



**27TH ANNUAL CONFERENCE  
TRADE SHOW  
13TH STATEWIDE  
CUPPING COMPETITION**

**CONFERENCE PROGRAM  
MAY 19 THROUGH MAY 21, 2022**

Aloha HCA Members, Friends and Supporters,

Welcome to the HCA’s 27th Annual Conference, Trade Show and Statewide Cupping Competition!

Our last live conference ended on a high note on Oahu in 2019. A lot has changed since then. We’ve survived a global pandemic, but Hawaii’s coffee industry is still facing numerous challenges. Coffee leaf rust, supply chain disruptions, rising fuel and fertilizer prices and a labor shortage are but among them.

The HCA has upped our game to help face these challenges. You’ll find we’ve assembled an impressive slate of presenters to speak to these topics. Our schedule is packed with thought-provoking and informative presentations and skill-building workshops. While the seriousness of our times prevails, we haven’t forgotten to schedule some time for networking, education and fun.

Please take time to reconnect with sponsors and exhibitors, HCA members and volunteers, and fellow coffee professionals. Please also take some time to congratulate yourself. You deserve it.

With Warm Appreciation,

Tom Greenwell  
HCA President



**Board of Directors**

**Tommy Greenwell – President**  
Greenwell Farms, Inc.

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**Conference Committee**

**Donna Woolley – Committee Chair**  
Brittany Horn  
David Gridley  
Alla Kostenko, Event Coordinator  
Chris Manfredi  
Abby Munoz  
Ryson Nakamasu

**Conference Volunteers**

Juli Burden  
Ben Fitt  
David Hall  
Madeleine Longoria Garcia  
Jonathan Sechrist

# CUPPING COMPETITION OVERVIEW

The 2022 HCA Cupping Competition received 95 entries from growing regions across the Hawaiian Islands. Each farm business was limited to a maximum of three entries with differentiation of variety, cultivation, or processing method for each coffee. Throughout the week of the cupping competition, coffees were roasted in one-pound batches and assigned a random identification code known only to the competition roaster, Brittany Horn.

From May 10th to 12th, Licensed Q Arabica Graders gathered at Pacific Coffee Research's Cupping Lab to evaluate and score samples. The competition entries were scored using the SCA's globally-recognized cupping protocol which includes rankings on the basis of fragrance/aroma, flavor, aftertaste, acidity, body, uniformity, balance, clean cup, sweetness, overall, and defect count. Scores and descriptors were recorded using Cropster Cup quality analysis software and will be shared via detailed reports to all entrants after the announcement of the final scores on May 20th, 2022.

Scores are published for coffees that received a specialty rating at 80 points or above. The Hawai'i Coffee Association will issue awards to the top ten in the State, and the top scoring coffees from each growing region.

Mahalo to Pacific Coffee Research, the panel of judges - Madeleine Longoria Garcia, David Hall, Alaka'i Kapanui, Max Maemori, Marc Marquez - the cupping facilitators - Brittany Horn, Meg Duka, Eric Musil - and the participating coffee producers; you all make this event possible!

Brittany Horn  
Cupping Committee Chair

## SCHEDULE OF EVENTS

KEYNOTE SPEAKER BIO:

**Jennifer "Vern" Long, World Coffee Research CEO**

A plant breeder by training, Long brings over 25 years of experience in international agricultural research partnerships to the coffee research community. Before taking the helm at WCR in 2019, Long led the Office of Agricultural Research & Policy at the US Agency for International Development and previously served as a science policy fellow at USDA's Foreign Agricultural Service working on phytosanitary and sanitary trade barriers in plants and plant products. In these roles she worked closely with commodity associations to develop collaborative research partnerships with scientists in the US and abroad to tackle shared production challenges. She received her PhD in plant breeding from Cornell University.

