



**PRESS RELEASE
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Hawaii Coffee Association
Contact: Chris Manfredi
cmanfredi@kaufarmandranch.com

**JULY 21, 2014 ~ HAWAII COFFEE ASSOCIATION HOSTS 19TH ANNUAL CONFERENCE
AND 6TH ANNUAL STATEWIDE CUPPING COMPETITION**

-Kona, Hawaii-

The Hawaii Coffee Association (HCA) celebrated its 19th Annual Conference and 6th Annual Statewide Cupping Competition July 18-20 at Sheraton Kona Resort and Spa at Keauhou Bay located in the world-famous Kona Coffee Belt.

The HCA divided more than 82 entries assembled from across the state into two categories: Creative and Commercial. Qualifying for the Commercial division means that at least 1,000 lbs of the entered coffee is available for sale as of April 15.

In the Creative Division, four of the top 10 coffees hailed from Ka'u, including the top two: Ali'i Hawaiian Hula Hands Coffee earned a score of 88.7 out of a possible 100; followed by FL Farm of Wood Valley with a score of 88.5

In the Commercial Division, five of the top 10 coffees were proudly grown in Kona with Aloha Hills Kona Coffee and Maui Grown Coffee tying for the top spot with a score of 87.3. The second spot went Kona's Mountain Thunder Coffee Plantation earning a score of 87.0.

The HCA also presented awards to the highest scoring coffees entered from each of the eight growing districts from across the state. These include Hamakua, Hawai'i, Ka'u, Kaua'i, Kona, Maui, O'ahu and Moloka'i.

One Heart Farm of Hamakua was the finest coffee sampled from that verdant district, while Hilo Coffee Mill received top honors in the Hawai'i district tallying a score of 87.2. Kauai Coffee Company captured the top spot for that origin and Kona Mountain Coffee was judged as the premier entry from Kona with a score of 87.4. The award for the highest scoring coffee from Maui was Keokea Farms with their organic entry of Typica, Kent and Caturra varieties with a score of 88.4.

Coffee cupping is a combination of art and science where coffees are evaluated and scored based on subtle characteristics including, flavor, aroma, 'mouth-feel', acidity, sweetness and aftertaste.

Complete results can be found at www.hawaiicoffeeassoc.org

“I am very impressed with the quality of the coffees coming out of all of the districts. It just keeps getting better”, said David Gridley of Maui, HCA’s Cupping Committee chair. “I applaud all the coffee farmers of Hawai’i for their remarkable efforts”

Veteran cupper Warren Muller said “The competition was very close” noting an overall increase in scores among a broad spectrum of coffees. “But some just jumped off the table” referring to the outstanding quality of this year’s crop. He remarked that the upward trend signifies continuous improvement and that experimentation was evident in new varietals and processing methods.

The HCA also hosted a Reverse Trade Mission designed to expand markets in Canada. Inbound missionaries included buyers, brokers, industry media and professionals.

HCA members elected a new Board of Directors to include two new representatives in Big Island Coffee Roasters of Mountain View and Isla Custom Coffees of Pahala.

Outgoing two-term President Greg Stille of Maui was replaced by incoming President Jim Wayman of Hawaii Coffee Company in Honolulu.

The HCA Annual Conference was followed on Saturday by the inaugural *Roast and Roots* event hosting nearly 1,000 attendees. This new event featured notable local chefs participating in culinary demonstrations and competitions and included a People’s Choice coffee tasting won by Rusty’s Hawaiian 100% Ka’u Coffee of Pahala. *Roast and Roots* represents a partnership between the Hawaii Coffee Association, Kamehameha Schools and Hawai’i’s Department of Agriculture through its ‘Buy Local it Matters’ campaign.

Sunday’s activities included a bus tour of area farms and processing facilities.

The Hawaii Coffee Association’s mission is to represent all sectors of the Hawaii coffee industry, including growers, millers, wholesalers, roasters and retailers. The HCA’s primary objective is to increase awareness and consumption of Hawaiian coffees. A major component of HCA’s work is the continuing education of members and consumers. This annual conference has continued to grow each year and has gained increased international attention.

