

**100% KONA
COFFEE
FARMERS
ASSOCIATION**

KONA COFFEE IS THE MARKET NAME FOR COFFEE (*COFFEA ARABICA*) CULTIVATED ON THE SLOPES OF HUALALAI AND MAUNA LOA IN THE NORTH AND SOUTH KONA DISTRICTS OF THE BIG ISLAND OF HAWAII. IT IS ONE OF THE MOST EXPENSIVE COFFEES IN THE WORLD. ONLY COFFEE FROM THE KONA DISTRICTS CAN BE DESCRIBED AS "KONA COFFEE"

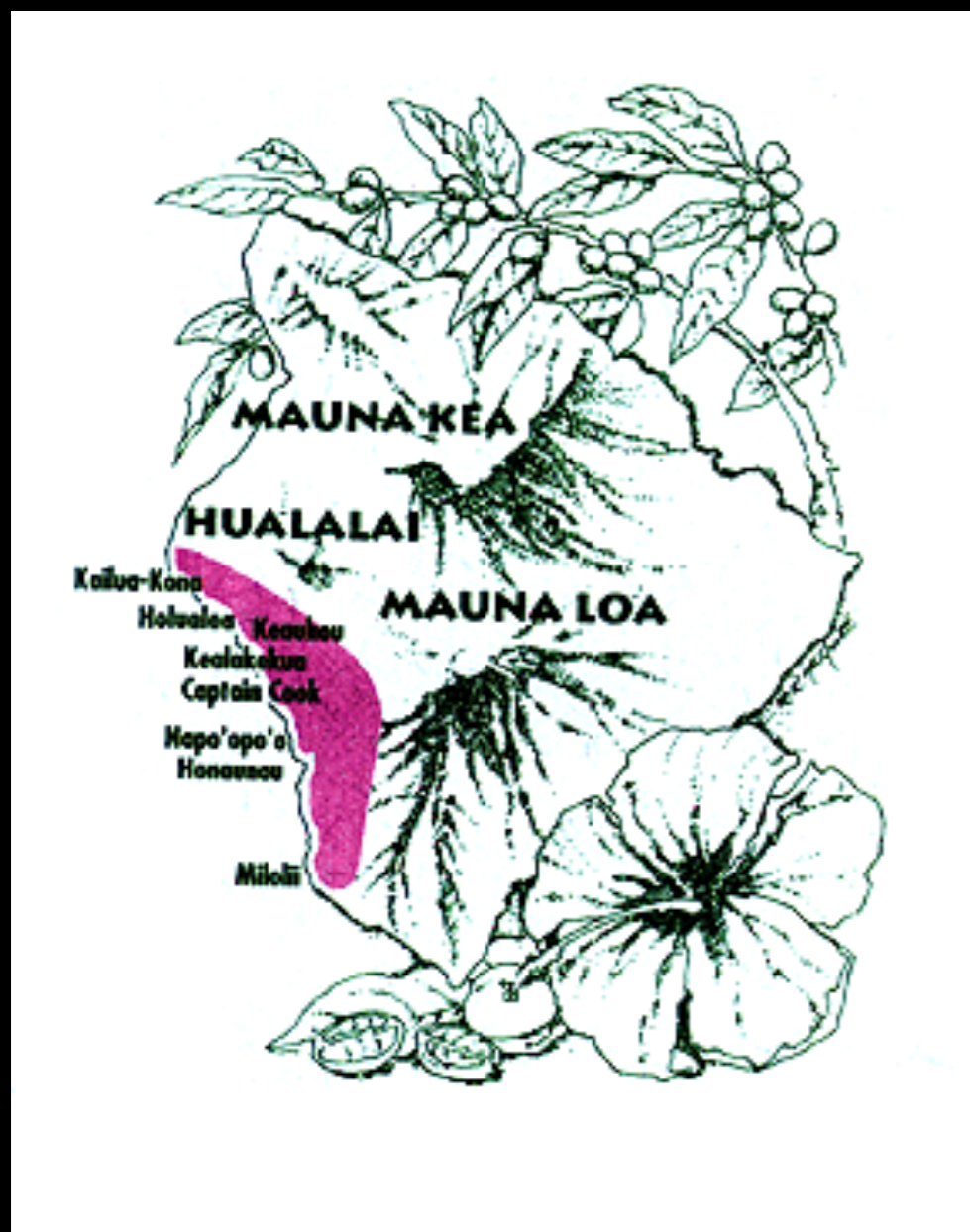
Volcano Mauna Kea
13,796 ft

Kona Coffee Belt

Volcano Mauna Loa
13,678 ft



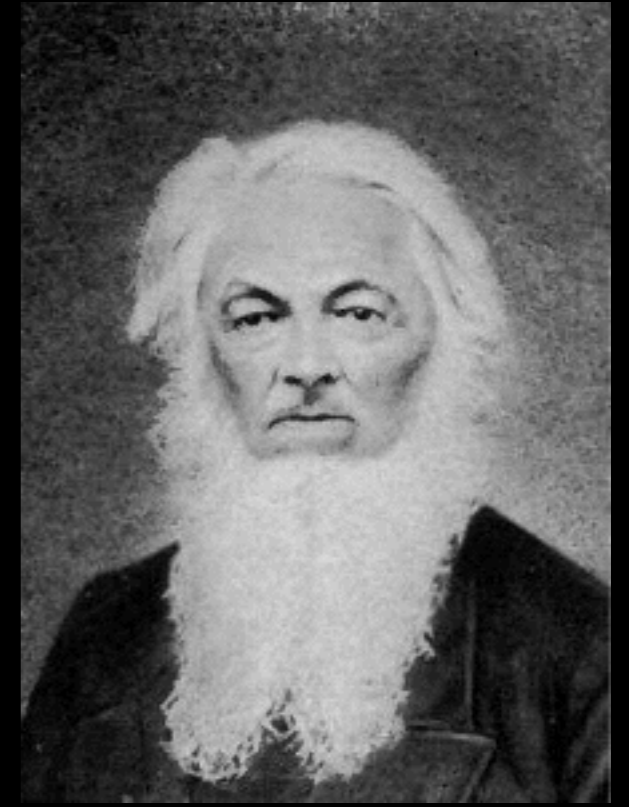
COFFEE REQUIRES A VERY SPECIFIC COMBINATION OF SUN, SOIL, AND WATER. IT IS SUCCESSFULLY GROWN IN ONLY A LIMITED NUMBER OF LOCATIONS ROUND THE WORLD. THE MAGICAL DIURNAL CYCLE OF BRIGHT SUNNY MORNINGS, HUMID RAINY AFTERNOONS, AND MILD NIGHTS CREATE PERFECT GROWING CONDITIONS FOR EXOTIC PLANTS TO FLOURISH. THE TREES THRIVE ON THE VOLCANIC ROCKY LAND, AND MILD FROST-FREE TEMPERATURES.



KONA IS THE VERY SPECIAL COFFEE GROWN ON THE DARK VOLCANIC LAVA ROCK SLOPES OF KONA, WITH ENVIABLE CONSISTENT QUALITY. KONA COFFEE IS A DELICIOUSLY RICH, MEDIUM-BODIED AND SLIGHTLY ACIDIC COFFEE WITH A HEADY AROMA AND COMPLEX, WINEY, SPICY TASTE.

KONA, ON THE WEST COAST OF HAWAI'I ISLAND (ALSO KNOWN AS THE BIG ISLAND), HAS PRODUCED COFFEE CONTINUOUSLY SINCE THE EARLY 1800'S.

THE KONA NAME ONLY APPLIES TO BEANS GROWN IN NORTH AND SOUTH KONA, AND COFFEE THAT IS GROWN ELSEWHERE IN HAWAI'I CANNOT BE CALLED KONA COFFEE.



