MAUI LAND & PINEAPPLE CO INC Form SC 13G/A March 14, 2006

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

SCHEDULE 13G/A (RULE 13D-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT
TO RULES 13D-L(B), (C) AND (D) AND AMENDMENTS THERETO
FILED PURSUANT TO 13D-2
( AMENDMENT 1 )\*

MAUI LAND & PINEAPPLE COMPANY, INC.

(Name of Issuer)

COMMON STOCK, NO PAR VALUE
-----(Title of Class of Securities)

577346-10-1 -----(CUSIP Number)

\_\_\_\_\_FEBRUARY 7, 2006\_\_\_\_\_ (Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

[x] Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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NAME OF REPORTING PERSONS

I.R.S IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

|   | Mary C   | . Sar | nford  |                |  |
|---|--|-------|--|----------------|--|
| 2   | CHECK  | THE A | APPROPRIATE BOX IF A MEMBER OF A GROUP*            | (a)[]<br>(b)[] |  |
| 3   | SEC US   | E ONI | LY   |                |  |
| 4   | CITIZENSHIP OR PLACE OF ORGANIZATION USA                                 |       |  |                |  |
| Number<br>Share<br>Benefic<br>Owned<br>Eacl<br>Report | es<br>cially<br>By<br>h<br>ing   | 5     | SOLE VOTING POWER 648,331                          |                |  |
|   |  | 6     | SHARED VOTING POWER                                |                |  |
| Person<br>With  |  | 7     | SOLE DISPOSITIVE POWER 648,331                     |                |  |
|   |  | 8     | SHARED DISPOSITIVE POWER                           |                |  |
| 9   | AGGREG   |       | AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON |                |  |
|   | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN [ ] SHARES |       |  |                |  |
|   | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 8.8%( (1))             |       |  |                |  |
|   | TYPE OF REPORTING PERSON   |       |  |                |  |
|   |  |       |  |                |  |

<sup>(1)</sup> Based on 7,378,550 shares outstanding as of November 1, 2005 pursuant to the issuer's Form 10-Q for the period ended September 30, 2005.

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|-----------------|------------------|---|---|-------------------|--|--|
| 1               | I.R.S            | IDENTI  | PRTING PERSONS FICATION NO. OF ABOVE PERSONS (ENTITIES PERSONS) | ONLY)             |  |  |
| 2               | CHECK            | CCK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a)[ (b)[ |   |                   |  |  |
| 3               | SEC U            | SE ONLY   |   |                   |  |  |
|                 | CITIZI<br>Hawai: |   | OR PLACE OF ORGANIZATION  |                   |  |  |
| Number (        | S                |   | SOLE VOTING POWER  648,331                                      |                   |  |  |
| Each<br>Reporti | By<br>ng         |   | SHARED VOTING POWER   |                   |  |  |
| Perso:<br>With  |                  | 7   | SOLE DISPOSITIVE POWER 648,331                                  |                   |  |  |
|                 |                  | 8   | SHARED DISPOSITIVE POWER  |                   |  |  |
| 9               |                  |   | GATE AMOUNT BENEFICIALLY OWNED BY EACH R                        | EPORTING PERSON   |  |  |
| 10              |                  |   | BOX IF THE AGGREGATE AMOUNT IN ROW (9)                          |                   |  |  |
| 11              |                  | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) 8.8%(1) |   |                   |  |  |

