING KONA COFFEE QUALITY

Performed Only in the Orchard

by George Yasuda

The development of quality (and also, of course, quantity) of your Kona Coffee harvest can be performed only in the orchard, in the stages of growth in the field. Therefore, every step after harvest simply goes to maintain the quality of the bean that you developed in the orchard. You cannot add quality to the bean after the harvest. You can, however, lessen the quality of the bean after harvesting in many ways. This will only erase the efforts put forth in the field.

Coffee quality is primarily determined by bean size, number of defects, density, and taste. These four factors are strongly influenced by what happens in the field. The better the care, such as with nutrition, stock selection, proper irrigation and proper harvesting, the better the resulting quality will be.

Here are some specific examples. A lack of nitrogen will cause poorer quality, and quantity of beans, but too much nitrogen will do the same. Calcium deficiency will affect the coffee quality, and so will an excess of calcium. The source of the nutrient applied in the field is also important. Coffee trees perform less effectively with



Planting the right coffee tree is as important as handpicking the perfect coffee bean.

the potassium with the less expensive potassium chloride than with the higher priced potassium nitrate. A noticeable difference is evident in tree health and quality of coffee cherry.

Stock selection is often overlooked, despite the importance it plays in quality. This is very important not only in coffee but in all other crops and livestock as well. A Kona coffee tree will live and produce for over one hundred years. Why cut corners on such a long-term investment?



A high yielding coffee orchard can be obtained in as little as two year's time.

Correct planting can also increase a tree's consistent production of quality beans, and decrease maintenance time and costs.

Anyone interested in planting a high yielding, state of the art, first class coffee orchard should

contact George Yasuda of Tiare Lani Coffee. Email him at tiarelc@yahoo.com. His many years of experience and reputation as a successful farmer, agricultural researcher and consultant is reflected in his orchards, and the orchards that he installs.



WORLD FAMOUS KONA COFFEE

The Tiare Lani Coffee Way

Tiare Lani Coffee Inc. helps you create beautiful award-winning, parklike orchards with premium-quality, high producing healthy Kona coffee trees. Our cutting-edge knowledge can save you time and increase productivity. Let us help you develop your farm into a top producer of high-quality Kona coffee today.



Extra fancy cherries dwarfing the flowers- the Tiare Lani Coffee Way

Why go with Tiare Lani?

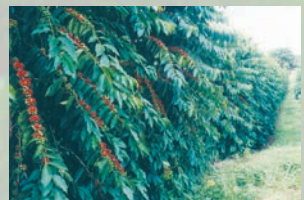
- Steady long record of showcase, parklike orchards
- Eco-friendly programs
- More high-quality beans quicker (Great tasting, bigger beans quicker)
- Proven track history of quality and performance
- Family owned small business
- Two (2) generations of cutting edge experience and research (George Yasuda—Leading Consultant/Manager)
- No guesswork, proven methods

For the Kona coffee consumer we also offer top-quality Tiare Lani 100% Kona coffee—Taste the difference!



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

The Better the Bean, the Better the Brew

Why Those Coffee Labels Matter

by Sarah Blanchard

“We grow the most wonderful coffee in the world.”

Tom Greenwell, co-owner (with his wife Jennifer) of Greenwell Farms in Kona, isn’t just boasting about his own coffee. It’s Big Island coffee, and specifically Kona coffee, that he’s talking about so enthusiastically.

“Customers who really love coffee also care about quality. The Hawaii coffee certification program helps us all keep our quality standards high.” The question of quality, Greenwell emphasizes, isn’t just about the fabulous aromas and the superb flavors and the deep, rich color of a robust brew—it begins way before that, with the tending and harvesting of the beans.

A Little Coffee Country History

The coffee industry in Hawaii has had many ups and downs since the day the first coffee trees arrived on the Big Island in the early 1800s. The plants grew well in Hilo and even better in Kona, especially on the slopes near Kealahou. The industry boomed during the latter part of that century, then went bust in 1899 as world markets collapsed. Many coffee farms were converted to sugar plantations during the following decades; then coffee made a comeback, often on smaller family estates. In the 1950s, there was another decline in the coffee market; but, after the Hawaii sugar industry died in the late 20th century, coffee trees were re-planted on land that had been previously dedicated to sugarcane.

