

WHAT DOES THE HAWAI'I COFFEE ASSOCIATION DO?

We Protect Farmland & Hawaii's Agricultural Economy.

With over 900 small family farms and a direct crop value of \$57 million, coffee is one of Hawai'i's most valuable crops, driving an estimated half billion dollars of benefit to Hawai'i communities. Our work has successfully led to:

- Cutting edge research on coffee varieties that can naturally withstand disease
- Safe, effective & subsidized treatments for Coffee Berry Rust
- Ongoing research & training on combating Coffee Leaf Rust
- Improved coffee quality standards and labeling laws
- Education & training for current and the next generation of coffee producers
- A robust Government Affairs program to represent Hawaii's diverse coffee stakeholders



Help us protect Hawai'i farms & economy by learning about our important work and by becoming a member of the Hawai'i Coffee Association or making a tax deductible donation today.



BECOME A MEMBER

Membership starts at \$50 per year and includes benefits like low cost shipping rates. Sign up by scanning the QR code.

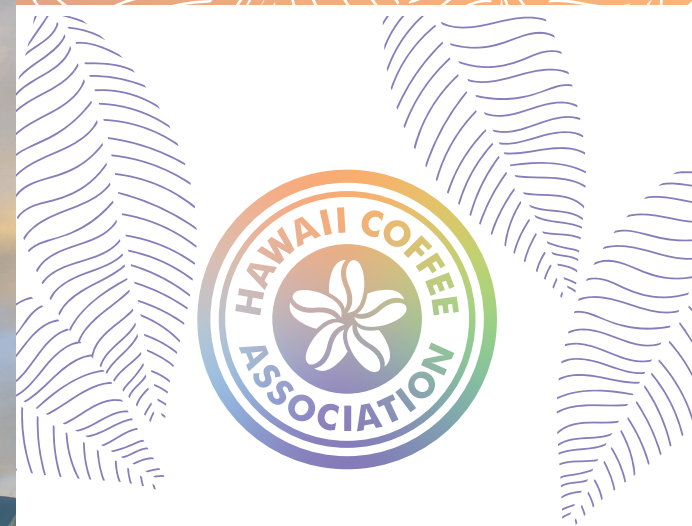
<https://hawaiicoffeeassoc.org/Membership>



MAKE A DONATION



Your contribution funds important work. Make a donation by scanning the QR code.



IF DISASTER STRUCK...

and Hawai'i-grown coffee met the same fate as sugar cane, the effect would be felt far beyond farmers in their fields. From cafes to grocers, hotels to suppliers, an estimated half billion dollars would drain from Hawai'i's economy, taking countless jobs, expertise, and economic opportunity with it.

TOURISM HOSPITALITY SHIPPERS EQUIPMENT & PACKAGING SUPPLIERS

FARMERS ROASTERS CAFES

GROCERS RETAILERS

FARM WORKERS AGRITOURISM

FARMERS MARKETS SMALL BUSINESSES

The mission of the Hawai'i Coffee Association is to protect that from happening and today we're at risk. We're a group of volunteers who represent all sectors of the Hawai'i coffee industry, including but not limited to farms, processors, roasters, retailers, and cafes.

WE NEED YOUR HELP.

WE PROTECT AGAINST COUNTERFEITING

Counterfeiting of Hawai'i-grown coffee is illegal and undermines our local producers. It leads to false perceptions about price and flavor profile and erodes consumer confidence.

Our groundbreaking work with Oritain is actively creating "fingerprints" that can precisely identify the location a coffee was grown and where it was not grown. Not only can we now distinguish between a coffee that was grown in Kona vs Kenya, but whether it was grown in Kona or Ka'u.



WE CREATE OPPORTUNITIES

The HCA invests in activities that recognize quality and promote skills development within the industry, for farmers and barista alike.

- Annual Statewide Cupping Competition, the state's most recognized award opportunity
- USCC Hawaii Brewers Cup Competition & Roasters Competition
- Aeropress Regional Competition
- Annual conference workshops that ranging from grafting to cupping and roasting



WE EDUCATE

We build excitement and awareness globally through press, exhibits and tasting experiences.

HCA volunteers have promoted 100% Hawai'i coffee in locations like Taiwan, Canada, Boston, Portland, Seattle, Atlanta and Japan.



Our work has helped our members get national press coverage with Reader's Digest, Forbes, Fodor's Travel, Tasting Table, Washington Post, San Francisco Chronicle, New York Times, Barista Magazine, Roast Magazine, Daily Coffee News, Perfect Daily Grind and many more



WE BUILD EXCITEMENT, GLOBALLY

A thriving farm community exists at the nexus of shared wisdom and modern research. The HCA provides both.

Our Annual Conference has hosted thousands of industry participants in its 28-year history. Attendees have enjoyed presentations on groundbreaking research like Quality Scores for Rust Resistant Varieties, The Science of Traceability, and more.

Our free booklet "Grown With Aloha, A Guide to Hawaii's Coffee Industry: Yesterday, Today and Tomorrow" educates visitors and buyers.

