

DAVID Y. IGE
Governor

DOUGLAS S. CHIN
Lt. Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
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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 FINANCE

**FEBRUARY 16, 2018
2:00 P.M.
CONFERENCE ROOM 308**

**HOUSE BILL NO. 1757 HD1
RELATING TO COFFEE LABELING**

Chairperson Luke and Members of the Committee:

Thank you for the opportunity to testify on House Bill No. 1757 H D 1, relating to coffee labeling. This bill expands the coffee labeling requirements pertaining to Hawaii grown roasted coffee to include ready-to-drink coffee beverages. The Department has concerns with the bill and offers comments.

This bill, as written, will expand the department's enforcement responsibilities to places such as McDonald's, Burger-King, Starbucks, 7-Eleven, restaurants, and other places that serve ready-to-drink coffee beverages. In addition, the majority of the pre-packaged ready-to-drink coffee beverages sold at retail are manufactured and packaged outside of Hawaii, which is outside of the department's jurisdiction.

Thank you for the opportunity to testify on this measure.



HB-1757-HD-1

Submitted on: 2/15/2018 3:28:28 AM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Melodie Aduja	OCC Legislative Priorities Committee, Democratic Party of Hawaii	Support	No

Comments:

**PRESENTATION OF THE
OAHU COUNTY COMMITTEE ON LEGISLATIVE PRIORITIES
DEMOCRATIC PARTY OF HAWAII
TO THE COMMITTEE ON FINANCE
THE HOUSE OF REPRESENTATIVES
TWENTY-NINTH LEGISLATURE
REGULAR SESSION OF 2018
Friday, February 16, 2018
2:00 a.m.**

Hawaii State Capitol, Conference Room 308

RE: Testimony in Support of HB 2306 HD1 RELATING TO COFFEE LABELING

To the Honorable Sylvia Luke, Chair; the Honorable Ty J.K. Cullen, Vice-Chair and the Members of the Committee on Judiciary:

Good afternoon, my name is Melodie Aduja. I serve as Chair of the Oahu County Committee ("OCC") Legislative Priorities Committee of the Democratic Party of Hawaii. Thank you for the opportunity to provide written testimony on House Bill No.1757 HD1 relating to coffee labeling and Ready-to-Drink coffee beverages.

The OCC Legislative Priorities Committee is in favor of House Bill No 1757 HD1 and supports its passage.

House Bill No.1757 HD1 is in alignment with the Platform of the Democratic Party of Hawai'i ("DPH"), 2016, as it expands the coffee labeling requirements to include ready-to-drink coffee beverages.

The DPH Platform states that "[a]s an island state, securing affordable food for all is a priority. We support healthy, sustainable, and diversified local food production, and "Buy Local" strategies to assure greater food security and food safety." (Platform of the DPH, P. 2, Lines 97-99 (2016)).

Given that House Bill No1757 HD1 clarifies that the amount appropriated in Act 183, Session Laws of Hawaii 2017, will be deposited into the Food Safety Certification Costs Grant Program Special Fund and makes an appropriation out of the special fund for the fiscal year 2018-2019, it is the position of the OCC Legislative Priorities Committee to support this measure.

Thank you very much for your kind consideration.

Sincerely yours,

/s/ Melodie Aduja

Melodie Aduja, Chair, OCC Legislative Priorities Committee

Email: legislativepriorities@gmail.com, Tel.: (808) 258-8889

HB-1757-HD-1

Submitted on: 2/15/2018 6:58:41 AM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Cecelia Smith	smithfarms pure kona	Support	No

Comments:

We need to strengthen the labeling of Kona coffee so that people get what they are buying . Not pono to use our Kona district name to sell some junk. Please help protect the legitimate Kona coffee farmers from these sleazy marketeers. Mahalo nui!

HB-1757-HD-1

Submitted on: 2/14/2018 10:10:36 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Joachim Oster	ATHENA of HAWAII Coffee LLC	Support	No

Comments:

Honorable Chairman and Members of the Finance Committee,

As the longtime owner of the ATHENA of HAWAII coffee farm in the Kona Region of Hawaii County, this testimony is in support of House Bill 1757 to make the labeling requirements of HRS 486-120.6 also apply to the labeling of ready-to-drink ("RTD") coffee packaging.

