

Greenwell Farms Story

Greenwell Farms History:

Greenwell Farms is situated on prime land at an elevation of 1,500 feet adjacent to the ancestral home of Henry and Elizabeth, which is now occupied by the Kona Historical Museum.

Henry Greenwell is also remembered for launching Kona coffee into the European market in the 1870's. In 1873, while participating at the World's Fair in Vienna he was awarded a 'Recognition Diploma' for his Kona Coffee by the President of the Kaiser's Exposition.

The family tradition continues today, over 150 years later, with fourth-generation family farmers Tom and Jennifer Greenwell and Steve and Beth Hicks who work to maintain the tradition of high quality Kona coffee at Greenwell Farms.

Greenwell Farms Kona Coffee Production and Harvesting

Harvesting begins in the early fall and lasts for several rounds until late winter. Greenwell Farms Kona coffee is hand-picked, requiring long days of concentrated work. Careful attention must be made to distinguish the beans that have reached optimal maturity from those that should be left on the tree for the next round of picking. This harvesting method guarantees the best cherries are picked.



Take a free Kona coffee Farm tour at Greenwell Farms:

Come up *mauka* (towards the mountain) and see how Kona coffee is harvested and processed. Greenwell Farms offers free farm tours continuously from 8:30am through 4:30pm Monday through Sunday.

Did You Know?

It takes 4.25 pounds of coffee cherry to produce one pound of dried parchment.
Each day's harvest must be processed that day to ensure the highest quality in the final product.
Each coffee cherry contains two separate coffee beans. After pulping, these beans are referred to as wet parchment.
Coffee trees typically bloom in the late winter to early spring.
Harvesting occurs in the fall through late winter.
Mature coffee beans form into clusters of red berries, referred to as coffee cherry.
Harvesting is all done by hand.
A coffee picker can pick between 200 and 400 pounds of coffee cherry per day.

Greenwell Farms Contact

Tom Greenwell, President
Greenwell Farms
tom@greenwellfarms.com

Media Contact

Laura Aquino
Current Events
laura@current-events.com