

DAVID Y. IGE
Governor

SHAN S. TSUTSUI
Lt. Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
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Honolulu, Hawaii 96814-2512
Phone: (808) 973-9600 FAX: (808) 973-9613

SCOTT E. ENRIGHT
Chairperson, Board of Agriculture

PHYLLIS SHIMABUKURO-GEISER
Deputy to the Chairperson

TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEE ON AGRICULTURE

JANUARY 27, 2017
8:30 A.M.
CONFERENCE ROOM 312

HOUSE BILL NO. 256
RELATING TO COFFEE LABELING

Chairperson Creagan and Members of the Committee:

Thank for the opportunity to testify on House Bill No. 256, relating to coffee labeling. This bill expands mandatory labeling requirements to include a listing of all non-Hawaiian origin coffees be listed on the label and increase the minimum content requirement for roasted and instant coffee. The Department offers comments on this measure.

Hawaii-grown coffee blends have created new market positions and a standardized labeling criterion has improved consumer confidence in the blended product. The approach to labeling proposed is based on truth-in labeling and requires greater disclosure in the information presented to consumers of these coffee blends. However, listing of all non-Hawaiian origin coffee in order of predominance in the blended product may not be feasible for coffee roasters for they may from time to time change the blend formulation of the non-Hawaiian coffee being used.

While the requirement to increase the minimum Hawaii-grown coffee content in Hawaii-grown coffee blends will increase the Hawaii-grown coffee content, it will also increase the overall cost to the consumer.



The department supports the Hawaii coffee industry and the use of unique geographic coffee growing regions to market, advertise and sell Hawaii-grown coffee. While the department can enforce grading and labeling of green Hawaii-grown coffee, the department cannot determine the content or origin of a coffee blend once it is roasted.

Thank you for the opportunity to testify on this measure.



LBD COFFEE, LLC

To: The Honorable Richard P. Creagan, Chair
and Members of the House Committee on Agriculture

Date: Friday, January 27, 2017
Time: 8:30 a.m.
Place: Conference Room 312, State Capitol

From: Les Drent
for LBD Coffee, LLC

Re: HB256, Relating to Coffee Labeling

Dear Representative Creagan and Members of the House Committee on Agriculture,

LBD Coffee, LLC, (LBD) a value added agricultural producer in Hawaii, makes the following comments regarding HB256.

LBD has been involved with the roasting and selling of 100% Kona coffee for over 23 years. It is a disgrace what has been allowed to occur under the watchful eye of the Hawaii Department of Agriculture, Consumer Protection, State Legislature, and various coffee trade organizations that do not support the farmers. The continued blatant abuse of the Kona name, and all geographic names in Hawaii continues to destroy farms in our state. The State of Hawaii has never enforced or prosecuted anyone for the misbranding, or counterfeiting of Kona coffee.

This bill, or any other without commodity tracking and enforcement, does nothing to end the abuse of the Kona name. If you are serious about protecting Kona coffee, or any other geographic name in Hawaii you should first investigate and prosecute those who are already cheating the existing laws.

In 1995, Coffee Times, an independent magazine owned by LBD Coffee, ran several stories alleging the abuse and counterfeiting of Kona coffee. It was not until our publishing of these stories, and the wide spread publicity created by our cartoon that a federal agency stepped in to investigate. The owner, Michael Norton of Kona Kai Farms, was found guilty of fraud, and tax evasion and sentenced to federal prison as a result of the counterfeiting scheme. The state of Hawaii played no part in the investigation, and ignored the outcry from its own farmers. Since that time the State of Hawaii has continued to do nothing to enforce its laws, and the abuse continues!

Do you have any idea how easy it is to counterfeit and sell Kona coffee? Probably not, and it happens routinely.

So, perhaps you might consider allocating money to hire an actual business person to oversee, and put back in place a strict coffee certification and grading system that would also track the production, and

-1-

LBD Coffee, LLC

6200 Kawaihau Road, Unit B, Kapaa, HI 96746 USA

Ph: (808) 822-4495 Fax: (808) 822-9731

lbdcoffee.com

sale of all Kona coffee. LBD would gladly support a certification fee to assure that all coffee being sold with the Kona name is actually grown in the districts of North and South Kona.

There are also new sensing tools in the industry that have the ability to identify the origin of any roasted coffee. Perhaps I could enlighten you, or the bureaucrats who are charged with enforcing the current labeling laws.

