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



1 WHEREAS, enforcement of the Kona coffee trademark is needed
2 to prevent the sale and distribution of counterfeit coffee
3 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
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11 BE IT FURTHER RESOLVED that a certified copy of this
12 Concurrent Resolution be transmitted to the Chairperson of the
13 Board of Agriculture.