Let me say it as simple as it is: Hawaiian agriculture CAN NOT EXIST without protecting it's good Hawaiian names! Hawaiian names like "Kona" or "Maui" are associated with locally grown, healthy, fresh, tasty, and natural products. The ONLY reason for consumers to justify higher prices of Hawaiian ag products (due to restricted growth areas, high labor costs, etc) are their unique Hawaiian origin. This is the very same reason why foreign, US mainland, and local companies market non-Hawaiian products wrongly as such. This has to be stopped by the legislative of our state. Hawaiian regional names should be the same money-making machines like they are in other geographical ag regions around the world and the USA. Legislative protection benefits not only farmers, but local processors, packers, restaurants, stores; it provides stable real estate values, simple jobs without college education, farm tourism, schools, hospitals, affordable housing, and supports infrastructure overall. Taxes and earned money stay within the state and the community. Regional flourishing agriculture gives a sense of home and future, selfconfidence, pride, and counters despair and apathy in our often underdeveloped, poor rural communities. The success of farm businesses hinges on needed protection of regional Hawaiian names.

The argument of non-enforcement capabilities is absurd, as the legislation alone would enable us farmers to file civil lawsuits in various states against violators of such laws. There are testing methods in place to analyse actual origins of coffee. Plus a paper trail is easy to follow to prove if vendors purchased coffee from the region of Kona. Random, sporadic checks will keep fraud at bay.

Please stand for our good Hawaiian names! Stop the consistent exploitation of our Hawaiian heritage, and the money drain from our communities. Enable more profitable local farming and agricultural businesses by giving us the laws we so desperately need.

Mahalo nui loa!

HB-1757-HD-1

Submitted on: 2/15/2018 8:03:16 AM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Alicia Wills	Palm Valley Farm LLC	Support	No

Comments:

Consumers should be protected from deceptive labeling

Our Hawaii's heritage and reputation for world-renowned coffee should be defended from damage

There is no financial burden on the State for requiring disclosure on RTD coffee labels
Prosecution of suspected violations is no more burdensome for RTD coffee than it is for roasted and instant coffee which are currently covered.

HDOA "concerns" about being able to determine the origin of roasted or brewed coffee are unfounded. Authors from the University of Hawaii have identified a straightforward and inexpensive scientific procedure for coffee origin identification, Journal of Food Science, Vol. 74 (2009)—including authentication for roasted and brewed coffee.

HB-1757-HD-1

Submitted on: 2/14/2018 8:16:09 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sandra Scarr	Daily Fix Coffee	Support	No

Comments:

I have been a Kona coffee farmer for 18 years and am also Vice-President of the Kona Coffee Farmers Association. I support the addition to Ready-to-Drink beverages to the existing regulation on Hawaii-origin named coffee blends, to require the products sold in Hawaii to reveal on the label the percentage of Kona or other Hawaiian coffee in the beverage.

****Consumers should be protected from deceptive labeling**

****Our Hawaii's heritage and reputation for world-renowned coffee should be defended from damage**

****There is no financial burden on the State for requiring disclosure on RTD coffee labels**

****Prosecution of suspected violations is no more burdensome for RTD coffee than it is for roasted and instant coffee which are currently covered.**

****HDOA "concerns" about being able to determine the origin of roasted or brewed coffee are unfounded. Authors from the University of Hawaii have identified a straightforward and inexpensive scientific procedure for coffee origin identification, Journal of Food Science, Vol. 74 (2009)—including authentication for roasted and brewed coffee.**

Please approve HB1757.

HB-1757-HD-1

Submitted on: 2/14/2018 8:42:52 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
bruce corker	Rancho Aloha	Support	No

Comments:

Dear Chair Luke and Committee Members:

I am a coffee farmer in the Kona Region and a Board Member of the Kona Coffee Farmers Association. I strongly support HB1757 to make the labeling requirements of HRS 486-120.6 apply to ready-to-drink ("RTD") coffee packaging.

Currently a number of marketers of RTD coffee drinks are using Hawaii origin names on their products without disclosing what percentage, if any, of the coffee was grown in the named Hawaii region.

HB1757 will help to protect consumers from fraud and deception in coffee labeling. It will support the economic interests of Hawaii's coffee farmers, and protect the integrity and reputation of Hawaii-grown coffees.

The provisions of HRS 486-120.6 already apply to roasted and instant coffee, and adding coverage of RTD coffee labeling would not add any significant financial burden for the State.