Grown on upslope lands such as those owned by Greenwell Farms, which was established in 1850, Kona coffee began to gain serious name recognition. To customers, “Kona” meant high-quality, flavorful roasts that carried the added cachet of an exotic, tropical island para-

dise. Recognizing quality when they tasted it, customers were happy to pay more for anything labeled “Kona.”

But then, in the mid-1990s, customers’ trust in the Kona coffee name plummeted. Over a span of several years, California coffee broker Michael Norton bought large quantities of Central American coffee, re-packed it with a smaller amount of Kona, labeled it as “pure Kona coffee,” and sold it on the market at the much-higher Kona prices. Evidence gathered by the U.S. Customs Service revealed that Norton had raked in nearly \$15 million in profits through this scheme. (To read the full details of this story, and view the Justice Department’s original affidavit, see <http://www.coffeetimes.com/konakaiaffidavit.pdf>)

Norton went to jail, but the damage to the Kona coffee industry lingered long after the fraud was exposed. Shawn Slocum, Processed Foods and Dealer Licensing Specialist with Hawaii’s Department of Agriculture (DOA), says, “A lot of roasters and re-sellers got burned. U.S.



Customs caught the perpetrator, but the Kona name was nearly ruined.” Farmers of 100% Kona coffee were harmed the most by Norton’s scam.

Gaining Back the Trust

So how could Kona coffee growers re-establish their credibility? They couldn’t look to the federal government, because there were no federal government standards for green coffee, and no way of tracking whether Hawaii coffee was grown in Kona or Ka’u or Hamakua or any other district. Coffee is the second most frequently traded commodity on the world market (right after oil), but it’s grown in only one state in the U.S. – Hawaii. That meant that Hawaii would have to create its own industry standards to ensure quality and truth in labeling.

It’s an important industry. Total coffee production in Hawaii during the 2005-2006 season topped 8.2 million pounds, with 5.8 million pounds (more than 70%) of that grown on the Big Island. Coffee growing is solidly centered in Kona, where about 4,000 acres are in production on some 750 coffee farms. Ka’u coffee growers are farming about 400 acres, and Puna and Hamakua districts add another 150-200 acres each.

◀ Defective beans are tested for in each lot of Hawaiian coffee inspected. Green coffee in Hawaii is inspected for size, density, moisture content, aroma and bean defect count.

Kauai has about 3,000 acres, while Maui, Molokai and Oahu together add another 1,200 acres.

Since Kona is the heart of coffee country on the Big Island, it’s logical for Kona coffee growers to lead the push for industry standards and certification.

Slocum, who serves as the federal Department of Agriculture Processed Foods Supervisor for Hawaii, has been instrumental in helping Hawaii’s coffee growers create and implement the regulations for grading coffee.

“If the buyers can’t trust the sellers, there’s no market. So,” explains Slocum, “the Hawaii coffee industry, the USDA and the state Agriculture office worked together to create inspection and certification standards. Now all the brokers who buy green coffee from Hawaii know exactly what they’re getting. And consumers benefit because the coffee is being produced to consistently high standards.”

A brief explanation of coffee production is in order: When coffee ripens on the tree, the red or red-purple fruits are called “cherries.” The cherries are picked and then processed to remove the husk and pulp, leaving the inner bean which is coated with a layer of skin called parchment. This parchment must also be removed; the resulting bean is the “green” coffee, which is then ready for roasting. Brokers buy the green coffee, then sell it to roasters for the final stage in processing. In Hawaii, coffee beans are inspected at the green stage, after the parchment has been removed and before the beans are roasted.



▲► Tom Greenwell of Greenwell Farms smells freshly milled green Kona coffee as it passes over a gravity table.



Deciphering the Certification Code

Hawaii's coffee certification program, drafted in 2000 and implemented in 2001, establishes inspection standards and provides certification for all green coffee sold in wholesale quantities. Cherry and parchment coffee may be also inspected on a voluntary basis, at the request of a grower or broker, but the large majority of all inspection and certification takes place at the green-coffee stage, just before it's ready for roasting. (The Hawaii Administrative Rules that establish grades for cherry, parchment and green coffee are available at <http://www.hawaiiag.org/hdoa/adminrules/ar-143.pdf>)

The certification for green coffee is based on quality (grade), origin, or both grade and origin. This is the grading system that's most important to coffee consumers, because that's where coffee is classified by the designations that appear on the labels: extra fancy, fancy, No.1, select, and prime.

