

UPCOUNTRY MAUI GROWERS REPORT 2011-12



<http://mauicoffeeassociation.blogspot.com>

PAILOLO CHANNEL

Maui



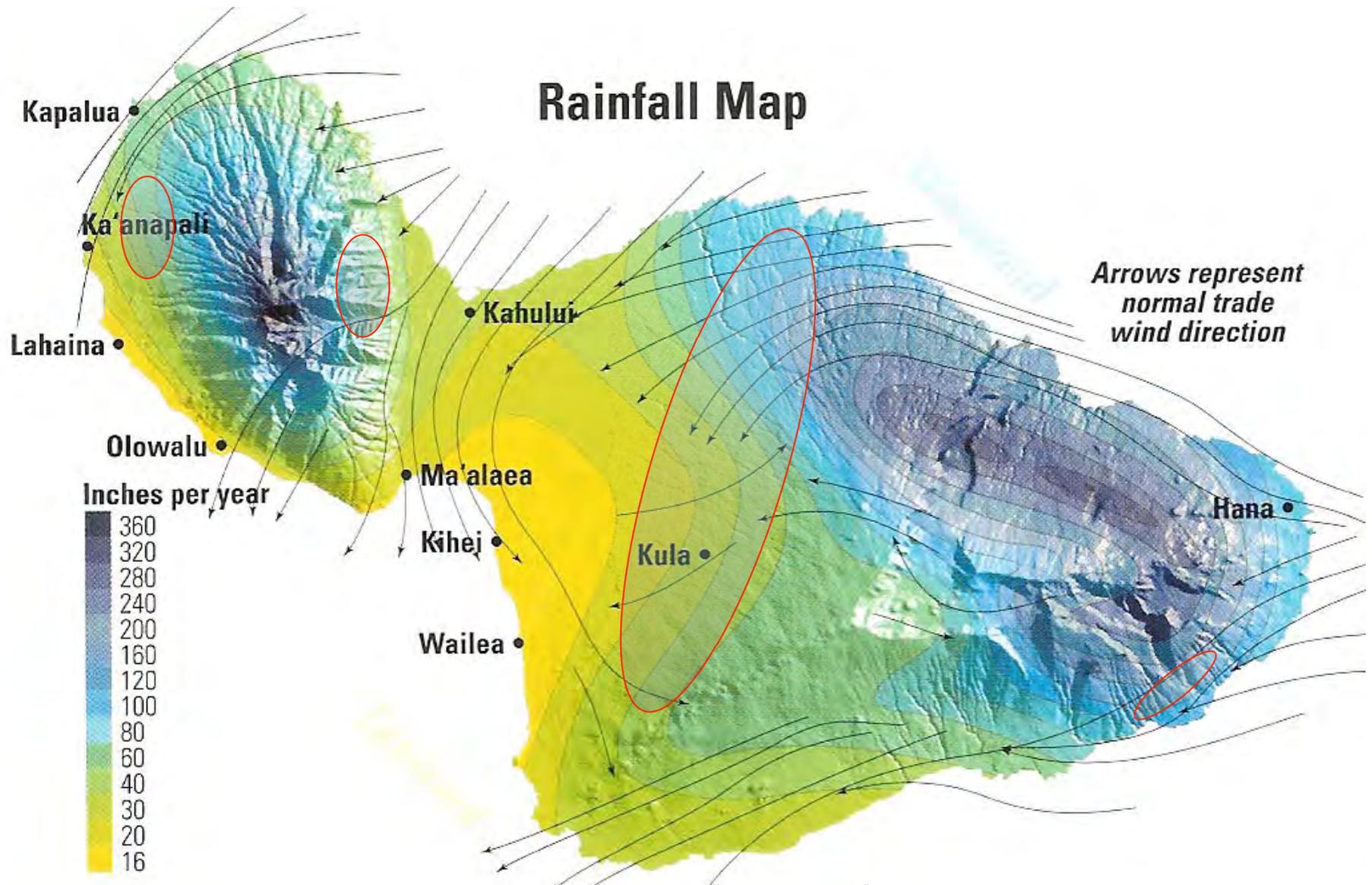
MauiGrown

Kula coffee

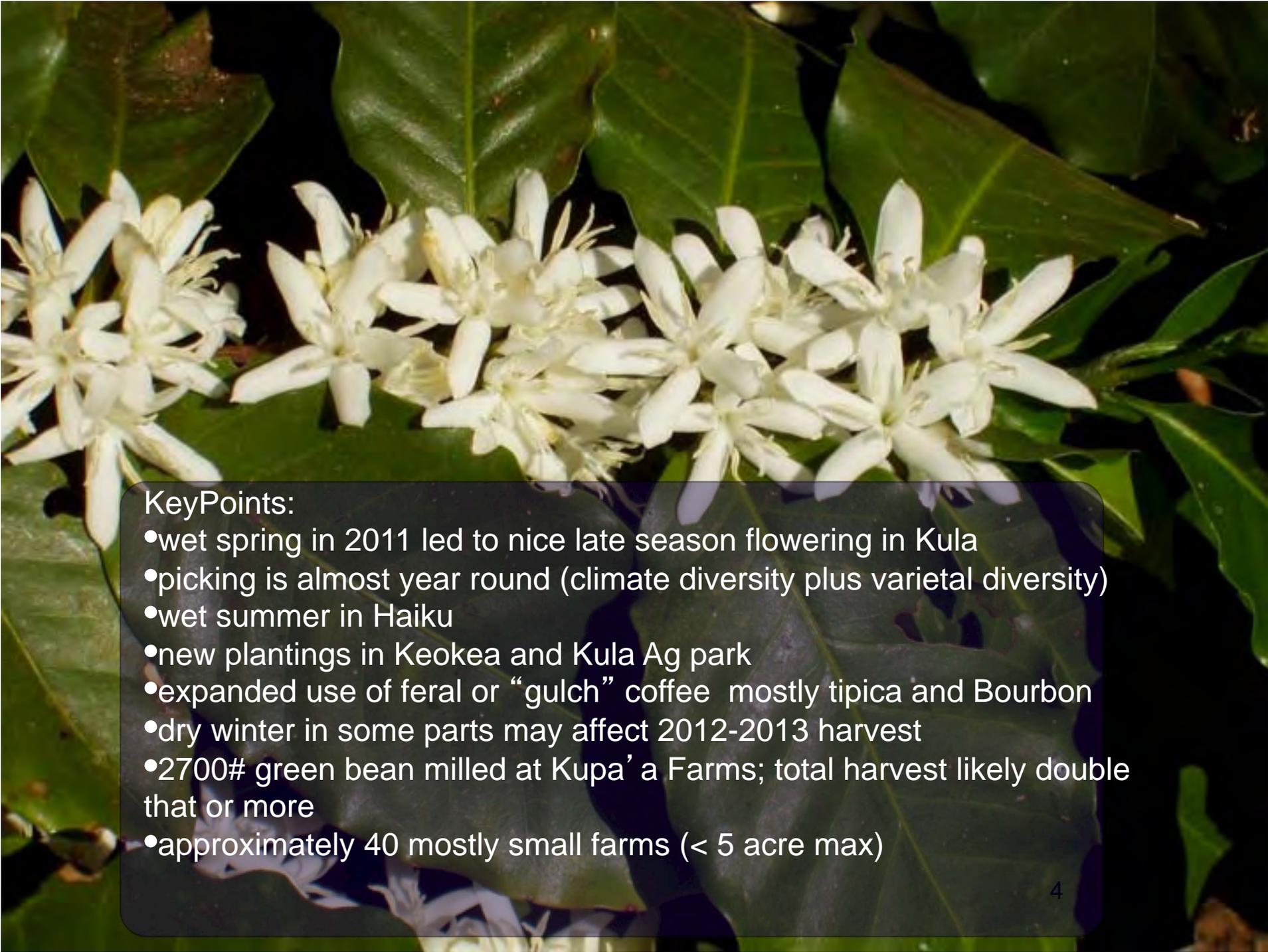
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Kipahulu