For more information visit Hawaii Coffee Association’s website at www.hawaiicoffeassoc.org

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HAWAII COFFEE ASSOCIATION

6th ANNUAL CUPPING COMPETITION AWARDS

July 18, 2014

DISTRICTS' TOP COFFEES

Place	Farm	Owner	District	Varietal	Cultivation	Processing
1	One Heart Farm Hawaii	Ed & Edie Bouc	Hamakua	Guatamalan Antigüe	Organic	Wet demucilaged
1	Hilo Coffee Mill	Jeanette Baysa	Hawai'i	Arabica mis - typica, caturra	Conventional	Wash (full wash) wet fermented
T-2	OK Farms	Edmund C. Olson	Hawai'i	Caturra - red	Conventional	Wet demucilaged
T-2	Warrens' Backyard Farm	Daniel P. Warren	Hawai'i	Guatemalan	Pesticide, Herbicide, Insecticide free	Wet demucilaged
1	Ali'i Hawaiian Hula Hands Coffee	Francis & Trinidad Marques	Ka'u	Typica / Catura	Conventional	Wet fermented
2	FL Farm	Thaddeus Lilly	Ka'u	Typica	Conventional	Wet demucilaged
3	Kau Coffee Mill	Edmund C. Olson	Ka'u	Typica / Fancy	Conventional	Wet demucilaged
1	Kauai Coffee Co., LLC	Kauai Coffee Co., LLC	Kauai	Kauai Blue Mountain	Conventional and drip irrigated	Wet fermented
1	Kona Mountain Coffee	Bill Dwyer	Kona	Arabica	Conventional	Wet
2	Aloha Hills Kona Coffee	Rich Wicklander	Kona	Typica	Conventional	Washed
T-3	Mountain Thunder Coffee Plantation	Trent Bateman	Kona	Typica	Organic	Ferment
T-3	Mauka Meadows	Bird Feather Co. Ltd.	Kona	Kona Typica	Conventional	Wet demucilaged & fermented
1	Keokea Farms	Ann L. Ashley / Rafael Escobar	Maui	Typica (85%) Kent (10%) Catura (5%)	Organic	Wet fermented
2	Maui Grown Coffee	James "Kimo" Falconer	Maui	Maui Mokka	Conventional	Natural
3	Pueo Coffee Co.	Tom Leuteneker	Maui		Wet Process, Hand Picked	

NOTE: There were NO entries from Moloka'i or O'ahu this year.

HAWAII COFFEE ASSOCIATION 6th ANNUAL CUPPING COMPETITION AWARDS

July 18, 2014

CREATIVE DIVISION TOP TEN

Place	Farm	Owner	District	Varietal	Cultivation	Processing
1	Ali'i Hawaiian Hula Hands Coffee	Francis & Trinidad Marques	Ka'u	Typica / Catura	Conventional	Wet fermented
2	FL Farm	Thaddeus Lilly	Ka'u	Typica	Conventional	Wet demucilaged
3	Keokea Farms	Ann L. Ashley / Rafael Escobar	Maui	Typica (85%) Kent (10%) Catura (5%)	Organic	Wet fermented
4	Kona Mountain Coffee	Bill Dwyer	Kona	Arabica	Conventional	Wet
5	Hilo Coffee Mill	Jeanette Baysa	Hawai'i	Arabica mis - typica, caturra	Conventional	Wash (full wash) wet fermented
6	Pueo Coffee Co.	Tom Leuteneker	Maui		Wet Process, Hand Picked	
7	Tambra Gardens / Kula Beans	Tama Brandeburg	Maui	Typica - 70% & red catuai - 30%	Hand Picked	Wet
8	Miranda's Farm	Jose and Berta Miranda	Ka'u	Typica		Pulped Natural
9	Rusty's Hawaiian	Lorie Obra	Ka'u	Bourbon	Conventional	Washed
10	Greenwell Farms, Inc.	Tom Greenwell	Kona	mara moka 2R2	Traditional	Fermentation

