

JAN 18 2013

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 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: 

By Request



S.B. NO. 558

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.

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