ALENUIHABA CHANNEL



- Elevations range from 600' to 3400'
- Rainfall ranges from 80"/year to less than 20"/yr
- Plantings include tipica, catuai, caturra and "gulch" coffee



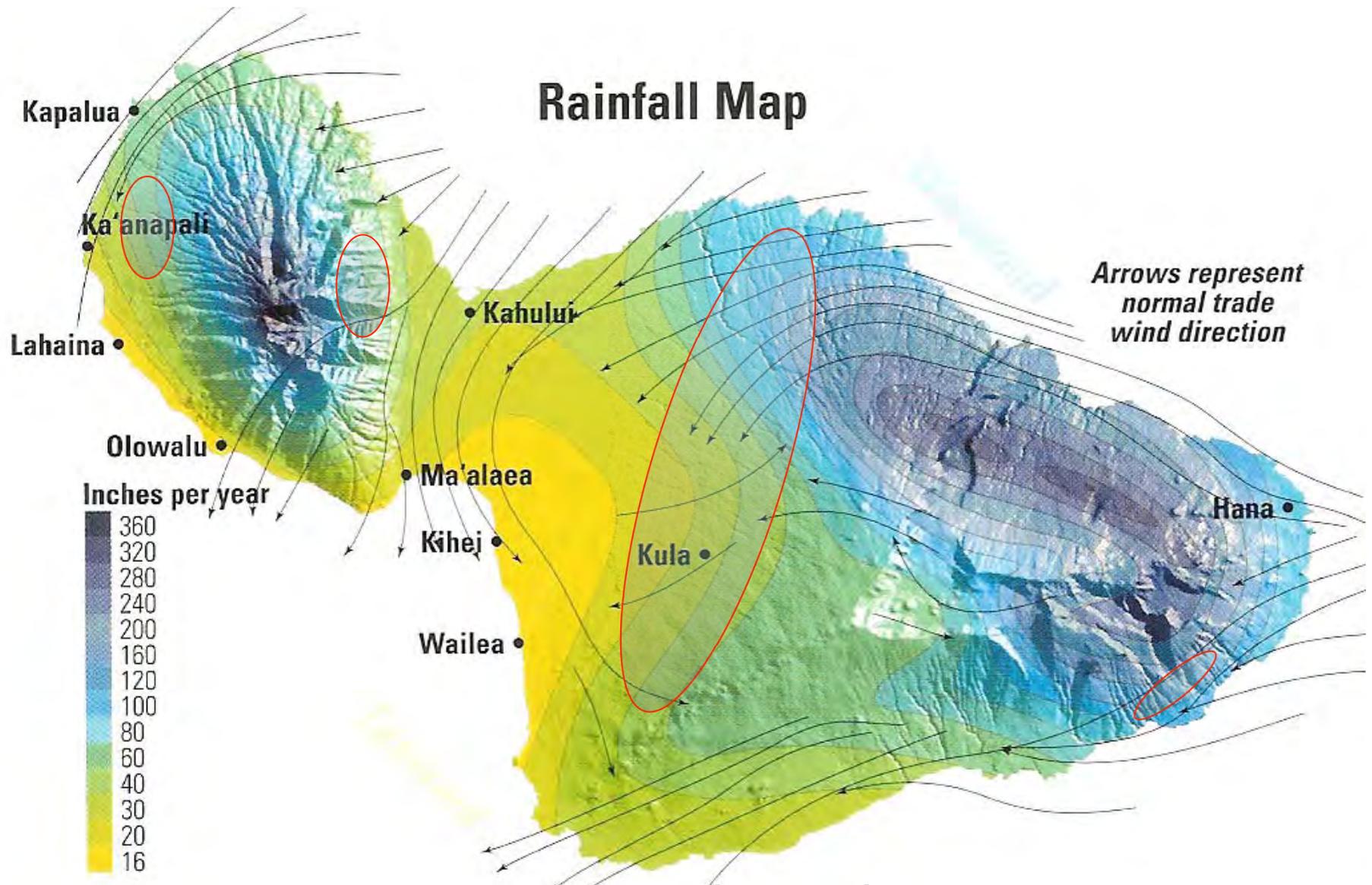
KeyPoints:

