



# MAUI GROWN

# COFFEE

# BRINGS IT ALL BACK HOME

The 500-acre farm is originally a part of the Pioneer Mill sugar plantation, which diversified the land out of sugar cane into coffee in 1988. Pioneer Mill had been farming the land since 1860.

**T**he phrase “poetic justice” truly applies to the recent opening of the MauiGrown Coffee Company Store at 277 Lahainaluna Road. Located right in the shadow of the old Pioneer Mill Sugar Company smokestack, this nostalgic landmark is already attracting a loyal following of residents and visitors as they sip world-class coffee on a covered lanai and reminisce about Maui’s plantation roots.

The closing of that Lahaina town mill yard in the 1990s by parent company Amfac/JMB Hawaii marked the end of the line for West Maui’s century-old sugar industry, and it was James “Kimo” Falconer, as Mill Superintendent, who had to preside over the wrenching shutdown. But Falconer was already leading research efforts into other potential diversified agriculture for the area. Now, seven years later, Falconer’s own company, MauiGrown Coffee Inc. is harvesting coffee on the old Pioneer Mill lands, and his Company Store embodies new hope for the future of agriculture in West Maui.

MauiGrown Coffee Inc. has invested four years of backbreaking work into the growth and successful harvest of four varietals of superior Arabica coffee beans: Red Catuai, Yellow Caturra, Typica, and the especially delicious Maui Mokka, unique to the Ka’anapali area and renowned among





The cherries are wet processed, using water to remove the fruit from the seeds or "beans" resulting in a clean, vibrant taste. The beans are dried in mechanical dryers to ensure even drying. Green beans are then sorted and bagged in 100-pound burlap sacks, ready for roasting.



Coffee connoisseurs consider MauiGrown Coffee's Mokka to be one of Hawaii's most highly rated varietals.

coffee connoisseurs for its smoky, hazelnut-edged chocolate flavor. These are milled into "green coffee" which can be sold to wholesalers for roasting or retailed under the MauiGrown label. MauiGrown Coffee is the only producer of "State of Hawaii certified Maui origin coffee." Thanks to the reputation of Hawaii coffee worldwide, that will enhance its ability to command a premium price.

MauiGrown Coffee is debuting during an especially auspicious time. The specialty coffee market has been growing annually at 15 - 20 % and has captured roughly half of the world's total coffee consumption. Only oil trades at a greater volume in world commodity markets than coffee, and Hawaii is the only state in the United States that produces coffee domestically. So hopes are high for this local brand whose prime Maui Mokka bean has already garnered awards such as the Barista's Favorite for Espresso Blends from the Hawaii Coffee Association at their 2005 Barista Jam, a prize won in the homeland of Kona coffee. Nationally renowned coffee writer Ken Davids named Maui Mokka one of the top ten estate coffees in the world.

MauiGrown Coffee began when Falconer leased 500 acres from Amfac JMB and Kaanapali Development Corp.



Coffee plants are harvested for their cherries once a year, starting around September. A machine designed for coffee harvesting shakes the branches to release the fruit.

