



NIIHAU KAUAI

OAHU

MOLOKAI

LANAI

KAHOOLAWE

MAUI

HAWAII

HAWAIIAN ISLANDS



Ka'anapali

About MauiGrown Coffee

Largest producer of State of Hawaii certified MAUI origin coffee.

The only commercial producer of the Maui Mokka variety.

Other varieties produced: Yellow Caturra, Red Catuai and Typica.

2011 Harvest: 60% natural process and 40% washed.

Seller of Wholesale green as well as Retail roasted.





Field Improvements/Notes

- Planted approx. 12 acres of Red Catuai in May 2012.
- Planning to expand 10 acres annually going forward.
- Monitoring for CBB, none found yet.
- Ant/green scale program continues.
- Dry winter, Wet Summer, good slow bean development.
- 2 major flowerings. Expect later harvest start.

Mechanical improvements (Harvesters 90%)

- Harvester design changes, conveyors, beaters.
- Fabricating all HD nylon parts (saving 70% of our old cost).













Harvesting

100% mechanical harvest.

4 varieties ripen at different times.

Machine is not selective, all separation done in wet mill.

Harvest is approx. 350 acres per year.















Maui Mokka

Yemen origin
(a.k.a. "Tall Mokka").

Traveled to Maui via
Reunion Island, Brazil,
Costa Rica, Kona and Maui.
200 years documented.

Bean size averages
11-14/64 inches.

Chocolate aroma with
profound fruit notes.















Maui Mokka



Yellow Caturra



Processing

Full-washed or Natural processed.

Naturals are dried and stored with skins on.

Mill separates by degree of ripeness all field harvested coffee.

All skins removed in the Dry Mill. Some coffee rested in skin > 6 mos.



Wet Mill



Coffee Receiving station



Flotation Separation





Immature Separation









Naturals ready for drying









Tower Dryers



Resting Dried Naturals





Distribution

One-half crop stays in Hawaii. Remainder U.S. Mainland, Japan, Canada And Europe

2.5 MM lbs. of cherry coffee harvested 2011-12.



2012 Harvest Projections

- Harvest start September 20.
- Campaign end January 5, 2012
- 1.75 MM lbs. cherry/ 3,750 bags green.
- Expect first new crop available November 1, 2011
- All Mokka naturals to be rested at least 5 months.
- First new Mokka available April 1, 2013.
- Harvesting 320 acres this crop.

Milling Changes

- Implementing full-wash tanks to remove mucilage.
- No mechanized de-mucilage.
- Dry milling polisher improvements.
- Implement usage of vacuum packed green/grainpro bags.

Mahalo!

