



9th-13th
November
Los Sueños Marriott

Pacific Coast Coffee Association hosts 80th convention in Hawai'i

08/12/2011 14:00 GMT

[Pacific Coast Coffee Association]

Diane Faulkner, JACKSONVILLE, FL USA (CoffeenNetwork)

This autumn, Pacific Coast Coffee Association members and guests will have the opportunity to learn why Maui Nō Ka 'Oi, "Maui is the Best." From Wednesday, September 15th through Friday the 17th, the association will host the 80th annual convention in the paradise of the Pacific in Lahaina on the coast of Maui. There, in the 40-acre Hyatt Regency Maui Resort on Ka'anapali beach, attendees will enjoy a number of events that will bring together coffee professionals from around the world for informational and fun activities.

In one of the informational sessions, Honolulu, Hawai'i-based Q-grader, coffee scientist, and consultant, Shawn Steiman, Ph.D, coffee scientist, Q-grader, consultant of Coffee Consulting, will introduce a brief history of the Hawai'ian coffee industry. He will also share information about the many opportunities attendees can have to forge direct trade relationships with farms in the Aloha state as well as how to ensure consistent coffee quality, from seed to cup.

Steinman's deep knowledge comes from his intensive coffee research in areas such as coffee production, ecology, physiology, biochemistry, organoleptic quality, and brewing. In some of his research projects, he has been involved in include exploring shade coffee culture, the correlation of coffee chemistry to cup quality, and the use of chemical markers to determine a coffee's origin of production. He is also the author of The Hawai'i Coffee Book: A Gourmet's Guide from Kona to Kaua'i.

In another session, David M. Roche, Coffee Quality Institute (CQI) technical director, who manages global programs to improve coffee quality, will speak on coffee quality standards and their affect on the supply chain. The twenty-minute lecture will cover how CQI and others have increased the knowledge of coffee quality around the world and the resultant affect on buyers and sellers, as well as other quality-driven stakeholders, throughout the supply chain.

Another topic and speaker, yet to be named, will be announced by PCCA NewsFlash.

For more information about the event, please visit http://www.paccoffee.com/PCCA_80th_Convention_Hyatt_Maui.pdf.

SPECIAL EVENTS

A big part of the convention is the cupping competition, hosted by PCCA, which highlights a single origin. Contestants submit sample beans to the association's expert judging panel who then narrow the field to ten competitors. The winning coffee and cupper are awarded the coveted "PCCA Top Coffee" and "PCCA Cupper of the Year" plaques. The origin focus of the competition allows the association to both pay tribute to Pete McLaughlin for his enthusiasm and many years of dedication to PCCA as well as honor an individual coffee producer's efforts to produce great coffee.

For early arrivers, Piliani Kope farm owners Greg along with Susy Stille, Mike and Joni Abrams of Flavor Waves, will host cocktails and supper in the farm's coffee museum room.

Thursday, after the board meeting, attendees can attend the welcome cocktail reception and buffet dinner at the Napili Pool Lawn at the resort.

After the annual business meeting, general meeting, speaker presentations, and new board of directors meeting on Friday, Peet's roastmaster and vice president of coffee will oversee the traditional croquet tournament, which has become one of the most competitive and challenging events at the conference. Rookies and pros will contend spectators enjoy the snacks and open bar sponsored by some of our generous members.

As the sun sets over west Maui overlooking Molokai and Lanai, James "Kimo" Falconer from MauiGrown Coffee will host "Sunset at the Rainbow House," for attendees at Coffee Estate for traditional Hawai'ian appetizers, wine, beer and Hawai'ian music.

For those who are ready for even more competition, the Saturday's PCCA golf tournament at beautiful Ka'anapali Royal Golf course should sate even the most avid golfer's appetite. Each hole offers spectacular ocean views as well as a good challenge from tee to green — especially with the island's ocean breezes. Afterwards, traditional golf awards will be presented.

At Saturday's dinner reception awards for various activities held during the year including the Annual Pete McLaughlin Cupping competition producer award from Nicaragua, raffles, and door prizes, will be presented. To cap off the evening, fire knife dancers and Polynesian drummers will showcase their talents.