

**RE: Testimony in opposition to HB 1552**

**Submitted by: BethAnne Webb PO Box 248 Captain Cook, HI 96704 808-328-0707  
moonstruckfarm@hawaiiantel.net**

There is wisdom in protecting the regional names of Hawaiian Coffees. The name has economic value when a "good" reputation is attached to that name. Such is the historical value placed on Kona Coffee. Kau coffees are increasingly valued and deserve to be protected as do all Hawaiian origin coffees. This bill purports to protect the consumer from misunderstanding coffee labels. The use of an origin name at all when there is as little as 10% of that origin product is misleading in the extreme. You skirt this issue entirely and play along with the big blenders by making a show of informing consumers by inserting nitpicky details in pertaining to labeling requirements which are already misleading consumers.

Why is there ongoing misrepresentation? I'm guessing the answer is political contributions and other favors by the big blenders who are unfairly benefitting by using the Kona name. Why not face these opportunists and come forth for real protection for our regional origin name and prohibit the use of it (and extend this to all Hawaiian origin coffees) unless there is at least a majority of this product in the bag. And why are you keeping it optional that the blended coffees (which most certainly brought the dreaded coffee berry borer to Kona) do not have to be identified by weight and country of origin? You should immediately require that all the coffee in the bag has to be identified. It is fair. It is right. It is informing consumers.

10% Kona blend not only fool the tourists who visit Hawaii and want "cheap deals" on coffee to take home as presents, but confuse consumers on the mainland by purporting to be Kona coffee (or something even close) which it is not. Furthermore there has been widespread abuse through lack of enforcement of coffees being sold on the mainland as 100% Kona with no Kona in the bag whatsoever. Why not create a mechanism to protect the Kona name by cooperating with mainland authorities?

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

The 2. ( c ) 7 which reads: (7) To use the geographic origin on a label other than in the registered trademark or in the identity statement as authorized in subsection (a) (1) and- (2) . would prohibit the use of the word Kona on the bag except in the description is not helping in any way. It will limit the copy that honest people put on the label such as "a quintessentially delicate Kona" (which is how Coffee Review described my coffee).

The effective date of 2020 (as a device to put this into conference committee if passed) is a kind of trick is it not?

The Kona farmers which you represent have had a very bad deal from our name being used in unfair ways. This hits us in the pocketbook and deeply affects our ability to continue farming and to preserve this precious heritage crop. Please defeat HB 1552.

EMAIL TESTIMONY AGAINST HB1552

By: Maria da Silva, Kona Rising Coffee Company & Kona Coffee Farmers Association

Hearing Date: February 23, 2011 2:05 am, State Capitol  
Committee: House Consumer Protection & Commerce Committee

Dear House Consumer Protection & Commerce Committee Members: *opposed*

As I testified previously to the Agricultural Committee, while it is encouraging to see that legislators are beginning to take notice of the devastating effects of deceptive labeling on the 100% Kona Coffee, and other Hawaiian Coffee industries, it is very disheartening for those of us who wish to participate in the process of "righting the wrongs" to have been left out of the process. This is especially true when bills such as HB1552 are drafted. While this bill purports to eliminate some deceptive labeling practices, it not only falls short, but allows the most deceptive of all practices to continue. (e.g. It is my understanding that the way this bill is wordsmithed it authorizes the deceptive use of Hawaii geographic origins in registered trademarks like "Royal Kona" and "Kona Classic" on packages of 90% non-Kona coffee. ) Am I the only one offended by this travesty?

