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MAUI LAND & PINEAPPLE CO INC Form 8-K August 02, 2005

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 29, 2005

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

HAWAII 1-6510 99-0107542 (State or other jurisdiction of (Commission incorporation or organization) File Number) 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

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- [] Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- [] Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- [] Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

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[] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION

On July 29, 2005, Maui Land & Pineapple Company, Inc. issued a press release, which sets forth our results of operations for the quarter ended June 30, 2005. A copy of the press release is filed herewith as Exhibit 99.1 and incorporated herein by reference. Such information shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, and is not incorporated by reference into any filing of the company, whether made before or after the date hereof, regardless of any general incorporation language in such filing.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits

99.1 Maui Land & Pineapple Company, Inc. Press Release dated July 29, 2005.

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.

August 1, 2005 Date /S/ FRED W. RICKERT
 Fred W. Rickert
 Vice President/Chief Financial Officer
 (Principal Financial Officer)