

The LEFT COAST SURFER

Fall 2002

Coffee Fest...

GRANDE

The Big Island of Hawaii has a tendency to overachieve—we grow the best coffee in the universe. King Kamehameha, Hawaii's extraordinary and powerful soldier and ruler was born and lived most of his life here on this island. Measured from base to summit, Mauna Kea is the world's tallest mountain, even more than Everest, and we live on Mauna Loa, the world's largest rock pile (yup, 10,000 cubic miles worth, if you count the stuff underwater). This mountain happens to house the world's most continuously active volcano, Kilauea. And Hawaii has the most expensive gasoline in the United States. We boast the most diverse weather than any other island from tropical to periglacial. Here, the United States' southernmost point is flanked by the United States' only tropical rainforest, which is right next to the United States' largest (but least populated) sub-division.

And the West /Left Coast of the Big Island for 32 years now has been host to the mother of all Harvest Festivals, The Kona Coffee Cultural Festival.

This year's festival theme was "World's Best" and believe me, this eight day

forced march...er...extravaganza shoots for more events, more parades, more banquets, competitions, farm tours and workshops than any harvest fest could imagine, want or need. And they don't mess around with your traditional "end of harvest, sit back and be thankful" party—oh no, the fine folks of the festival committee plunk it down smack dab during the very busiest weeks of the Kona coffee harvest. Just in case we don't have anything better to do with our six free hours of the day.

Five years of Coffee Fest found me rather weary of the whole thing, and I had actually planned to go into hiding this year (as much as possible—the festival organizers have been known call and harass coffee farmers if they don't participate) but Lewis decided to come out to the farm at Festival time this year, so it is with a fresh set of eyes we experienced the "World's Best" harvest festival.

The kick off event is the International Lantern Parade that takes place in Kailua-Kona, the largest town on the west side of the island. Winding it's way along the coast down Ali'i Drive, clubs, schools, churches, missions and, this year, political parties and candidates, all dress up their little kids, hand them a Japanese style lantern, and engage in the age old Japanese Harvest tradition. Well, I thought it was a Japanese tradition,



PUSHING COFFEE at the STROLL

Home Roasting Rocks

By now you are a committed Kona coffee enthusiast. You eagerly await that next shipment of Left Coast Farm coffee and put it immediately into your freezer, in order to maintain its freshness as long as possible.

If so, then maybe it is time for you to take your passion for Kona coffee to the next level, and roast your coffee yourself.

The two most common roasting methods are drum-roasting and hot-air roasting. Most home coffee roasters are of the hot-air variety.

Originally, intrepid home roasters used modified hot-air popcorn poppers, but now days quite affordable machines made specifically for coffee are readily available. They are simple to use - just set the timer for the desired roasting time, and turn it on. We at Left Coast roast with a Precision Fresh Roast, which will do about a 1/4 pound of green at a time. Lewis doesn't roast by timer, though. He prefers to roast by

the distinctive crackling noises that the beans make as they roast, and by color. Most hot air home roasters tumble the coffee in a glass chamber, which lets you watch the beans as they darken. You can see when they have reached just the right depth of roast for your cup.

Then if you transfer the beans quickly to a sealed container, you capture all of the rich aromatics that make Kona coffee rightly famous.

Be aware, though, that coffee roasting gives off smoke, so unless you are particularly fond of the distinctive smell of roasting coffee and blaring smoke alarms, you should roast in a well ventilated area. Don't be surprised if your neighbors smell your roaster at work, and beat a path to your door.

If you are interested in home coffee roasting, let us know and we will be happy to help get you started. We sell green Left Coast Estate coffee in small batches. And our specialty grade Peaberry coffee is available only as green beans, reserved for those discriminating customers who tirelessly pursue the ultimate coffee experience.

but learned otherwise while doing research for this very article. "International" is a very appropriate word for lantern parades—although the one in Kona has a definite Japanese cast to it. Seems that nearly every nationality in the Northern Hemisphere have their own version of the Lantern Parade. Sure, the Japanese lay a heavy claim, with yearly elaborate competitions for the prettiest/largest/brightest lantern and the one hundred thousand people strong lantern parade in Hiroshima celebrating the capture of NanKing during the second world war, but ancient mid-autumn "Moon Festivals" include lantern parades in China, Vietnam and Timor. In Korea the lantern parade holds a 1300 year history as a celebration of Buddha's birthday. The fifteenth day of the Chinese new year is marked by a children's lantern parade. Also in the fall, but half a world away, Irish children lit and paraded Jack 'o Lanterns, originally turnips and later pumpkins, to ward away evil spirits and in particular a rather nasty character named Stingy Jack. In Germany, children parade in November in honor of St. Martin of Tours, a Roman soldier turned kindly monk. I was never able to find out why German children were celebrating a French monk but it makes about as much sense as the Traditional lantern parade in Switzerland that accompanies the burning of the Boogg—another indecipherable European excuse for a gathering. The original lantern parade is claimed by Morocco, Thailand, Singapore, the Philippines and Ulladulla, Australia. Lantern parades are an annual event in New York City, Lawrence Massachusetts, Los Angeles and Greenville Texas, who's Victorian style lantern parade is elaborate enough to rate it's own web page. The only folks not claiming a lantern of their own is the FBI, who continue to deny the development and dissemination of the key-stroke recording Magic Lantern virus.