Coffee grading is an art as well as a science, and it takes several weeks of intensive training for the graders to make the grade. Graders need to be thoroughly familiar with the characteristics of several different types and varieties of coffee,

and they also need to know how to measure the beans for moisture content, size, color, aroma, and specific defects.

Grading Standards for Hawaii Coffee

First, all green coffee sold in wholesale quantities must be inspected for grade. Based on the criteria mentioned above, Hawaii coffee is labeled as Extra Fancy (the very best!), Fancy, No. 1, Select, Prime, No. 3, and Offgrade (the least desirable). Peaberry beans (smaller beans produced from single rather than double fruits) are also graded according to these standards. Peaberry commands a premium price because of its intense flavor and rarity, as it generally represents no more than 3-7% of a grower's crop. (See <http://www.hawaiiag.org/hdoa/pdf/qad-greencoffeestd.pdf> for a summary of green-coffee grade standards.)

Next, coffee grown in four specified districts can be labeled by grade AND by district. So coffee grown in Kona, Kauai, Molokai, and Maui can earn the right to be stamped as "Kona Extra Fancy," or "Maui Select." However, No. 3 and Offgrade coffees don't qualify to be labeled by district. No. 3 coffee grown in Hawaii can be labeled only as "Hawaii No. 3,"

and Offgrade coffee can't even be identified as "Hawaii coffee" – it must be labeled only as generic "Offgrade Coffee."

Coffee may also be identified by origin alone. Any coffee grown in Kona, Maui, Kauai, Molokai, Ka'u or Hamakua that also meets the minimum standards for Hawaii Prime coffee can be identified simply by its region—for example, Ka'u Coffee, or Hamakua Coffee. To qualify for these labels, a sample from each lot of green coffee must be inspected for grade, and the grower's records are examined to check the tax map key so the district of origin can be recorded.

The state Department of Agriculture and Hawaii Coffee Association have also created federally registered trademarks that growers may use to identify the origin of green coffee. (Use of these registered trademarks is optional. For more information, see <http://www.hawaiiag.org/hdoa/pdf/qad-coffeebrochure.pdf>)

Sound complicated? Perhaps, but the two methods of certification—grading for quality and recording of origin—go a long way toward creating a trustworthy industry standard that brokers and consumers can rely on. In the last season, Hawaii Department of Agriculture coffee graders gave full certification (grade and origin) to nearly 5,382,000 pounds of green coffee, and assigned origin-only certificates to another 557,000 pounds.

2005-2006 Hawaii and Maui Green Coffee Certification

(Percentage by Grade)

Extra Fancy	20.2%
Fancy	25.7%
No 1	14.0%
No 1 Peaberry	2.5%
Select	7.4%
Select Peaberry	0.1%
Prime	27.1%
Hawaii No. 3	1.5%
Offgrade	1.6%

As for grade, the Hawaii DOA reports that nearly half of all the coffee certified on Hawaii and Maui during the 2006 season was graded as Extra Fancy or Fancy. Only about 3% of the coffee submitted for certification was labeled as No. 3 or Offgrade.

Quality Verification at the Mills

Hawaii's coffee mills also participate in a self-regulation program, the Coffee Quality Verification Program (CQVP). This helps to ensure that the quality standards are followed by everyone.

Many small coffee growers don't roast their own coffees; instead, they take the green coffee to a commercial roasting mill, where it's roasted according to the specifications of the grower. When green coffee arrives at a CQVP mill, the miller inspects the coffee and issues the certificates of quality. The Hawaii DOA audits the inspection records of the CQVP mills, and can be called in to inspect any lots of coffee that may not meet the standards for grade.

The regulatory agencies and the industry are working together to maintain quality, Greenwell notes. "We have to regulate our own business to keep standards high. I try to educate our growers, too."

Most of the Hawaii coffees sold in mass-market outlets such as drugstore



▲ Sherwood Conant from the Hawaii Department of Agriculture (Kauai office) inspects green coffee.

chains and off-price outlets aren't certified, Greenwell says. "Those coffees are often bought from many small growers and then bulk-roasted. The quality is mixed at best. Customers need to start asking for that certification, they need to look for the labeling that says 'fancy' or 'prime,' so they know what they're paying for."

Is All Hawaii Coffee Certified?

