
A BILL FOR AN ACT

RELATING TO HAWAII PRODUCTS.

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

1 SECTION 1. Section 486-119, Hawaii Revised Statutes, is
2 amended to read as follows:

3 " ~~[]~~ §486-119 ~~[]~~ Hawaii-made products ~~[]~~; labeling
4 requirements. (a) No person shall keep, offer, display or
5 expose for sale, or solicit for the sale of any item, product,
6 souvenir, or any other merchandise ~~[which]~~ that is labeled "made
7 in Hawaii" or ~~[which]~~ "grown in Hawaii" or by any other means,
8 including brand and product name, which misrepresents the origin
9 of the item as being from any place within the State, which has
10 not been manufactured, assembled, fabricated, or produced within
11 the State, and which has not had at least fifty-one per cent of
12 its wholesale value added by manufacture, assembly, fabrication,
13 or production within the State.

14 (b) Any named agricultural product in a processed food
15 product that does not contain at least fifty-one per cent of its
16 contents by weight of a product grown within the State for each
17 consumable item, or in the case of a named agricultural product



1 that is whole and not processed, the product shall contain one
2 hundred per cent of the named agricultural product.

3 (c) For purposes of this section:

4 "Agricultural product" means any animal, vegetable, or
5 prepared food item which is customary and fit for human
6 consumption.

7 "Processed food product" means a cooked, preserved, frozen,
8 pickled, dried, or otherwise prepared food item with added
9 ingredients.

10 (d) Products that meet the requirements to be labeled
11 "made in Hawaii" shall place a picture or symbol of the state
12 flower, a yellow hibiscus, next to or preceding the printed
13 words "made in Hawaii" or "grown in Hawaii". Any person
14 offering a product for sale the meets the requirements to be
15 labeled "made in Hawaii" that is not customarily packaged, shall
16 label the item in a conspicuous spot adjacent to the price or
17 description of the item with a yellow hibiscus next to or
18 preceding the printed words "made in Hawaii" or "grown in
19 Hawaii". For any labels that are gray-scale or contain no
20 color, the hibiscus symbol may be black and white. The
21 department shall adopt a hibiscus seal that meets the
22 requirements of this subsection.



H.B. NO. 448

1 (e) Any product that falls within the scope of this
2 section shall comply no later than July 1, 2011."

3 SECTION 3. Statutory material to be repealed is bracketed
4 and stricken. New statutory material is underscored.

5 SECTION 4. This Act shall take effect on July 1, 2009.

6

INTRODUCED BY: *Denny Coffman*
James W. King

JAN 23 2009



Report Title:

Hawaii-Made Products; Labeling Requirements

Description:

Amends "made in Hawaii" rules to include "grown in Hawaii" and creates labeling requirements. Requires products to comply by 7/1/2011.

