

From Small Start Maui's Pineapple Pack Grows and Reaches High Figure



Haiku Fruit and Packing Company's Cannery at Haiku, largest and most complete plant of its kind on Maui. This picture was taken from the roof of the box factory so that building is not included in the group of buildings shown.

By W. A. BALDWIN

In 1904 Maui produced its first pack of pineapples consisting of 1,400 cases, while this year Maui is turning out about 730,000 cases valued at around \$3,500,000. From the small beginnings at Haiku, the pineapple fields of this section now extend to Walpio and to Makawao,—12 miles east and 5 miles south. Then there are also the extensive fields at Honolua on West Maui.

The pineapple industry was started on Maui through the enterprise of D. D. Baldwin who began his experimental plantings at Haiku in 1890, paying as high as 25 cents each for "sets" of several varieties which he bought from some of the early pineapple pioneers of Oahu,—the Jordans, Kidwell, Camarinos, and others. Encouraged by his results and with the advice and backing of D. B. Murdoch and his brother, H. P. Baldwin, he extended his

plantings in 1901, at the same time confining himself to the now famous "Smooth Cayenne" variety.

First Company Organized

The plantings did so well that the next step was the organization of the first pineapple company, the Haiku Fruit & Packing Co., Ltd., which was incorporated late in 1903 with an initial capital of \$25,000. The officers were: H. P. Baldwin, president, D. D. Baldwin, vice-president, D. B. Murdoch, treasurer, H. A. Baldwin, secretary. W. A. Baldwin was given the management of the new venture. A factory building was soon completed on the site of the cannery's present cannery, and can-making machinery was installed. There was no can factory then and the Company had to face the problem of making its own cans with which to pack its fruit. This however was done successfully and continued for ten years when the

American Can Company built its present can factory at Haiku and supplied cans to the packers, relieving the pineapple people from a heavy financial burden and at the same time furnishing them excellent service. The plant of the American Can Co., like all of the plants of that great concern, is equipped with up-to-date can-making lines.

Experiment is Costly

From its initial pack of 1,400 cases, the Haiku Fruit & Packing Co. increased its output steadily until in 1914 it reached 207,000 cases in spite of the loss of at least 1,000 tons of fruit owing to the incessant rains of that year which made it impossible of haul the fruit fast enough over the almost impassable roads. This experience, however, led to improvement in roadways and the systematized upkeep of same, so that a repetition of the hauling difficulties of that

summer is not likely. The memorable rains of 1914 began in March of that year and continued with hardly a stop until October.

These "unheard of" rains were the "Waterloo" to a number of the new colony of white settlers who had taken up homesteads in the Haiku district in 1912, and had planted their lands to pineapples. The rains completely ruined the plantings in many fields and consequent financial losses were so great that many abandoned or sold out their places. A few held on and have finally benefited through the turn of the tide.

Many Difficulties Overcome

The Haiku Fruit & Packing Co. encountered many difficulties, naturally, during its early years,—there were the skeptical ones and the knockers,—its financial agents withdrew credit during the crisis of the 1907 panic,—nevertheless the company lived thru it all and prospered, and up to 1911 had paid its stockholders handsome dividends. The stock advanced then very considerably and through nego-

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