No. The regulations allow growers to sell small quantities of green coffee without going through the inspection process. And if growers have their coffee roasted in the geographic region where the coffee was grown, they don't have to have it certified. Many small growers sell their roasted "estate coffees" direct to consumers, in gourmet shops or at roadside stands, so they don't need to have it certified. And the cost of inspecting every lot of green coffee (approximately \$100 per lot, no matter the size of the lot) would be prohibitive for the smaller farms.

Jimmy and Lisa Dacalio own Cloud Rest Coffee in Pahala in the Ka'u district, a 7-acre farm that's planning to expand to 10 acres. "Our coffee is unique in flavor, we produce in small batches, people love it. But we're small-estate growers—we can't afford to certify every batch of coffee we grow," Lisa explains. "We take it in 44-pound batches to a roasting house in Holualoa, they grade it for us there, and then roast it according to our directions." The Dacalios sell their coffee on their website and at their roadside stand.

Shawn Slocum explains, "There's a demand from some growers to have 100% of all coffee graded and certified, but many people feel this would be an undue hardship on the smaller growers.

If you have a three-acre coffee farm and you only sell roasted coffee at a roadside stand, the cost of having the inspection done would probably put you out of business."

Greenwell Farms is one of the biggest producers on the island, but Tom Greenwell also understands the position of the smaller coffee farmers. "At our farm, we sell 600,000 to 700,000 pounds of green coffee each year. Probably 85-90% of our business is in wholesale, and we certify everything we sell, by both grade and origin. The lots we produce are so large that paying \$100 to test each lot adds perhaps four or five cents a pound to the price. Growers who produce very small lots can't afford to have each lot tested.

"But the system works well at both levels," Greenwell adds, "because it keeps the competition fair, especially among the larger producers of green coffee. It's raised the whole quality level of Kona coffee. So the smaller estate growers benefit, too."

Raising the Bar

Hawaii's present coffee certification program has gone a long way toward standardizing the quality of coffee, but some industry spokesmen are recommending changes. "We'd like to raise the standards on a couple of the grades. And it might be easier on the growers if



▲ Sample roasted coffee beans at the Hawaii Department of Agriculture's coffee laboratory.



◀ Richard Dinker from the Hawaii Department of Agriculture (Captain Cook office) cups freshly brewed Kona coffee.

we had fewer grades,” Greenwell suggests, “but the buyers want more choices so they have more room for price negotiations. The present program seems

to work well, and our buyers like it.”

“There should be an expiration date on the certificates,” says Les Drent, owner of Blair Estate coffee farm on Kauai (and editor of *Coffee Times*). “At the mill, I’ve received green coffee that passed certification six months earlier, but didn’t meet the standards when it arrived at my farm. This bad coffee was the result of poor storage, or environmental damage. Old certifications on bad coffee only tarnish the quality and reputation of what should have been excellent coffee. And our industry is built on a reputation for quality.”

Drent adds, “I’ve never been a fan of big government, but I’ve come to see how necessary these standards are. As a certified organic farm, processor, and roaster, as well as a certified Fair Trade coffee roaster, I drag my feet through the application and inspection process, but I’ve come to accept the fact that it’s necessary to deter the unscrupulous people from taking advantage of the Hawaii coffee industry.”

Drent wants to see standards in place for roasted coffee as well as green coffee. He says, “It’s hard to understand why no federal labeling requirements exist on roasted coffee in an industry that highly

scrutinizes the grading of its green coffee. In my mind, it is a failure by all in the industry, and government that better labeling requirements were not created and enforced with roasted coffee, right at the beginning of the specialty coffee boom.”

As Drent recalls, “Kona farmers attempted to federally trademark the name Kona back in the mid 1990s but had to abandon their effort because of costly legal depositions initiated by five companies who opposed the trademark, and practice Kona coffee blending. One of them was Kona Kai Farms—Michael Norton’s company. Sadly, that trademark registration never made it to court and, to add insult to injury, neither the state nor the federal government helped the farmers in their push to preserve the Kona identity.”

A major concern for Drent, and others in the industry, is the issue of labeling “Kona blend” coffee. “Why do we work so hard to grade green coffee so strictly, if it can then be roasted and legally blended at 10% in Hawaii, and 0% outside of Hawaii, and still be called Kona blend coffee? Shouldn’t we be interested in protecting the consumer who ultimately buys all roasted coffee bearing the name Kona, as well as those who buy 100% Kona green coffee? To see how completely out of control this mislabeling is, just try a search for Kona blend coffee on Google.”

