



# LATE TESTIMONY

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

2343 Rose Street, Honolulu, HI 96819  
Phone: (808) 848-2074; Neighbor Islands: 1-800-482-1272  
Fax: (808) 848-1921; e-mail: [info@hfbf.org](mailto:info@hfbf.org)

COMMITTEE ON AGRICULTURE

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Rep. Mark J. Hashem, Vice Chair

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| Rep. Angus L.K. McKelvey |                           |

Friday, February 11, 2011  
9:00am  
Conference Room 312  
State Capitol  
415 South Beretania Street

**RE: Supporting Testimony for HB 1552; RELATING TO COFFEE**

Aloha Chair Tsuji, Vice Chair Hashem, and Members of the Committee:

The Hawaii Farm Bureau Federation, on behalf of our commercial farm and ranch families and organizations, **supports HB 1552.**

The legislation proposed in HB 1552 would make illegal the use of 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.

Chris Manfredi  
Vice President; Chair, Government Affairs

hashem2 - Dorothy

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Thursday, February 10, 2011 5:04 PM  
**To:** AGRtestimony  
**Cc:** colemel@efn.org  
**Subject:** Testimony for HB1552 on 2/11/2011 9:00:00 AM

Testimony for AGR 2/11/2011 9:00:00 AM HB1552

Conference room: 312  
Testifier position: oppose  
Testifier will be present: No  
Submitted by: Colehour Bondera  
Organization: Kona Coffee Farmers Association  
Address: PO Box 861 Honaunau, HI 96726  
Phone: 808-328-0296  
E-mail: [colemel@efn.org](mailto:colemel@efn.org)  
Submitted on: 2/10/2011

Comments:

The representations and presentation of Kona coffee needs not intend or result in misleading or misdirecting consumers. Further, the Kona coffee farmers need to be consulted as to the impacts on their efforts with Kona coffee public representation, and I hereby put forth that Kona Coffee Farmers Association (who only has Kona coffee farmers as voting members) cannot support this Bill.

## LATE TESTIMONY

Testimony for AGR 2/11/2011 9:00:00 AM HB1552

Conference room: 312

Testifier position: support

Testifier will be present: No

Submitted by: Brent Hight

Organization: Koa Coffee Plantation

Address: 82-1213 Greenwell Mtn. Rd. Captain Cook, HI

Phone: 808-328-8803

E-mail: [brent@koacoffee.com](mailto:brent@koacoffee.com)

Submitted on: 2/10/2011

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.**

# LATE TESTIMONY

**TESTIMONY ON HB 1552** - Relating to coffee... Restricts the use of geographic origin of Hawaii-grown coffee on coffee labels by limiting what the industry refers to as the use of a double identity statement on packages of coffee.

Your Name: Gary Manago

Company Name or Affiliation: Restaurant Consultant

## **YES - FOR PASSAGE OF HB 1552.**

HEARING DATE: FRIDAY FEBRUARY 11, 2011 AT 9:00 AM

HEARING LOCATION: CONFERENCE ROOM 312

STATE CAPITOL

415 SOUTH BERETANIA STREET

**TESTIMONY:** 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**