Lewis said that the sight he enjoyed most about this year's parade was the role reversal of the kids in the parade pelting the watching adults with candy and trinkets.

The following day was the Holualoa Village Coffee and Art Stroll. Little Holualoa lies nested in the Halulalai volcano, about 10 miles overlooking Kailua-Kona. Over the past years, it has secured it's reputation as an artists

enclave, and main street (well, the only street) has an unique collection of gift shops and art galleries, all housed in even, uh, uniquier buildings. For the Stroll, the shops and galleries all open early and each is paired with a coffee farmer, who serves their coffee just outside the door of the shop/gallery.

I was a bit reluctant to participate this year,

...on the front of the Sunday paper...was me, larger than life, with the headline, "Sex, Drugs and Abuse Scandal Rocks Puna Police Department".

as my presence last year resulted in a bit of infamy. While serving Kona coffee to a mainland visitor, a reporter for the local newspaper, West Hawaii Today, snapped my picture. The next day, on the front of the Sunday paper, was me, larger than life, with the headline, "Sex, Drugs and Abuse Scandal Rocks Puna Police Department". The caption with the picture actually did explain that I was a Kona coffee farmer serving my product at the Stroll, but the blaring headline, and unfortunate picture placement meant that my fifteen minutes of fame had been wasted on West Hawaii Today—and with that headline, I couldn't even mail it to Mom! I was teased relentlessly for the next several days and grumbled about it at a chorus rehearsal. A fellow chorister worked in the classified department of the paper, and unbeknownst to me, had a talk with the editor. Two days later, there I was again, on the from page of the Thursday paper. Now my fifteen minutes were most definitely gone, and I was repeatedly asked who I slept with to get on the front page twice in one week.

This year, the Stroll was very pleasant, with perfect weather and tons of coffee samplers and customers. And with Lewis as a helper, I was able to slink into the gallery whenever a photographer showed up.

Other events that day included the Kona Coffee Recipe Contest, which I have placed

in several times, but didn't enter this year due to the scheduling conflict with the Stroll and the 32nd Miss Kona Coffee Scholarship Pageant.

The Miss Kona title is no "small pond, big fish" title—these girls have gone on to become Miss Hawaii multiple times, and Miss America several times. The 1999 Miss Kona Coffee, Loke McMichaels, is the youngest tri-athlete to complete the Ironman and is a seven time Ironman finisher. The pageant has the usual evening gown and swimsuit categories, most of the participants have Hula or vocal as their talent. This year's winner, Jaynell Cantor, is a senior member of the Daifukuji Taiko. Taiko means "Big Drum" in Japanese, and is a group effort of about a dozen drummers with drums from quite small up to ones that are 3-4 feet across and beat on with baseball bats. The songs are choreographed, with the drummers weaving and dancing from drum to drum, and requires great stamina, athleticism and rhythm.

Taiko originated at the Buddhist shrines and temples of Japan to announce religious festivals and ceremonies, and the Daifukuji Taiko is run by the Daifukuji Buddhist Mission up the street from our Honuanua farm. Teenagers are trained in this art form, then pass on their drumming sticks and bats to the next generations when they go off to college. The young Daifukuji Taiko group is a very talented and famous group, going mainland several times a year to perform in contests and the Pasadena Rose Parade. We get to enjoy the sound of their practice sessions wafting up the mountain every week. Jaynell was not able to bring her whole Taiko team onto the pageant stage, but rather performed at the piano a modern music piece she had composed herself.

Sunday was scheduled with a Golf Tournament, a coffee picking contest, Healthy Baby contest and Farm tours. We decided to bag it all and instead drove over to Hilo side to make a Sears appliance run and go see the lava flow. Dinner was spent under the stars, snacking on shrimp and admiring the twin rivers of lava plunging into the ocean.