The State of Hawaii requires the label on a package of Kona blend coffee to disclose that it contains at least 10% Kona coffee. Drent says, “I have yet to see a restaurant or hotel menu, or inter-island airline coffee service, state that

their Kona blend coffee contains only 10% Kona coffee. It's a deception that the blenders say they're not responsible for enforcing, and a deception that our government allows to occur."

Drent warns consumers not to be fooled. "The purpose of this Kona blend labeling is deception and deception alone, so it is still 'buyer beware' when buying Kona coffee."

Drent concludes by saying, "Unfortunately, these blenders are a necessary evil in an industry that still sells over 50% of its 100% Kona coffee to blenders. If you shut them down, you run the risk of shutting down over half of the farms in Kona."

Should the Kona blend market be eliminated? The problem, says Drent, "is a double-edged sword. Some say that eliminating the Kona blend market will open new doors for 100% Kona coffee sales. Will it be enough, though, to sustain the market? And if it does not open new doors, are we willing to live with the consequences? This goes to the heart of the debate today."

So Why Should Coffee Drinkers Care About the Standards?

It's simple. When you're buying Kona Extra Fancy (or Maui, or Kauai), you're paying a premium for what many connoisseurs say is the best coffee in the world. Sure, it's the roasted brew you're going to enjoy, but if the quality isn't there at the green-coffee level, the best roasting in the world isn't going to make it better.

Coffee growers emphasize the importance of quality at all levels. Drent says, "As a grower, miller, and roaster of organic Hawaiian coffee, I've come to realize how important every step of the process is. There are small nuances

in every aspect of the process that can alter the unique taste. Where and how the coffee is grown, how it's harvested, milled, aged, and roasted are all very important steps in the process. But green coffee which doesn't meet the particular standards of moisture content, defects, color, etc. can only detract from that unique taste. Everyone needs to meet these standards if they're looking to produce a quality cup of coffee."

Tom Greenwell notes that the Hawaii coffee industry is really coming into its own. "This is gourmet coffee. This is specialty food. The wine industry has helped us tremendously with marketing and promotion. Sophisticated consumers want the best of everything, and they know quality when they taste it.

"If you're going to serve a \$60 bottle of wine with dinner," Greenwell adds, "you'll want to serve a \$30-per-pound coffee with dessert. Coffee should be paired with foods, the way wine is. For breakfast, for example, you might want a full city roast. Luncheon or a mid-afternoon meal would call for a medium roast; and your after-dinner coffee should perhaps be a dark roast or espresso."

What do coffee customers really want? The coffee growers in Hawaii know: Unique, delicious, absolutely superb coffee, top-quality brews. And, thanks to Hawaii's coffee industry standards, customers who buy truly graded 100% Hawaiian coffee can enjoy it all, confident that they're getting the very best Hawaii can offer.

Readers may submit editorial comments to any of our stories by sending an email to les@lbdcoffee.com. We would be happy to attach your comments and feedback to anything we publish online. Thank you for your interest.

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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)

Organic 100% Kona Fancy	\$30.00 /lb.
A truly great and very rare coffee! These coffee trees are grown 100% naturally and without the aid of synthetic herbicides, pesticides and fertilizers. This estate grown certified organic 100% Kona Coffee is hand picked, sun dried and fresh roasted to order only. Taste the organic difference!	\$145.00 /5 lbs.
	\$280.00 /10 lbs.
100% Kona Extra Fancy	\$26.00 /lb.
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.	\$125.00 /5 lbs.
	\$240.00 /10 lbs.
100% Kona Peaberry (#1 Grade)	\$26.00 /lb.
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.	\$125.00 /5 lbs.
	\$240.00 /10 lbs.
100% Kona Decaffeinated	\$28.00 /lb.
A tough find indeed! We are now selling Swiss water processed 100% Kona decaffeinated coffee. A great alternative for those seeking the taste of true Kona without the caffeine.	\$135.00 /5 lbs.
	\$260.00 /10 lbs.

100% HAWAIIAN COFFEES



100% Pure “Estate Reserve” Kauai Coffee	\$17.00 /lb.
(Decaffeinated Coffee is Available)	\$80.00 /5 lbs.
	\$150.00 /10 lbs.

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!

100% Kauai “Estate Reserve” Peaberry	\$17.00 /lb.
	\$80.00 /5 lbs.
	\$150.00 /10 lbs.

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.

100% Pure “Malulani Estate” Molokai Coffee	\$18.00 /lb.
	\$85.00 /5 lbs.
	\$160.00 /10 lbs.

