



2023-24 SHAC/HCA Partnership

Review & Preview

2022 SHAC Expansion in Coffee-Related Programs

In 2022, HCA paid \$8,500 in SHAC dues.
Here's what we completed:

- *more than \$200,000* in marketing activities and promotional materials for the Hawaii coffee industry.
- Continued research and technical assistance, *worth more than \$6 million over four years*, to help the industry fight Coffee Leaf Rust.
- Key relationships with World Coffee Research (WCR), Taiwan's Agricultural Trade Office (ATO), and DBEDT's Asia offices – which is bringing us more opportunities to benefit Hawaii's coffee industry.

Outgrowth of 2022 Marketing Activities

- As of December 2022 has tracked more than \$30,000 in sales of Hawaiian coffee to buyers in Taiwan due to our 2022 marketing activities. (Note: This is an undercount, as not everyone is reporting their sales to SHAC.)
- DBEDT & HDOA. Collaboration has continued, from the Taiwan Coffee & Tea Expo to the 2023 Food Taipei show, where Hawaiian Coffee was featured. Also, promotion of the HDOA Certification program has been very helpful for new Taiwanese buyers.
- A great relationship with Taiwan's ATO. They invited the Hawaii industry to co-sponsor the 2023 World Coffee Championships with coffee donations. The championships will be held at the 2023 Taiwan Coffee & Tea Expo.

2023 SCA Expo - Portland, Oregon (April 2023)



- 2023: added use of QR codes led to 100+ unique visits to the HCA website during the Expo
- Connected with World Coffee Research (WCR) at the event



Latin America Partnership

- “Dual-Benefit” Research funds from USAID
 - Law: Foreign aid must also benefit domestic producers
- \$500,000 authorized for Coffee Soil Fertility projects
 - ARS PBARC research in Hawaii
 - Joint research in Guatemala and Honduras
- Planned start is late 2023
- Potential for more funding in future years



Potential SCRI

- **Problem:** How to rapidly evaluate cup quality on thousands of trees in the breeding pipeline?
- **Solution:** Identify green coffee compounds that impact quality, verify them genetically, and cross-reference everything to human cupping scores
 - Hawaii and LatAm beans to be analyzed and profiled
- **Funding:** cross your fingers for August

Details of \$90,000 in 2024 MAP-funded activities

- \$30,000: Reverse-trade mission bringing Taiwanese coffee buyers to Maui and Kauai. (SHAC plans to work with DBEDT for this trade mission similar to the 2022 Reverse Trade Mission.)
- \$5,000 for the 2024 SCA Expo. (Plan is to use \$10,500 in extra 2023 funds.)
- \$50,000: For the HCA's trade show booth at the 2024 Taiwan International Coffee Show.
- \$5,000: Flying in and housing one Taiwanese buyer to be a judge at the 2024 HCA cupping competition. This person also would attend the HCA conference and meet key politicians/government staff supportive of the Hawaii coffee industry.
- Based on previously-described relationships in Taiwan, we expect additional opportunities for marketing Hawaiian coffee to arise.

the SHAC/HCA team thanks you for your support!



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