



The Hawaii Coffee Association and Maui Coffee Association proudly presents

**HCA 22nd 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
Coffee Processing: Quality for Product Differentiation and Competition - *Brandon, Miguel, Kelleigh at the Theater*
Quality Composting - Farm to Farm, and Cafe to Farm: Waste Reduction in the Coffee Business - *Gerry Ross*
Roasting Workshop - *Michael Whitley [Max capacity 20]*
- 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 [Max capacity 38]

Roasting Workshop - *Michael Whitley [Max capacity 20]*

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*

8:45 am - 9:15am PBI Packaging Simplified - *Kelly Vandenberg*

9:15am - 10:00am Quality Coffee Processing Using Yeast - *Pete Rogers*

10:00am - 10:15am Sponsored Coffee Break

10:15am - 11:00am HARC update *Chifumi Nagai*

11:00am - 11:45am USDA NASS update *Kathy King*

11:45am - 12:15pm HI Measurement Standards and Labeling *Bill Peirpont*

12:15pm - 1:00pm Lunch Buffet - seating throughout the property

12:30pm Lunch Coffee Break

1:15pm - 1:45pm Growers Report - *Kimo*

1:45pm - 2:15pm SHAC/MAP/CBB *Roger, Ralph and Suzanne Shriner*

2:15pm - 2:45pm USDA, ARS, PBARC *Tracie Matsumoto*

2:45pm - 3:00pm Sponsored Coffee Break



- 3:00 – 3:30pm Coffee Packaging – *Savor Brands, Marc Marquez*
- 3:30pm – 4:15pm CTAHR Andrea Kawabata & Dr. H.C. Skip Bittenbender
- 4:00pm Auction closes
- 4:15pm – 5:00pm 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

1:00 – 1:45 Barista Throwdown – *Mill House Roasting*



1:45 - 2:45

Fashion Show

3:00pm

Mahalo's by MCA & HCA at the Theater