**COFFEE WAS FIRST BROUGHT TO KONA BY SAMUEL REVEREND RUGGLES
FROM CUTTINGS FROM BRAZIL.**

WASN'T UNTIL THE CRASH IN THE WORLD COFFEE MARKET IN 1899 CAUSED PLANTATION OWNERS TO HAVE TO LEASE OUT THEIR LAND TO THEIR WORKERS. MOST OF THESE WORKERS WERE ORIGINALLY FROM JAPAN, AND THEY WORKED THEIR LEASED LAND PARCELS OF BETWEEN 5 AND 12 ACRES AS FAMILY CONCERNS, PRODUCING LARGE, QUALITY COFFEE CROPS.



**KONA COFFEE
FROM CHERRY TO ROAST -
LEARNING THE TERMS**

KONA SNOW
WHITE SWEET-SMELLING BLOSSOMS
THAT COVER
THE TREES AT INTERVALS FROM
JANUARY THROUGH MAY.



ANOTHER WAY TO DEFINE KONA SNOW... is a Kona Bike in da snow



**KONA
COFFEE
FROM
CHERRY TO
ROAST -
LEARNING
THE
TERMS**

CHERRY

THE FRUIT OF THE COFFEE TREE, STARTS AS GREEN BERRIES, TURNING THROUGH YELLOW TO ORANGE AND PICKED WHEN DEEP RED.



**KONA
COFFEE
FROM
CHERRY TO
ROAST**

**LEARNING
THE TERMS**

BEAN

**THE TWO FLAT SEEDS FORMED
WITHIN THE NORMAL CHERRY - TYPE I.**



PULPING

SEPARATING THE BEANS
FROM THE OUTER RED SKIN



PROCESSING (WET-METHOD)

THE BEANS ARE FERMENTED
FROM 12-24 HOURS,
AND THEN WASHED IN FRESH WATER.