- wet spring in 2011 led to nice late season flowering in Kula
- picking is almost year round (climate diversity plus varietal diversity)
- wet summer in Haiku
- new plantings in Keokea and Kula Ag park
- expanded use of feral or “gulch” coffee mostly tipica and Bourbon
- dry winter in some parts may affect 2012-2013 harvest
- 2700# green bean milled at Kupa’ a Farms; total harvest likely double that or more
- approximately 40 mostly small farms (< 5 acre max)

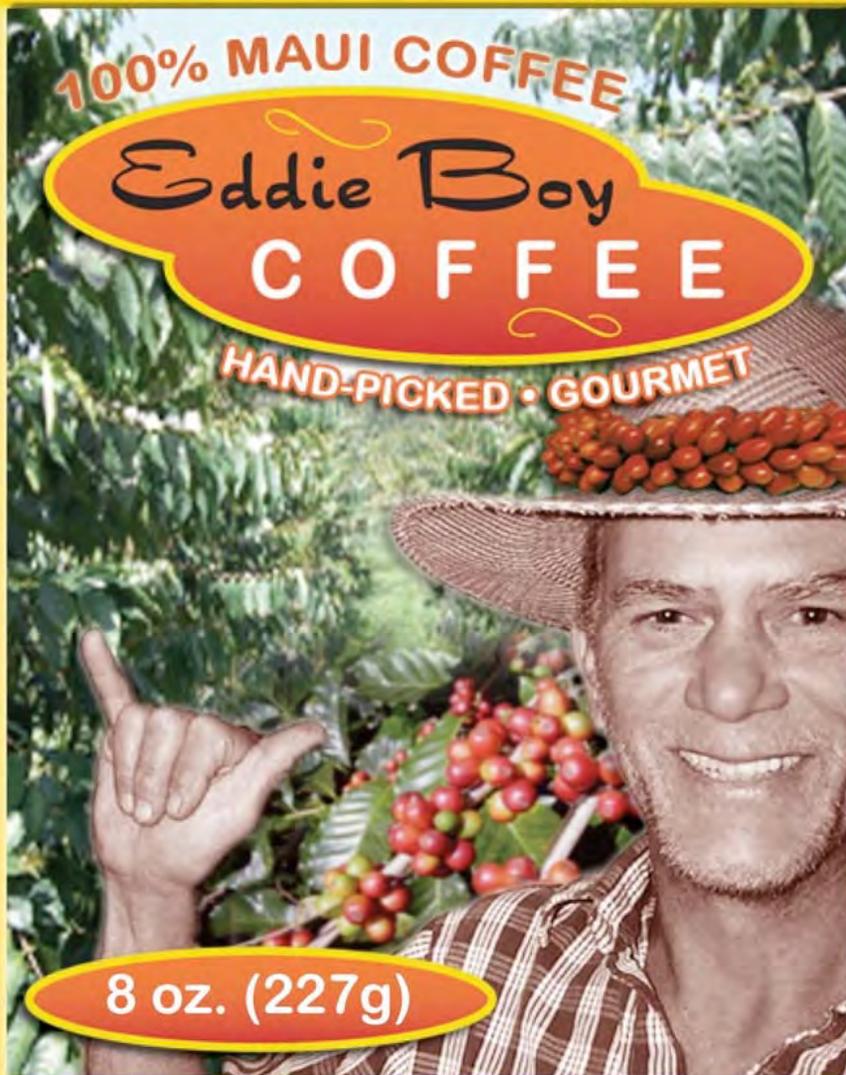


May 6, 2011 - Greenwell tipica at Kupa' a Farms





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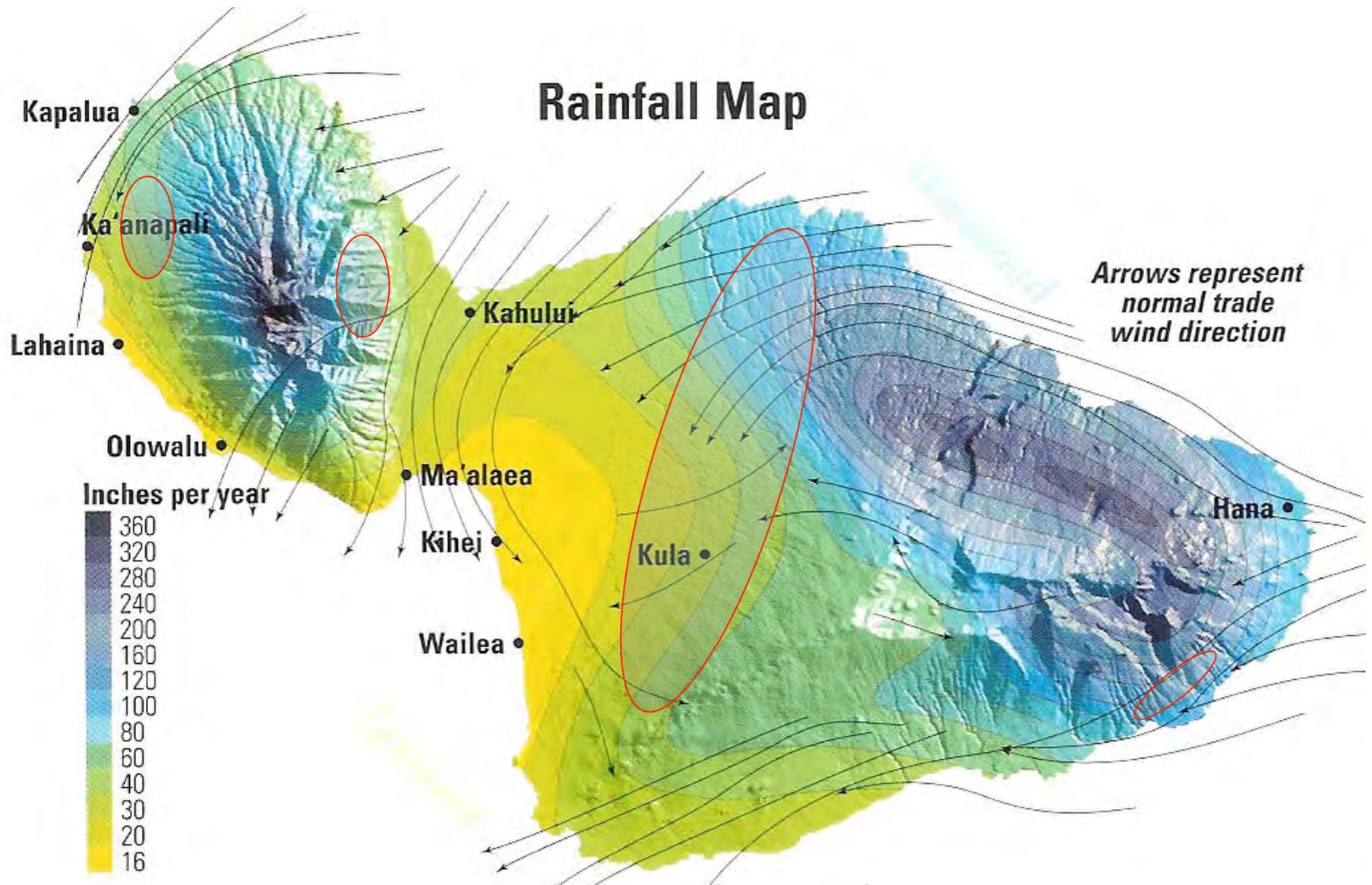
Dark Roast

808-344-5662

P. O. Box 635 • Kula, Maui, Hawai'i 96790

- Kula “sun” coffee
- generally 2000’ elevation
- ~5 acres planted in tipica at Kula Ag Park





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Keokea Farms

3000'

