
A BILL FOR AN ACT

RELATING TO COFFEE.

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

1 SECTION 1. The legislature finds that producers of coffee
2 blends that include one or more Hawaii-grown coffees are using a
3 secondary label that contains the geographic origin of the
4 Hawaii-grown coffee. This secondary label is misleading and
5 implies that the coffee in the package was grown exclusively in
6 the named geographic region.

7 For example, a package might have a secondary label
8 entitled "Kona Vanilla Macadamia Nut", when in fact the identity
9 label required by state law clearly states that the coffee is
10 merely a ten per cent Kona coffee blend.

11 The purpose of this Act is to restrict the use of the
12 geographic origin on Hawaii-grown coffee labels to improve the
13 consumer's understanding as to the contents of the package.

14 SECTION 2. Section 486-120.6, Hawaii Revised Statutes, is
15 amended by amending subsection (c) to read as follows:

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

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

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



1 unless the package of roasted or instant coffee
2 contains one hundred per cent coffee from that one
3 geographic origin;

4 (2) To use a geographic origin in labeling or advertising,
5 including in conjunction with a coffee style or in any
6 other manner, if the roasted or instant coffee
7 contains less than ten per cent coffee by weight from
8 that geographic origin;

9 (3) To use a geographic origin in advertising roasted or
10 instant coffee, including advertising in conjunction
11 with a coffee style or in any other manner, without
12 disclosing the percentage of coffee used from that
13 geographic origin as described in subsection (a) (1) (B)
14 and [†] (a) [†] (2);

15 (4) To use a geographic origin in labeling or advertising
16 roasted or instant coffee, including in conjunction
17 with a coffee style or in any other manner, if the
18 green coffee beans used in that roasted or instant
19 coffee do not meet the grade standard requirements of
20 rules adopted under chapter 147;

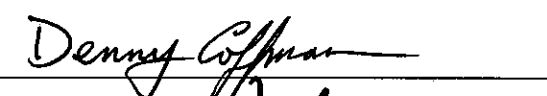
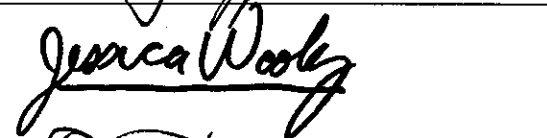
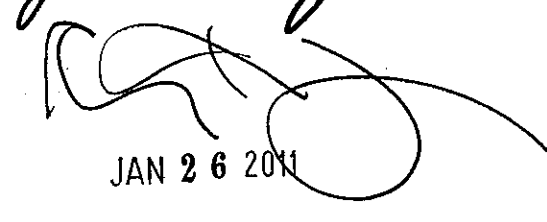
21 (5) To misrepresent, on a label or in advertising of a
22 roasted or instant coffee, the per cent coffee by

- 1 weight of any coffee from a geographic origin or
- 2 regional origin; [~~or~~]
- 3 (6) To use the term "All Hawaiian" on a label or in
- 4 advertising of a roasted or instant coffee if the
- 5 roasted or instant coffee is not produced entirely
- 6 from green coffee beans produced in geographic origins
- 7 defined in this chapter[~~-~~]; or
- 8 (7) To use the geographic origin on a label other than in
- 9 the registered trademark or in the identity statement
- 10 as authorized in subsection (a)(1) and (2)."

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

13 SECTION 4. This Act shall take effect upon its approval.

14

INTRODUCED BY: Denny Coffman
Jessica Woolley



 JAN 26 2011

Report Title:

Coffee; Labeling Requirements

Description:

Restricts the use of the geographic origin of Hawaii-grown coffee on coffee labels.

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