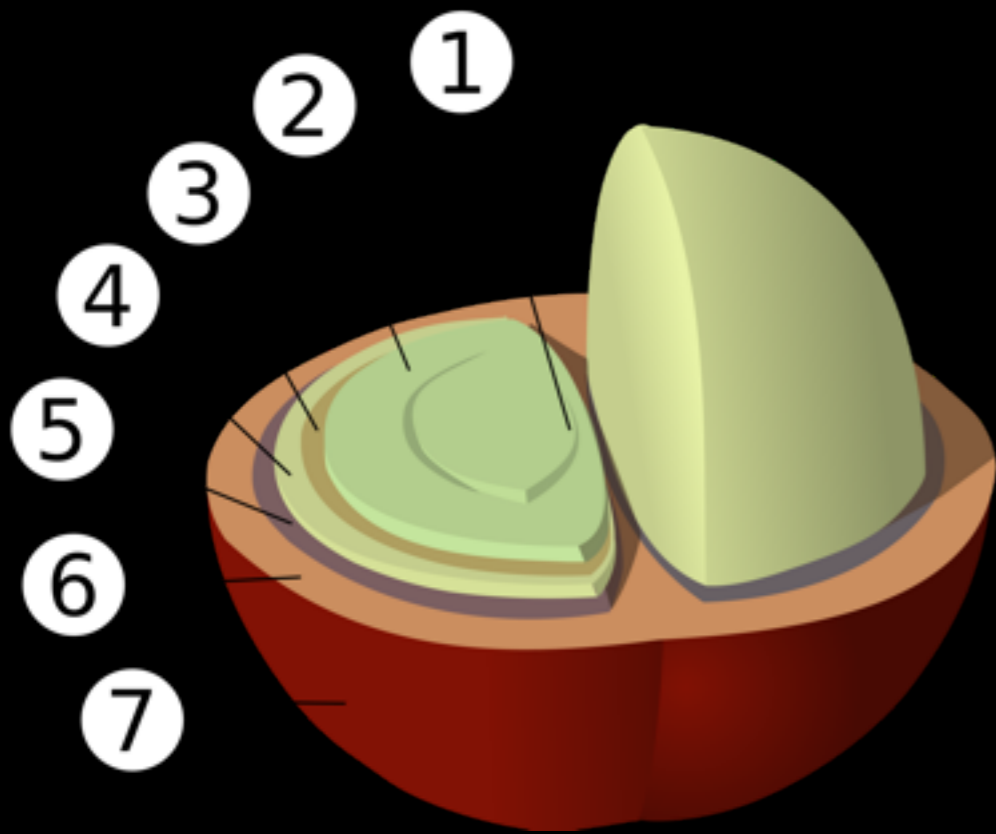
DRYING

THE WASHED BEANS ARE LAID OUT ON DECKS AND SUN-DRIED TO A MOISTURE LEVEL BETWEEN 9-12.2%. SOME MECHANICAL DRYING MAY BE USED, BUT MOST KONA BEANS ARE SUN-DRIED.



PARCHMENT

THE DRIED SEEDS COVERED WITH A STIFF WHITE SKIN
BEANS READY FOR HULLING TO REMOVE
THE PARCHMENT BEFORE SHIPPING



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STRUCTURE OF COFFEE BERRY AND BEANS:

- 1: CENTER CUT
- 2: BEAN
- 3: SILVER SKIN,
- 4: PARCHMENT (HULL,
- 5: PECTIN LAYER
- 6: PULP
- 7: OUTER SKIN

DRY MILLING

THE FINAL STEPS IN COFFEE
PROCESSING INVOLVE
REMOVING THE LAST LAYERS
OF DRY SKIN AND REMAINING
FRUIT RESIDUE FROM THE
NOW DRY COFFEE, AND
CLEANING AND SORTING IT.



**KONA COFFEE
FROM CHERRY TO ROAST**

**LEARNING THE
TERMS**

**GREEN
COFFEE BEANS
MILLED
AND READY
FOR ROASTING.**



**KONA
COFFEE
FROM
CHERRY TO
ROAST**

**LEARNING
THE
TERMS**

ROAST

**COOKING THE GREEN
COFFEE TO THE DESIRED TASTE.**



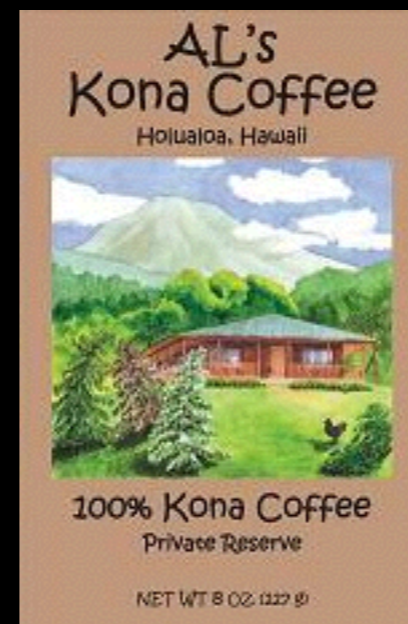
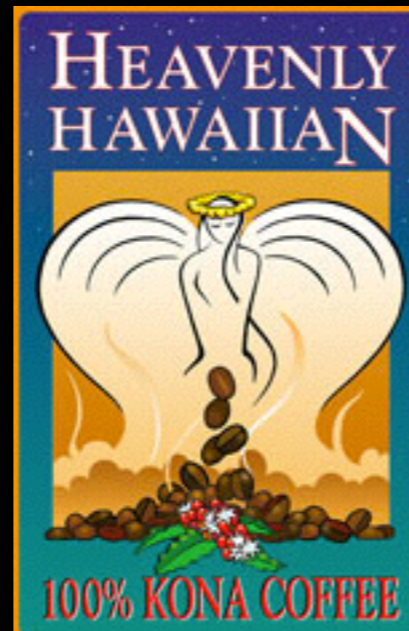
**ROASTING IS A HEAT
PROCESS THAT TURNS
COFFEE INTO THE
FRAGRANT, DARK BROWN
BEANS WITH WHICH WE ARE
MOST FAMILIAR.**