# SCHEDULE OF EVENTS

THURSDAY, MAY 19

**PA'AKAI POINT**

5:00 pm                      Cocktail Welcome Reception

FRIDAY, MAY 20

**KALEIOPAPA CONVENTION CENTER**

**KEAUHOU II**

7:30 – 9:00                      Breakfast & Coffee by MauiGrown Coffee  
Exhibitor Presentation by Sym-Agro Inc

9:00 – 9:15                      Conference Opening & Welcome — Tom Greenwell, HCA President,  
Donna Woolley, Conference Chair

9:15 – 9:45                      Executive Director Report — Chris Manfredi, HCA Executive Director

9:45 – 10:30                      **Keynote: Collaborative Coffee R&D: Working Together to Secure the Future of  
Coffee in Hawaii — Jennifer "Vern" Long, World Coffee Research CEO**

10:30 – 10:45                      Coffee Break by Honolulu Coffee

10:45 – 11:15                      HCA Government Affairs Update — Kimo Falconer, Chris Manfredi

11:15 – 12:00                      Hawaii Department of Agriculture Update — Phyllis Shimabukuro-Geiser,  
Helmuth Rogg, Greg Takeshima, Randall DeAguiar

12:00 – 1:15                      Lunch & Coffee by Kauai Coffee Company

1:15 – 2:00                      UH College of Tropical Agriculture Update — Andrea Kawabata

2:00 – 2:45                      USDA/Pacific Basin Ag Research Center Update:  
Controlling Coffee Leaf Rust in Hawaii — Lisa Keith  
Coffee Leaf Rust on Hawaii Island: First Year Insights from Monitoring on  
Commercial Farms — Melissa Johnson  
Coffee Varieties for Hawaii — Tracie Matsumoto

2:45 – 3:30                      Synergistic Hawaii Agriculture Council Update — Suzanne Shriner, Ralph Gaston

3:30 – 4:30                      Announcement of Cupping Competition Winners with Coffee Tasting  
— Brittany Horn, Madeleine Longoria Garcia

**KEAUHOU III**

10:45 – 12:00                      Café Collective: Seed to Brew Roundtable

1:15 – 2:45                      Cupping Workshop by Pacific Coffee Research

**OFF SITE EVENTS**

4:30 – 9:00                      Kona Brewing Co Tour. Buses leave Outrigger starting at 4:30

6:30 – 9:00                      Café Collective SigBev Barista Competition / HiCO  
Buses return to Outrigger at 9:00

# SCHEDULE OF EVENTS

SATURDAY, MAY 21

## KALEIOPAPA CONVENTION CENTER

### KEAUHOU II

|               |   |
|---------------|---|
| 7:30 – 9:00   | Breakfast & Coffee by Greenwell Farm<br>Exhibitor Presentation by American AgCredit |
| 9:00 – 9:45   | Hawaii Agriculture Research Center Update — Dr. Ming-Li Wang                        |
| 9:45 – 10:30  | Soil Health Concepts and Practices — Melanie Willich, Ph.D                          |
| 10:30 – 10:45 | Coffee Break by Tradition Coffee Roasters   |
| 10:45 – 11:30 | Modern Tools for H-2A and Compliance, SESO<br>— Michael Guirguis, Jordan Taylor     |
| 11:30 – 12:45 | Lunch & Coffee by MauiOma   |
| 12:45 – 1:30  | Traceability News, Oritain — Olya Shatova   |
| 1:30 – 2:45   | On-Farm Technology — Fred Cowell  |
| 2:45 – 3:30   | Hawaii Farm Bureau/HCA Member Benefits — Brian Miyamoto                             |
| 3:30 – 4:30   | HCA Elections & Board Meeting   |

### KEAUHOU III

|              |  |
|--------------|--|
| 9:00 – 10:30 | Coffee Roasting Workshop — Nick Berrardi, SCA US Roasting Champion |
| 12:45 – Pau  | Field Grafting Workshop — Ben Fields                               |

### BAYVIEW GROUNDS

|              |   |
|--------------|---|
| 6:00 – 10:00 | HCA Annual Dinner & Honoree Awards. Coffee by Ka'u Local Products |
|--------------|---|

## SILENT AUCTION

Silent Auction is set up in Keauhou I.

It will be open Friday 8am-4:30pm, Saturday 8am-1:30pm. Please pick up your items 1:30pm-3pm.

Happy bidding!

## TRADE SHOW

Trade Show is set up in Keauhou I.

It will be open Friday 8am-4:30pm, Saturday 8am-3:30pm.