With respect to "concerns" expressed by the Hawaii Department of Agriculture about jurisdiction and about determining origin of coffee once it is roasted or brewed: (1) Just as with roasted and instant coffee, if an RTD coffee product is sold in this State there is jurisdiction over the labeling and advertising of the product, regardless of where the product is manufactured or packaged; and (2) As to authentication of coffee origin, authors from the University of Hawaii have identified a straightforward and inexpensive scientific procedure for coffee origin authentication in Journal of Food Science, Vol. 74 (2009)—including authentication for roasted and brewed coffee.

Please pass this bill for the protection of consumers and Hawaii's coffee farmers.

Sincerely,

Bruce Corker

Rancho Aloha

Holualoa, North Kona District

HB-1757-HD-1

Submitted on: 2/15/2018 1:47:45 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Bob Smith	www.Smithfarms.com	Support	No

Comments:

I fully support the passage of HB1757 for all the reasons below. Please help the Kona coffee farmer by passing HB1757! Mahalo nui, Bob Smith

**Consumers should be protected from deceptive labeling

**Our Hawaii's heritage and reputation for world-renowned coffee should be defended from damage

**There is no financial burden on the State for requiring disclosure on RTD coffee labels

**Prosecution of suspected violations is no more burdensome for RTD coffee than it is for roasted and instant coffee which are currently covered.

**HDOA "concerns" about being able to determine the origin of roasted or brewed coffee are unfounded. Authors from the University of Hawaii have identified a straightforward and inexpensive scientific procedure for coffee origin identification, Journal of Food Science, Vol. 74 (2009)—including authentication for roasted and brewed coffee.

HB-1757-HD-1

Submitted on: 2/15/2018 1:49:33 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Shultise	LavaRock Farm	Support	No

Comments:

I support the bill which required RTD producers and others to accurately label any coffee from Hawaii.

By not accurately describing where the various coffee ingredients come from encourages these companies to pass the envelope. They can suggest a Kona or Hawaii content when most of the coffee comes from other locations.

I grow Kona Coffee and proudly announce that fact.

Not labeling the product accurately is just plain wrong.

HB-1757-HD-1

Submitted on: 2/14/2018 1:08:56 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
lynne matusow	Individual	Support	No

Comments:

As a drinker of 100% kona coffee I support this bill. Unethical businesses should not be selling their product giving the impression that it contains 100% coffee from Hawaii, when in fact it does not. Caveat emptor should be caveat seller. Please pass this bill.

lynne matusow

HB-1757-HD-1

Submitted on: 2/14/2018 7:02:05 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kay Dixon	Individual	Support	No

Comments:

To Whom It May Concern,

I strongly support HB1757. As a Kona coffee farmer, we need to protect this unique heritage crop from fraud and the misuse of the name Kona on products that contain little or no coffee actually grown in the Kona district. Consumers have the right to know how much Kona coffee is in a ready to drink product such as Kona Red which implies that the product is indeed Kona coffee. It is ridiculous that the labeling is not subject to the same rules that apply to roasted Kona coffee. If they are going to imply it is Kona coffee they must disclose the percentage, ie: 100% or 10%. It is not a fair playing field for the coffee farmers that adhere to the law for our roasted products and is misleading to the consumer.

Sincerely,

Kay Dixon

General Manager

Sugai Products, Inc.



February 15, 2018

House Committee on Finance
Friday, Feb 16, 2018 at 2:00 p.m. Conference Room 308

Re: In **SUPPORT, HB1757**, Relating to Coffee Labeling

Aloha Chair Sylvia Luke, Vice Chair Ty J.K Cullen, and House Members of the Committee on Finance,

My name is Garrett W. Marrero, I live in Kula, HI. I am the Founder and CEO of Maui Brewing Co. We have locations on Maui in Lahaina and Kihei, and on Oahu in Waikiki and Kailua. We distribute across the Hawaii, 23 other States, and 13 countries. We began in 2005 with 26 team members and have added more than 500 jobs since then. My wife and I were selected as the National Small Business Persons of the year in 2017 for our work at Maui Brewing Co. I'm writing on behalf of myself and our local family-operated business in support of HB1757 which expands the coffee labeling requirements to include ready-to-drink coffee beverages.

We believe in protecting authentic local manufacturing and the Hawaii brand. All too often "Hawaii", "Hawaiian", or other imagery and wording used to confuse the consumer as to the true origins of a product are used in marketing with little to no recourse or requirement of truth. This leads to a direct devaluation of the brand that is Hawaiian include our beer and products made by others such as in this case, RTD Coffee drinks.