I wholeheartedly support true labeling reform. And in today's world of consumer advocates demanding "Truth in Labeling" I believe that this will happen for Hawaii's coffee industry in the near future. However, this particular haphazard bill does not have the input of genuine consumer advocates and appears to be the work of one giant coffee marketing organization against another. And one or more of those giant commercial enterprises must have been seriously bent out of shape after the last hearing as the only change to the bill after leaving its last committee hearing is that the start date of this legislation has been pushed back to July 1, 2020!! This is 2011. It simply doesn't take that long for labels to get changed, new marketing strategies to evolve, etc. Please take the time to ask yourself what is really going on here. And please ask yourselves why Kona Coffee Farmers have not been asked for feedback, either before the bill was drafted or after it went through the first Ag Committee hearing? Isn't it important to get the input from the hundreds of independent Kona Coffee Farmers that sell their coffee online and at retail outlets? There are literally hundreds of us and we would really appreciate the opportunity to provide input to this bill. How coffee is labeled is absolutely critical to our survival.

Please do not pass this bill in its present state. Consumer protection is not just an idle phrase. It is a moral obligation of our legislators. If Mr. Coffman continues to not be responsive to his constituents, then at least please give us the opportunity to elect a new representative in the future who will fairly represent the Sixth District. After all, there is plenty of time since this bill would not go into effect until July 2020!

Mahalo,

Maria de Fatima da Silva  
Kona Coffee Farmer and Consumer

**Testimony on HB1552**

BlueJourney@aol.com [BlueJourney@aol.com]

Sent: Tuesday, February 22, 2011 12:57 PM

To: CPCtestimony

---

Stefanie Delmont  
Kona County Farm Bureau

CPC 2/23/2011 2:05 pm  
HB1552  
OPPOSE  
will not be present.

Aloha. I am writing as the president of the Kona County Farm Bureau (part of the Hawaii Farm Bureau Federation) at the request of my board in regards to HB 1552. I am a Kona coffee farmer (11 plus years) as are four other members of my Board. In its present form HB1552 does NOT address issues of concern to Kona Coffee farmers. The Bill1552 appears to us to be more about two large processors requesting legislative approval for their continued use (and prevention of others to use in same way) of the geographic ORIGIN name Kona - as in North and South Kona on the Big Island of Hawaii. I realize the label names in question are trademarked. However, in a very real sense the trademarks exist because they provide significant **MARKETING** advantage to the entity using the name. Under the guise (**DIS**guise) of wanting to help the consumer to make a real choice the bill includes requirements on the print size of the 10% Kona which needs to be on the package. Thus, say proponents, the customer can make real choices. This is no different than what currently exists in practice and law. What is the other 90%? The real choice is between something more than 50% Kona Coffee as a blend and 100% Kona coffee. The " more than 50%" relates to the current state requirements for the "Made in Hawaii" label to be used. We do not feel this bill does anything to further consumer protection from confusing use of geographic origin names. It appears to perpetuate this misuse.

We would like to see legislative support for Kona coffee with protection of the KONA name.

What is the reason for the 2020 date for enactment?

Aloha and mahalo for this opportunity to testify,  
Stefanie Delmont  
73-1265 Kaloko Drive  
Kailua-Kona, HI 96740  
[bluejourney@aol.com](mailto:bluejourney@aol.com)  
808 329 8446

HB 1552 testimony

My name is Paul Uster, and I am a coffee farmer in Kahalu'u- Keahou mauka in the North Kona district of the Big Island and am a newly elected Board Member of the Kona Coffee Farmers Association (KCFA).

I joined the board to support the local coffee industry and help my fellow small farmers grow better coffee, and to improve the reputation and quality of Kona and other Hawai'ian coffees.

I am opposed to HB 1552. Please vote it down. Why would a coffee farmer be against this bill?

### **Re Consumer Protection**

It does not strengthen the labeling laws. It goes backward, and will only make it worse for consumers who are unknowingly misled by current labeling practice. I am in favor substantially strengthening the coffee labeling laws, but this bill will sanction and generate more deceptive marketing.

If enacted, HB 1552 will mislead the consumer even more than the current statute, by explicitly legalizing the deceptive use of Hawai'i geographic origins in registered trademarks. Mark my words; you will see a RUN on cunning registered trademarks that will wallpaper the packaging.