Organic

Tipica, red caturra, Kents
consistent top ten finisher
in HCA cupping

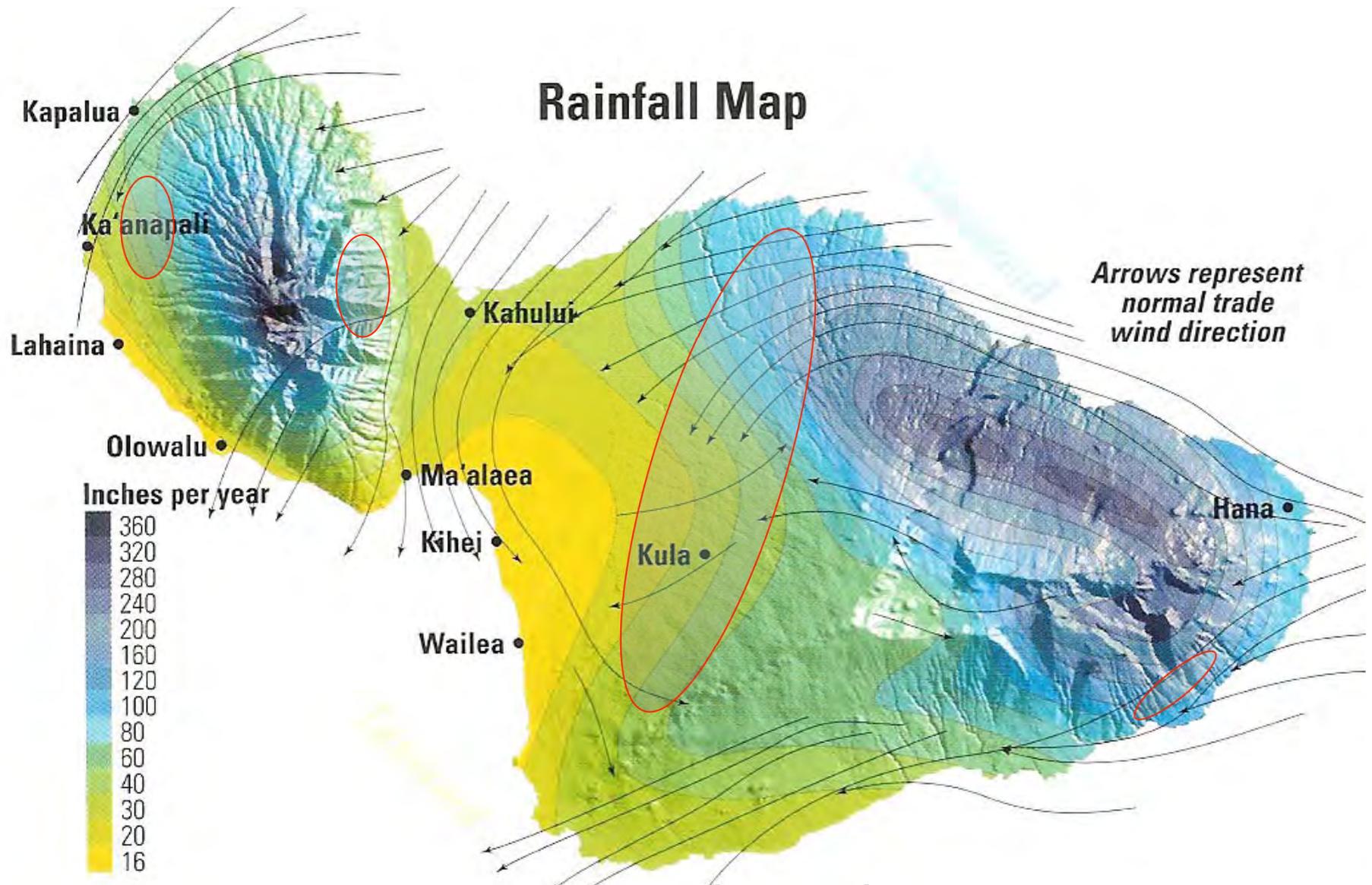