If we truly want a strong economy in Hawaii we must act to dissuade the misuse and abuse of our collective brand and the appellation of "Hawaii".

Mahalo for your consideration. We urge you to pass this bill.

Thank you for the opportunity to provide testimony in support of **HB1757**.

Mahalo,

Garrett W. Marrero
CEO/Founder

Handcrafted Ales & Lagers Brewed with Aloha
605 Lipoa Parkway, Kihei, HI 96753
808.213.3002



February 15, 2018

House Committee on Finance
Friday, Feb 16, 2018 at 2:00 p.m. Conference Room 308

Re: In **SUPPORT, HB1757**, Relating to Coffee Labeling

Aloha Chair Sylvia Luke, Vice Chair Ty J.K Cullen, and House Members of the Committee on Finance,

My name is Heather Brisson. I am the founder of Origin Coffee Roasters located in Kihei, HI. I am writing on behalf of myself and our locally operated business in support of HB1757 which expands the coffee labeling requirements to include ready-to-drink coffee beverages.

We believe in protecting local manufacturing and the Hawaii brand. The Hawaiian brand and other imagery and wording used often confuses the consumer as to the true origin on the product. There is little to no recourse or requirement to the truth behind marketing these products. This leads to the devaluation of the brand that is Hawaiian.

Mahalo for your consideration. We urge you to pass this bill.

Thank you for the opportunity to provide testimony in support of **HB1757**.

Sincerely,

A handwritten signature in black ink, appearing to read "Heather Brisson". The signature is fluid and cursive, written in a professional style.

Heather Brisson
Origin Coffee Roasters
Owner/Roastmaster

HB-1757-HD-1

Submitted on: 2/15/2018 7:52:18 AM

Testimony for FIN on 2/16/2018 2:00:00 PM

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

Comments:

Dear Sirs,

I manage a family owned Kona Coffee and I strongly support HB1757. Ready to drink coffee products and instant coffee products must conform to the same truth in labeling that roasted Kona coffee must conform to. If the name Kona is used in the labeling of these products to imply that the product is made with Kona coffee then it must contain at least 10% Kona coffee. This is not the case for many ready to drink products that imply Kona coffee is an ingredient. This is misleading to the consumer and in my opinion, is consumer fraud.

Sincerely,

Kathleen Dixon

HB-1757-HD-1

Submitted on: 2/15/2018 8:42:02 AM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Chet Gardiner	Individual	Support	No

Comments:

Dear Chairwoman Luke and Committee Members:

As the owner of Cassandra Farms, a coffee farm in the Kona Region of Hawaii County, I submit this testimony in support of House Bill 1757 to make the labeling requirements of HRS 486-120.6 also apply to the labeling of ready-to-drink ("RTD") coffee packaging.

For those of us who produce Kona Coffee on our small farms, growing coffee is a joy and a passion. And for many of us the remuneration is quite low but we are fortunate that thanks to the excellence of our environment, soil and the heritage Kona Typica trees we nurture, our coffee is almost universally recognized as the best in the world and is therefore highly valued.

However, when current and potential customers drink coffee that is marketed/labeled as "Kona" but contains little (or no) actual Kona Coffee and they taste, as I have, the much lower quality coffee that's used in those "blends" instead of our rich Kona flavor, our long-term survival as coffee farmers on small family farms is jeopardized.

In this spirit and for these reasons, I urge your support for HB1757, an important step forward to close a large unintended loophole in our law in order to protect our world famous coffee heritage.

HB-1757-HD-1

Submitted on: 2/15/2018 9:12:33 AM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Howard Hill	Individual	Support	No

Comments:

I am writing in support of HB1757.

Once again, we have corporations seeking to advance their products by falsely invoking the Kona Coffee label on their product, in this case ready to drink beverages.

Kona is world famous for its coffee. It commands a very high price, which fyi, is necessary for Kona's many small coffee farms to survive. We have what are probably the highest costs of production of any locale in the world due to our isolation, high land costs, and high labor costs.

For Kona coffee to survive as a viable entity, we need to protect our name, which is 'Kona'.

Hawaii should protect the Kona farmers from outsiders using the name, which implies it contains Kona coffee, to promote their products which do not contain Kona coffee.

This is blatantly unfair to the Kona coffee industry. Thus I, as a Kona coffee farmer, request your support for HB1757.