Deceptive use of geographic origins like "Kona" in huge type on a registered trademark are every bit as harmful as, for example, the "Kona Classic" used by Hawaiian Isles in their secondary label. Many consumers DO believe they are buying all Hawai'ian when it is labeled 10% Kona Blend. That stuff should truthfully be labeled 90% Non-Hawai'ian Coffee Blend.

### **Re Commerce**

This bill does not help me nor does it help any of my fellow independent farmers in ANY Hawai'ian geographic origin grow our business and sell more coffee. I would not be able to use the word Kona anywhere else, as for instance, on my back label to say "All the coffee in this package is grown on my 7 acre farm in the North Kona district". A farmer in Ka'u or Moloka'i or Kaua'i would have the same problem with their geographic origins. This bill (snuck in at the eleventh hour when none of the rest of us had heard about it) is at the behest of one large mainland processor intending to use the legislature to smack down another large processor, and too bad about about collateral damage.

I would like to see REAL truth-in-advertising that WILL grow the revenues from Hawai'ian coffee. I ask you to adopt the strategy California used to protect consumers and wine growers

## HB 1552 testimony

from deceptive use of the “Napa” geographic origin. The California Legislature enacted a law prohibiting the use of the name “Napa” anywhere on a wine label (including in registered trademarks) unless the bottle contains a minimum of 75% wine from Napa-grown grapes. We must do the same to protect ALL of our Hawai’ian coffee origins.

To stop counterfeiting and deception as did California, amend the language of the proposed additional subsection (c) (7) in HB 1552 to read:

”(7) To use the geographic origin on a label other than in the identity statement as authorized in subsection in subsection (a)(1) and (2), unless the package of roasted or instant coffee contains at least seventy-five per cent coffee by weight from that geographic origin.”

Language like this will better combat the current deceptive practices in “secondary labels” and registered trademarks.

By doing so the Legislature would be making a significant stride toward better truth-in labeling, thereby better protecting the consumer and making the local coffee industry more competitive (because of improved quality) in the world market.

Thank you.

## CPCtestimony

---

**From:** Kathy Gedeon [mrbeankonacoffee@hotmail.com]  
**Sent:** Monday, February 21, 2011 8:12 AM  
**To:** CPCtestimony

Please vote no to HB 1552 labeling requirement bill. Keep small coffee farmers in business and allow us pay our bills.

Mahalo,

Kathy Gedeon

## CPCtestimony

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Sunday, February 20, 2011 6:36 PM  
**To:** CPCtestimony  
**Cc:** roseannburitz@yahoo.com  
**Subject:** Testimony for HB1552 on 2/23/2011 2:05:00 PM

Testimony for CPC 2/23/2011 2:05:00 PM HB1552

Conference room: 325  
Testifier position: oppose  
Testifier will be present: No  
Submitted by: Roseann Buritz  
Organization: Individual  
Address:  
Phone:  
E-mail: roseannburitz@yahoo.com  
Submitted on: 2/20/2011

Comments:  
Please support 100% Kona coffee with truthful revealing labels.

**TESTIMONY IN OPPOSITION TO HB 1552**

Bruce Corker [bruce.corker@gmail.com]

Sent: Monday, February 21, 2011 2:41 PM

To: CPCtestimony

Testimony of Bruce Corker

IN OPPOSITION to HB1552—coffee labeling requirements

To: House Committee on Consumer Protection and Commerce

Hearing: Wednesday, February 23, 2011, 2:05 pm, Room 325, State Capitol

I am a coffee farmer in Holualoa in the Kona region and am a Board Member of the Kona Coffee Farmers Association (KCFA) and Chair of the KCFA's Legislative Committee.

The KCFA has more than 225 Kona coffee farmer members—more than any other organization. The Association's mission is to promote and protect Kona farmers' economic interests in 100% Kona coffee, to protect the Kona coffee heritage, and to seek greater legal protection of the Kona coffee name.