By Wednesday, after early week Pacific Rim Symposiums, Lauhala weaving workshops, more farm tours and Coffee Art exhibits, we had come to the Kona Coffee Cupping Competition.

For the farming community, this is the highlight of the Festival. Each farm submits coffee to be green milled and roasted, and the judges assess it in a blind tasting. The Judges, who come from as far away as Sweden, critique the coffee on fragrance, aroma, taste, nose, aftertaste and body. It's fun to watch them do the "cupping". Ground coffee is placed in a tea style ceramic cup and just off boiling water is poured on. The judges wait a few minutes, then sniff at it loudly. They take a sliver soup spoon and "break the crust" of the floating grounds, obtain a sample of brew, and very loudly slurp it

through their mouths. Five judges, snorting and slurping and spitting—very dignified.

Left Coast Farm didn't make it into the ribbons this year, although we have gone as high as second in past years. Two of the three ribbon winners had farms across the street from one another, in the next valley north of us—the judges were certainly consistent.

That evening was the Kona Coffee Council Annual Dinner, and a rare opportunity to see fellow farmers in clean clothes. At the benefit auction I bought a barrel of Kona Coffee Stout Beer from the local micro-brewery—a good excuse for a party.

The next few days were filled with more tours, a coffee grower's workshop, a benefit run, bowling tournaments and talent contest (no, Lewis didn't sing).

Saturday was the Grand Parade. I offer to drive Little Red Truck as the Kona Coffee Council's float regularly, as I figure that way she'll get a wash and wax once a year, whether she needs it or not. Lil' Red gets decorated up with tropical foliage and flowers, and of course coffee branches and the current Council Board sit in the back, wave, and get sunburned. The parade floats can be pretty clever—one year someone took an entire coffee shack and set it on the back of a flatbed truck. This year seemed to be the year of the Pageant Queens. There was the new Miss Kona, Miss Hawaii (a former Miss Kona), Miss Pre-teen West Hawaii, Miss Cinderella Princess, Miss Asian-American Hawaii, Miss Pilipino Princess and a 70 year old Mrs. Pilipino Hawaii. The parade staging area was awash with giggling girls in pancake makeup and sequin gowns. A bit surreal at eight am in the land of tropical jungles, coffee farms, and flip flops.

Parading achieved we toured Hale Halawai, the local community center. There were Ikebana Flora displays, Kona coffee leis, handcrafted ukuleles and the ubiquitous hula lessons. We stuffed our bellies from a choice of local, Japanese, Pilipino, Chinese, Portuguese and Korean food. Rushed back down to farm to pack Lewis for his red-eye flight to the mainland—had the week really gone so fast? Without Lewis having a chance to wack back a single shoot of bamboo? That's what happens when you participate in the "Worlds Best" harvest festival.



LITTLE RED TRUCK in COFFEE COUNCIL DRAG

**HEY DUDES
These are AWESOME!**

New at Left Coast Farm

Gourmet handmade candy featuring Guittard chocolate
and Left Coast Farm Kona Peaberry Coffee

"Boogie Beans"

100% Kona Peaberry Drenched in Dark Chocolate

"Waikiki Whitecaps"

Hawaiian Macadamia Nuts Drenched in White Chocolate

"Da Bomb" Macs

Hawaiian Macadamia Nuts Drenched in Dark or Milk Chocolate

GOLD-RUSH and ALLEGRIA O.D. on DOGS at the WORLD SHOW

The early part of 2002 was filled with raising puppies- Viva's eight (sire Ch. Envision Riverboat Gambler)- the "Opera" litter, and Sally (Gold-Rush Salutations), a four month old Kelly daughter. Right in the middle of the 2001 fall harvest, Sally's first family had a crisis and couldn't keep her. Jean Ettinger jumped in and picked her up from the family then Michele and Mike Leon of Monogram Golden Retrievers graciously added her to their Golden family until my return to the mainland. I can't thank them enough for taking in and doing the initial training on her. Ann send new Champion Gold-Rush Spinnaker Wildcard, Ace, to be a beach boy so the house was full by the end of January.

After Viva's pups went to their homes in New Jersey, northern California and locally it was time to get back to showing dogs. A show week-end in San Francisco saw Baker, Allegria Too Many Cooks (McHenry) garner his first ribbons.

Winning his first points, from the puppy class, was Keno, Allegria Gambler's Reward (Jackson) with Susan steering.

Hope, Ch. Elvenhome Keep Hoping, finished her American Championship the end of April under an Australian judge (Hope is from Australia originally). It was a good day all the way around, with Nella, Allegria Quinella (Rickel/Johnson) in the ribbons, and Hope's son Winston , Allegria Nothing to Fear (Fletcher) winning his class.