I also find it hard to swallow that the State of Hawaii is pouring money into a seed to sale tracking system for a medicinal marijuana program that is soon to fail, and doing nothing in regards to certifying, tracking or enforcing current labeling laws. Kona coffee is a legitimate industry that has been around for nearly 185 years and generates 75 million dollars annually with over 2000 acres farmed. Those numbers could be much higher if the Kona brand was protected and the laws enforced.

It's all quite shameful, and the legislature should recognize that no new labeling law will control or even curtail the abuse without tracking and enforcement.

Thank you for considering my comments. I will now turn my attention back to the bills that threaten the existence of our locally farmed and produced Kauai cigars!

Sincerely,



Les Drent
for LBD Coffee

refs.

<http://www.nytimes.com/1996/11/13/us/supplier-is-accused-of-selling-cheap-coffee-as-top-grade.html>

<http://www.eastbaytimes.com/2007/10/31/federal-agents-raid-marijuana-dispensary/>





PO Box 168, Kealahou, HI 96750

HOUSE OF REPRESENTATIVES
COMMITTEE ON AGRICULTURE

Friday, January 27, 2017
8:30 AM
Conference Room 312

RE: Testimony in Opposition to HB 256 "RELATING TO COFFEE LABELING"

Aloha Chair, Vice Chair and members of the Committee,

I am Chris Manfredi, President of Hawaii Coffee Association.

The Hawaii Coffee Association's (HCA) mission is to represent all sectors of the Hawaiian coffee industry including growers, millers, wholesalers, roasters and retailers located throughout the State of Hawaii. The HCA's primary objective is to increase awareness and consumption of Hawaiian coffees. A major component of HCA's work is the continuing education of members and consumers.

The HCA opposes HB 256.

The HCA has long supported a credible, independent, comprehensive third-party study to examine the impacts to our industry caused by changes to Hawaii's coffee labeling laws.

Hawaii's coffee industries are at a competitive disadvantage to coffee producing origins located around the world. Sudden arbitrary changes to our industry could upset the equilibrium that has evolved over two centuries. Making changes without reliable, objective and empirical data could be disastrous for Hawaii's farmers, their families, and the industries that support them. Costs relating to labor, transportation and regulations require that Hawaii's coffee be of exceptional quality, and be positioned at a price point that makes our industry sustainable. We are committed to working with industry stakeholders, state agencies, lawmakers and law enforcement to ensure that Hawaii's reputation for high quality is promoted and protected, in turn protecting Hawaii's valuable origins.

There is broad support for such a study and we believe one is forthcoming. We respectfully ask the Legislature to be patient while we await its findings and recommendations.

We welcome the opportunity to offer our testimony on this important matter. We respect the relationship forged between private industry, Hawaii's citizens and lawmakers.

We only ask that we move forward together.

Please oppose HB 256.

AGRtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 8:44 AM
To: AGRtestimony
Cc: kona@kona.net
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM
Attachments: 2866710_web1_Coffee_Labels.jpg

Categories: Green Category

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
LEE Y SUGAI	Sugaikonacoffee	Support	No

Comments: Dear Chair Creagan and Members of the Agriculture Committee: I am a Kona coffee farmer and I am submitting this written testimony in STRONG SUPPORT of HB256. For more than 25 years Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee. In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion". HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages. These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops. I ask that the Committee to support the adoption of HB256. Respectfully submitted, Lee Y Sugai P.O. Box 783, Kealahou, Hawaii 96750

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From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 9:13 AM
To: AGRtestimony
Cc: kathygedeon1@hotmail.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
kathy gedeon	Individual	Comments Only	No

Comments: Dear Chair Creagan and Members of the Agriculture Committee: I am a Kona coffee farmer and I am submitting this written testimony in STRONG SUPPORT of HB256. For more than 25 years Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee. In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion". HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages. These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops. I ask that the Committee to support the adoption of HB256. Respectfully submitted, Kathy Gedeon

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AGRtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 9:08 AM
To: AGRtestimony
Cc: kdixon7577@gmail.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM
Attachments: Kona Coffee Confusion - I Need Coffee.html

Categories: Green Category

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
KATHLEEN DIXON	Individual	Comments Only	No

Comments: Dear Chair Creagan and Members of the Agriculture Committee: I am a Kona coffee farmer and I am submitting this written testimony in **STRONG SUPPORT** of HB256. For more than 25 years Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee. In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion". HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages. These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops. I ask that the Committee to support the adoption of HB256. Respectfully submitted, Kathleen Dixon 87-343 Kaohe Road Captain Cook, Hawaii 96704

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Huahua Farm

www.huahuafarm.com

Dear Chair Creagan and Members of the Agriculture Committee:

I am submitting this written testimony in STRONG SUPPORT of HB256.

