



State of Hawaii
DEPARTMENT OF AGRICULTURE
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TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEE ON AGRICULTURE
MONDAY FEBRUARY 3, 2014
CAPITOL AUDITORIUM
9:40 A.M.

HOUSE BILL NO. 2361
RELATING TO AGRICULTURE

Chairperson Wooley and Members of the Committee:

Thank you for this opportunity to provide testimony on House Bill 2361, which applies the offense of false labeling of Hawaii-grown coffee to include grade standard violations and all stages of production of Hawaii-grown coffee.

In 2012, Act 328 was enacted which established criminal penalties for falsely labeled Hawaii-grown cherry, parchment, and green coffee with regard to geographic origin. The Hawaii Department of Agriculture along with the several representatives of the coffee industry, met with representatives of the Hawaii County Prosecutor's office on the limitations of Act 328 with regard to origin counterfeiting and the need to include penalties for quality counterfeiting to maintain the quality that Hawaii-grown coffee is known for.

The Department supports the intent of this bill, but defers to the Hawaii County Prosecutors' offices.

Thank you for the opportunity to testify on this measure.





1768 Kalawi Place
Wailuku (Maui), Hawaii 96793

February 2, 2014

BY LEGISLATIVE WEBSITE/E-MAIL

The Honorable Jessica Wooley
Chair Agriculture Committee
Hawaii State Capitol, Rm 441
415 South Beretania Street
Honolulu, Hawaii 96813
repwooley@capitol.hawaii.gov

Aloha Chairman Wooley,

RE: SUPPORT FOR HB2361 WITH COMMENTS AND AMENDMENT

Vincent Mina
President
Maui

The Hawaii Farmers Union United Supports HB 2361, even though we have doubts about its effectiveness as a means to prevent false labeling of Hawaii “origin” coffees. We note too that the proposed legislation and its companion, SB2913, reincorporate enforcement of the HDOA “grade standard requirements of rules adopted under Chapter 147”, which were removed from HDOA oversight as to “origin” by HB280 in 2012. The rules to implement the legislative changes made by HB280 in 2012 have also not been adopted.

Simon Russell
Vice-President
Maui

This is all part of a piece meal approach to promoting and protecting the Hawaii coffee “brand” and in particular its specific origin coffees such as Kona and Ka’u. HFUU initiated a proposal for an Hawaii Origin Products Act that would put in place a comprehensive regime to protect all of Hawaii’s vast potential for origin products, such a tea, cacao, taro and coffee to name a few. We asked to have the proposal withdrawn before it was introduced this session, because we were told it could not include coffee—Hawaii’s signature origin product. We look forward to working with the various coffee and other potential origin product growers and interests to develop a robust statutory regime such as those operative in places as diverse as France, California and Idaho. Those jurisdictions promote and protect their origin products ranging from wine to potatoes and the family farm economies that depend on them. We are hopeful that Hawaii will consider and follow those examples going forward,

David Case
Secretary
Kona

Ray Maki
Treasurer
Kauai

That said, we also have a suggestion to close what appears to be a gaping loophole in the current Bill and its Senate companion. As now written the law would only penalize false labeling of “Hawaii-grown” coffee, but it does not penalize false labeling of non-Hawaii-grown coffee as Hawaii-grown coffee. We don’t think the new language penalizing violations of the Chapter 147 “grade standard requirements” covers the false labeling as to geographic origin addressed in the rest of the Bill. We have included suggested revisions as an attachment for your consideration.

Pamela Boyar
Member
Oahu

Mahalo nui loa,
HAWAII FARMERS UNION UNITED

David Fisher
Member
Maui

Vincent Mina
Vincent Mina, President



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February 3, 2014

HEARING BEFORE THE
HOUSE COMMITTEE ON AGRICULTURE

TESTIMONY ON HB 2361
RELATING TO AGRICULTURE

Auditorium
9:40 AM

Chair Wooley, Vice Chair Onishi, and Members of the Committee:

I am Christopher Manfredi, President of the Hawaii Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,832 farm family members statewide, and serves as Hawaii's voice of agriculture to protect, advocate and advance the social, economic and educational interest of our diverse agricultural community.

HFB is in strong support of HB 2361. The passage of HB280/Act 328 in 2012 addressed false labeling of Hawaiian coffee; commonly known as counterfeiting.

In order to legally offer coffee for sale labeled with one of the defined geographical origins located throughout the state, including Hawaiian coffee, it must meet established minimum grade standards. While the 2012 Act made strides to protect green, parchment and cherry coffee, it did not go far enough to protect Hawaii's coffee origins. HB2361 strengthens the law to include all coffee including roasted coffee. Passage of this measure will help protect Hawaii's reputation for high quality specialty coffee.

Please pass HB2361.

Thank you for the opportunity to comment on this measure.

onishi2-Micah-Seth

From: mailinglist@capitol.hawaii.gov
Sent: Sunday, February 02, 2014 11:25 AM
To: AGRtestimony
Cc: ihemphi@live.com
Subject: *Submitted testimony for HB2361 on Feb 3, 2014 09:40AM*

HB2361

Submitted on: 2/2/2014

Testimony for AGR on Feb 3, 2014 09:40AM in Conference Room Auditorium

Submitted By	Organization	Testifier Position	Present at Hearing
Denise Key	Individual	Support	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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