Casey Shim

3400' Keokea

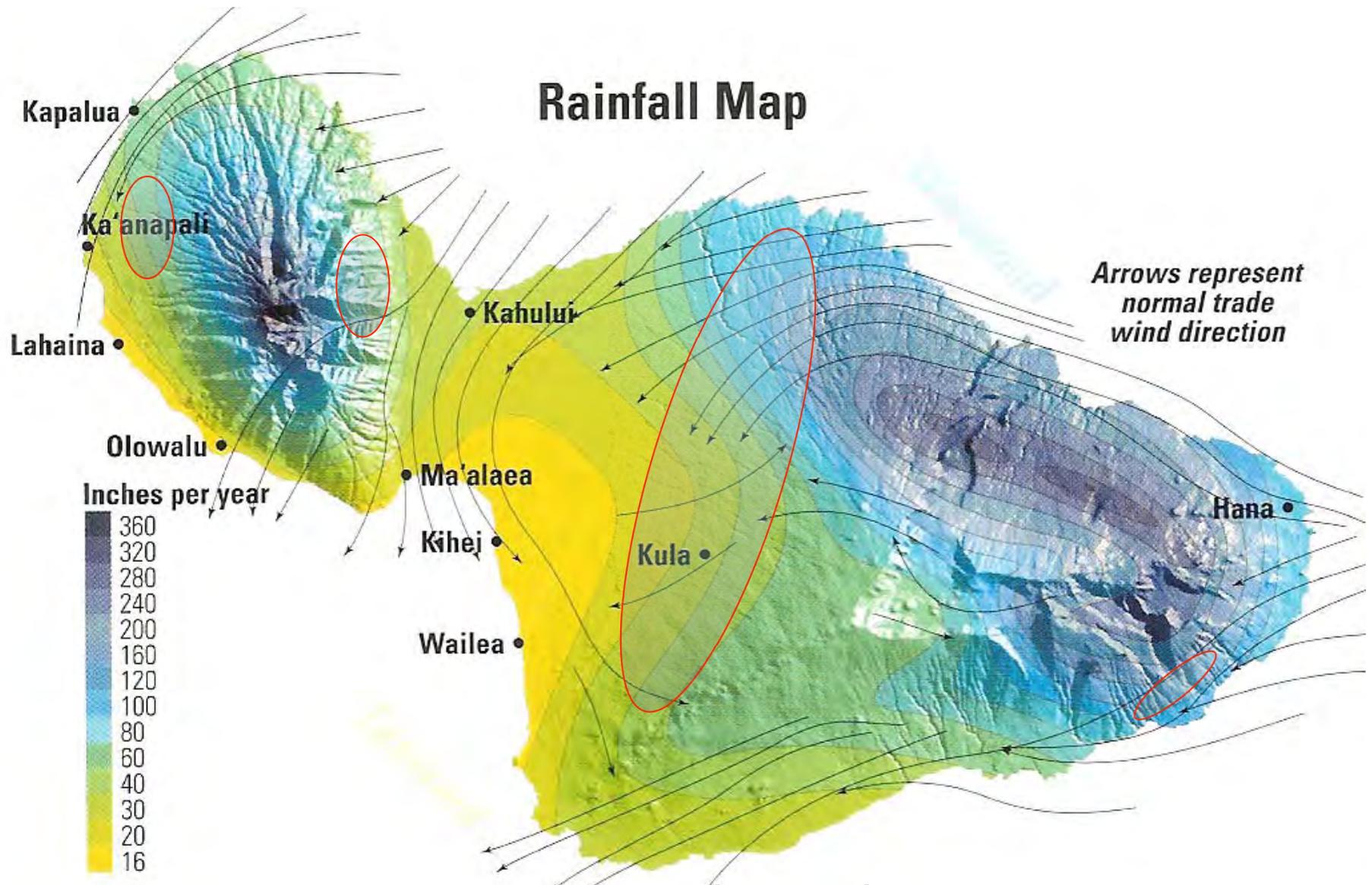
Tipica and "gulch coffee"