My husband and I have been growing and selling Kona coffee for 19 years and watched in frustration as we try to compete against low-priced Kona coffee blends – blends that have only 10% Kona coffee and 90% coffee of unknown origin.

This affects Kona coffee farmers economically by damaging the reputation of one of the finest coffees produced in the world. There is no way that one could discern the unique flavor of Kona coffee when it is overpowered by 90% foreign coffee.

In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion".

HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages.

These two changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops.

I ask that the Committee support the adoption of HB256.

Respectfully submitted,

Clare Wilson
Huahua Farm
PO Box 528
Holualoa, HI 96725
808.322.7094
clare@huahuafarm.com

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 8:03 AM
To: AGRtestimony
Cc: jwseel@cs.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Jeffery Seel	Individual	Support	No

Comments: At a time when people are marching for personal rights and transparency, Hawaii is turning it back on its farmers by allowing blenders to counterfeit the Kona coffee product. The blenders can still blend. If people like the blend they can still buy. Why the legislature continues to allow this deception is a mystery. Support House Bill 256.

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Dear Chair Creagan and Members of the Agriculture Committee:

I am a Kona coffee farmer and I do vote.

I am submitting this written testimony in STRONG SUPPORT of HB256.

I have watched for more than 16 years that I have been a Kona Coffee farmer as Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee.

Not only are we farmers damaged, but the consumers are misled and duped by misleading labels and advertising.

In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion".

HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages.

These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops.

I ask that the Committee to support the adoption of HB256.

Respectfully submitted,

Carol A. Weaver

Pau Hana Estate, LLC

P.O.Box 738 Captain Cook, HI 96704

Dear Chairman Creagan and members of the Agriculture Committee:

I want to go on record as a very **strong supporter of HB256.**

Current Hawaii law effectively legalizes the adulteration of its world-class Kona coffee with 90% of cheap, foreign-grown beans. The mix is marketed as “10% Kona Blend,” a label that is confusing enough to leave even some professional coffee people with questions about its precise meaning.

When customers brew up the coffee, its flavor and aroma are overwhelmingly those of the foreign beans.

Then, as many have said to me, “What’s so special about Kona coffee?” And they avoid buying or recommending it to others.

HB256 would raise the quantity of Kona coffee in “Kona Blends” to 51%, giving its quality a chance to imbue the brewed coffee with its distinctive smoothness and balanced aroma.

Also, by identifying the origin of the foreign beans, a blow has been struck for truth in labeling, so that customers can actually see what they are buying.

It is time to bring to an end tawdry commercial exploitation of cherished local products.

After retiring from the faculty at UH Manoa, I was active in coffee affairs in Kona, I served for three years as treasurer of the Kona Coffee Council.

Respectfully submitted,
Bryce G. Decker PhD.

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 7:45 PM
To: AGRtestimony
Cc: hanna.louise@gmail.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Louise Hanna	Individual	Support	No

Comments: Truth in labeling is important in promoting Hawaiian products to buyers. Kona Coffee labeling has allowed imported coffee to be falsely sold as a product of Hawaii. Please protect consumers from fraud and Kona Coffee's reputation as a premium product by enacting this bill.

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 2:10 PM
To: AGRtestimony
Cc: sandrascar@aol.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Sandra Scarr	Individual	Support	No

Comments: I have been a Kona coffee farmer for the past 16 years. I have a certified Estate and market my own roasted coffee and green beans on EBay and through my own web site. I am very concerned that so-called Kona Coffee blends, containing only 10% Kona coffee and 90% foreign beans, damage our reputation for producing world-class, fine coffee. No other state allows one of its signature agricultural products to be counterfeited legally. In response to resolutions from the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention, West Hawaii Representatives Richard Creagan, Nicole Lowen, Cindy Evans, and 8 others have introduced HOUSE BILL 256. This simple and straightforward measure will require (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the package.

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Aloha Chair Creagan and Members of the Agriculture Committee,

I am a Kona Coffee Farmer. My family operates an 8 acre coffee farm in North Kona. It is an Estate, meaning from Seed to Cup. I am **strongly in Favor of HB 256**, the Bill that requires at least 51% Kona Coffee in all packages that offer "Kona Blend". I also strongly support that the Origin of all Coffee is clearly identified.

