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## A BILL FOR AN ACT

RELATING TO 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 as follows:
- 3           1. By amending subsection (a) to read:
- 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,~~] coffee with the highest  
18           percentage by weight used in coffee consisting of



1 beans from several geographic origins, followed  
2 by the geographic origin of the weight-specified  
3 coffee and the terms "Coffee" and [~~"All~~  
4 ~~Hawaiian";~~] "All Hawaiian Blend";

5 (2) For roasted or instant coffee consisting of a blend of  
6 one or more Hawaii-grown coffees and coffee not grown  
7 in Hawaii, the per cent coffee by weight [~~of one~~] of  
8 the Hawaii-grown [~~coffees~~] coffee with the highest  
9 percentage by weight used in the blend, followed by  
10 the geographic origin of the weight-specified coffee  
11 and the percentage by weight of coffee not grown in  
12 Hawaii followed by the term [~~"Coffee Blend";~~  
13 "International Coffee"; and

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



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

9 2. By amending subsection (c) to read:

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

11 (1) To use the identity statement specified in subsection

12 (a)(1)(A) or similar terms in labeling or advertising

13 unless the package of roasted or instant coffee

14 contains one hundred per cent coffee from that one

15 geographic origin;

16 (2) To use a geographic origin in labeling or advertising,

17 including in conjunction with a coffee style or in any

18 other manner, if the roasted or instant coffee

19 contains less than ten per cent coffee by weight from

20 that geographic origin;

21 (3) To use a geographic origin in advertising roasted or

22 instant coffee, including advertising in conjunction



1 with a coffee style or in any other manner, without  
2 disclosing the percentage of coffee used from that  
3 geographic origin as described in subsection (a)(1)(B)  
4 and [†] (a) [†] (2);

5 (4) To use a geographic origin in labeling or advertising  
6 roasted or instant coffee, including in conjunction  
7 with a coffee style or in any other manner, if the  
8 green coffee beans used in that roasted or instant  
9 coffee do not meet the grade standard requirements of  
10 rules adopted under chapter 147;

11 (5) To misrepresent, on a label or in advertising of a  
12 roasted or instant coffee, the per cent coffee by  
13 weight of any coffee from a geographic origin or  
14 regional origin; [e]

15 (6) To use the term "All Hawaiian" on a label or in  
16 advertising of a roasted or instant coffee if the  
17 roasted or instant coffee is not produced entirely  
18 from green coffee beans produced in geographic origins  
19 defined in this chapter[-]; or

20 (7) To use the geographic origin in labeling anywhere on  
21 the label other than:



- 1            (A) In the identity statement as authorized in
- 2            subsection (a)(1) and (2); and
- 3            (B) In the registered trademark."

4            SECTION 2. Statutory material to be repealed is bracketed  
5 and stricken. New statutory material is underscored.

6            SECTION 3. This Act shall take effect on July 1, 2011.

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INTRODUCED BY: *Denny Coffman*

JAN 27 2010



**Report Title:**

Coffee; Labeling

**Description:**

Changes the labeling requirements for Hawaii-grown coffee and coffee blends. Prohibits the use of geographic origin on a label except for the identity statement and registered trademark.

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