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Maui Mountain Coffee
Olinda 3000'
Organic; Red catuai



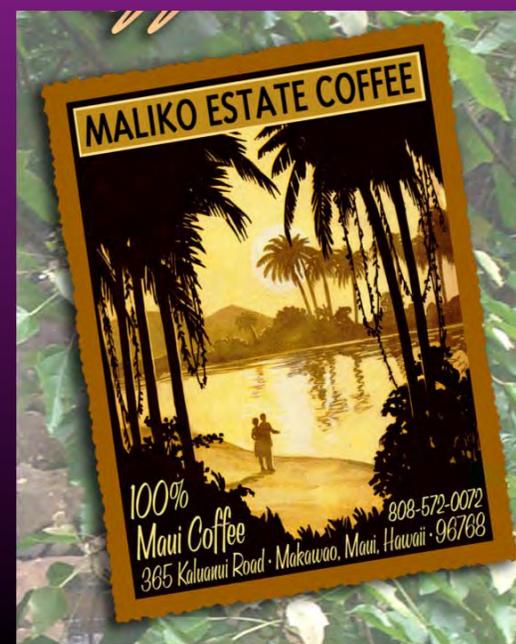
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1600' elevation;
Bourbon

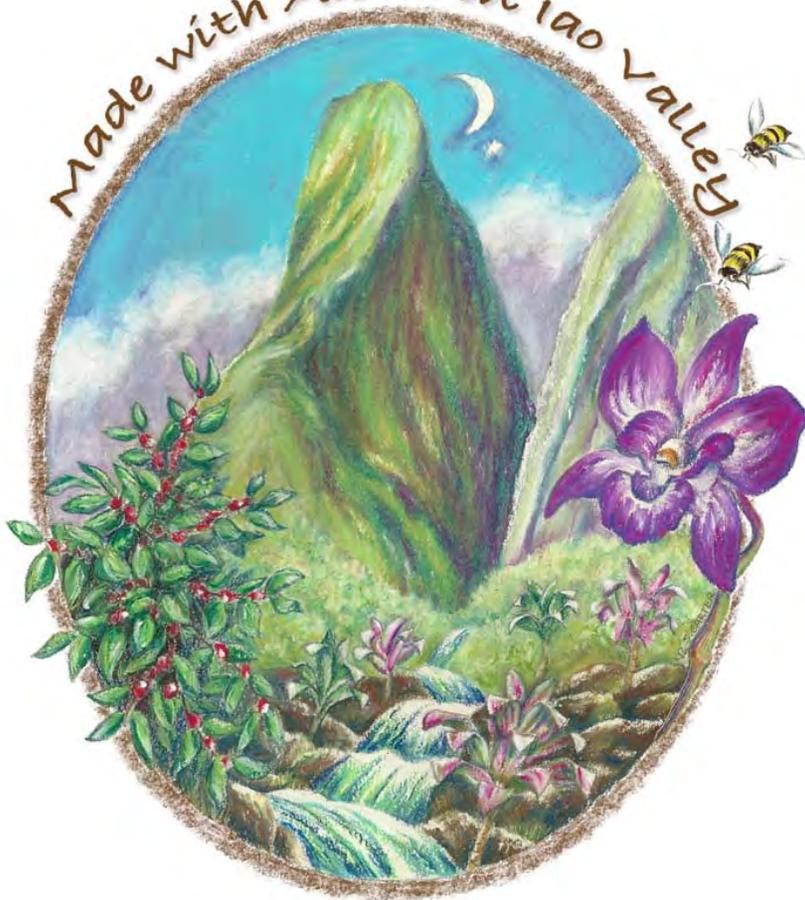
Feral or “Gulch” coffee

- naturalized from???
- original Judge Copp plantings...ID'd as both tipica and red bourbon
- coffee is listed on MISC list!
- naturalized where ever there is enough rain...mostly windward sides



Mahina Farms
100% MAUI COFFEE

Made with Aloha in Iao Valley



100% MAUI COFFEE

Piliani Kope Farm



House Blend

FRENCH ROAST

Sustainable Farming Practices

From Seed to Cup



8 oz. (227g)



Kula Coffee

2011-2012

2700 lbs green bean (30 farms)

5000 lbs perhaps 50 or so farms?