Sadly, Hawaii is THE ONLY PLACE ANYWHERE IN THE WORLD that authorizes the use of the name of one of its specialty agricultural crops with only 10% genuine content. HAWAII SHOULD BE ASHAMED.

This Legislature should be ashamed that one of its statutes (HRS 486-120.6) encourages deception of consumers and causes damage to the reputation of one of Hawaii's heritage crops—Kona Coffee.

HB1552 would make consumer deception worse—not better—by expressly authorizing the deceptive use Hawaii geographic origins in registered trademarks. For example, the use of the words “Royal Kona” in the largest print at the top of packages containing 90% imported coffee of undisclosed origin—leads consumers to believe they are buying “Kona coffee” when they are not. This deceptive use of the geographic origin “Kona” is every bit as harmful as the “Kona Classic” used by Hawaiian Isles—which the Hawaii Coffee Company complains is a deceptive “secondary label”. [NOTE: the phrase “Kona Classic” is listed on packages with a “TM”—and this deceptive use of the “Kona” name appears to be unaffected by the terms of HB1552]

KCFA opposes HB1552 because it would give the Legislature's blessing to deceptive use of the word “Kona” in registered trademarks.

The Kona Coffee Farmers Association urges the Legislature to follow the example of the California when Napa growers were faced with the deceptive use of the name “Napa” in registered trademarks on bottles of non-Napa wine. The California Legislature enacted a law prohibiting the use of the name “Napa” anywhere on a wine label (including in registered trademarks) unless the bottle contains a minimum of 75% wine from Napa-grown grapes. In upholding the California law, the courts had no difficulty finding that it is appropriate for the legislature to restrict the deceptive use of trademarks—even of long-standing trademarks.

To stop counterfeiting and deception as did California, the KCFA suggests that the Hawaii Legislature amend the language of the proposed additional subsection (c) (7) in HB1552 to provide that it is unlawful:

“(7) To use the geographic origin on a label other than in the identity statement as authorized in subsection in subsection (a)(1) and (2), unless the package of roasted or instant coffee contains at least seventy-five per cent coffee by weight from that geographic origin.”

This amended language would stop the deceptive use of the so-called “secondary labels” such as “Kona Macadamia Nut Cream” and “Kona Classic”; and it would stop the deceptive use of registered trademarks such as “Royal Kona”.

By doing so the Hawaii Legislature would be making a significant stride toward truth-in labeling for Kona coffee—instead of taking a step backward.

NOTE: The amendment by the House Agriculture Committee of the effective date from “upon its approval” to “July 1, 2020” is bizarre. If, as the bill's preamble indicates, consumer deception is taking place, why would the Legislature allow consumer deception to continue for 9 more years?

FURTHER NOTE: If HB1552 were enacted in its current form, it would, for example, be a violation of the law for a Kona farm selling 100%



Kona coffee to put the following on its label: "This package contains 100% Estate-grown Kona Coffee grown in the North Kona District". The two uses of the geographical origin "Kona" in this phrase are neither used in an "identity statement" nor in a "registered trademark". HB 1552 is poorly drafted and its adverse impact on labels of 100% Kona coffee has not been thought through.

--  
--

Bruce Corker

[bruce.corker@gmail.com](mailto:bruce.corker@gmail.com)

808.322.9562

## Testimony for HB1552 on 2/23/2011 2:05:00 PM

mailinglist@capitol.hawaii.gov [mailinglist@capitol.hawaii.gov]

**Sent:** Monday, February 21, 2011 5:05 PM

**To:** CPCtestimony

**Cc:** colemel@kanalanifarm.org

---

Testimony for CPC 2/23/2011 2:05:00 PM HB1552

Conference room: 325

Testifier position: oppose

Testifier will be present: No

Submitted by: Colehour Bondera

Organization: Kona Coffee Farmers Association

Address:

Phone:

E-mail: colemel@kanalanifarm.org

Submitted on: 2/21/2011

### Comments:

The representation and presentation of Kona coffee needs not intend nor result in the misleading or the misdirection of consumers. Truth in labeling is a vital piece of Hawaii being best perceived around the world, and HB1552 endorses a continuation of the confusion which has been fostered by the Hawaii legislative action of 1991 which allows for the only product in the world which can use a name of a Hawaii product, while only containing 10% of that origin product. Hawaii needs to not be further used by non-Hawaiian and non-Kona based companies. Further, Kona coffee farmers need to be consulted as to the impacts on their efforts with Kona coffee public representation. I, as President, hereby state that the Kona Coffee Farmers Association (who has only Kona coffee farmers as voting members) does not support this Bill.

## CPCtestimony

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Monday, February 21, 2011 12:50 AM  
**To:** CPCtestimony  
**Cc:** merway@hawaii.rr.com  
**Subject:** Testimony for HB1552 on 2/23/2011 2:05:00 PM

Testimony for CPC 2/23/2011 2:05:00 PM HB1552

Conference room: 325  
Testifier position: oppose  
Testifier will be present: No  
Submitted by: marjorie Erway  
Organization: Individual  
Address:  
Phone:  
E-mail: merway@hawaii.rr.com  
Submitted on: 2/21/2011

**Comments:**

I am definitely not a coffee farmer, but have lived in Kona long enough to understand what a disservice the current and newly proposed laws, have made to the Kona coffee farmers. This current bill does nothing to protect the Kona coffee industry and continues to allow labeling which is deceptive.

I'm shocked that Representative Coffman would disappoint his Kona coffee farmers constituency so badly. And I urge him and all CPC Committee members, to oppose this bill.

Please vote NO on this bill.  
Mahalo!

## CPCtestimony

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Sunday, February 20, 2011 6:03 PM  
**To:** CPCtestimony  
**Cc:** langberg@roadrunner.com  
**Subject:** Testimony for HB1552 on 2/23/2011 2:05:00 PM

Testimony for CPC 2/23/2011 2:05:00 PM HB1552

Conference room: 325  
Testifier position: oppose  
Testifier will be present: No  
Submitted by: Maureen Langberg  
Organization: Individual  
Address:  
Phone:  
E-mail: langberg@roadrunner.com  
Submitted on: 2/20/2011

### Comments:

As members of the KCFA we agree with the position of the Legislative Committee opposition to HB1552 Coffee Labeling Requirements, because this bill would make consumer deception worse, not better, by expressly authorizing the deceptive use of Hawaii geographic origins in registered trademarks like "Royal Kona" and "Kona Classic" on packages of 90% non-Kona coffee.

Mahalo,  
Maureen and Eric Langberg

## CPCtestimony

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Sunday, February 20, 2011 4:20 PM  
**To:** CPCtestimony  
**Cc:** kopepua@gmail.com  
**Subject:** Testimony for HB1552 on 2/23/2011 2:05:00 PM

Testimony for CPC 2/23/2011 2:05:00 PM HB1552

Conference room: 325  
Testifier position: oppose  
Testifier will be present: No  
Submitted by: Cecelia Smith  
Organization: Individual  
Address:  
Phone:  
E-mail: [kopepua@gmail.com](mailto:kopepua@gmail.com)  
Submitted on: 2/20/2011

### Comments:

We are totally opposed to this Consumer Deception! Anything with the name Kona attached to a \*coffee bean\*--should be really- pure- 100% Kona Coffee- and nothing else. Kona is a geographic identity and the name \*Kona\* should be used for a product from ONLY its geographic area of origin. Kona Districts on Hawaii Island. Mahalo

**HB1552**

Jeffery Seel [jwseel@cs.com]

Sent: Monday, February 21, 2011 12:59 PM

To: CPCtestimony

*opposed*

---

At a time when Hawaii is focused on increasing domestic content for its our agriculture industry, HB1552 works in the wrong direction. At a minimum, the content on any product which gives the impression of being an Hawaiian product, should have 100% hawaiian content. Royal Kona coffee admittedly does not contain 100% Kona coffee but at a minimum should have 100% hawaiian coffee. Bill HB1552 does not require 100 Hawaiian content as it does not require geographic origin discloser.

