



# Kauai Coffee Company, Inc. (KCOF)

<b>Business operations</b>	Growing, processing and marketing specialty coffee						
<b>Ownership</b>	A wholly-owned subsidiary of Alexander & Baldwin, Inc. (NYSE:ALEX)						
<b>Management</b>	Wayne K. Katayama, President and General Manager Lynn M. Heafey, Vice President, Controller and Treasurer Donn A. Soares, Vice President, Sales & Marketing						
<b>Employment</b>	<table border="0"> <tr> <td>Number of employees</td> <td style="text-align: right;">64</td> </tr> <tr> <td>    Bargaining Unit (ILWU, Local 142)</td> <td style="text-align: right;">36</td> </tr> <tr> <td>    Non-bargaining unit</td> <td style="text-align: right;">28</td> </tr> </table> <p>(in addition, about 70 supplemental jobs are normally available during the fall harvest)</p>	Number of employees	64	Bargaining Unit (ILWU, Local 142)	36	Non-bargaining unit	28
Number of employees	64						
Bargaining Unit (ILWU, Local 142)	36						
Non-bargaining unit	28						
<b>Land &amp; facilities</b>	Size of coffee estate: 3,000 acres producing roughly 60% of Hawaii's coffee Processing plant on the estate at Numila						
<b>Visitor Center and Café</b>	Located about 17 miles from Lihue Airport, on the southwest side of the island. Take Highway 50 to Highway 540, then follow the signs to the Visitor Center. Hours: Daily 9 a.m. – 5 p.m.						
<b>Product information/ other items of interest</b>	<ul style="list-style-type: none"> <li>• Marketed as Kauai Coffee.</li> <li>• 100% Kauai (Hawaii) estate-grown arabica coffee; varietals grown on estate include Yellow Catuai, Red Catuai, Kauai Blue Mountain, Mundo Novo, Typica</li> <li>• 100% certified by Hawaii State Department of Agriculture as to grade and origin.</li> <li>• 85-90% sold green (unroasted) to roasters and wholesalers, mostly on U. S. mainland and abroad.</li> <li>• 10-15% roasted and retailed in Hawaii.</li> <li>• Estate located between Koloa and Hanapepe on the leeward side of Kauai.</li> <li>• Largest coffee estate in Hawaii (and U. S.); world's largest drip-irrigated coffee estate.</li> <li>• "Estate" designation means coffee is grown and processed at origin (much like a fine wine), which ensures a consistent, high-quality product.</li> <li>• Information and orders: (800) 545-8605 or (808) 335-5497</li> </ul>						
<b>Major investments</b>	About \$50 million since 1987 (representing Hawaii's single largest diversified agriculture initiative in a generation)						
<b>Milestones</b>	<p>1987 First coffee trees planted as part of diversification effort at the McBryde Sugar Company, Limited plantation (an A&amp;B subsidiary). Joint venture formed with Hills Bros. Coffee, Inc. (McBryde to grow and process, Hills Bros. to roast and market).</p> <p>1992 Hurricane Iniki hit Kauai, inflicting \$8.5 million in damage to coffee.</p> <p>1993 Nestle Beverage Company (successor to Hills Bros.) withdrew from coffee venture.</p> <p>1995 Decision announced to phase out sugar at McBryde with coffee operation to continue.</p>						

- 1996 For the first time, coffee harvest exceeded volume produced by entire Kona region. McBryde sugar operations closed down. (Kauai Coffee took over operation of McBryde's hydroelectric generating facilities, which supply about 5 percent of Kauai's electricity.)
- 1998 Kauai Coffee Visitor Center opened at Numila, on the estate.
- 2002 Kauai Coffee increases Estate-roasting capacity seven-fold.
- 2006 Wainiha Hydroelectric Plant celebrates a century of generating clean, renewable energy for Kauai Coffee and KIUC

**Environmental Advantages**

Being a product of the U.S.A., Kauai Coffee complies with EPA regulations, including Clean Water and Clean Air laws.

Factory:

Power 100% from renewable sources: A&B's clean hydroelectric facilities;  
 Process water, cherry pulp re-utilized on premises.

Orchard:

Completely drip-irrigated to conserve water;  
 Fields seasonally irrigated with factory process water;  
 Cherry pulp applied as mulch, for weed control, reducing the use of herbicides;  
 Fertilizers applied using drip irrigation system;  
 Contoured plantings, hedgerows and diversions mitigate runoff and soil erosion;  
 Kauai's pristine environment is free of major coffee pests.

Surrounding Environment:

A&B has practiced good land stewardship for more than 100 years;  
 Single owner allows for best land management practices;  
 85% of A&B's Kauai lands are protected by "conservation" designation;  
 Valleys/ravines remain in native forest/plants; flora/fauna protected;  
 Island residents allowed access to shoreline for recreational/cultural activities;  
 Hawaiian migratory birds find shelter in estate trees.

**Addresses**

Estate Office: P. O. Box 8, Eleele, Kauai, Hawaii 96705  
 Street Address: 1 Numila Road, Eleele, HI 96705

**Telephones**

Estate Office: (808) 335-5497 Fax: (808) 335-6160  
 Marketing & Sales Office: (510) 553-9040 Fax: (510) 553-9050  
 Visitor Center: (808) 335-0813 Fax: (808) 335-3149

**Website**

[www.kauaicoffee.com](http://www.kauaicoffee.com)