PAILOLO CHANNEL

Maui



MauiGrown

Kula coffee

You are here

Kipahulu

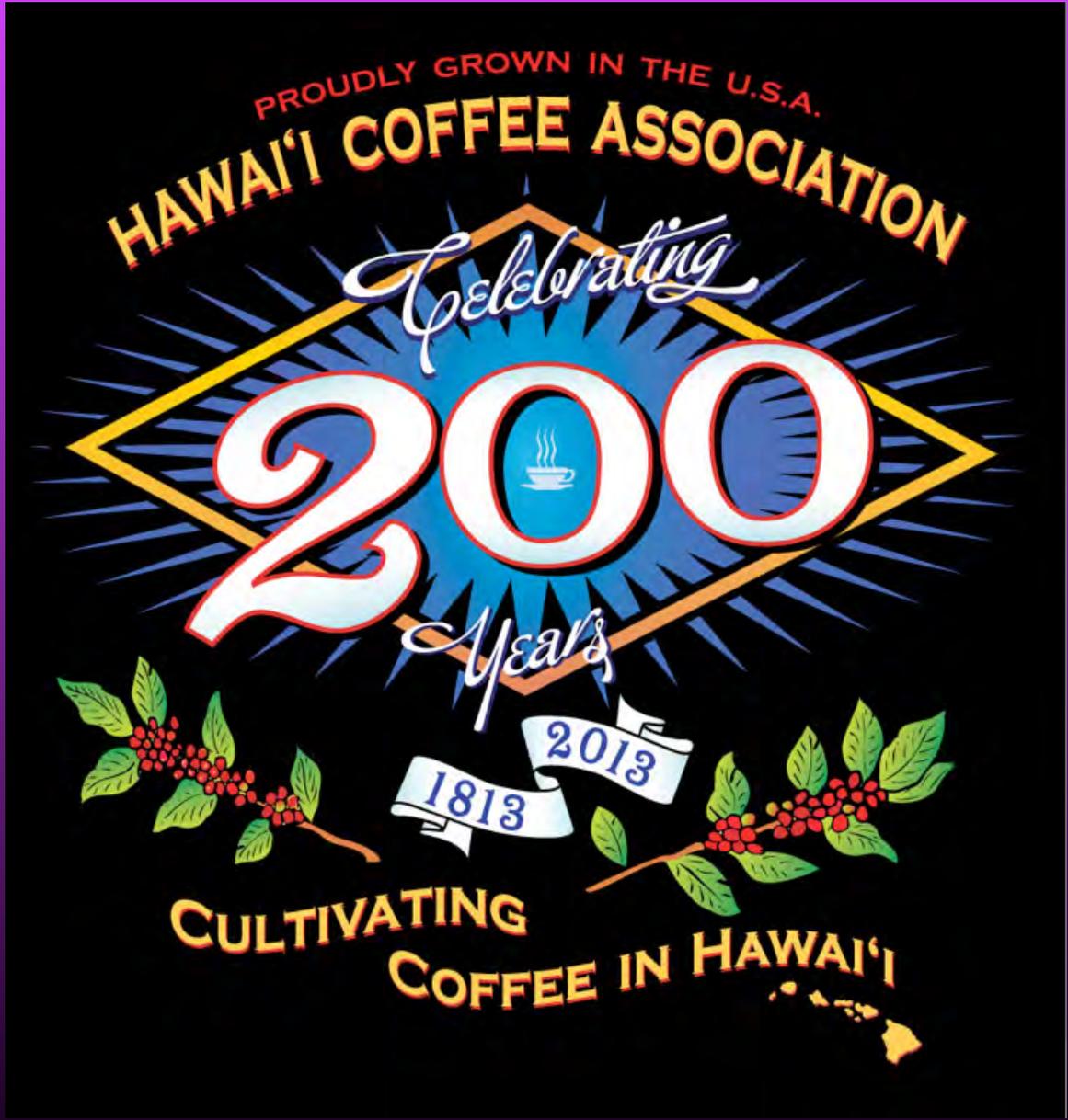
ALENUIHANA CHANNEL

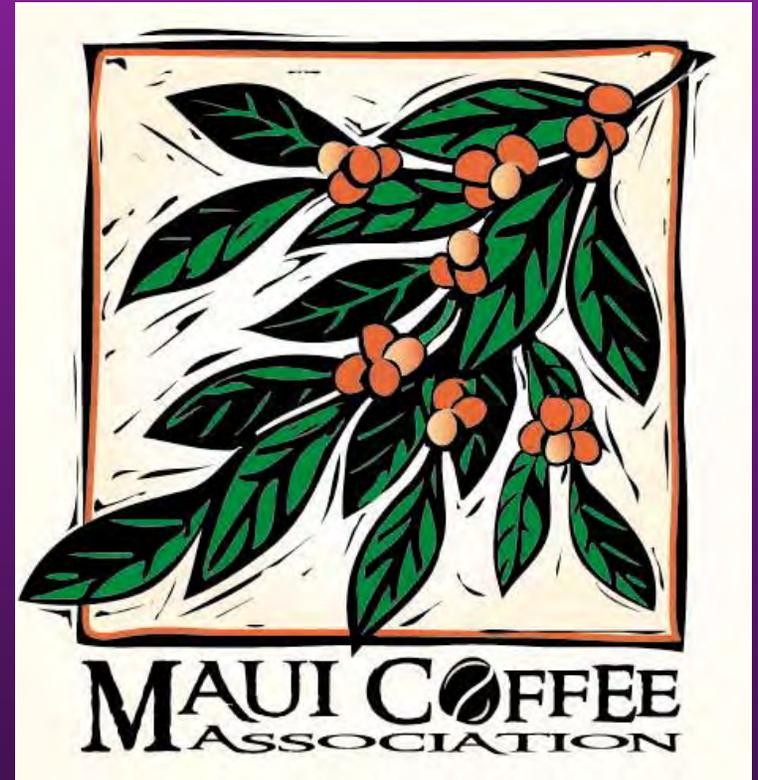
MAUI COFFEE

of the Month Club



Two - 8 oz. bags per month, right to your door!