| 12            |                | TYPE     | OF REPORTING PERSON   |                   |        |                |
|---------------|----------------|----------|---|-------------------|--------|----------------|
|               |                | PN       |   |                   |        |                |
|               |                |          |   |                   |        |                |
|               |                |          | 550 shares outstanding as of November 1, 2 mm $10-Q$ for the period ended September 30, |                   | rsuant | to             |
| CUSIP NO      | . 5573<br>     | 45-10-   | <br>-1<br>  |                   | 4 OF 9 | PAGES          |
| 1             | I.R.S          | IDENT    | ORTING PERSONS CIFICATION NO. OF ABOVE PERSONS (ENTITIES                                | ONLY)             |        |                |
|               | Po'oh          | ala Ho   | oldings, Inc.   |                   |        |                |
| 2             | CHECK          | THE A    | APPROPRIATE BOX IF A MEMBER OF A GROUP*   |                   |        | (a)[]<br>(b)[] |
| 3             | SEC U          | JSE ONLY |   |                   |        |                |
| 4             | CITIZ<br>Hawai |          | OR PLACE OF ORGANIZATION  |                   |        |                |
| Number        | Of             | 5        | SOLE VOTING POWER   |                   |        |                |
| Share         | es             |          | 648,331   |                   |        |                |
| Owned<br>Each | Ву             | 6        | SHARED VOTING POWER   |                   |        |                |
| Report:       | ing            |          | 0   |                   |        |                |
| With          |                | 7        | SOLE DISPOSITIVE POWER  |                   |        |                |
|               |                |          | 648,331   |                   |        |                |
|               |                | 8        | SHARED DISPOSITIVE POWER  |                   |        |                |
|               |                |          | 0   |                   |        |                |
| 9             | AGGRF          | GATE Z   | MOUNT BENEFICIALLY OWNED BY EACH REPORTIN   | G PERC            |        |                |
| J             | 648,3          |          | THE SECRET STREET STREET BY BUSINESS AND STREET   | 2 2 2 2 2 1 1 1 0 |        |                |

| 10     | CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN [ ] SHARES  |                   |  |  |  |  |
|--------|---|-------------------|--|--|--|--|
| 11     |   |                   |  |  |  |  |
|        | 8.8%(1)   |                   |  |  |  |  |
| 12     | TYPE OF REPORTING PERSON  |                   |  |  |  |  |
|        | СО  |                   |  |  |  |  |
|        | sed on 7,378,550 shares outstanding as of November suer's Form 10-Q for the period ended September 30   |                   |  |  |  |  |
|        | SCHEDULE 13G  |                   |  |  |  |  |
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| ITEM 1 | (A). NAME OF ISSUER:  |                   |  |  |  |  |
|        | Maui Land & Pineapple Company, Inc.   |                   |  |  |  |  |
| ITEM 1 | (B). ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFIC  | ES:               |  |  |  |  |
|        | 120 Kane Street, PO Box 187, Kahului, Maui, HI 967  | 33-6687           |  |  |  |  |
| ITEM 2 | (A). NAME OF PERSON FILING:   |                   |  |  |  |  |
|        | <ul><li>(1) Mary C. Sanford</li><li>(2) Po'ohala Investments L.P.</li><li>(3) Po'ohala Holdings, Inc.</li></ul>   |                   |  |  |  |  |
| ITEM 2 | (B). ADDRESS OF PRINCIPAL OFFICES OR, IF NONE, RES  | IDENCE:           |  |  |  |  |
|        | (1) 3694 Woodlawn Terrace Place, Honolulu, Hawaii<br>(2) 3694 Woodlawn Terrace Place, Honolulu, Hawaii<br>(3) 3694 Woodlawn Terrace Place, Honolulu, Hawaii | 96822             |  |  |  |  |
| ITEM 2 | (C). CITIZENSHIP:   |                   |  |  |  |  |
|        | <ul><li>(1) United States</li><li>(2) Hawaii</li><li>(3) Hawaii</li></ul>   |                   |  |  |  |  |
| ITEM 2 | (D). TITLE OF CLASS OF SECURITIES:  |                   |  |  |  |  |
|        | Common Stock  |                   |  |  |  |  |
| ITEM 2 | (E). CUSIP NUMBER:  |                   |  |  |  |  |

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ITEM 3. IF THE STATEMENT IS BEING FILED PURSUANT TO RULE 13D-L(B), OR 13D-2(B) OR (C), CHECK WHETHER THE FILING PERSON IS A:

- (a)[] Broker or dealer registered under Section 15 of the Act (15 U.S.C. 780);
- (b)[ ] Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c)[ ] Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d) [ ] Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e)[ ] An investment adviser in accordance with 13d-1(b)(I)(ii)(E);
- (f) [ ] An employee benefit plan or endowment fund in accordance with 13d-1 (b) (1) (ii) (F);
- (h)[] A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act 12 U.S.C.1813);
- (i) [ ] A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j) [ ] Group, in accordance with 13d-1(b)(l)(ii)(J).