Kona Coffee is Kona Coffee; all other Coffee comes from SOMEWHERE, and that somewhere should be identified. That is the regulation for all products that we buy in the Grocery Store, from Cereal on down.

The argument that "Coffee is Coffee" does not hold water: Why point out that it's partially "Kona Coffee" if "coffee is coffee"? The argument that it is "a trade secret" is not valid either, because such origins as Africa, Vietnam, Latin America, etc. are general enough to obscure the origin of coffee beyond its general area. Maybe the blenders can put "foreign origin" before they list Kona Coffee?

For far too long, the "10% Kona Blend" has degraded the income levels of Coffee Farmers that sell 100% Kona Coffee. For far too long, the "10% Kona Blend" has degraded the reputation of Kona Coffee among people who do not notice the 10% distinction. I have been told that no coffee cupper (professional coffee tasters) has ever been able to taste the Kona in 10% Kona Blend.

Please, I urge you strongly to **vote for HB 256**.

Thank you!

Hans Eckert, owner/operator
Lyman Kona Coffee Farms
73-4261 Mamalahoa Hwy.
Kailua Kona, HI 96740
Tel: 808-325-0909

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 10:34 AM
To: AGRtestimony
Cc: miles@aloha.net
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Miles Mulcahy	Individual	Support	No

Comments: Aloha All, I wish to voice my SUPPORT for HB 256 regarding a minimum of 51% Kona Coffee required to label coffee as from Kona. This is long overdue as a fairness to consumers and to protect the name and taste of pure Kona coffee. Right now, you may be lucky and get the 1 in 10 Kona coffee bean and say "Wow, that is great coffee" or you may get the 9 in 10 other beans and say "Hey that tastes no better than Colombian".. Please help protect the Kona coffee name from being mistaken for regular Colombian coffee. And please require full percentage labeling on the front label telling consumers exactly what percentage they are getting. Be Honest.

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 9:51 AM
To: AGRtestimony
Cc: soilculture@aol.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Bob Shaffer	Individual	Support	No

Comments: Dear Chair Creagan and Members of the Agriculture Committee: I am a Kona coffee farmer and consulting agronomist internationally for coffee farms for 30 years and am submitting this written testimony in STRONG SUPPORT of HB256. For more than 25 years Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee. In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion". I have found, by personal professional experience in the international coffee industry, the fact that Hawaii laws which allow blending of other origin coffee to dilute Kona Coffee is widely understood and seen as a fraud, shameful and domination by a few over the small farms and literally a "legal crime" that is in fact economically destructive to the value of Kona Coffees 200 year brand and to the sustainability and economic viability of coffee farming in Hawaii. HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages. These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops. I ask that the Committee to support the adoption of HB256. Respectfully submitted, Bob Shaffer, agronomist Soil Culture Consulting

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 9:26 AM
To: AGRtestimony
Cc: ken@mycoffee.net
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Ken Love	Individual	Support	No

Comments: its essential to support this bill to insure the quality of Hawaiian coffee. Other countries demand a minimum of 30% so for us to do 51% shows customers a dedication to quality and protection of the Kona name.

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 9:23 AM
To: AGRtestimony
Cc: jimmonk@alum.mit.edu
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Jim Monk	Individual	Comments Only	No

Comments: Dear Chair Creagan and Members of the Agriculture Committee: I am a Kona coffee farmer and I am submitting this written testimony in STRONG SUPPORT of HB256. For more than 25 years Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee. In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion". HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages. These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops. I request the Committee support the adoption of HB256. Respectfully submitted, Jim Monk / Monk's Delight Kona Coffee PO Box 481, Captain Cook, HI 96704

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 8:13 AM
To: AGRtestimony
Cc: fweber@unfi.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Franz Weber	Hawaii Democratic Party, District Chair	Support	No

Comments: Dear Chair and members of the Committee: I am submitting this written testimony in STRONG SUPPORT of HB256. For a long time, Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of "Hawaii Coffee" on packages containing up to 90% foreign-grown coffee. In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion". HB256 will address these problems by requiring (1) a minimum of 51% genuine Hawaiian coffee content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages. These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops. I ask that the Committee approve HB256 and move this bill toward becoming law. Sincerely, Franz Weber District Chair, District 6, Democratic Party of Hawaii

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 8:13 AM
To: AGRtestimony
Cc: pc70@cornell.edu
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Patrick Callahan	Individual	Support	No

Comments: 10% is clearly not enough to be labelled Kona!