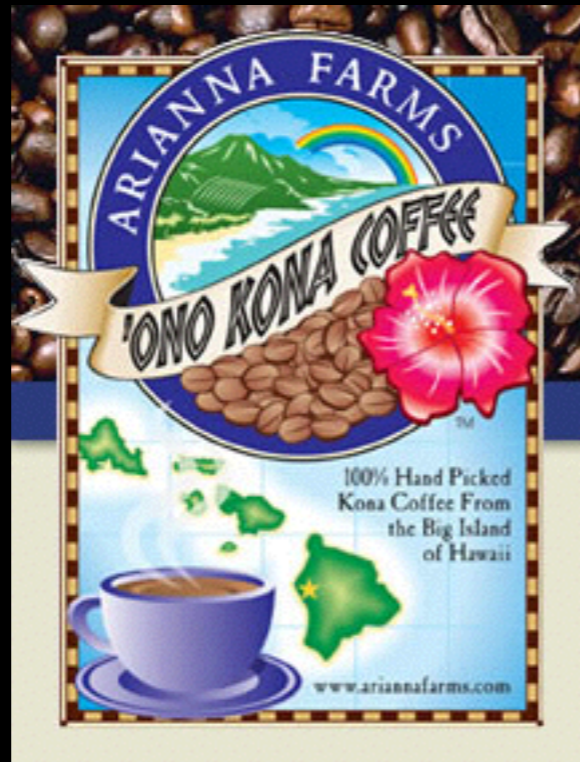
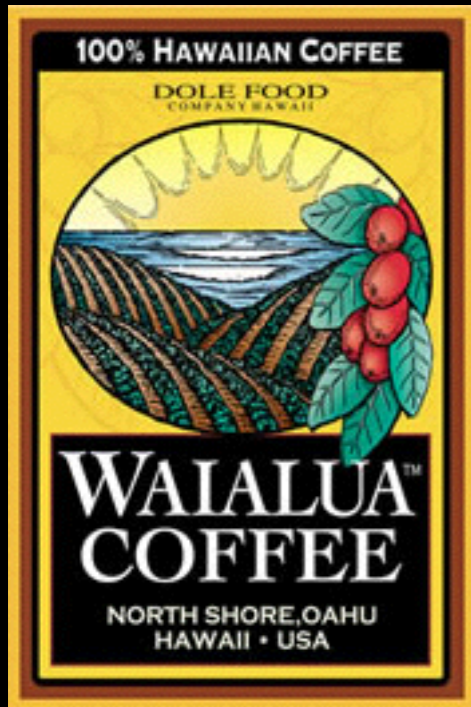
**ONCE ROASTED, HOWEVER,
THEY SHOULD BE USED AS
QUICKLY AS POSSIBLE
BEFORE THE FRESH ROAST
FLAVOR BEGINS TO
DIMINISH.**