Mahalo to



Maui County Farm Bureau

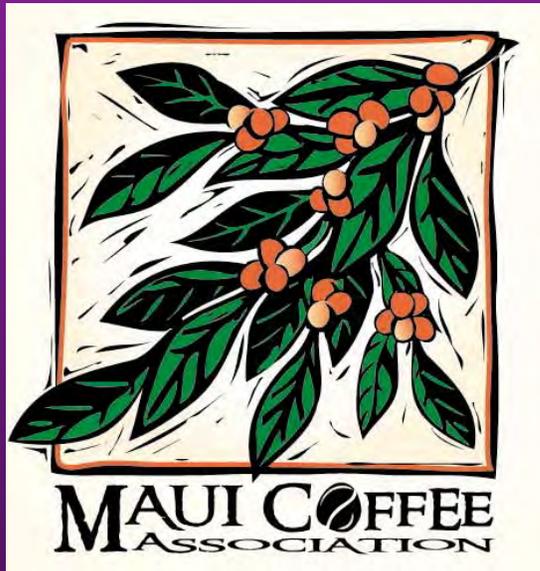
Kupa' a Farm
1900' , organic
Red and yellow catuai; tipica



- Cool winter with modest rainfall
- Anomalous late rain in May induced heavy flowers in Kula



- CB
- assembled history and timeline
- developed logs (tote bags, cups, logowear)
- Philadelphia Flower Show
- series of events planned on Maui through 2013



Participated in local festivals
(Haleakala Christmas fair,
AgFest, Princess Kai' ulani
Festival, Maui County Fair)

2nd Annual Seed to Cup
workshop

Elevitch shade workshop

Maui Coffee Association

Formed February 2005

Monthly get together-talk story

Cupping workshops, pruning demos, processing, farm tours

1. Improve awareness and communication between growers and other segments of the Maui coffee industry.
 - Encourage and improve coffee growing by working with CTAHR and providing other educational opportunities.
2. Represent the Maui coffee industry to the County and State Government and the State agriculture industries
4. Provide other opportunities that will benefit Maui coffee growers and the Maui coffee industry.

Ono Farms
300-500 ft. Kipahulu
Organic; mostly tipica; some
mokka



PAILOLO CHANNEL

Maui



MauiGrown

Kula coffee

Kipahulu

ALENUIHABA CHANNEL



Kula estate Coffee

1900' tipica

PAILOLO CHANNEL

Maui

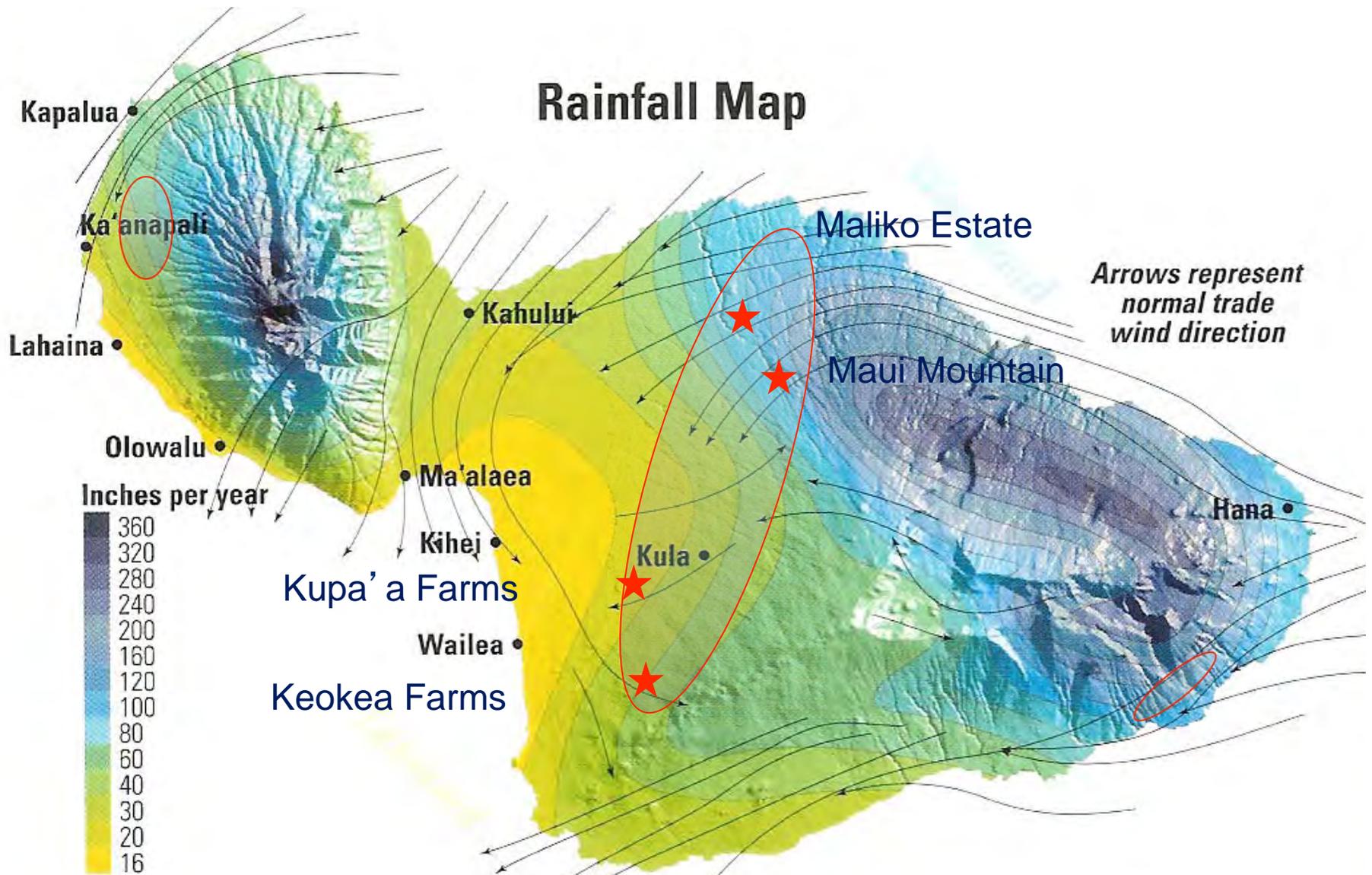


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