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Dear Chair Creagan and Members of the House Agriculture Committee:

On behalf of the more than 300 members of the Kona Coffee Farmers Association I am submitting this written testimony in STRONG SUPPORT of HB256.

For more than 25 years Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee.

In 2007 the Legislature made a factual finding that existing coffee labeling law “causes consumer fraud” and “degrades” the name of Hawaii-grown coffee (SCR No. 102, SD1, HD1); and a distinguished economist has issued a preliminary study concluding that millions of dollars each year are lost by Hawaii coffee farmers because of this “consumer fraud”. (M. Feldman, “Economic Effects of Blending Kona Coffee”, 2010.)

HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages.

These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council (Resolution No. 501-14), the 2016 Hawaii County Democratic Convention (BUS/AG 2016-01), and the 2016 State Democratic Convention (BUS/AG 2016-03). As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops—and for this reason HB256 is included in the Hawaii Democratic Party’s 2017 Package of Legislative Priorities.

In December, Governor Ige called for Hawaii to double its food production by the year 2020, which would mean that 20 percent of its food would be produced locally, with collaboration and assistance for the State’s small farmer community as an important part of moving toward food sustainability. (Civil Beat, 12/16/16) A key element in achieving food sustainability is the protection of the identity and reputation of the State’s agricultural products and economic viability for Hawaii’s farmers.

Hawaii’s business press has recognized the problem of unfair and dishonest labeling—and the adverse effect on Hawaii agricultural products: [“The Hawaii brand is so powerful that companies with little or no connection to the state continue to use it. Hawaiian Punch and Hawaiian Sweet Maui Onion Potato Chips, for example, do not contain any ingredients that originate in the state. Global restaurant chain Trader Vic’s, which features the “Original Mai Tai, has roots in California. Perhaps most troubling is the use of Kona coffee on products with as little as 10 percent of its beans from the region.”](#) (emphasis added, Hawaii Business, August 2016.)

Similarly, this past August Slow Food USA named "Pure Kona Coffee" to its "Ark of Taste" based on its finding that ["deceptive labeling practices have put Pure Kona Coffee at risk of extinction. Every year, millions of pounds of “Kona Blends” are sold to consumers, containing](#)

up to 90% foreign-grown coffee. This labeling undermines the economic future of the coffee farmers, and dilutes the rich flavor of Pure Kona Coffee."

For all of these regions, coffee farmers from Kona and other regions of Hawaii ask for your support and urge the passage of HB256.

Respectfully submitted,

Bruce Corker, President
Kona Coffee Farmers Association

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 6:49 AM
To: AGRtestimony
Cc: colemel2@gmail.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Colehour Bondera	Individual	Support	No

Comments: Dear Chair Creagan and Members: As a Kona coffee farmer this written testimony is in STRONG SUPPORT of HB256. For over 25 years Hawaii coffee farmers have suffered economic losses, and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee. In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends, "causes fraud and confusion". HB256 will address these problems by requiring both a minimum of 51% genuine content in Hawaii Coffee Blends as well as identification on the label of the origin of imported coffees in the packages. For nearly ten years now work with groups (Kona Coffee Farmers Association and American Origin Products Association and oriGIn and Slow Food) to help protect the integrity of Kona coffee has been carried forth by yours truly, and all of these groups have encouraged and supported 100% Kona coffee in order to best protect coffee farmers. Blends of any product worldwide must contain a minimum of a majority of the named product; with the only exception being the Hawaii coffee labelling law. The two straightforward changes within HB256 have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops. Please support the adoption of HB256 to bring HI together and offer recognition at the national and international levels. Respectfully submitted, Colehour Bondera Honaunau, HI

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, January 25, 2017 6:40 AM
To: AGRtestimony
Cc: konacafe@mail.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/25/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
allan frank	Individual	Support	No

Comments: Dear Chair Creagan and Members of the Agriculture Committee: I am a Kona coffee farmer and I am submitting this written testimony in STRONG SUPPORT of HB256. For more than 25 years Hawaii coffee farmers have suffered economic losses and the reputations of Hawaii coffee have been damaged because State law permits the use of Hawaii coffee names on packages containing 90% foreign-grown coffee. In 2007 the Legislature made a factual finding that the current law which allows the marketing of 10% Hawaii Coffee Blends "causes fraud and confusion". HB256 will address these problems by requiring (1) a minimum of 51% genuine content in Hawaii Coffee Blends and (2) identification on the label of the origin of imported coffees in the packages. These 2 straightforward changes have been requested in formal resolutions adopted by the Hawaii County Council, the 2016 Hawaii County Democratic Convention, and the 2016 State Democratic Convention. As these resolutions recognize, Hawaii needs to protect the economic interests of its farmers and the reputation and integrity of their crops. I ask that the Committee to support the adoption of HB256. Thank you, Allan Frank P O Box 1417 Kailua Kona, HI. 96745