The name “Malulani” the Hawaiian word for “heavenly aroma,” refers to the unique aromatic characteristics of Molokai coffee. Washed and completely sun dried this coffee has a mild acidity, rich body, and deep tasting finish.



Blair Estate Kauai Organic Arabica Coffee **available only while it lasts!**

This is our pride and joy. A very limited supply
\$40.00 lb \$195.00 5 lbs. \$380.00 10 lbs.

Blair Estate Organic Kauai coffee is a coffee that rivals the world’s best! Hand picked, fermented, sun-dried and roasted fresh it is the result of both love for great coffee and hard labor. This coffee has a rich and complexing body, a very mild and smooth finish and virtually no after taste! It is organically grown in Kauai’s deep and abundant soil and receives a near perfect mix of natural rain and sun. No synthetic herbicides, pesticides or fertilizers are used and it is certified organic. Blair Estate Organic coffee promises to be unlike any other you’ve had.



100% HAWAIIAN FOODS AND GIFTS



100% Kona Macadamia Nuts	\$15.00 /lb.
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.	\$70.00 /5 lbs. \$130.00 /10 lbs.
Washed 100% Hawaiian Cane Sugar	\$5.00 /lb.
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.	\$22.50 /5 lbs. \$40.00 /10 lbs.
100% Organic Hawaiian Wild Flower Honey	\$7.00 /lb.
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.	\$18.00 /3 lbs. \$33.00 /6 lbs.
Organic Spirulina Pacifica Tablets	\$27.00 (400 tabs./1 bottle)
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. <i>Shipping weight is 1 pound per bottle.</i>	\$125.00 (5 bottles) \$230.00 (10 bottles)
Chocolate Covered 100% Kona Macadamia Nuts	\$9.00 /8 oz.
100% Kona Macadamia Nuts draped in rich gourmet dark chocolate.	\$17.00 / lb. \$80.00 /5 lbs.
Chocolate Covered 100% Kona Peaberry Coffee Beans	\$9.00 /8 oz.
Medium roasted 100% Kona Peaberry coffee beans draped in rich gourmet dark chocolate.	\$17.00 / lb. \$80.00 /5 lbs.
Guava Jam	\$6.00 (12 oz.)
Made on the island of Kauai this 12 ounce jam consists of all natural ingredients (sugar and guava puree). <i>Shipping weight is 1 pound per bottle.</i>	
Papaya Pineapple Preserves	\$6.00 (12 oz.)
Made on the island of Kauai this 12 ounce preserve consists of all natural ingredients (sugar, pineapple and papaya puree). <i>Shipping weight is 1 pound per bottle.</i>	
Lilikoi Butter	\$6.00 (6.5 oz.)
Made on the island of Kauai this 6.5 ounce butter consists of all natural ingredients (sugar, butter, lilikoi juice, eggs, margarine, pectin, and xanthan gum). <i>Shipping weight is 1 pound per bottle.</i>	

100% HAWAIIAN FOODS AND GIFTS



Pineapple Butter \$6.00 (6.5 oz.)

Made on the island of Kauai this 6.5 ounce butter consists of all natural ingredients (sugar, butter, pineapple concentrate, eggs, lemon juice, margarine, pineapple juice, pectin, and xanthan gum).

Shipping weight is 1 pound per bottle.

Kauai Cigar Company Island Prince Cigars \$9.00 (Single)

These Kauai cigars are the result of growing, fermenting, aging, and hand rolling some of the finest tobacco in the world. Without the use of synthetic additives for flavor, these cigars are comprised of all natural tobacco, and made entirely by hand.

Our LIGHT wrapper cigars have a light body and are aged with vanilla beans and Spanish cedar. Our DARK wrapper cigars offer a full bodied smoke and are aged with cacao and Spanish cedar.

Please specify light or dark. Shipping weight: 1-18 is 1 lb.

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Aero Press \$35.00

The new AEROBIE® AeroPress™ utilizes a breakthrough in the coffee brewing process to yield the smoothest, richest coffee and espresso that you have ever tasted.

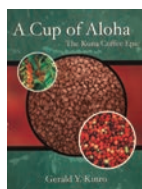
FREE SHIPPING TO ANYWHERE IN THE U.S.

French Press \$35.00 (3 cup / 12 oz.) (Monet Style and Unbreakable) \$45.00 (8 cup / 30 oz.)

