

STAND. COM. REP. NO.

359

Honolulu, Hawaii

February 13, 2019

RE: H.B. No. 143
H.D. 1

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirtieth State Legislature
Regular Session of 2019
State of Hawaii

Sir:

Your Committee on Agriculture, to which was referred H.B. No. 143 entitled:

"A BILL FOR AN ACT RELATING TO COFFEE LABELING,"

begs leave to report as follows:

The purpose of this measure is to ensure truthful representation of a coffee product's geographic origin, which protects consumers from fraud and deception in coffee labeling and advertising, by:

- (1) Expanding Hawaii's coffee labeling and advertising requirements to include ready-to-drink coffee beverages; and
- (2) Requiring coffee roasters, manufacturers, and packagers to maintain records of the coffee used, in addition to the amount purchased and sold.

The Kona Coffee Farmers Association, Heartfelt Kona Coffee, Bea's Knees Farm, Monk's Delight Kona Coffee, Daily Fix Coffee, Kanalani Ohana Farms, Sugai Kona Coffee, LavaRock Farm, O'ahu County Committee on Legislative Priorities of the Democratic Party of Hawai'i, We Are One, Inc., and a number of concerned individuals supported this measure. A few concerned individuals opposed this

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measure. The Department of Agriculture (DOA) submitted comments on this measure.

Your Committee has amended this measure by:

- (1) Changing its effective date to July 31, 2150; and
- (2) Making technical, nonsubstantive amendments for consistency, clarity, and style.

Your Committee notes the concerns of DOA relating to enforcing requirements with respect to ready-to-drink coffee beverages. Many ready-to-drink coffee beverages are manufactured and packaged outside of Hawaii where the State has no enforcement jurisdiction. Further, currently DOA does not have the resources to determine the content or origin of a coffee or its blend once it is roasted or manufactured as a ready-to-drink beverage.

As affirmed by the record of votes of the members of your Committee on Agriculture that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 143, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 143, H.D. 1, and be referred to your Committee on Consumer Protection & Commerce.

Respectfully submitted on
behalf of the members of the
Committee on Agriculture,


RICHARD P. CREAGAN, Chair



