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MAUI LAND & PINEAPPLE CO INC

Form 8-K

August 02, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 27, 2004

MAUI LAND & PINEAPPLE COMPANY, INC.
(Exact name of registrant as specified in its charter)

HAWAII	0-6510	99-0107542
State or other jurisdiction of incorporation or organization	(Commission File Number)	(I.R.S. Employer Identification No.)

120 Kane Street, P.O. Box 187, Kahului, Maui, Hawaii	96733-6687
(Address of Principal Executive Offices)	(Zip Code)

Registrant's telephone number, including area code: (808) 877-3351

NONE
Former Name or Former Address, if Changed Since Last Report

ITEM 7. FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION
AND EXHIBITS

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(c) Exhibits.

99.1 Maui Land & Pineapple Company, Inc. Press Release
dated July 27, 2004

ITEM 12. RESULTS OF OPERATIONS

On July 27, 2004, Maui Land & Pineapple Company, Inc. issued a press release announcing its results for the quarter ended June 30, 2004. A copy of the press release is filed herewith as Exhibit 99.1 and incorporated herein by reference.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

MAUI LAND & PINEAPPLE COMPANY, INC.

7/30/04
Date

/S/ FRED W. RICKERT
Fred W. Rickert
Acting Chief Financial Officer
(Principal Financial Officer)