A business trip to Europe this summer included a fun week attending the incredible World Dog Show, this year held in Amsterdam. The event encompassed 14,000 canines over a four day period, in a thirty acre conference center. It was so interesting to see all the different breeds, meet European breeders and see different judging, handling and grooming styles. The show was won by the fabulous white Standard Poodle who had won Crufts earlier in the year. My favorite dog in the show was a nine month old Pekingese pup from the Ukraine, who went on to win (as I had predicted) Best Puppy in Show. There were quite a few Goldens and Cavaliers I would have gladly brought back to the USA!

Miss Hope had the brilliant timing to have a litter due right in the middle of this long planned trip, but whelping saviors were found in Patty Kanan of Torlundy and Cindy Lazzeroni of Court Cavaliers. Hope's three (sire Ch. Maibee Royal Revenge) were born in Patty's bedroom while we watched the World Show Best in Show in Amsterdam. Dubbed the "Martini" litter, Cosmopolitan and Bellini are with Patty and Cindy for the harvest season, and James, Allegria Shaken not Stirred (Deer) went to live with his cousin Gucci, Allegria Bertolli (Deer). Natasha Deer has been a wonderful helper at local shows, while she waits for Gucci and James to get old enough for her to show in Juniors.

August saw a wonderful visit from Australia of Jeanie Montford , Elvenhome Cavaliers, who had come from Oz to judge at the Santa Barbara Kennel Club shows.

Just this past week-end I got the good news that Raffles, Am. Can. Ch. Gold-Rush Singapore Sling, had finished his AKC championship with a third major and that Riviera, Gold-Rush Jettsetter (Ettinger) was finally knocked up.

I look forward to finishing the year at the Long Beach "Eggnog and Doghair" shows, getting to test in the ring for the first time both Sally and Madison, Jett's Gold-Rush Chimes Square (Ellison/Johnson). I look forward to seeing all my friends in dogs on that week-end.

THE PERFECT HOLIDAY GIFT!

LEFT COAST FARM

Estate Grown

100% KONA COFFEE

Wake up those friends, rels and work mates with an 'ono (that's Hawaiian for delicious), rich and bodacious pot of Kona Coffee. Already wrapped in Aloha print fabric bags in festive holiday colors with a jammin' Santa gift tag, this is the coolest present and the finest brew puka shells can buy.

****Please order by December 19th if you want Santa to get the credit! ****

MEDIUM ROAST, equivalent to a Full City roast, produces a coffee with Kona's characteristic smooth, fruit-and-wine acidity with a bright finish. It is a bit higher in caffeine and is an excellent morning coffee

DARK ROAST, equivalent to a Vienna Roast, deepens Kona coffees' intrinsic sweetness and produces a brew with an intense, rich aroma. It is a wonderful evening and dessert coffee.

Don't Forget the AWESOME CANDY

Left Coast Farm Peaberry and Hawaiian Macadamia Nuts all drenched in Gourmet Chocolates

100% Kona Coffee \$20.00/pound, \$11.00 one half pound

All roasted coffee comes in Aloha print fabric bag

Dark Roast

#	\$
<input type="checkbox"/> 16 oz/one pound whole bean	_____
<input type="checkbox"/> 16 oz/one pound ground	_____
<input type="checkbox"/> 8 oz/one half pound whole bean	_____
<input type="checkbox"/> 8 oz/one half pound ground	_____

Medium Roast

<input type="checkbox"/> 16 oz/one pound whole bean	_____
<input type="checkbox"/> 16 oz/one pound ground	_____
<input type="checkbox"/> 8 oz/one half pound whole bean	_____
<input type="checkbox"/> 8 oz/one half pound ground	_____


Candy \$9.50 one half pound

<input type="checkbox"/> 8 oz/Coffee in Dark Chocolate	_____
<input type="checkbox"/> 8 oz/Mac Nuts in Dark Chocolate	_____
<input type="checkbox"/> 8 oz/Mac Nuts in Milk Chocolate	_____
<input type="checkbox"/> 8 oz/Mac Nuts in White Chocolate	_____

Send To:
Address:

Gift From?:

Message:



Green Coffee for Home Roasting-Estate \$12.00 pound, Peaberry \$15.00 pound

<input type="checkbox"/> 16 oz/one pound Estate	_____
<input type="checkbox"/> 16 oz/one pound Peaberry	_____

shipping

_____ shipping please add \$3.95 for one lb. OR \$2.50/lb. after 1st lb.

Total=

Visa/Master Card #

Exp. Date

Checks gladly accepted

GET IT FROM...

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"a cup a day keeps you jammin"