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From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 3:43 PM
To: AGRtestimony
Cc: ariannafeinberg@gmail.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/26/2017
Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Arianna Feinberg	Individual	Support	No

Comments: I support this bill because it's ridiculous that coffee company's advertise Hawaii grown coffee when it only contains like 10% Hawaii grown and 90% South American grown. It's hard for real Hawaii grown coffee to compete with South American blended prices. As a consumer, I want to know where my coffee truly comes from.

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Sent: Thursday, January 26, 2017 5:25 PM
To: AGRtestimony
Cc: sgd8@hawaiiantel.net
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Susan Dursin	Individual	Support	No

Comments: I strongly support HB256, Relating to Coffee Labeling. As a coffee farmer, I am fully aware of the benefits this bill offers the holders of individual farms such as myself. My husband and I work very hard to do all the steps in the process except for milling. Still we find that consumers often do not discriminate on the basis of existing labeling, even though they want to support Big Island farmers. The present labeling is not clear enough to capture consumers' close attention. Only with a label showing both the geographic origin of the Hawaii coffee and the geographic origins of imported coffees and their percentages will the consumer be fully and rightly advised. Please support HB256.

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**Testimony to the House Committee on Agriculture.
Friday, January 27, 2017**

RE: **Oppose HB256** – Coffee Labeling.

Chair Creagan, Vice Chair DeCoite, and Committee Members:

Greenwell Farms is a coffee farming, processing, and marketing company in Kona, Hawaii. We export Kona Coffee to locations in Europe, across the Mainland, USA, and all around the Pacific Rim. For decades, we have relied upon the coffee produced by many farmers in North and South Kona to supply us with the highest quality coffee.

We do NOT support the passage of HB256. The current labeling laws have been in place now for over 25 years and the industry markets here in Hawaii, and to some degree across the USA, have evolved under the current rules.

We feel that the impact of such a change as that stated in HB256 should not be initiated until a comprehensive marketing study is completed to accurately assess the impacts on all the markets of Hawaiian coffees. A comprehensive marketing study will require coordination between members of the industry and the public sector in order to develop meaningful and acceptable measurements.

Further, we suggest that simply increasing the percentage of Hawaii coffee in a blend does not necessarily increase the quality of the coffee experience for consumers. We believe that any changes to the laws governing our industry should be focused on the quality of coffee sold under Hawaii origin names.

PLEASE DO NOT PASS HB 256

Thank you for your attention to this matter.

Thomas F. Greenwell, President

Steve Hicks, CFO



From: mailinglist@capitol.hawaii.gov
Sent: Friday, January 27, 2017 5:58 AM
To: AGRtestimony
Cc: lorie@rustyshawaiian.com
Subject: *Submitted testimony for HB256 on Jan 27, 2017 08:30AM*

HB256

Submitted on: 1/27/2017
 Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Lorie Obra	Individual	Oppose	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Friday, January 27, 2017 12:27 AM
To: AGRtestimony
Cc: rkaiwi@hicoffeeco.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/27/2017
Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Roger Kaiwi	Kona Coffee Council	Oppose	Yes

Comments: Aloha , my name is Roger Kaiwi. My name is Roger Kaiwi. I'm the current President of the Kona Coffee Council, CBB task Force , Vice President of SHAC , and President of Kaiwi Farms . I'm am here today to oppose HB256! This is yet another attempt to fix an industry that is already vibrant. The current rules call for strict guidelines that inform the consumer of exactly what they are buying. It clearly states what is in the bag so the consumer may make an educated decision.

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Sent: Thursday, January 26, 2017 11:16 PM
To: AGRtestimony
Cc: bautista.aprilk@icloud.com
Subject: *Submitted testimony for HB256 on Jan 27, 2017 08:30AM*

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
April Bautista	Individual	Support	No

Comments:

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Sent: Thursday, January 26, 2017 10:46 PM
To: AGRtestimony
Cc: mauifaith@gmail.com
Subject: *Submitted testimony for HB256 on Jan 27, 2017 08:30AM*

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Faith Chase	Individual	Support	No

Comments:

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HAWAII COFFEE COMPANY™

1555 Kalani Street
Honolulu, Hawaii 96817
Ph: 808-847-3600
Fax: 808-847-7900
www.hicoffeeco.com



Written Testimony of
Daniel Dinell
President, Hawaii Coffee Company
before the
House Committee on Agriculture
Friday, January 27, 2016; 8:30 a.m.
State Capitol, Conference Room 312

LATE

RE: HB256 RELATING TO COFFEE LABELING.