Respectfully,  
Jeff Seel  
Jasminum FARms

\*\*\*\*\***SPAM**\*\*\*\*\* **hb1552 testimony**

Page Trygstad [page@princessradhafarm.com]

**Sent:** Tuesday, February 22, 2011 7:00 AM

**To:** CPCtestimony

---

Aloha,

I am opposed to the legislation HB1552.

This legislation would perpetuate the fraud and deception in the labeling of Kona coffee at the expense of the consumer, guests, tourists and the Kona coffee farmer.

With deceptive labeling the blenders are able to charge the consumer the equivalent price of 100% Kona coffee. The consumer is often disappointed and this damages the 100% Kona coffee name.

This fraud perpetuated on the consumer is ridiculous. Done simply to line the corporate pockets of the blenders. A state authorized deception of the tourists is unconscionable. Approval of the this bill is nothing but state approved theft and totally inaccurate labeling.

Protect 100% Kona coffee and its signature value to the state of Hawaii and reject this proposed law now!

If you fail to reject this proposed law, I personally will start an unceasing consumer information campaign that informs consumers worldwide of the state sponsored propaganda on behalf of the blending industry!

Mahalo,

Page Trygstad  
Princess Radha Farm  
Award Winning 100% Kona Coffee  
Member of KCFA  
Telephone: 1-808-930-4618 Cell: 1-808-345-5589  
E-mail: [page@princessradhafarm.com](mailto:page@princessradhafarm.com)

Web sites: [www.princessradhafarm.com](http://www.princessradhafarm.com) <http://www.buybestkonacoffee.com> <http://www.konacoffeefarmers.org>

Kona Coffee Talk discussion: <http://groups.google.com/group/kona-coffeetalk?hl=en>

Gmail & IM: [pTrygstad@gmail.com](mailto:pTrygstad@gmail.com)

Hotmail & IM: [prTrygstad@hotmail.com](mailto:prTrygstad@hotmail.com)

**HB 1552**

Ben W Dysart [bendysart@hawaii.rr.com]

**Sent:** Tuesday, February 22, 2011 8:53 AM**To:** CPCtestimony**Cc:** corkclan@msn.com

---

Sirs, I believe it is an intense disservice to the people of Hawaii that the Kona Coffee geographic origin dispute has gone on for as long as it has. I am thoroughly against Bill 1552 "Coffee Labelling Requirements" because it continues to allow DECEPTIVE LABELLING. Please, let's protect Hawaii's agricultural people and and somehow enhance the worldwide image of Hawaii's legislative integrity.

Mahalo from a Kona coffee farmer.



**Testimony for HB1552 on 2/23/2011 2:05:00 PM**

mailinglist@capitol.hawaii.gov [mailinglist@capitol.hawaii.gov]

**Sent:** Tuesday, February 22, 2011 8:08 AM

**To:** CPCtestimony

**Cc:** jwikum@gmail.com

---

Testimony for CPC 2/23/2011 2:05:00 PM HB1552

Conference room: 325

Testifier position: oppose

Testifier will be present: No

Submitted by: Jacqueline Wikum

Organization: Kona Farmer, KCFA

Address:

Phone:

E-mail: jwikum@gmail.com

Submitted on: 2/22/2011

**Comments:**

I am a coffee farmer who sells 100% Kona. I was recently in Denver and was shocked to drive past a Jack in the Box with a sign that said "Taste Paradise. Kona Coffee Served Here".

