



# KonAroma

Spring Newsletter-2017

KonAromafarms.com

Aloha KonAroma Customers!

The 2016 / 2017 harvest season wound down in February. All of the coffee cherry has been picked, pulped, and dried through parchment and green stages. It is presently being stored and will be roasted on a regular basis as needed.

Green beans stored in a cool, dark place (where most of us like to sleep) will keep for a very long time (years).



When we deliver our freshly roasted KonAroma to you, it is best to keep it in a kitchen cupboard, not the refrigerator. To preserve the flavor of the beans for as long as possible, store them in an opaque, air-tight container at room temperature. Avoid the light which compromises the taste of your coffee.

Mahalo,  
Cindy & Dennis

Meet KonAroma's Digital Marketing Specialist



Cindy and Andrew show and tell how KonAroma's business operates behind the scenes:

## Ahhh, KonAroma Spring Blooms



Dennis talks KonAroma Spring Flowering

A recent article on Immigration appeared in our Kona Farmers' Newsletter:

## Immigration Enforcement and You

Be sure you and your workers know your rights



We have learned that US Immigration and Customs Enforcement (ICE) has been entering coffee farms around Kona without landowner authorization. Some of their raids have been conducted in conjunction with Hawaii PD. Their purpose is unclear, but as the landowner, you have certain rights.

Your workers have rights too. The large majority of our year-round workers are documented (90% by estimates from local experts in this issue) however, the effects of a raid are chilling on our workforce, regardless of status. As employers, we should know what their rights are if ICE enters our farms. Workers have the right to remain silent and to speak with a lawyer immediately, regardless of their documentation status. Workers have the right to refuse entry to their house, unless presented with a search warrant signed by a judge. This means they do not have to open the door. Workers should carry their work permits or green cards, when possible. Workers should not carry their passports as ID.

As always, law enforcement officers should be approached with respect. However, the current political climate has made it challenging for agriculture as we depend on immigrant labor. It's important that we use our voices to support the workforce that picks our coffee, prunes our trees and manages our farms.

We respect that there are many different political views within our community. Where we all agree is that labor is an issue for our farms. KCFA seeks to increase the number of legal farm-workers available to us all while also reducing the climate of fear that interrupts our business activities.

## The Benefits of Caffeine from Dr. Oz and Dr. Roizen.

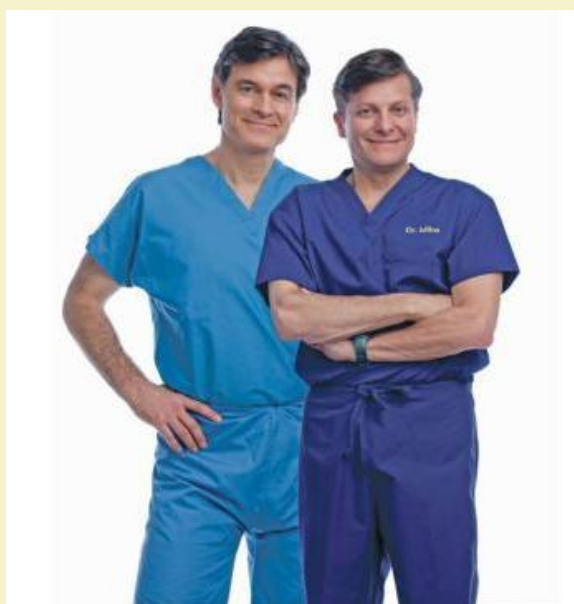
Dr. Oz and Dr. Roizen were recently asked, "I keep hearing that drinking coffee is good for your health. Is it coffee or caffeine that is so beneficial?"

There are components in the coffee bean besides caffeine that are responsible for its healthy rating. The bean contains over 1,000 biologically

active compounds.

## THE BENEFITS OF CAFFEINE:

- Stimulates the central nervous system and has neuroprotective properties.
- Helps suppress production of chemicals that contribute to inflammation; increases alertness and improves memory.
- Moderately reduces your risk for Parkinson's disease (by 20 to 40 percent) and its symptoms.
- Significantly reduces your risk of Alzheimer's disease (by 20 to 40 percent) and cognitive dysfunction.
- Reduces exercise-related muscle pain when you drink 2-3 cups worth of caffeine an hour before a workout. Plus, you'll experience more enjoyment from exercise, burn more calories, and eat less after you work out.



Dr. Mehmet Oz is host of "The Dr. Oz Show," and Dr. Mike Roizen is Chief Wellness Officer of the Wellness Institute at the Cleveland Clinic.

\*\*In the next newsletter we'll discuss the benefits of the coffee bean.

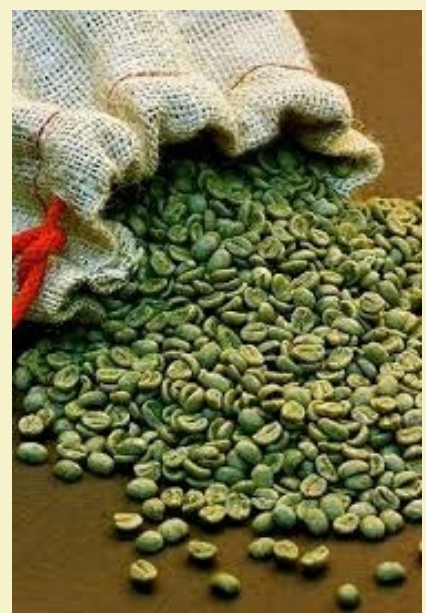
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Chocolate Covered  
KonAroma Beans  
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Green Beans for Your  
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## Love all things coffee? Faces in a cup of coffee?

Some people don't look like themselves until they've had their morning KonAroma. And most people's morning coffee doesn't look like them except if it is sculpted by the type of milk master who can turn a latte into anything from Salvador Dali to Albert Einstein!



Instead of our normal recipe suggestion - we thought maybe you'd like to try "coffee art." Or latte art as it is commonly referred to. Pour steamed milk into a shot of dark roast KonAroma. As the milk is poured, the foam separates from the liquid and rises to the top. You can etch a pattern with a toothpick.

**EMAIL US** YOUR creations!

We Leave You With One of Many Coffee Songs.....

### Enjoy Coffee Song by Jars of Clay



We love to hear from our customers! Kindly, send us comments, pictures or even videos of you enjoying your KonAroma coffee products.

We are a home grown operation and appreciate the help to spread the word about our award winning coffee!

Keep sipping and never forget to grab life by the bean...

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