## A HOME, A FARM, A SHARE IN MAUI'S FUTURE



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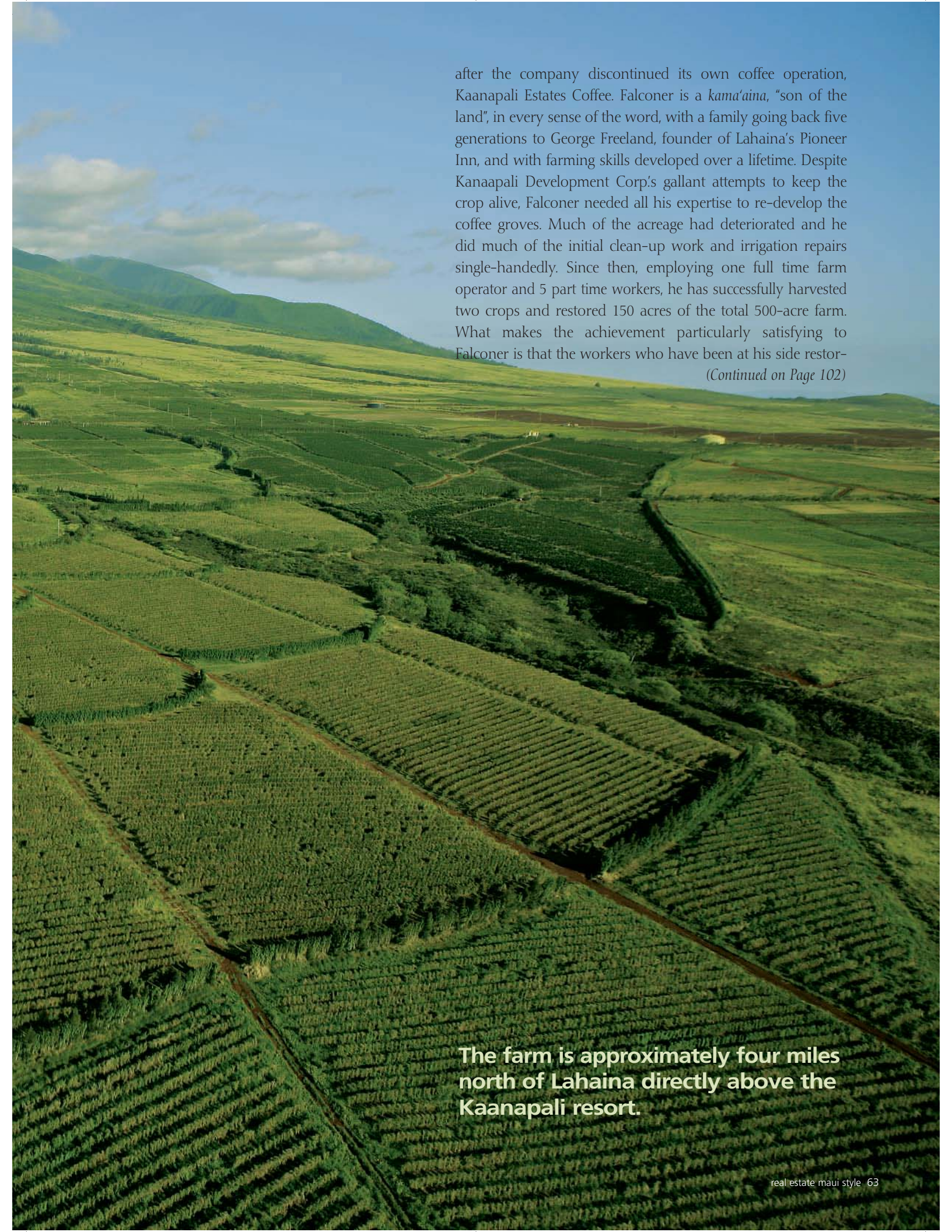
**F**or those struggling to reconcile the demands of agriculture and real estate, Ka'anapali Coffee Farms is one of the most promising experiments in home ownership on the Valley Isle.

Owners of the four-to-seven acre lots will have an opportunity to develop a beautiful, secluded property high in the hills overlooking the Ka'anapali Beach Resort area. The homes will be located on land zoned exclusively for agriculture, and will be genuine working family farms, but that doesn't mean the owners have to be hands-on farmers. The properties' coffee crop will be tended by Kaanapali Farm Services and harvested by Kimo Falconer's MauiGrown Coffee, the hardworking local company that has catalyzed a remarkable turnaround in the fortunes of Kaanapali Development Corp.'s coffee groves (see main article).

At Ka'anapali Coffee Farms, owners will discover there's more than coffee growing here. Families will benefit from Kaanapali Development Corp.'s genuine commitment to the health of the *'aina*, the land; their homes will be graced by the sight of coffee trees heavy with bright red beans at harvest time, and an authentic connection to the rhythms of Maui agriculture is will preserved for future generations.

For more information, visit [www.kaanapalicoffee farms.com](http://www.kaanapalicoffee farms.com).





after the company discontinued its own coffee operation, Kaanapali Estates Coffee. Falconer is a *kama'aina*, "son of the land", in every sense of the word, with a family going back five generations to George Freeland, founder of Lahaina's Pioneer Inn, and with farming skills developed over a lifetime. Despite Kanaapali Development Corp.'s gallant attempts to keep the crop alive, Falconer needed all his expertise to re-develop the coffee groves. Much of the acreage had deteriorated and he did much of the initial clean-up work and irrigation repairs single-handedly. Since then, employing one full time farm operator and 5 part time workers, he has successfully harvested two crops and restored 150 acres of the total 500-acre farm. What makes the achievement particularly satisfying to Falconer is that the workers who have been at his side restor-

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**The farm is approximately four miles north of Lahaina directly above the Kaanapali resort.**