**TYPES OF ROAST-
LIGHT- (LIGHT CITY)
MEDIUM-(CITY)
MEDIUM DARK- (FULL CITY)
DARK- (FRENCH)**

Kona Coffee

KONA COFFEE LABEL EXAMPLES

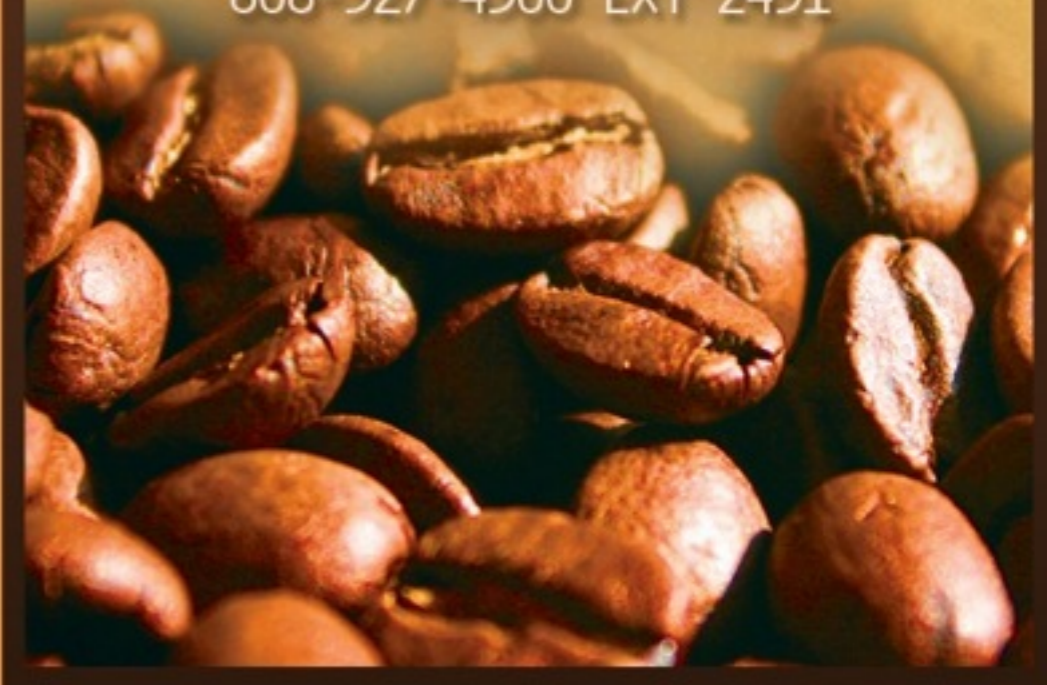




KEALAKEHE FARMS COFFEE COMPANY

*Medium Dark Roast
Whole Bean*

74-5000 PUOHULIHULI DR.
KAILUA-KONA, HI 96740
808-327-4300 EXT 2451



NET WT. 16 oz. 1lb. (454g)

ANATOMY OF A KONA COFFEE LABEL

100% KONA COFFEE STICKER
IS AN ADD-ON
CAN BE BOUGHT IN ROLLS

RESPONSIBILITY
NAME OF FARM/COMPANY
LARGE-BOLD FONT

IDENTITY
DISPLAY SIZE
MUST BE 1.5 X
LARGER THAN
QUANTITY



MAIN IMAGE

QUANTITY
SPECIFIC WORDING
MUST BE FOLLOWED
AS SHOWN

MUST BE SPACE
AROUND QUANTITY

RESPONSIBILITY
MAILING ADDRESS
OR PHYSICAL ADD.

WEBSITE ADDRESS
FOR INTERNET MARKETING
CONTACT # FOR MARKETING

ON THE BACK
STORY ABOUT
FARM/COMPANY

KEALAKEHE HIGH SCHOOL
GRAPHICS DESIGN TECH
M-101 LAB
MR SHELOR

Three Main Areas on Kona Coffee Labels

RESPONSIBILITY

Name Of Farm/Company
Address/Contact Info.

IDENTITY

Declaration of WHERE coffee is grown
and the exact % in the package
MUST be 1.5 times larger in type size
the quantity

QUANTITY

Exact amount in a specific format as shown
MUST have white space the size of the
Letter N\in Net Wt around
the quantity statement

As interpreted from documents from
State Of Hawaii- Department of Agriculture
Quality Assurance Division
Measurement Standards Branch- 2014

Thanks to:

Greenwell Farms -In Kealahou

Kona Living History Coffee Farm

Kona Coffee & Tea Co- Malia Bolton

National Coffee Association

Mark @ Kona Heritage Coffee

Kealahou High School

M-101 Lab

Graphics Design Technology 1 & 2

MR SHELOR