Arguably the best way to make a cup of coffee and the way we make our morning cup on the farm. All you need is hot water and coffee.

Plunge and pour the best coffee on earth... 100% Coffee Times!

FREE SHIPPING TO ANYWHERE IN THE U.S.



A Cup of Aloha by Gerald Kinro \$20.00

A wonderfully written portrayal of the history behind Kona coffee. Born and raised on a coffee farm in Kona, Kinro paints a vivid picture of what life was and continues to be like on a coffee plantation in Hawaii. Kings, Queens, affairs and pirates the author captures it all within this book. The book is filled with many great photos and even a reference to Coffee Times! *Shipping weight is 1 pound per book.*

100% HAWAIIAN FOODS AND GIFTS



Coffee Times Cartoon Shirt \$15.00

Our logo on the front and the funny anti-counterfeiting cartoon on the back. Natural, Vegas Gold or Ice Grey, S, M, L, XL
Shipping weight is 1 pound shirt.



Coffee Times Decorative Tank Top \$18.00

Beautiful floral "Coffee Times, Kauai, Hawaii 100% Hawaiian Coffee" art printed on the front of this shirt. Lavender or White. S, M, L, XL
Shipping weight is 1 pound per tank top.



Coffee Times Label Tee Shirt \$18.00

Four color Coffee Times, Kauai, Hawaii label in large print on rear of shirt with logo on the front. Night Blue or Chestnut. M, L, XL, 2X
Shipping weight is 1 pound per tee shirt.



Coffee Times Men's Polo Shirts \$25.00

Coffee Times logo and words FRESH ROASTED SINCE 1993 KAUAI, HAWAII embroidered on front left chest. Navy, Sport Grey or Putty. M, L, XL
Shipping weight is 1 pound per shirt.

Coffee Times Lady's Sleeveless Polo Shirts \$25.00

Decorative coffee branch and Coffee Times, Kauai, Hawaii embroidered on front left chest. Lavender or White. S, M, L, XL
Shipping weight is 1 pound per shirt.

Coffee Times Baseball Cap \$20.00

Stone washed this baseball cap has the Coffee Times logo embroidered over the bill and FRESH ROASTED SINCE 1993 KAUAI, HAWAII embroidered on the rear. Khaki or Steel Blue
Shipping weight is 1 pound per cap.

Coffee Times Ceramic Mug \$10.00

Four color Coffee Times label printed on an attractive 10oz. coffee mug.
Shipping weight is 1 pound per mug.

Coffee Times To Go Coffee Cup \$16.00

Stainless Steel travel mug with Coffee Times Logo printed in black
Shipping weight is 1 pound per mug.

ORDER BY MAIL

Satisfaction Guaranteed

Bill To

Name

Address

CityStateZip

Phone

Ship To (if different than purchaser's address)

Name

Address

CityStateZip

Phone

Gift Note

Product	Style or Roast	Lbs.	Price
			\$
			\$
			\$
			\$
			\$
			\$
Delivery Charges			\$
Grand Total			\$

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.)

Method of Payment

☐ Check☐ Money Order

☐ Mastercard☐ Visa☐ Amex

Card Number

Expiration Date

Name

Signature

Please mail to:
LBD Coffee, LLC
6200B Kawaihau Road,
Kapaa, HI 96746



All Goods (Except Flowers) Shipped
2-3 Day Fed Ex

MOUNTAIN THUNDER

*Award
Winning*



CERTIFIED ORGANIC 100% Kona Coffee

PLANTATION TOURS

How to get to Mountain Thunder Coffee Plantation

Directions from Kailua Kona

From Highway 19 & 190 junction in downtown Kailua Kona, go uphill on 190 until you reach junction 180/190 (Palani junction), as indicated on the map above. Continue on for approx. 1 mile until you see the marked street KALOKO DRIVE. Go up Kaloko drive until you see Hao Street. Turn right on Hao Street & follow to the end. You will see Mountain Thunder Signs.

For more info...Call **808-325-2136**



FEATURED PRODUCTS

- » Organic Kona Coffee
- » Coffee Soap
- » Coffee Flower Honey
- » Organic Teas and Herbs
- » Mugs
- » Gift Basket
- » T-Shirts

Mountain Thunder
Coffee Plantation
75-1027 Henry Street #354
Kailua-Kona, HI 96740



888-414-KONA
www.mountainthunder.com