



The Hawaii Coffee Association and Maui Coffee Association proudly presents

**HCA 21st Annual Conference,
9th Annual State of Hawaii Cupping Contest
and
Maui Seed to Cup Coffee Festival**

**- July 19 through July 22, 2017 -
Maui Tropical Plantation, Wailuku, Hawaii**

This year the Hawaii Coffee Association (HCA) and the Maui Coffee Association (MCA) are joining together to bring 4 days of education and entertainment for all in Hawaii interested in Hawaiian coffee.

Full Registration: \$225 / pp *

Day Pass: \$175 / pp *

Dinner Only: \$65 / pp

Welcome Reception: included for all participants

**Cupping contest entrants receive a \$50 discount on Full or Day Pass registration. Limited to one per entity regardless of the number of entries that entities has entered into the contest.*

Special room rates are available at the Maui Coast Hotel

2259 South Kihei Road, 808-874-6284

Rate available if booked before June 19: \$220/ night



CONFERENCE & SEED TO CUP SCHEDULE

Wednesday, July 19

- 1:00pm - 4:00pm Registration, Theater
- 5:30pm - 8:30pm Welcome Reception at Chef's Table
Pupu's & No Host Bar

Thursday, July 20

- 7:00am - 9:00am Trade show set up
- 9:00am Sponsored Coffee Break
- 9:00am **CONFERENCE OPENING & WELCOME** - *Chris Manfredi*
- 9:10am - 10:00am Soil Health and Quality at the Theater - *Bob Shaffer*
Quality Coffee Brewing Techniques - *Juli & Patrick*
- 10:00am Sponsored Coffee Break
- 10:30am - 11:45am Quality Coffee at the Theater - *Kelleigh, Brandon & Miguel*
Farm to Farm, and Cafe to Farm: Waste Reduction in the
Coffee Business - *Gerry Ross*
- 12:00pm - 1:00pm Lunch Buffet at the Outside Shell Theater
Sponsored Lunch Coffee Break
- 1:00pm - 1:30pm HCA Annual Meeting & Election of Officers
Open to members at the Theater
- 1:30pm Sponsored Coffee Break
- 1:45pm - 3:15pm Cupping Workshop at the Tram Station - *Shawn Hamilton*
& *Warren Muller*
Roasting Workshop - *Michael Whitley*
- 3:30pm Bus Shuttle from MTP to O'o Farms



- 4:10pm - 7:00pm Farm Tour & Reception at O'o Farms, Kula
- 6:30 pm Shuttle departs from O'o Farms to Maui Tropical Plantations

Friday, July 21

- 8:00am - 9:00am Sponsored Coffee Break
- 9:00am - 4:00pm Trade Show and Silent Auction Opens
- 8:30am - 8:45am Opening remarks - *Scott Enright, HDOA Chairman*
- 8:45am - 9:30am HDOA speaker - *Jeri Kahana*
- 9:30am - 10:30am Quality Coffee Processing Using Yeast - *Pete Rogers*
- 10:30am - 11:15am Sponsored Coffee Break
- 10:45am - 10:45am HARC update *Chifumi Nagai*
- 11:15am - 11:45am USDA NASS update *Kathy King*
- 11:45am - 12:30pm HI Measurement Standards and Labeling *Bill Peirpont*
- 12:30pm - 1:15pm Lunch Buffet - seating throughout the property
- 12:30pm Lunch Coffee Break
- 1:15pm - 1:45pm Growers Report
- 1:45pm - 2:30pm SHAC/MAP/CBB *Roger, Ralph and Suzanne Shriner*
- 2:30pm - 3:15pm USDA, ARS, PBARC *Tracie Matsumoto*
- 3:15pm - 3:30pm Sponsored Coffee Break
- 3:30pm - 4:30pm CTAHR *Andrea Kawabata & Dr. H.C. Skip Bittenbender*
- 4:30pm - 5:15pm Auction Closes; Scoring & Announcement of District Winners -*David Gridley*



5:15pm Cocktails & Music at the Gazebo

7:00pm - 9:00pm HCA dinner - Dinner speaker - *Howard Dicus*
Presentation of the Creative & Commercial Champions - *David Gridley*

Dinner Coffee Break

Saturday, July 22

Seed to Cup Festival 2017

7:00 am - 3:00 pm

Farm to Cup Coffee Sampling
Fashion show
Food & Live Music all day

9:00 am Blessing by Kahu Laki Ka'ahumanu at the Theater

9:00am - 2:00pm **Demonstrations**
Coffee Processing ;Lawn
Roasting Coffee Demo ;Outside Theater
Espresso Making ;Theater
Alternative Brewing Methods ;Theater
Meet the Farmers - sampling and retail purchases ;Lawn

11:30am **Food Lines Open - Cash purchases**

12:30 - 1:45 **Barista Throwdown - *Mill House Roasting***

1:45 - 2:45 **Fashion Show**

3:00pm **Mahalo's by MCA & HCA at the Theater**