Chair Creagan, Vice Chair DeCoite, and members of the House Committee on Agriculture:

Hawaii Coffee Company (HCC) **opposes** HB 256, which would prohibit using Hawaii geographic origins of coffee that contains less than 51% coffee by weight from that geographic origin.

HCC has been in the coffee roasting business since 2000 and today is the world's largest roaster of Kona Coffee. Our 100 plus employees at our plant in Kalihi and other locations around the state, including in Captain Cook, the heart of the South Kona coffee district, earn a livelihood milling, roasting, packing, distributing, and retailing coffee. We have a major retail presence throughout Hawaii, are a leading provider of coffee to Hawaii hotels and restaurants as well as an exporter of our products around the globe.

HCC supports consumer choice and providing clear consumer-oriented labeling so customers can make an informed choice as to what coffee they are purchasing. This bill's preamble states that "it is inherently deceptive and misleading to label coffee as a geographically identified blend such as 'Hamakua Blend', 'Ka'u Blend', or 'Kona Blend'..."

This bill is wrong – it isn't misleading to use these names under state law, it is illegal. Rather, under current law and administrative rules no coffee sold or marketed in Hawaii with an origin designation can simply state "Kona Blend". Each bag must state the specific percentage, by weight, such as "10% Kona Coffee Blend". In short, the rules are extremely prescriptive, it must state the percentage then the origin, then the words "coffee" and "blend". Give the consumer credit – they know what they are purchasing. The Legislature and the State Department of Agriculture did a good job years ago by providing this very clear way of disclosure.

There is a market and profit to be made with 100% origin specific coffee offerings, many roasters, including us, do this; there is also a market and profit to be made producing 10% or higher blends, many roasters, such as HCC, also do this.

HB 256 should be shelved and let's put our energy and focus on much more critical aspects of the coffee industry where consensus can be reached. Mahalo for the opportunity to provide this testimony.

LATE

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 8:51 PM
To: AGRtestimony
Cc: maummartha@hawaiiantel.net
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Martha Lind	Individual	Oppose	No

Comments: My husband and I own a small coffee farm in Upcountry Maui. Before a bill such as HB256 is put in place requiring a label listing of the geographic origins of the various Hawaii-grown and non-Hawaii grown coffees, we wish to have a study to examine the impacts to the coffee industry caused by changes to Hawaii's coffee labeling laws. Such a study would give us the information necessary to make better informed decisions. Making a decision without such information from this proposed study could prove detrimental to the industry. Therefore, we oppose HB 256.

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Sent: Thursday, January 26, 2017 8:05 PM
To: AGRtestimony
Cc: casedavids@gmail.com
Subject: Submitted testimony for HB256 on Jan 27, 2017 08:30AM

HB256

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
David S. Case	Individual	Support	No

Comments: It is way psast time to repeal the law that allows the "alternate fact" of as little as 10% Hawaii origin coffee to be blended and sold as in some way from an Hawaii origin. This bill would reqire instead that any coffee sold as an Hawaii oigin blend must satisfy the REAL fact that it contains at least 51% of the Hawaii oigin ciffee.

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From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 7:20 PM
To: AGRtestimony
Cc: dwoolley@hawaii.rr.com
Subject: *Submitted testimony for HB256 on Jan 27, 2017 08:30AM*

HB256

Submitted on: 1/26/2017
Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Donna Woolley	Individual	Oppose	No

Comments:

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Fax: 808-791-0702
Telephone: 808-533-1292

LATE

TO: COMMITTEE ON AGRICULTURE
Representative Richard Creagan, Chair
Representative Lynne DeCoite, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: Friday, Jan. 27, 2017
TIME: 8:30 a.m.
PLACE: Conference Room 312

RE: HB256 (Coffee Labeling)
Position: Oppose

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

Coffee is one of our state's most valuable and iconic industries. Current labels already state clearly the percentage of local coffee in a package. Additional labeling requirements of this nature are unnecessary and can become a deterrent to marketers and vendors who want to sell and promote our local product here in the islands and on the mainland.