## EXHIBITORS

AMERICAN AG CREDIT  
BENDIG  
CAPTAIN COOK TRADING CO  
CENTER SCALE  
DELTA TECHNOLOGY CORPORATION  
FEDEX  
GEARMORE  
KONA COFFEE CULTURAL FESTIVAL  
KONA COFFEE FARMERS ASSOCIATION  
KONALICIOUS ORGANIC COFFEE COMPANY  
LDO MARKET  
LIND INSURANCE  
MAUI ECONOMIC OPPORTUNITY

NORTHSHORE CREATIVE GROUP  
NUTRIEN AG  
ORITAIN  
RISHI TEA & BOTANICALS  
SUSTAINABLE AGRO SOLUTIONS  
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VERITIV CORP  
WECO

## DONORS

BAD ASS COFFEE OF HAWAII  
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HOTSHOT COFFEE SLEEVES  
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ISLAND SUN COFFEE  
KAUAI COFFEE COMPANY  
KONA MOUNTAIN COFFEE  
LDO MARKET  
LIND INSURANCE  
MAUI GROWN COFFEE  
MAUI OMA COFFEE ROASTING CO  
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PACIFIC COFFEE RESEARCH  
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## COFFEE DONORS

GREENWELL FARM  
HONOLULU COFFEE  
KAU LOCAL PRODUCTS  
KAUAI COFFEE COMPANY  
MAUI GROWN  
MAUI OMA  
TRADITION COFFEE ROASTERS

|  | Keauhou I & II |                                     | Keauhou III & Off Site |   |
|--|----------------|-------------------------------------|------------------------|---|
| Thu  | 5pm            | Cocktail Reception at Pa’akai Point |                        |   |
| <div> F r i d a y <br/><br/> M a y <br/><br/> 2 0 </div>     | 8:00 - 4:30    | Trade Show & Silent Auction         |                        |   |
|  | 7:30 - 9:00    | Breakfast. Coffee by MauiGrown      |                        |   |
|  | 9:00 - 9:15    | Conference Opening & Welcome        |                        |   |
|  | 9:15 - 9:45    | Executive Director Report           |                        |   |
|  | 9:45 - 10:30   | <b>Keynote Speech</b>               |                        |   |
|  | 10:30 - 10:45  | Coffee Break by Honolulu Coffee     |                        |   |
|  | 10:45 - 11:15  | HCA Government Affairs Update       | 10:45 - 12:00          | Café Collective: Seed to Brew                                   |
|  | 11:15 - 12:00  | HDOA Update                         |                        |   |
|  | 12:00 - 1:15   | Lunch. Coffee by Kauai Coffee Co    |                        |   |
|  | 1:15 - 2:00    | CTAHR Update                        | 1:15 -2:45             | Coffee Cupping Workshop   |
|  | 2:00 - 2:45    | USDA PBARC Update                   |                        |   |
|  | 2:45 - 3:30    | SHAC Update                         |                        |   |
|  | 3:30 - 4:30    | Cupping Winners & Coffee Tasting    | 4:30 - 9:00            | Kona Brewing Co Tour  |
|  |                |                                     | 6:30 - 9:00            | SigBev Barista Competition / HiCO                               |
| <div> S a t u r d a y <br/><br/> M a y <br/><br/> 2 1 </div> | 8:00 - 1:30    | Silent Auction                      |                        |   |
|  | 8:00 - 3:30    | Trade Show                          |                        |   |
|  | 7:30 - 9:00    | Breakfast. Coffee by Greenwell Farm |                        |   |
|  | 9:00 - 9:45    | HARC Update                         | 9:00 - 10:30           | Coffee Roasting Workshop  |
|  | 9:45 – 10:30   | Soil Health Concepts and Practices  |                        |   |
|  | 10:30 - 10:45  | Coffee Break by Tradition Coffee    |                        |   |
|  | 10:45 - 11:30  | Modern Tools for H-2A & Compliance  |                        |   |
|  | 11:30 - 12:45  | Lunch. Coffee by MauiOma            |                        |   |
|  | 12:45 - 1:30   | Traceability News                   | 12:45 - Pau            | Field Grafting Workshop   |
|  | 1:30 - 2:45    | On-Farm Technology                  |                        |   |
|  | 2:45 - 3:30    | Hawaii Farm Bureau                  |                        |   |
|  | 3:30 - 4:30    | HCA Elections & Board Meeting       |                        |   |
|  |                |                                     | 6:00 - 10:00           | Annual Dinner & Honoree Awards<br>Coffee by Ka’u Local Products |

# MAHALO TO OUR SPONSORS

## SPECIAL MAHALO TO:



## DIAMOND:



## PLATINUM:



## GOLD:



## TOUR:



## SILVER:



## BRONZE:



## FRIEND:



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