Oh really? Kona coffee? No actually, a Kona Blend. Contrary to common misconception, a Kona blend is not a mix of Kona coffees. Rather it is a blend of 90% cheap South American coffee and 10% Kona. So that "Kona coffee" is not really Kona at all. More like Folgers with a fancified name.

Why do I care so much? Well, all those consumers now associate Kona coffee with some bitter brew they drank at a fast food restaurant. Tell me how this is not horribly bad for my gourmet brand?

For the same reason that Louis Vuitton fights the cheap ripoffs sold out of backalleys, we Kona farmers are trying to protect our name. Here in Hawaii, we have a state law that requires at least 10% Kona in the Kona blend. Attempts to raise this minimum have been being met by strong opposition from the blenders and large coffee middlemen who make millions selling Kona Blend to consumers who don't understand the difference.

These Blenders threaten our livelihoods with short-term gains. They will tell you this bill "protects" Kona coffee. It does not. It only protects their profits.

Please vote no on this bill. Our coffee is more than just a cup of coffee. It is an excellent cup of coffee. And it represents a way of live that is under threat. Changing the language on a label of 90% foreign-import coffee will not "protect" anything.

**Testimony for HB1552 on 2/23/2011 2:05:00 PM**

mailinglist@capitol.hawaii.gov [mailinglist@capitol.hawaii.gov]

**Sent:** Tuesday, February 22, 2011 7:58 AM

**To:** CPCtestimony

**Cc:** suzanne@coffeeofkona.com

---

Testimony for CPC 2/23/2011 2:05:00 PM HB1552

Conference room: 325

Testifier position: oppose

Testifier will be present: No

Submitted by: Suzanne Shriner

Organization: Pohaku Kona Coffee Farms

Address:

Phone:

E-mail: suzanne@coffeeofkona.com

Submitted on: 2/22/2011

**Comments:**

This bill was submitted without the input of the Kona coffee farmers. Mr. Coffman does not represent the wishes of his constituents here. I know this because I am the owner of a 10-acre coffee farm.

The Hawaii farmers, who grow 100% Kona, would like to see a bill that actually protects Kona. This bill does not. This bill protects one company, the Hawaii Coffee Company, as it seeks to put another company out of business. This is not the purpose of the legislative process.

These large companys arguing over language on "10% blends" are not the Kona Coffee Industry. They are merely profiteers. Their big bucks depend on the substandard ripoff of Kona's good reputation. They threaten the farmer's livelihoods with short-term gains

Please vote no on this measure.

**Testimony for HB1552 on 2/23/2011 2:05:00 PM**

mailinglist@capitol.hawaii.gov [mailinglist@capitol.hawaii.gov]

**Sent:** Wednesday, February 23, 2011 8:05 AM

**To:** CPCtestimony

**Cc:** Jwayman@hicoffeeco.com

---

Testimony for CPC 2/23/2011 2:05:00 PM HB1552

Conference room: 325

Testifier position: support

Testifier will be present: No

Submitted by: Jim Wayman

Organization: Hawaii Coffee Association

Address:

Phone:

E-mail: Jwayman@hicoffeeco.com

Submitted on: 2/23/2011

**Comments:**

TESTIMONY: Current truth in labeling regulations have a flaw that allows a confusing &quot;Double Identity&quot; statement to be used on packages of coffee when using any or all of the Hawaiian coffee origin names. This can confuse consumers into believing that they are purchasing 100% origin product when in fact they are purchasing a blend using Hawaii origin coffee. HB 1552 eliminates this practice by causing the use of a Hawaiian origin name only in a registered trademark and in an identity statement which must contain the percentage of origin coffee used immediately to the left of the origin name and in type of at least 3/16 of an inch high. I strongly believe that an informed consumer will then be able to decide what percentage of Hawaiian coffee they wish to purchase and at what price.

YES ON 1552