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# HOUSE CONCURRENT RESOLUTION

REQUESTING THE DEPARTMENT OF AGRICULTURE TO ENFORCE THE FEDERAL  
TRADEMARK FOR KONA COFFEE.

1           WHEREAS, Kona coffee is world renowned for its deliciously  
2 rich, medium-bodied, and slightly acidic flavor, as well as its  
3 heady aroma; and  
4

5           WHEREAS, Kona coffee is grown on the dark volcanic lava  
6 rock slopes of Kona along the west coast of the Big Island, an  
7 area that has been producing coffee continuously since the early  
8 1800s; and  
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10           WHEREAS, Kona coffee trees thrive in the unique combination  
11 of sunshine, rainfall, location, and volcanic soil - only  
12 available in Kona - to allow for the creation of award-winning  
13 coffees; and  
14

15           WHEREAS, Kona coffee farmers have honed their skills over  
16 many generations in meticulously cultivating and processing  
17 coffee beans; and  
18

19           WHEREAS, the reputation for world-class excellence that  
20 defines Kona coffee has made it one of the most expensive  
21 coffees in the world, which has resulted in attempts to exploit  
22 the Kona name; and  
23

24           WHEREAS, one of the most egregious cases occurred in the  
25 1990s, when a company called Kona Kai Farms was found to have  
26 put Central American coffee into bags with labels indicating it  
27 was Kona coffee; and  
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29           WHEREAS, to protect the reputation of bona-fide Kona  
30 coffee, the Hawaii Department of Agriculture secured a federal  
31 certification mark for 100 percent Kona coffee which provides an  
32 assurance of origin and quality; and



# H.C.R. NO. 244

1 WHEREAS, vigilant enforcement of the Kona coffee trademark  
 2 is needed to prevent the sale and distribution of counterfeit  
 3 coffee labeled as Kona coffee; now, therefore,  
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5 BE IT RESOLVED by the House of Representatives of the  
 6 Twenty-sixth Legislature of the State of Hawaii, Regular Session  
 7 of 2011, the Senate concurring, that the Department of  
 8 Agriculture is requested to enforce the federal trademark for  
 9 Kona coffee; and  
 10

11 BE IT FURTHER RESOLVED that certified copies of this  
 12 Concurrent Resolution be transmitted to the Chairperson of the  
 13 Board of Agriculture.  
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 15  
 16

OFFERED BY:

*Kenneth Kawakami*  
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*John W. Waihele*  
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*Kel Namikawa*  
*Reola Oomalu*  
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*[Signature]*  
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