

Haliimaile Pineapple Co./Maui Gold



Haliimaile Pineapple Co. Ltd., doing business as Maui Gold Pineapple Company, produces and sells pineapples for customers in the United States and internationally. Its pineapples are available in grocery and wholesale stores in the Hawaiian Island, such as

Wholefoods Market, Safeway, Foodland, Times, Star Markets, and Costco. The company's pineapples are also available for purchase on the west coast of the US Mainland; and through its online store. Haliimaile Pineapple Co. Ltd. Was formerly known as Maui Pineapple Company, Ltd., and changed its name to Haliimaile Pineapple Co. Ltd. In January 2010. The company was founded in 1909 and is based in Makawao, Hawaii.

Maui Gold is grown exclusively by Maui Gold Pineapple Company. Locally owned and operated, Maui Gold Pineapple Company was created by former Maui Gold Pineapple Company employees who were committed to saving the 100-year tradition of pineapples on Maui. As skilled local farmers, we have been cultivating the Maui Gold variety for over 25 years. Although there are many "gold" options available on the market, they're not equally sweet and delicious. The quality of the land and the quality of the grower are directly linked to the quality of the pineapple. We strive for perfection in all three.

Maui Gold pineapple is grown across 1,350 acres on the slopes of Haleakala. Maui Gold Pineapple Company's main farming operation, together with its packing facility and administrative offices, is located in Hali'imaile at an elevation of 1,100 feet. This small plantation town, which is also



home to Bev Gannon's Hali'imaile General store, has been an integral part of the pineapple community since the 1930s. Our idyllic location in upcountry Maui provides the perfect growing conditions for Maui Gold: warm sunny days, cool nights, fresh water, and rich volcanic soil. Although it takes a full 18 months to grow a Maui Gold pineapple, the fruit is perfectly ripe in the field for only 48-72 hours. Once picked, pineapples will not ripen further. Since quality is our main concern, we focus our harvesting efforts entirely on that 2-3 day window. We are the only pineapple growers in Hawaii with employees solely dedicated to assessing sweetness and consistency in the weeks prior to harvest. As a result, our Maui Gold pineapples are always hand-picked at the optimal stage of ripeness.



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