
A BILL FOR AN ACT

RELATING TO COFFEE.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Section 486-120.6, Hawaii Revised Statutes, is
2 amended by amending subsection (c) to read as follows:

3 "(c) It shall be a violation of this section to:

4 (1) Use the identity statement specified in subsection

5 (a) (1) (A) or similar terms in labeling or advertising

6 unless the package of roasted or instant coffee

7 contains one hundred per cent coffee from that one

8 geographic origin;

9 (2) Use a geographic origin in labeling or advertising,

10 including in conjunction with a coffee style or in any

11 other manner, if the roasted or instant coffee

12 contains less than ten per cent coffee by weight from

13 that geographic origin; provided that:

14 (A) Beginning January 1, 2014, the minimum percentage

15 shall be per cent coffee by weight from

16 that geographic origin; and



1 (B) Beginning January 1, 2016, the minimum percentage
2 shall be per cent coffee by weight from
3 that geographic origin;

4 (3) Use a geographic origin in advertising roasted or
5 instant coffee, including advertising in conjunction
6 with a coffee style or in any other manner, without
7 disclosing the percentage of coffee used from that
8 geographic origin as described in subsection (a)(1)(B)
9 and (a)(2);

10 (4) Use a geographic origin in labeling or advertising
11 roasted or instant coffee, including in conjunction
12 with a coffee style or in any other manner, if the
13 green coffee beans used in that roasted or instant
14 coffee do not meet the grade standard requirements of
15 rules adopted under chapter 147;

16 (5) Misrepresent, on a label or in advertising of a
17 roasted or instant coffee, the per cent coffee by
18 weight of any coffee from a geographic origin or
19 regional origin;

20 (6) Use the term "All Hawaiian" on a label or in
21 advertising of a roasted or instant coffee if the
22 roasted or instant coffee is not produced entirely



1 from green coffee beans produced in geographic origins
2 defined in this chapter;

3 (7) Use a geographic origin on the front label panel of a
4 package of roasted or instant coffee other than in the
5 trademark or in the identity statement as authorized
6 in subsection (a) (1) and (2) unless one hundred per
7 cent of the roasted or instant coffee contained in the
8 package is from that geographic origin;

9 (8) Use more than one trademark on a package of roasted or
10 instant coffee unless one hundred per cent of the
11 roasted or instant coffee contained in the package is
12 from that geographic origin specified by the
13 trademark;

14 (9) Use a trademark that begins with the name of a
15 geographic origin on a package of roasted or instant
16 coffee unless one hundred per cent of the roasted or
17 instant coffee contained in the package comes from
18 that geographic origin or the trademark ends with
19 words that indicate a business entity; or

20 (10) Print the identity statement required by subsection
21 (a) in a smaller font than that used for a trademark
22 that includes the name of a geographic origin pursuant



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1 to paragraph (7) and in a location other than the
2 front label panel of a package of roasted or instant
3 coffee."

4 SECTION 2. Statutory material to be repealed is bracketed
5 and stricken. New statutory material is underscored.

6 SECTION 3. This Act shall take effect upon its approval.
7

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Report Title:

Coffee; Labeling Requirements; Percentage of Content Requirement; Hawaii-Grown

Description:

Increases the minimum percentage requirement for Hawaii origin coffee blends to starting 01/01/2014 and to starting 01/01/2016.

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