
SENATE CONCURRENT RESOLUTION

ESTABLISHING A WORKING GROUP TO DISCUSS THE CREATION OF A
STRATEGIC PLAN FOR THE DEVELOPMENT AND MARKETING OF THE
HAWAII TEA INDUSTRY AND MAKE RECOMMENDATIONS FOR LABELING
REQUIREMENTS OF HAWAII-GROWN TEA.

1 WHEREAS, the global tea market is a multi-billion dollar
2 industry; and

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4 WHEREAS, the specialty tea market is projected to double in
5 the next five years; and

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7 WHEREAS, Hawaii presently produces high quality tea, which
8 is part of the specialty tea market; and

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10 WHEREAS, the University of Hawaii College of Tropical
11 Agriculture and Human Resources has recently discovered that
12 Hawaii-grown tea (*Camellia sinensis*) has the potential to become
13 a specialty crop for the State; and

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15 WHEREAS, making tea a specialty crop for the State would
16 mean increased employment and revenue for the State at a time
17 when both are sorely needed; and

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19 WHEREAS, the tea industry in the State should be encouraged
20 to develop and be protected so that it may fully participate in
21 the anticipated expansion of the world tea market; and

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23 WHEREAS, it is important to ensure that tea grown in Hawaii
24 is properly identified and protected by strict labeling
25 requirements, just as coffee made from coffee beans grown in
26 Hawaii is properly identified and protected by strict labeling
27 requirements; and

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29 WHEREAS, a working group is needed to discuss and make
30 recommendations for labeling requirements for Hawaii-grown tea;
31 now, therefore,



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2 BE IT RESOLVED by the Senate of the Twenty-sixth
3 Legislature of the State of Hawaii, Regular Session of 2012, the
4 House of Representatives concurring, that the University of
5 Hawaii College of Tropical Agriculture and Human Resources is
6 requested to establish a Hawaii-Grown Tea Working Group (Working
7 Group) to discuss the creation of a strategic plan for the
8 development and marketing of the Hawaii tea industry and make
9 recommendations regarding labeling requirements for Hawaii-grown
10 tea; and

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12 BE IT FURTHER RESOLVED that the Working Group be composed
13 of the following members or their designees:

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15 (1) The Dean of the University of Hawaii College of
16 Tropical Agriculture and Human Resources;
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18 (2) The Chairperson of the Board of Agriculture;
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20 (3) The Director of Business, Economic Development, and
21 Tourism;
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23 (4) One Senator designated by the President of the Senate;
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25 (5) One Representative designated by the Speaker of the
26 House of Representatives;
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28 (6) A member of the Hawai'i Collaborators;
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30 (7) A representative from the Hawaii Tea Society; and
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32 (8) Any other members having knowledge of commerce or the
33 tea market to be selected by the President of the
34 Senate or the Speaker of the House of Representatives;
35 and

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37 BE IT FURTHER RESOLVED that the Working Group is requested
38 to:

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40 (1) Discuss the creation of a strategic plan to market and
41 develop the Hawaii tea industry, including any
42 proposed legislation;
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- 1 (2) Examine the existing labeling requirements relating to
2 Hawaii-grown tea;
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- 4 (3) Identify the problems with the existing labeling
5 requirements for Hawaii-grown tea;
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- 7 (4) Develop recommendations for stricter labeling
8 requirements under state law and rules for the use of
9 the "Hawaii-grown tea" label and other Hawaii-grown
10 tea identifiers;
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- 12 (5) Determine the fiscal impact that stricter labeling
13 requirements or a uniform national labeling standard
14 will have on owners and operators of tea farms in
15 Hawaii;
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- 17 (6) Develop ideas for a uniform national labeling standard
18 and requirements for tea marketers to abide by for the
19 use of the "Hawaii-grown tea" or other Hawaii-grown
20 tea label; and
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- 22 (7) Seek input from and collaborate with Hawaii's
23 Congressional delegation, the United States Department
24 of Agriculture, and the United States Food and Drug
25 Administration on establishing and enforcing a uniform
26 national labeling standard for the use of the "Hawaii-
27 grown tea" label or other Hawaii-grown tea
28 identifiers; and
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30 BE IT FURTHER RESOLVED that the members of the Working
31 Group select a member from among themselves to serve as
32 Chairperson of the Working Group; and
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34 BE IT FURTHER RESOLVED that the Working Group is requested
35 to submit a report of its findings and recommendations,
36 including any proposed legislation, to the Legislature no later
37 than twenty days prior to the convening of the Regular Session
38 of 2013; and
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40 BE IT FURTHER RESOLVED that certified copies of this
41 Concurrent Resolution be transmitted to the President of the
42 Senate; Speaker of the House of Representatives; Director of
43 Business, Economic Development, and Tourism; Chairperson of the
44 Board of Agriculture; President of the University of Hawaii;



- 1 Dean of the University of Hawaii College of Tropical Agriculture
- 2 and Human Resources; Hawaii Tea Society; and Hawai'i
- 3 Collaborators.