#### ITEM 4. OWNERSHIP:

(a) Amount Beneficially Owned:

Mary C. Sanford beneficially owns 769,531 shares of Common Stock. Po'ohala Investments L.P. and Po'ohala Holdings, Inc. each beneficially own 648,331 shares of Common Stock. Ms. Sanford owns 100% of the shares of Po'ohala Holdings, Inc., which is the sole general partner of Po'ohala Investments L.P.

(b) Percent of class:

The shares beneficially owned by Ms. Sanford, Po'ohala Investments L.P. and Po'ohala Holdings, Inc. represent approximately 8.8% of the outstanding shares of Common Stock.

- (c) Number of shares as to which such person has:
- (i) Sole power to vote or to direct the vote: Mary C. Sanford: 648,331 Po'ohala Investments L.P.: 648,331 Po'ohala Holdings, Inc.: 648,331

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(ii) Shared power to vote or to direct the vote:
 Mary C. Sanford: 0
 Po'ohala Investments L.P.: 0
 Po'ohala Holdings, Inc.: 0

- (iii) Sole power to dispose or to direct the disposition of:
   Mary C. Sanford: 648,331
   Po'ohala Investments L.P.: 648,331
   Po'ohala Holdings, Inc.: 648,331
- (iv) Shared power to dispose or to direct the disposition of:
   Mary C. Sanford: 0
   Po'ohala Investments L.P.: 0
   Po'ohala Holdings, Inc.: 0
- ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS.

If this statement is being filed to report the fact that as of the date hereof the reporting person had ceased to be the beneficial owner of more than five percent of the class of securities, check the following

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON.

Inapplicable

ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY.

Inapplicable

ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP.

Inapplicable

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ITEM 9. NOTICE OF DISSOLUTION OF GROUP.

Inapplicable

ITEM 10. CERTIFICATION.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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#### SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief,  ${\tt I}$  certify that the information set forth in this statement is true, complete and correct.

Dated: February 27, 2006

/S/ MARY C. SANFORD

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Mary C. Sanford

PO'OHALA INVESTMENTS L.P.

By: PO'OHALA HOLDINGS, INC., General

Partner

/S/ MARY C. SANFORD

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Name: Mary C. Sanford

Title: President

PO'OHALA HOLDINGS, INC.

/S/ MARY C. SANFORD

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Name: Mary C. Sanford Title: President

The original statement shall be signed by each person on whose behalf the statement is filed or his authorized representative. If the statement is signed on behalf of a person by his authorized representative other than an executive officer or general partner of the filing person, evidence of the representative's authority to sign on behalf of such person shall be filed with the statement, provided, however, that a power of attorney for this purpose which is already on file with the Commission may be incorporated by reference. The name and any title of each person who signs the statement shall be typed or printed beneath his signature.

ATTENTION. INTENTIONAL MISSTATEMENTS OR OMISSIONS OF FACT CONSTITUTE FEDERAL CRIMINAL VIOLATIONS (SEE 18 U.S.C. 1001).

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended, the undersigned agree to the joint filing on behalf of each of them of a Statement on Schedule 13G (including any and all amendments hereto) with respect to the common stock, par value \$0.01 per share, of Maui Land & Pineapple Company, Inc. and further agree that this Joint Filing Agreement shall be included as an Exhibit to such joint filings.

IN WITNESS WHEREOF, the undersigned have executed this Agreement as of December 14, 2005.

/S/ MARY C. SANFORD

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Mary C. Sanford

PO'OHALA INVESTMENTS L.P.

By: PO'OHALA HOLDINGS, INC., General

Partner

/S/ MARY C. SANFORD

Name: Mary C. Sanford Title: President

PO'OHALA HOLDINGS, INC.

/S/ MARY C. SANFORD

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Name: Mary C. Sanford

Title: President