This type of burdensome overregulation does not add value to the Made in Hawaii ideal, and unfairly targets those who offer blended coffee. This also sets a dangerous precedent of the state becoming overly involved in aspects of label design and product marketing which are not, and should not, be under the purview of government.

We ask that you vote no on this measure and allow the manufacturers, distributors, marketers, and vendors of Hawaiian coffee to continue to grow their brands and promote a local product without being weighed down by this type of unnecessary overregulation.

Thank you for the opportunity to testify.

LATE

From: mailinglist@capitol.hawaii.gov
Sent: Friday, January 27, 2017 1:49 AM
To: AGRtestimony
Cc: begoniabarry@gmail.com
Subject: *Submitted testimony for HB257 on Jan 27, 2017 08:30AM*

HB257

Submitted on: 1/27/2017
Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Barbara Barry	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 11:19 PM
To: AGRtestimony
Cc: legechair@gmail.com
Subject: Submitted testimony for HB257 on Jan 27, 2017 08:30AM

HB257

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Simon Russell	Hawaii Farmers Union United	Support	No

Comments: Aloha Chair Creagan, Vice Chair DeCoite, HFUU strongly supports the safe sale and distribution of unpasteurized mil and milk products. Mahalo for introducing this measure. Respectfully, Simon Russell HFUU Legislative Committee Chair

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From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2017 11:11 PM
To: AGRtestimony
Cc: aoponoulu@gmail.com
Subject: Submitted testimony for HB257 on Jan 27, 2017 08:30AM

HB257

Submitted on: 1/26/2017
Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Kellen Smith	Wai'anae Coast Neighborhood Board	Support	No

Comments: As committee co-chair of Agriculture & Intergovernmental Affairs for the Wai'anae Coast Neighborhood Board, I strongly support this legislation. Our agricultural community and consumers would benefit from being able to directly access this farm product for economic and health reasons. Fresh, unprocessed whole milk is a highly nutritious food that is even considered medicinal for weak and ill people, and it can quickly nourish them back to health. According to the "Report of Michigan Fresh Unprocessed Whole Milk Workgroup" from the State of Michigan Dept of Agriculture in 2012, there are at least 20 naturally occurring intrinsic enzymes contained in fresh milk that do not occur in pasteurized, homogenized milk. These enzymes "are specialized proteins produced in cells that link, break-up, or accelerate chemical reactions" in the body (pg. 17). Additionally, fresh unprocessed whole milk contains extrinsic enzymes made by beneficial microorganisms that "participate in the breakdown of milk components to enable utilization by the microorganisms, but they also participate in the process of bio-availability (absorption of nutrients) in the intestinal tract" (pg. 18). Fresh, unprocessed whole milk (FUWM) contains immune system enhancers that activate white blood cells which attack pathogens, and it stimulates the production of antibodies. FUWM not only consists of antibacterial components, but it also supports beneficial microorganisms which are vital to cultivating the digestive tract. The Michigan Dept of Agriculture report not only demonstrated the nutritional benefits of FUWM, but it also outlined how the nutritional properties of milk change with pasteurization and homogenization. With the heat pasteurization, proteins are significantly denatured (pg. 22). Pasteurization affects the color, taste, and structure of carbohydrates to go through the Maillard reaction, an oxidation chemical reaction that may result in free radicals (cell damage and aging components). "The milk fat globule is the most drastically altered by the combination of pastuerization and homogenization" as the heating process breaks down the membranes of these molecules (pg. 23) Mineral absorption is diminished through pasteurization due to the changing of the molecules they are bound to. Many of our imported "ultra-pasteurized" milk products have even more nutritional deficiencies due to the increased temperature and time of the pasteurization process. Thus, these pasturized/homogenized milk products are not suitable as a high quality health food with

healing properties. Allowing for the farm direct sales of fresh, unprocessed whole milk or through a herd share program would provide an economic boost to farmers in Hawai'i and provide health conscious consumers with a superior food product to enhance their nutrition. Mahalo for your support on this bill. Kellen Smith Wai'anae Coast Neighborhood Board Ariculture & Intergovernmental Affairs Committe Co-chair

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Sent: Thursday, January 26, 2017 10:47 PM
To: AGRtestimony
Cc: mauifaith@gmail.com
Subject: *Submitted testimony for HB257 on Jan 27, 2017 08:30AM*

HB257

Submitted on: 1/26/2017

Testimony for AGR on Jan 27, 2017 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Faith Chase	Individual	Support	No

Comments:

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