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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

 $$\operatorname{\textsc{MAUI}}$ LAND & PINEAPPLE COMPANY, INC. (Exact name of registrant as specified in its charter)

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

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)