NOTE: There were NO entries from Moloka'i or O'ahu this year

HAWAII COFFEE ASSOCIATION

6th ANNUAL CUPPING COMPETITION AWARDS

July 18, 2014

COMMERCIAL DIVISION TOP TEN

Place	Farm	Owner	District	Varietal	Cultivation	Processing
T-1	Aloha Hills Kona Coffee	Rich Wicklander	Kona	Typica	Conventional	Washed
T-1	Maui Grown Coffee	James "Kimo" Falconer	Maui	Maui Mokka	Conventional	Natural
T-3	Mountain Thunder Coffee Plantation Cloud Forest Est	Trent Bateman	Kona	Typica	Organic	Ferment
T-3	Mauka Meadows	Bird Feather Co. Ltd.	Kona	Kona Typica	Conventional	Wet demucilaged & fermented
5	Kau Coffee Mill	Edmund C. Olson	Ka'u	Typica / Fancy	Conventional	Wet demucilaged
6	Honolulu Coffee Farm	Honolulu Coffee Company	Kona	Typica	Conventional	Wet demucilaged / washed
7	Hawaii Coffee Company	Hawaii Coffee Company	Kona	Arabica		Wet
T-8	OK Farms	Edmund C. Olson	Hawai'i	Caturra - red	Conventional	Wet demucilaged
T-8	Naturescape Honaunau Farm	Naturescape Holding Group / Brooke Deckert	Kona	Typica	Conventional	De muslidge
10	One Heart Farm Hawaii	Ed & Edie Bouc	Hamakua	Guatamalan Antigue	Organic	Wet demucilaged

NOTE: There were NO entries from Moloka'i or O'ahu this year.