Dear Chairperson Luke and Committee Members:

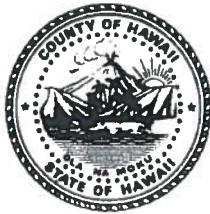
I submit this testimony in support of House Bill 1757 to make the labeling requirements of HRS 486-120.6 also apply to the labeling of ready-to-drink (“RTD”) coffee packaging. This requirement already applies to roasted and instant coffee.

My husband and I have been coffee farmers in Kona for the past 20 years. We are proud of the 100% Kona coffee we produce on Huahua Farm and resent companies producing RTD coffee drinks that are labeled using the word “Kona”, without disclosing what percentage of the coffee was grown in Kona. HB 1757 will help to protect consumers from fraud and deception in coffee labeling, and protect the integrity and reputation of Hawaii-grown coffees.

Please pass this bill for the protection of consumers and the protection of coffee farmers.

Sincerely,
Clare Wilson
Huahua Farm

DRU MAMO KANUHA
Council Member
District 7, Central Kona



PHONE: (808) 323-4267
FAX: (808) 323-4786
EMAIL: dru.kanuha@hawaiicounty.gov

HAWAI'I COUNTY COUNCIL

*West Hawai'i Civic Center, Bldg. A
74-5044 Ane Keohokalole Hwy.
Kailua-Kona, Hawai'i 96740*

February 14, 2018

TESTIMONY OF DRU KANUHA
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL
ON HB 1757, RELATING TO COFFEE LABELING
House Committee on Finance
Friday, February 16, 2018
2:00 p.m.
Conference Room 308

Aloha Chair Luke and Members of the Committee:

I thank you for the opportunity to testify in **support** of HB 1757, relating to coffee labeling. My testimony is submitted in my individual capacity as a member of the Hawai'i County Council and Chair of Governmental Relations and Economic Development.

The purpose of this measure expands the coffee labeling requirements to include ready-to-drink coffee beverages. Marketers of coffee drinks are using Hawai'i origin names on their products without disclosing what percentage of the coffee and/or identifying if it was grown in the Kona region. False claims of Kona Coffee in products diminishes the true Kona Coffee reputation and potentially causing economic harm to our local coffee farmers. This measure should help protect consumers from fraud and deception in coffee labeling, support the economic interests of Hawai'i's coffee farmers, protect the integrity and reputation of Hawai'i grown coffees specifically including the heritage coffee grown in the Kona region.

For the reasons stated above I urge the House Committee on Finance to support this measure. Should you have any questions, please feel free to contact me at (808) 323-4267.

Mahalo for your consideration.

DRU KANUHA
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL

HB-1757-HD-1

Submitted on: 2/15/2018 1:54:50 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Brenda Ford	Individual	Support	No

Comments:

Aloha,

Please protect our heritage coffee crop and pass the RTD bill, HB1757. Hawaii is known for many wonderful things and our coffee is one of them. Our farmers need the protection provided by HB 1757 and our consumers need protection from fraudulent vendors who use the Hawaiian regional names to sell cheap out-of-country coffee blends with very low amounts of Hawaiian regional coffee but labeled as a Hawaiian regional coffee. Our farmers work very hard to support their families, pay their taxes, and provide consumers with a fine product. They should not need to compete with "knock-off" blends using our great Hawaiian regional names.

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 4:20:39 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Keith Ranney	Individual	Support	No

Comments:

HB-1757-HD-1

Submitted on: 2/15/2018 4:58:18 PM

Testimony for FIN on 2/16/2018 2:00:00 PM



Submitted By	Organization	Testifier Position	Present at Hearing
Helmut Klauer	Individual	Support	No

Comments:

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 5:09:52 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

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

Comments:

Dear Chairman Luke and Committee Members:

I strongly encourage your support of this bill. It has been a very long struggle for coffee farmers in soliciting the kind of legal protection needed for our high-quality, regional products. Now RTD has presented another threat to the name and the reputation of Hawaiian-grown coffee.

It seems to me that we farmers work very hard, and the least we can expect is support from our administrative departments as well as from our elected officials. The Department of Agriculture has flatly testified that they cannot assess or enforce regulations for the amount of Hawaiian-grown coffee in a ready-to-drink blend. Is that, perhaps, somewhat ingenuous in the light of information that the University of Hawaii may already be able or to be very near completing a method that would do such measurement?

At the very minimum, passing a law requiring labeling similar to that of HRS 486-120.6 would allow civil lawsuits so that farmers themselves could bring violators to court and put would-be violators on notice that false labeling is illegal.