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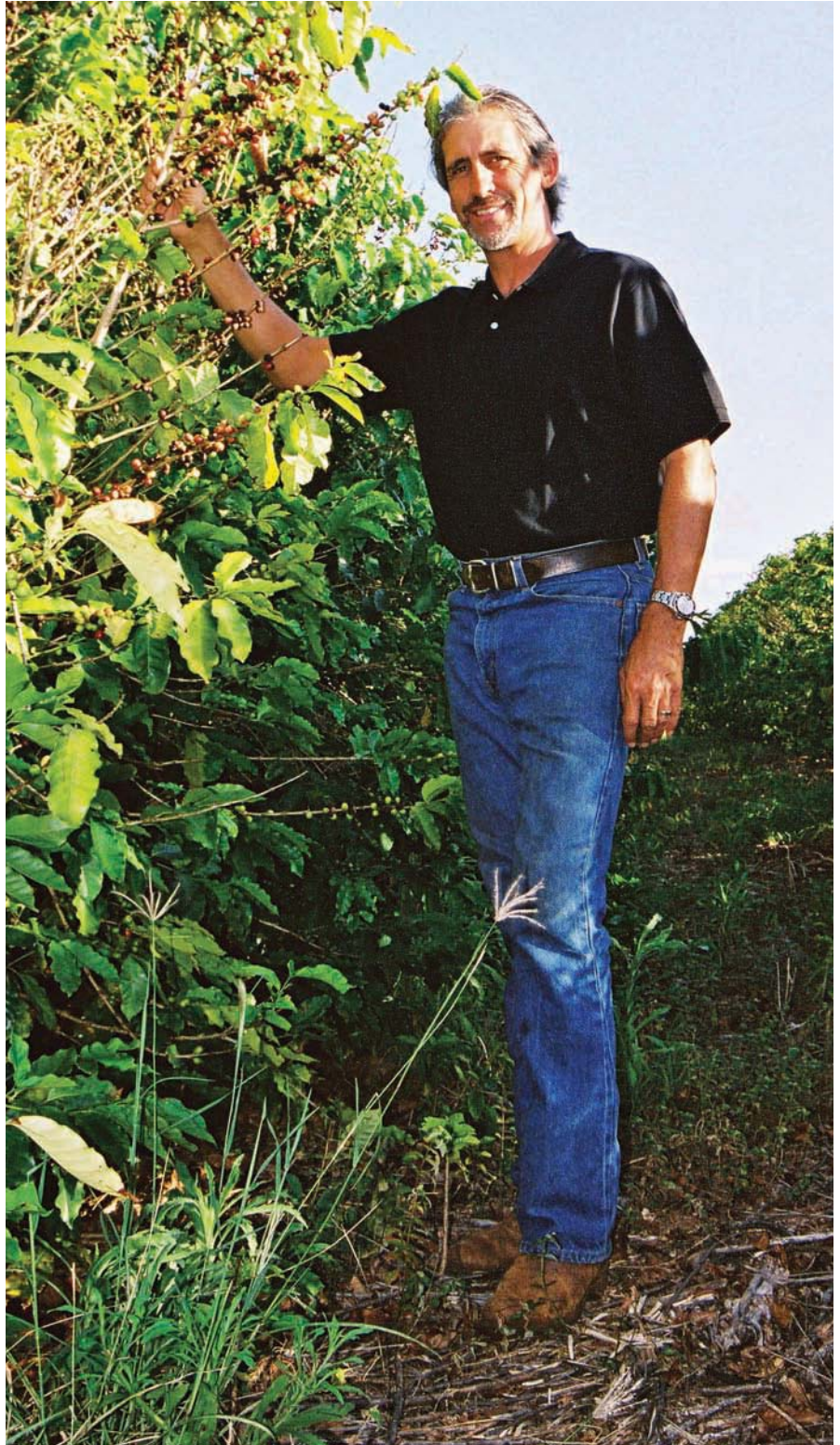
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ing the coffee groves were employees of his at the Pioneer Mill years ago.

Since Falconer ran Amfac's previous coffee operation, he was able to take over the farm and the coffee mill with plenty of experience behind him and without shouldering the expense of breaking out a brand new coffee onto the market. The customer base of over 3,000 companies for the green beans was already there, and will provide a nucleus for MauiGrown Coffee's expansion. Local roasters that use MauiGrown Coffee include Maui Coffee Roasters, Lion Coffee, Royal Maui, The Bad Ass Coffee Company, and Maui Coffee Company.

Falconer cares so much about the history of Maui agriculture, and the need to maintain stewardship of the land, that he once ran for County Council out of West Maui, in large part to promote awareness of the need to preserve Maui's ag industry. The Kaanapali Development Corp.'s (KDC) former leader, the late A. James "Jim" Wriston III, was also a passionate supporter of the continuation of agriculture on the former Pioneer Mill sugar cane plantation lands. Falconer's and KDC's shared belief on malama ka 'aina (care for the land) has fostered a flexible and supportive relationship during MauiGrown Coffee's tooling-up period, and they've also partnered on KDC's pathbreaking venture combining coffee farming and home ownership, Ka'anapali Coffee Farms (see sidebar).

With MauiGrown Coffee having harvested a remarkable 60,000 pounds of beans in 2006, and aiming (cautiously) for 100,000 pounds next year, hopes are high that, in the land where King Sugar once reigned, Kimo Falconer's Company Store will keep the land green, growing and prosperous. **REMS**



Focusing on the global demand for Maui coffee, Kimo Falconer sees a bright future for MauiGrown Coffee.