HAWAII COFFEE ASSOCIATION

6th ANNUAL CUPPING COMPETITION AWARDS

July 18, 2014

CREATIVE DIVISON ENTRIES SCORING >= 80

Score	Place	Farm	Owner	District	Varietal	Cultivation	Processing
88.7	1	Ali'i Hawaiian Hula Hands Coffee	Francis & Trinidad Marques	Ka'u	Typica / Catura	Conventional	Wet fermented
88.5	2	FL Farm	Thaddeus Lilly	Ka'u	Typica	Conventional	Wet demucilaged
88.4	3	Keokea Farms	Ann L. Ashley / Rafael Escobar	Maui	Typica (85%) Kent (10%) Catura (5%)	Organic	Wet fermented
87.4	4	Kona Mountain Coffee	Bill Dwyer	Kona	Arabica	Conventional	Wet
87.2	5	Hilo Coffee Mill	Jeanette Baysa	Hawai'i	Arabica mis - typica, caturra	Conventional	Wash (full wash) wet fermented
86.5	6	Pueo Coffee Co.	Tom Leuteneker	Maui		Wet Process, Hand Picked	
86.4	7	Tambra Gardens / Kula Beans	Tama Brandeburg	Maui	Typica - 70% & red catuai - 30%	Hand Picked	Wet
86.2	8	Miranda's Farm	Jose and Berta Miranda	Ka'u	Typica		Pulped Natural
85.6	9	Rusty's Hawaiian	Lorie Obra	Ka'u	Bourbon	Conventional	Washed
85.1	10	Greenwell Farms, Inc.	Tom Greenwell	Kona	mara moka 2R2	Traditional	Fermentation
84.9	T-11	Camp Maui Coffee	Derek Hoyte	Maui	Bourbon	Hand Picked, Sundried	Wet Processed
84.9	T-11	Shim Coffee and Protea Farm	Casey Shim	Maui	Mixed	Organic	Wet fermented
83.4	13	Greenwell Farms, Inc.	Tom Greenwell	Kona	mokamara 2R2	Traditional	Fermentation
83.3	T-14	Hula Daddy Kona Coffee	Karen Patterson	Kona	Kona Typica	Conventional	Washed
83.3	T-14	S&L Farms	Steve Hargrave	Maui	Typica	Organic	Wet demucilaged
83.2	T-16	Warrens' Backyard Farm	Daniel P. Warren	Hawai'i	Guatemalan	Pesticide, Herbicide, Insecticide fr	Wet demucilaged
83.2	T-16	Greenwell Farms, Inc. - Jeni K	Tom Greenwell	Kona	Arabica Typica	Traditional	Fermentation
83.0	T-18	Big Island Coffee Roasters	Brandon Damitz & Kelleigh Stewart	Hawai'i	Pink Bourbon	Hybrid	Washed
83.0	T-18	JN Coffee Farm	Leo Norberte	Ka'u	Red and Yellow Peaberry	Conventional	Wet demucilaged
83.0	T-18	Hula Daddy Kona Coffee	Karen Patterson	Kona	SL28	Conventional	Washed
83.0	T-18	Mauka Meadows	Doutor Coffee Co. Ltd.	Kona	Kona Typica	Conventional	Wet demucilaged & fermented
83.0	T-18	Island Sun Coffee	Al & Donna Woolley	Kona	Typica	Conventional	Wet fermented, Sun dried
83.0	T-18	Kona King Coffee	Andrew Yamane	Kona	Typica	Conventional	Wet fermented
82.8	T-24	Greenwell Farms, Inc.	Tom Greenwell	Kona	Maramoka 1R1	Traditional	Fermentation
82.7	25	Greenwell Farms, Inc. - GFI Estate	Tom Greenwell	Kona	3-Guatemala typica, Hawaiian Typica Red Bourbon	Traditional	Fermentation
82.5	26	The Rising Sun	Will & Grace Tabios	Ka'u	Typica Arabica Guatemalan		Wash
82.3	27	Kona View Coffee	Randy Phillips	Kona	Kona Typica	Conventional	Wet
82.2	T-28	R and G Farm	Gloria Camba / Rogelio Aquino	Ka'u	Caturra		Washed
82.2	T-28	Kona Earth	Gary Strawn	Kona	Kona Typica	Conventional	Conventional
82.0	T-30	Kona Rising Coffee Co.	Maria de Fatima da Silva	Kona	Kona Typica	Organic (not cert. organic)	blend 1/2 wet process 1/2 salted pulped natural
82.0	T-30	Fire Island Coffee LLC	Sharon Kirkland	Kona	Typica	Organic	Demucilger pulper
82.0	T-30	Kupa'a Farms	Gerry Ross & Janet Simpson	Maui	Catuai, Bourbon & Typica	Organic, Shade grown	Wet fermented
81.8	33	Greenwell Farms, Inc.	Tom Greenwell	Kona	makamaru 1R1	Traditional	Fermentation
81.7	T-34	Rusty's Hawaiian	Lorie Obra	Ka'u	Typica	Conventional	Washed

**HAWAII COFFEE ASSOCIATION
6th ANNUAL CUPPING COMPETITION AWARDS**

July 18, 2014

CREATIVE DIVISON ENTRIES SCORING >= 80

Score	Place	Farm	Owner	District	Varietal	Cultivation	Processing
81.7	T-34	Kona Haven	Chang and/or Abraham Kim	Kona	Typica	Conventional	Wet fermented
81.5	36	Hawaiian Rainbow Farms	Kevin & Cindy Beckey	Hamakua	Typica	Hybrid	Wet fermented
81.3	T-37	Honolulu Coffee Farm	Honolulu Coffee Company	Kona	Typica	Conventional	Natural / sundried
81.3	T-37	Kona Rising Coffee Co.	Maria da Silva	Kona	Kona Typica	Organic (not cert. organic)	Wet fermented
81.3	T-37	Onouli Farm	Eugene and Meredith Clapp	Kona	Typica Arabica	Traditional	Fermentation
81.2	T-40	R and G Farm	Gloria Camba / Rogelio Aquino	Ka'u	Typica - Arabica Guatemalan		Washed
81.2	T-40	Kaiwi Farms LLC	Roger Kaiwi	Kona	Typica	Conventional	Wet
81.2	T-40	Maui Mountain Coffee	Bobbie Becker	Maui	65% Red Catuai, 35% Typica	No herbicides or pesticides over 12 yrs	Wet
81.0	T-43	Kauai Coffee Co., LLC	Kauai Coffee Co., LLC	Kauai	Kauai Blue Mountain	Conventional and drip irrigated	Wet fermented
81.0	T-43	Denight Estate	Elaine Denight	Kona	Kona Typica	Conventional	Wet fermented
80.8	45	Manny's Brew	Manuel Ochoa	Hawai'i	Red Catura, Yellow Catura, Dwarf Arabic	Hand picked	Wet process
80.3	46	Heavenly Hawaiian Farms	Dave & Trudy Bateman	Kona	Typica	Conventional	Wet demucilaged
80.2	47	Hala Tree	Jean & Danielle Orlowski	Kona			
80.0	T-48	Arianna Farms Ono Kona Coffee, LLC	Robert & Sharon Wood	Kona	Arianna Mauka Typica Peaberry	Conventional	Washed
80.0	T-48	Compton's Coffee Farm	Rob Lind - Farm Manager	Maui	Red Bourbon	Unfertilized	Water-processed

