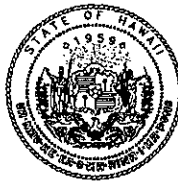


NEIL ABERCROMBIE
Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512

RUSSELL S. KOKUBUN
Chairperson, Board of Agriculture

JAMES J. NAKATANI
Deputy to the Chairperson

LATE TESTIMONY

TESTIMONY OF RUSSELL KOKUBUN
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEE ON
CONSUMER PROTECTION AND COMMERCE

February 23, 2011
2:05 P.M.

HOUSE BILL NO. 1552 HD1
RELATING TO AGRICULTURE
Conference Room 325

Chairperson Herkes and Members of the Committee:

Thank you for this opportunity to provide testimony on HB 1552 HD1 relating to coffee. The bill seeks to make it a violation to use the geographic origin on a label other than in the registered trademark or in the identity statement.

The Department supports the intent of the bill.

However, due to reductions in force, the Department is no longer staffed to provide label development support or retail level label inspection or enforcement support as required by the bill. The Measurement Standards Branch lost a total of nine positions due to the reduction-in-force. Positions were the Branch Manager, Packaging and Labeling Specialist position and 7 Measurement Standards inspectors.

Thank you for the opportunity to testify on this measure.





Hawaii Farm Bureau
F E D E R A T I O N

LATE TESTIMONY

2343 Rose Street • Honolulu, Hawaii 96819
Phone: (808) 848-2074 • Neighbor-Islands: (800) 482-1272
Fax: (808) 848-1921 • Email: info@hfbf.org
www.hfbf.org

February 24, 2011

HEARING BEFORE THE
HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE

TESTIMONY ON HB 1552 HD1
RELATING TO COFFEE

Room 325
2:05 PM

Aloha Chair Herkes, Vice Chair Yamane and Members of the Committee:

Hawaii Farm Bureau Federation, the largest non-profit agriculture advocacy organization in the state with approximately 1,600 farm and ranch family members is in **strong support** of HB1552 HD1, which restricts the use of the geographic origin of Hawaii-grown coffee on coffee labels.

The legislation proposed in HB 1552 HD1 would make it illegal to use an origin name on a label other than in a registered trademark or an identity statement.

This measure would protect consumers from unscrupulous vendors that would attempt to mislead the public at the expense of the reputations that have been hard-earned by growers from across the state.

Please help protect the identity of our branded origins by supporting this truth-in-labeling measure.

Mahalo for the opportunity to support this measure.

A handwritten signature in black ink, appearing to read "Chris Manfredi".

Chris Manfredi
Vice President; Chair, Government Affairs

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 8:48 AM
To: CPCtestimony
Cc: dhara@hicoffeeco.com
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM
Attachments: HB 1552 Testimony.htm

Categories: Red Category

LATE TESTIMONY

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

Conference room: 325
Testifier position: support
Testifier will be present: Yes
Submitted by: Darryl Hara
Organization:
Address:
Phone:
E-mail: dhara@hicoffeeco.com
Submitted on: 2/23/2011

Comments:

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 8:49 AM
To: CPCtestimony
Cc: jlenhart@hicoffeeco.com
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM

Categories: Red Category

LATE TESTIMONY

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 Lenhart
Organization: Individual
Address:
Phone:
E-mail: jlenhart@hicoffeeco.com
Submitted on: 2/23/2011

Comments:

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 9:48 AM
To: CPCtestimony
Cc: gbiven@hicoffeeco.com
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM

Categories: Red Category

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

LATE TESTIMONY

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: Gloria Biven
Organization: Royal Kona Coffee Visitor Center Mill & Museum
Address:
Phone:
E-mail: gbiven@hicoffeeco.com
Submitted on: 2/23/2011

Comments:
Please accept my support.
Mahalo,
gloria

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 9:39 AM
To: CPCtestimony
Cc: bigdog46@hawaiiantel.biz
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM

Categories: Red Category

LATE TESTIMONY

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

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: Roger Kaiwi
Organization: Kona Coffee Council
Address:
Phone:
E-mail: bigdog46@hawaiiantel.biz
Submitted on: 2/23/2011

Comments:

This bill goes a long way in improving the label for packages of Kona Coffee by eliminating the confusing "Double Identity Statement".
YES on 1552.

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 9:38 AM
To: CPCtestimony
Cc: sjcollector@msn.com
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM

Categories: Red Category

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

LATE TESTIMONY

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: Steve Collector
Organization: Hawaii Coffee Association
Address:
Phone:
E-mail: sjcollector@msn.com
Submitted on: 2/23/2011

Comments:

I am strongly in favor of HB 1552.
This will help further strengthen the labeling law for all Hawaiian Coffees.
It will also eliminate confusion with dual statements regarding content.

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 9:38 AM
To: CPCtestimony
Cc: sjcollector@msn.com
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM

Categories: Red Category

LATE TESTIMONY

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

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: Steve Collector
Organization: Hawaii Coffee Association
Address:
Phone:
E-mail: sjcollector@msn.com
Submitted on: 2/23/2011

Comments:

I am strongly in favor of HB 1552.
This will help further strengthen the labeling law for all Hawaiian Coffees.
It will also eliminate confusion with dual statements regarding content.

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 10:11 AM
To: CPCtestimony
Cc: mauioma@maui.net
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM

Categories: Red Category

LATE TESTIMONY

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

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: David Gridley
Organization: Individual
Address:
Phone:
E-mail: mauioma@maui.net
Submitted on: 2/23/2011

Comments:

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 10:21 AM
To: CPCtestimony
Cc: captaincookkona@aol.com
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM

Categories: Red Category

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

LATE TESTIMONY

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: Captain Cook Coffee Company
Organization:
Address:
Phone:
E-mail: captaincookkona@aol.com
Submitted on: 2/23/2011

Comments:

Current truth in labeling regulations have a flaw that allows a confusing "Double Identity" 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

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 23, 2011 8:45 AM
To: CPCtestimony
Cc: pwayman@hicoffeeco.com
Subject: Testimony for HB1552 on 2/23/2011 2:05:00 PM

Categories: Red Category

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

LATE TESTIMONY

Conference room: 325
Testifier position: support
Testifier will be present: Yes
Submitted by: Patricia Wayman
Organization: Kona Coffee Council
Address:
Phone:
E-mail: pwayman@hicoffeeco.com
Submitted on: 2/23/2011

Comments:

Current truth in labeling regulations have a flaw that allows a confusing "Double Identity" 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

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

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

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

LATE TESTIMONY

Sent: Wednesday, February 23, 2011 11:02 AM

To: CPCtestimony

Cc: brent@koacoffee.com

Categories: Red Category

Attachments: 1552 testimony.doc (23 KB)

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

Conference room: 325

Testifier position: support

Testifier will be present: No

Submitted by: Brent Hight

Organization: Koa Coffee

Address:

Phone:

E-mail: brent@koacoffee.com

Submitted on: 2/23/2011

Comments:

The Current truth in labeling regulations have a flaw that allows a confusing "Double Identity" statement to be used on retail roasted packages of coffee when using any or all of the Hawaiian coffee origin names, like Kona, Kauai, Maui, etc. This can confuse consumers including our tourist customers into believing that they are purchasing 100% origin product when in fact they are purchasing a blended with other origins using the origin Hawaii coffee name. 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 informed consumers will then be able to decide what origin and percentage of that Hawaiian coffee they wish to purchase and at what price. I have no opinion on value to the customer. Let them be the judge by informing them of the product they are buying clearly.