
A BILL FOR AN ACT

RELATING TO KONA COFFEE.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Section 486-120.6, Hawaii Revised Statutes, is
2 amended by amending subsections (a), (b), and (c) to read as
3 follows:

4 "(a) In addition to all other labeling requirements, the
5 identity statement used for labeling or advertising roasted or
6 instant coffee produced in whole or in part from Hawaii-grown
7 green coffee beans shall meet the following requirements:

8 (1) For roasted or instant coffee that contains one
9 hundred per cent Hawaii-grown coffee by weight, the
10 identity statement shall consist of either:

11 (A) The geographic origin of the Hawaii-grown coffee,
12 in coffee consisting of beans from only one
13 geographic origin, followed by the word "Coffee";
14 provided that the geographic origin may be
15 immediately preceded by the term "100%"; or

16 (B) The per cent coffee by weight of one of the
17 Hawaii-grown coffees, used in coffee consisting
18 of beans from several geographic origins,



1 followed by the geographic origin of the weight-
2 specified coffee and the terms "Coffee" and "All
3 Hawaiian"; provided that "Kona" or "Kona coffee"
4 shall not be used unless seventy-five per cent
5 coffee by weight or more of the coffee blend
6 comes from coffee grown in Kona;

7 (2) For roasted or instant coffee consisting of a blend of
8 one or more Hawaii-grown coffees and coffee not grown
9 in Hawaii, the per cent coffee by weight of one of the
10 Hawaii-grown coffees used in the blend, followed by
11 the geographic origin of the weight-specified coffee
12 and the term "Coffee Blend"; provided that "Kona" or
13 "Kona coffee" shall not be used unless seventy-five
14 per cent coffee by weight of the coffee blend comes
15 from coffee grown in Kona; and

16 (3) Each word or character in the identity statement shall
17 be of the same type size and shall be contiguous. The
18 smallest letter or character of the identity statement
19 on packages of sixteen ounces or less net weight shall
20 be at least one and one-half times the type size
21 required under federal law for the statement of net
22 weight or three-sixteenths of an inch in height,



1 whichever is smaller. The smallest letter or
2 character of the identity statement on packages of
3 greater than sixteen ounces net weight shall be at
4 least one and one-half times the type size required
5 under federal law for the statement of net weight.
6 The identity statement shall be conspicuously
7 displayed without any intervening material in a
8 position above the statement of net weight. Upper and
9 lower case letters may be used interchangeably in the
10 identity statement.

11 (b) A listing of the geographic origins of the various
12 Hawaii-grown coffees and the regional origins of the various
13 coffees not grown in Hawaii that are included in a blend may be
14 shown on the label[-]; provided that when Kona coffee is
15 included in a blend, a listing of the geographic origins of the
16 various Hawaii-grown coffees and the regional origins of the
17 various coffees not grown in Hawaii that are included in the
18 blend shall be shown on the label. If used, this list shall
19 consist of the term "Contains:", followed by, in descending
20 order of per cent coffee by weight and separated by commas, the
21 respective geographic origin or regional origin of the various
22 coffees in the blend that the manufacturer chooses to list.



1 Each geographic origin or regional origin may be preceded by the
2 per cent [øf] coffee by weight represented by that geographic
3 origin or regional origin, expressed as a number followed by the
4 per cent sign. The type size used for this list shall not
5 exceed half that of the identity statement. This list shall
6 appear below the identity statement, if included on the front
7 panel of the label.

8 (c) It shall be a violation of this section:

9 (1) To use the identity statement specified in subsection
10 (a)(1)(A) or similar terms in labeling or advertising
11 unless the package of roasted or instant coffee
12 contains one hundred per cent coffee from that one
13 geographic origin;

14 (2) To use a geographic origin in labeling or advertising,
15 including in conjunction with a coffee style or in any
16 other manner, if the roasted or instant coffee
17 contains less than ten per cent coffee by weight from
18 that geographic origin; provided that it shall be a
19 violation of this section to use "Kona" or "Kona
20 coffee" as a geographic origin in labeling or
21 advertising, including in conjunction with a coffee
22 style or in any other manner, if the roasted or



- 1 instant coffee contains less than seventy-five per
2 cent coffee by weight from Kona;
- 3 (3) To use a geographic origin in advertising roasted or
4 instant coffee, including advertising in conjunction
5 with a coffee style or in any other manner, without
6 disclosing the [~~percentage of coffee~~] per cent coffee
7 by weight used from that geographic origin as
8 described in subsection (a)(1)(B) and [†](a)[†](2);
- 9 (4) To use a geographic origin in labeling or advertising
10 roasted or instant coffee, including in conjunction
11 with a coffee style or in any other manner, if the
12 green coffee beans used in that roasted or instant
13 coffee do not meet the grade standard requirements of
14 rules adopted under chapter 147;
- 15 (5) To misrepresent, on a label or in advertising of a
16 roasted or instant coffee, the per cent coffee by
17 weight of any coffee from a geographic origin or
18 regional origin; or
- 19 (6) To use the term "All Hawaiian" on a label or in
20 advertising of a roasted or instant coffee if the
21 roasted or instant coffee is not produced entirely



HB 1974

Report Title:

Kona Coffee; Labeling

Description:

Changes labeling requirements for Kona coffee by specifying that "Kona" or "Kona coffee" shall not be used on the label unless the coffee contains 75% or more of Kona coffee by weight.