NOTE: There were NO entries from Moloka'i or O'ahu this year

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6th ANNUAL CUPPING COMPETITION AWARDS

July 18, 2014

COMMERCIAL DIVISON ENTRIES SCORING >= 80

Score	Place	Farm	Owner	District	Varietal	Cultivation	Processing
87.3	T-1	Aloha Hills Kona Coffee	Rich Wicklander	Kona	Typica	Conventional	Washed
87.3	T-1	Maui Grown Coffee	James "Kimo" Falconer	Maui	Maui Mokka	Conventional	Natural
87.0	T-3	Mountain Thunder Coffee Plantation Cloud Forest Es	Trent Bateman	Kona	Typica	Organic	Ferment
87.0	T-3	Mauka Meadows	Bird Feather Co. Ltd.	Kona	Kona Typica	Conventional	Wet demucilaged & fermente
86.5	5	Kau Coffee Mill	Edmund C. Olson	Ka'u	Typica / Fancy	Conventional	Wet demucilaged
86.2	6	Honolulu Coffee Farm	Honolulu Coffee Company	Kona	Typica	Conventional	Wet demucilaged / washed
85.6	7	Hawaii Coffee Company	Hawaii Coffee Company	Kona	Arabica		Wet
83.2	T-8	OK Farms	Edmund C. Olson	Hawai'i	Caturra - red	Conventional	Wet demucilaged
83.2	T-8	Naturescape Honaunau Farm	Naturescape Holding Group / Brooke Deck	Kona	Typica	Conventional	De muslidge
82.8	10	One Heart Farm Hawaii	Ed & Edie Bouc	Hamakua	Guatamalan Antigue	Organic	Wet demucilaged
82.0	T-11	Naturescape Honaunau Farm	Naturescape Holding Group / Brooke Deck	Kona	Typica	Conventional	Ferment
82.0	T-11	Hawaii Coffee Company	Hawaii Coffee Company	Kona	Typica	Conv.	Wet
81.8	13	Buddha's Cup Coffee	Christine Coleman	Kona	Kona Typica - Arabica Hand Picked		Wet Process
81.5	14	JN Coffee Farm	Leo Norberte	Ka'u	Red and Yellow Typic	Conventional	Wet demucilaged
81.2	15	Imagine 100% Kona	Christine Coleman	Kona	Kona Typica - Arabica Hand picked		Wet process
80.8	16	Kona Kulana Farms	Christine Coleman	Kona	Kona Typica - Arabica Hand Picked		Wet Process
80.3	T-17	Kau Coffee Mill	Edmund C. Olson	Ka'u	Typica / Pea	Conventional	Wet demucilaged
80.3	T-17	Mountain Thunder Coffee Kainiliu Plantation	Trent Bateman	Kona	Typica	Conventional	Demuslidge
80.2	19	Maui Grown Coffee	James "Kimo" Falconer	Maui	Red Catuai	Conventional	Wet fermented
80.0	T-20	One Heart Farm Hawaii	Ed & Edie Bouc	Hamakua	Catura	Organic	Wet demucilaged
80.0	T-20	Big Island Coffee Roasters	Brandon Damitz & Kelleigh Stewart	Hawai'i	Caturra, Catuai, Pach	Hybrid	Washed

NOTE: There were NO entries from Moloka'i or O'ahu this year