

STAND. COM. REP. NO. 1636

Honolulu, Hawaii

April 2, 2007

RE: H.C.R. No. 111

Honorable Calvin K.Y. Say  
Speaker, House of Representatives  
Twenty-Fourth State Legislature  
Regular Session of 2007  
State of Hawaii

Sir:

Your Committee on Agriculture, to which was referred H.C.R. No. 111 entitled:

"HOUSE CONCURRENT RESOLUTION REQUESTING THE DEPARTMENT OF AGRICULTURE TO STUDY LABELING REQUIREMENTS RELATING TO THE USE OF HAWAII-GROWN COFFEE NAMES,"

begs leave to report as follows:

The purpose of this concurrent resolution is to protect consumers from misleading advertising and promote genuine, Hawaii-made coffee by requesting the Department of Agriculture (DOA) to study labeling requirements relating to the use of "Kona coffee" or other Hawaii-grown coffee names.

Greenwell Farms, Hawaii Teamsters Local 996, Kona Coffee Council, Kona Mountain Coffee Company, and several concerned individuals supported this measure. DOA supported the intent of this measure. Coffee Systems Hawaii, Hawaii Coffee Company, Inc., Honolulu Brewing Company LLC, Royal Kona Visitor Center Mill & Museum, Royale Island Coffee Hawaii, Hawaii Coffee Association, Pomare, Ltd., DFS Group, Ltd., and several concerned individuals supported this measure with amendments. A concerned individual opposed this measure. Several concerned individuals submitted comments.

Your Committee finds that the blending of Kona coffee is an art, not a science. Achieving the best possible blend requires skill and knowledge that comes from years of experience. Your Committee also notes that concerns were raised by DOA regarding

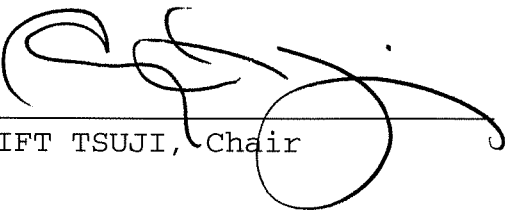
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the provision contained in this measure that requests DOA to develop ideas for a uniform national labeling standard for coffee roasters to abide by for the use of "Kona coffee" or other Hawaii-grown coffee names. Federal law already sets forth and specifies national requirements for coffee roasters for the use of these names. Your Committee finds that a national labeling standard may be used to address the problem of inconsistent or insufficient labeling requirements in other states.

As affirmed by the record of votes of the members of your Committee on Agriculture that is attached to this report, your Committee concurs with the intent and purpose of H.C.R. No. 111 and recommends that it be referred to the Committee on Consumer Protection & Commerce.

Respectfully submitted on  
behalf of the members of the  
Committee on Agriculture,



CLIFT TSUJI, Chair



