



KAUAI COFFEE CO.

2004 SEASON GROWERS UPDATE



ORCHARD STATISTICS



- 3,200 acs in production, as single estate
- Orchard 16 years old
- Varieties:

Yellow Catuai	84%
Typica	8%
Red Catuai	5%
Mundo Novo	1%
Miscellaneous	3%

NEW PLANTINGS



- Planted of 55 acres of Mundo Novo and Blue Mountain for Estate Reserve Line
- Installed test plots of 13 new Hawaiian coffee varieties in multiple locations



PRUNING



- Pruned 715 acres in 2004 season. Starting in 2005, prune 530 acres annually to achieve 6 year cycle.



- Stump at 2 ft.
 - Skirt at 18 in. wide



PRUNING



- Mulch organic matter for quick decomposition



- Sub-soil to reduce compaction and run-off; & increase soil aeration.



PRUNING



- Gypsum at 750lb/ac to increase soil Ca & improve K uptake, reduce Mg availability



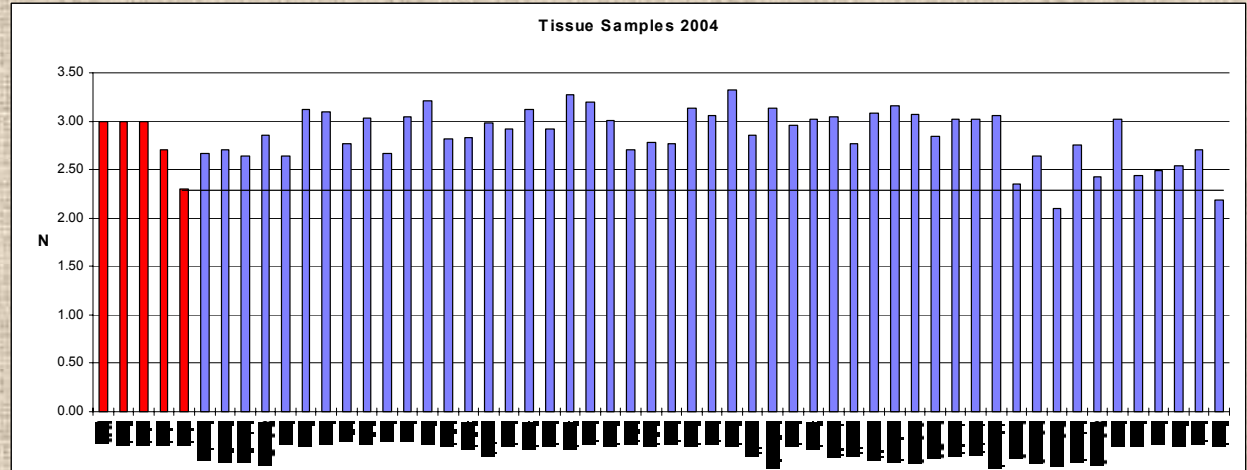
- Cultivation for weed control and incorporation of soil amendment



FERTILIZATION



- Annual tissue sampling, biennial soil sampling



- Based on plant requirements monthly fertigation rounds of N/K or N/P mixes with minors are made.
- Allows for overall reduction in fertilizer usage



WEED CONTROL



- Greatest challenge is control of broadleaves (morning glory, mauna loa, thunbergia and lablab vines)
- No effective herbicide **labeled**
- Ratio: One tractor operator per 640 acres



IRRIGATION



- All factory process water treated and recycled to orchard drip irrigation system (source of potash)
- Use of fiberglass sand media filters to avoid corrosion

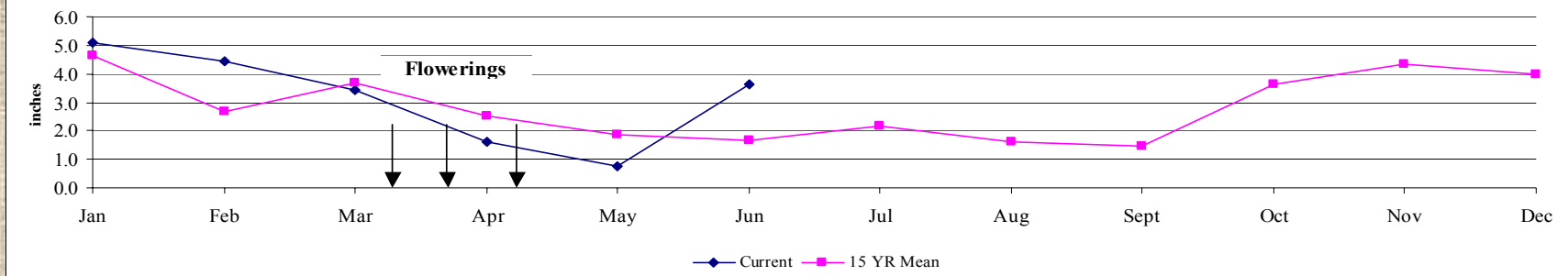


FLOWERING



- 3 distinct flowering rounds between March and April.
- Wet summer leading to slow and uniform maturation of cherries

Kauai Rainfall 2004
(Stn 930)



HARVESTING



- Commence late September, subject to ripening counts
- 2004/05 crop estimated at 3,100,000 lb green bean (16,000,000 lb cherry)





"Stewards of the land for over 100 years."

KAUAI COFFEE ESTATE RESERVE



2005

100% HAWAIIAN
ESTATE GROWN COFFEE

KAUAI COFFEE COMPANY

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NET WT. 100 g/3.54 oz

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