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Residents and visitors are invited to drive up to MauiGrown Coffee to see its four coffee varieties — Typica, Red Catuai, Yellow Caturra and Maui Mokka — and take in the scenery.

Record harvest marks coffee's comeback in West Maui

LAHAINA — MauiGrown Coffee announced a record 225,000 pounds of "green" coffee from this year's harvest.

MauiGrown produces the only state-certified Maui origin coffee and is the only commercial producer worldwide of Mokka, a variety that dates back around 1,000 years.

For owner James "Kimo" Falconer, who established MauiGrown Coffee in 2003, his dream of reviving agriculture in West Maui by making coffee a viable crop on the island is timely.

"Today, we're seeing the decline of major agricultural industries like sugar and pineapple statewide; however, coffee is on the rise," said Falconer.

"Now that we have increased crop yields, it opens it up to new and bigger opportunities for MauiGrown to compete on a national and global level."

The Lahaina company has received interest from international customers in Japan, Germany and the United Kingdom.

Thanks to the increased supply of green coffee (coffee before it is roasted), MauiGrown can now break into these potential markets.

Various factors contributed

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to the success of this year's harvest, Falconer said.

"Our partnership with landowner Kaanapali Land Management Corp. has played a significant role in the success of our company," said Falconer.

"Through their support, the coffee orchard has thrived with increased care provided to weed control, fertilization and irrigation. More importantly, through a dynamic partnership between our companies, we've been able to successfully integrate development with agricultural activities, ensuring that productive lands remain in agriculture for future generations."

"These days, you don't hear about development and agriculture working together; however, with our Kaanapali Coffee Farms agricultural community, we've created a win-win situation," said Howard Hanzawa, Kaanapali Land Management Corp. vice president.

"Here you can purchase a prime four- to seven-acre farm lot, MauiGrown will harvest your coffee beans, and you'll own a working plantation in West Maui without all the startup costs and backbreaking work."

Falconer is thrilled that his dreams

of operating his own thriving coffee plantation have finally come to fruition, but it wasn't without sacrifice and a lot of hard work.

When Pioneer Mill got out of the coffee business in 2001, Falconer, who served as the company's director of agriculture, was determined to bring this industry back to West Maui.

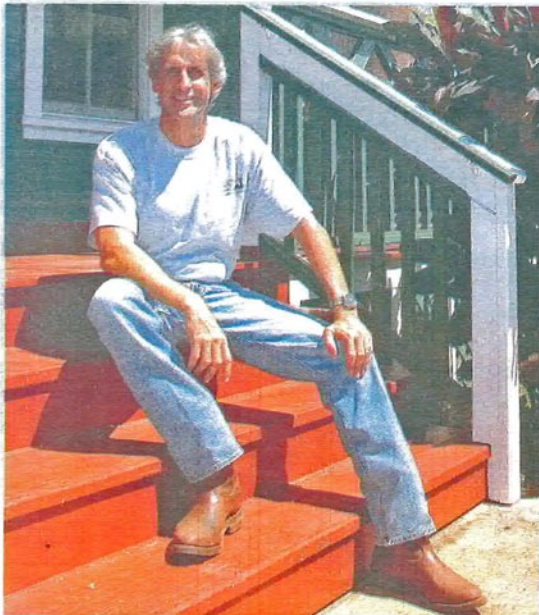
In the first two years, he restored 150 acres on his 500-acre MauiGrown Coffee farm, and two years after that he harvested 46,000 pounds of green coffee.

Today, the yield has almost quadrupled, and Falconer is excited about what the future holds for his quality Maui coffee brand.

Recently, the company started offering self-guided coffee tours of Kaanapali Coffee Farms.

The public can taste these coffee varieties and purchase coffee products at the MauiGrown Coffee Company Store at 277 Lahainaluna Road next to the historic Pioneer Mill smokestack. Hours are 6:30 a.m. to 5 p.m., Monday through Saturday. For more information, call 661-2728 or visit www.MauiGrownCoffee.com.

For information on Kaanapali Coffee Farms, call 662-0000 or visit www.KaanapaliCoffeeFarms.com. ■



Falconer