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# A BILL FOR AN ACT

RELATING TO AGRICULTURAL PRODUCT LABELING.

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

1           SECTION 1. Chapter 486, Hawaii Revised Statutes, is  
2 amended by adding a new section to part V to be appropriately  
3 designated and to read as follows:  
4           "§486-           Agricultural product branding and country or  
5 region of origin labeling. (a) All honey, macadamia nuts,  
6 coffee, tea, vanilla, and any other plant or animal product  
7 grown, packaged, or sold in Hawai'i for which any information or  
8 name indicating "Hawai'i", "Hawaiian", or any region of Hawai'i,  
9 and where the product is less than one hundred per cent grown in  
10 Hawai'i, shall after the word "Contains:" list on the front label  
11 the country or region of origin and the percentage of each  
12 country's or region's portion of the product in descending order  
13 of percentage and in font size at least equal to one-half the  
14 size of the largest font on the front label; provided that this  
15 subsection shall not apply to spices unless spice is the major  
16 portion of the product.



1        (b) Any agricultural product with a front label that  
2 reads, with or without Hawaiian okinas, in a font size at least  
3 equal to one-half the size of the largest font:

4        (1) "100% Hawai'i (product)" or "Hawai'i (product)";

5        (2) "100% Hawai'i-Grown (product)" or "Hawai'i-Grown  
6 (product)";

7        (3) "100% Grown in Hawai'i";

8        (4) "100% Hawai'i-Made (product)" or "Hawai'i-Made  
9 (product)";

10       (5) "100% Hawaiian-Made (product)" or "Hawaiian-Made  
11 (product)";

12       (6) 100% Made in Hawai'i"; or

13       (7) "100% Hawaiian (product)" or "Hawaiian (product)";

14 shall contain a minimum of one hundred per cent Hawai'i-grown  
15 product; provided that this subsection shall not apply to spices  
16 unless spice is the major portion of the product.

17       (c) All agricultural products claiming to be one hundred  
18 per cent grown in a single Hawaiian region shall be labeled to  
19 conform to the following conditions:



- 1        (1) Any product with a front label that reads, with or  
2        without Hawaiian okinas, in a font size at least equal  
3        to one-half the size of the largest font:  
4        (A) "100% (region) (product)" or "(Region)  
5        (product)";  
6        (B) "100% (Region)-Grown (product)" or "(Region)-  
7        Grown (product)";  
8        (C) "100% (Region)-Made (product)" or "(Region)-Made  
9        (product)"; or  
10       (D) "100% (Region) (product)";  
11       shall contain a minimum of one hundred per cent  
12       Hawaiian regionally-grown product; and  
13       (2) Any blend with a front label that reads, with or  
14       without Hawaiian okinas, in a font size at least equal  
15       to one-half the size of the largest font:  
16       (A) "100% Hawaiian Islands (product) Blend"; or  
17       (B) "100% Hawai'i Islands (product) Blend";  
18       shall contain a minimum of one hundred per cent  
19       products from Hawaii;  
20       provided that this subsection shall not apply to spices unless  
21       spice is the major portion of the product.



1           (d) All packaging and labeling for agricultural products  
2 claiming to contain some but less than one hundred per cent  
3 Hawai'i-grown product shall conform to the following  
4 specifications:

5           (1) A blended plant or animal product labeled with the  
6 words "Hawai'i" or "Hawaiian" or the name of any  
7 Hawaiian region, such as "75% Kona Coffee Blend",  
8 shall:

9           (A) Contain a minimum of seventy-five per cent of  
10 that named region's agricultural or animal  
11 product, and shall use the word "Blend" in the  
12 identification of the product;

13           (B) List the percentage number of the majority  
14 portion of the product, such as "75% (Region)  
15 (product)"; and

16           (C) List after the word "Contains:" in descending  
17 order, and after the majority content, the  
18 remainder of the product by percentage and  
19 country or Hawaiian region of origin, with or  
20 without okinas, such as:

21           (i) "15% Argentina (product)" and "10% Congo  
22 (product)";



1           (ii) "15% Argentina (product)" and "10% Mau'i  
2                   (product)"; or

3           (iii) "25% Mau'i and Kaua'i (product)";

4           provided that the bulk listing of percentages shall be  
5           allowed for Hawaiian regions only; provided further  
6           that the labeling required in subparagraphs (A), (B),  
7           and (C) shall be printed on the front label in a font  
8           size at least equal to one-half the size of the  
9           largest font on the front label; and

10       (2) Any blended product that contains less than seventy-  
11       five per cent of a Hawaiian product shall not use the  
12       names "Hawai'i" or "Hawaiian" or any Hawaiian regional  
13       name on the front label, except in the contents list,  
14       which shall identify on the front label the countries  
15       or geographic regions of origin for the entire product  
16       with the percentage for each country's or region's  
17       portion of the product in a font size at least equal  
18       to one-half the size of the largest font on the front  
19       label.

20       (e) Nothing stated on the side or back labels on any  
21       product subject to this section shall be inconsistent with  
22       statements appearing on the front label."



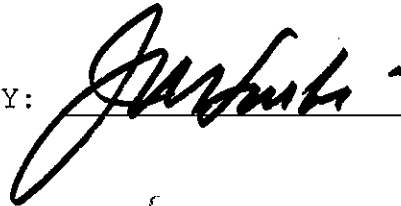
1 SECTION 2. To the extent the provisions of this section  
2 are inconsistent with the labeling requirements of section 486-  
3 120.5, 486-120.6, or 486-119, Hawaii Revised Statutes, or any  
4 other statutory provision, the provisions of this Act shall  
5 control.

6 SECTION 3. New statutory material is underscored.

7 SECTION 4. This Act shall take effect upon its approval;  
8 provided that the Act shall not be implemented until eighteen  
9 months after its effective date.

10

INTRODUCED BY:



JAN 17 2013

By Request



# H.B. NO. 213

**Report Title:**

Hawaii State Association of Counties Package; Agricultural Products; Labeling; Hawaiian

**Description:**

Establishes certain standards for agricultural products labeled as being Hawaiian or from Hawaii.

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