We need your help to protect Hawaiian-grown coffee. Please vote for this bill.

Mahalo -

Susan Dursin, Captain Cook

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 5:11:46 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

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

Comments:

ts a bout time that consumers know the exact content of what they are drinking when it comes to beverages labeled as Kona Coffee. This should be passed unanimously!

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 5:49:55 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sunny Savage-Luskin	Individual	Support	No

Comments:

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 6:07:38 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lisa Dowd	Individual	Support	No

Comments:

Truthful labeling of products containing Hawaiian-grown coffee so as to accurately represent the % and geographic origin of the coffee is critical to establishing branding of Hawaii estate coffees, which allows Hawaii farmers and producers to offer higher priced value-added products. Due to higher production costs, Hawaii's farmers simply cannot compete with the pricing of coffee grown in other parts of the world. Therefore, distinguishing our products through truthful labeling is essential to the survival of one of our key agricultural industries.

HB-1757-HD-1

Submitted on: 2/15/2018 6:10:01 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
irene plunkett	HFUU	Support	No

Comments:

I Strongly support HB1757, Thank you Kindly

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 6:28:10 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Neil Vonhof	Individual	Support	No

Comments:

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 8:52:32 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Briana Hurley	Individual	Support	No

Comments:

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 9:15:24 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Raphiell Nolin	Individual	Support	No

Comments:

LATE

HB-1757-HD-1

Submitted on: 2/15/2018 11:15:07 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

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

Comments:

Everytime "Kona Coffee" is sold as something it is not, it reduces the value of the real thing.

In strong support of this measure

HB-1757-HD-1

Submitted on: 2/16/2018 12:39:38 AM

Testimony for FIN on 2/16/2018 2:00:00 PM



Submitted By	Organization	Testifier Position	Present at Hearing
Jeanne Kapela	Individual	Support	No

Comments:

Aloha Chair Luke and members of the committee,

Ready-to-drink coffee beverages are not currently subject to the state's statutory requirements for fair coffee labeling and advertising, which only apply to "roasted" and "instant" coffee. Labeling and advertising requirements are intended to resolve any consumer confusion and allow consumers to "make an enlightened choice," as stated in Act 289, Session Laws of Hawaii 1991, by promoting a truthful representation of a coffee product's geographical origin and protecting fraud and deception in coffee labeling and advertising.

Local farmers are the heartbeat of West Hawai'i, where I grew up and where my family owns a small coffee farm. Kona and Ka'u coffees, likewise, are two of Hawai'i's most iconic treasures. Our farmers who grow these products provide economic security for our community. When farmers prosper, our economy thrives, our families are nourished, and our children grow strong.

â€‹We must support local coffee farmers by fighting to protect the Kona name from misuse by commercial exploitation, as recently happened with KonaRed bottled coffee drinks, which egregiously steals the Kona Coffee name to market its product without disclosing how much of the product is derived from Kona Coffee beans. That's false advertising, plain and simple. It must stop and those who continue to mislead consumers must be held fully accountable for their lack of disclosure of abuse of Hawai'i's hardworking local farmers. Mahalo for the opportunity to testify.

LATE

HB-1757-HD-1

Submitted on: 2/16/2018 8:37:30 AM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Dennis F Lokmer	Individual	Support	No

Comments:

I support adding ready to drink coffee to the existing fair labeling laws.

LATE

HB-1757-HD-1

Submitted on: 2/16/2018 12:18:01 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
David Steacy	Individual	Support	No

Comments:

LATE

HB-1757-HD-1

Submitted on: 2/16/2018 12:32:28 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

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

Comments:

My husband and I are coffee farmers on Maui. The Hawaii coffee brand has strict labeling laws for roasted coffee. These laws need to be extended to ready-to-drink coffee beverages. The Hawaii coffee brand can only be protected if it extends to ready-to-drink beverages also. Consumers should have truthful labels to tell them what they are drinking, whether it be roasted coffee or ready-todrink coffee beverages. I urge you to support the passage of HB1757.

HB-1757-HD-1

Submitted on: 2/16/2018 12:35:10 PM

Testimony for FIN on 2/16/2018 2:00:00 PM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Lars Lind	Individual	Support	No

Comments:

I am a coffee farmer on Maui. Please support HB1757 to extend the strict Hawaii coffee labeling laws to ready-to-drink coffee products as well.