

DAVID Y. IGE
Governor

JOSH GREEN
Lt. Governor



PHYLLIS SHIMABUKURO-GEISER
Chairperson, Board of Agriculture

GLENN K. MURANAKA
Deputy to the Chairperson

State of Hawaii
DEPARTMENT OF AGRICULTURE
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Honolulu, Hawaii 96814-2512
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**TESTIMONY OF PHYLLIS SHIMABUKURO-GEISER
CHAIRPERSON, BOARD OF AGRICULTURE**

BEFORE THE SENATE COMMITTEE ON AGRICULTURE & ENVIRONMENT

**MARCH 18, 2019
1:30 P.M.
CONFERENCE ROOM 224**

**HOUSE BILL NO. 144 HD 1
RELATING TO COFFEE LABELING**

Chairperson Gabbard and Members of the Committee:

Thank you for the opportunity to testify on House Bill 144 HD1, relating to coffee labeling. This bill proposes to amend Section 486-120.6, Hawaii Revised Statutes by requiring the geographic origins of various Hawaii-grown coffee and coffees not grown in Hawaii to be listed on the front panel of the coffee blend label and increase the minimum percentage requirement from 10 percent to 51 percent by weight of a Hawaii-grown coffee in a coffee blend. The Department offers comments.

The original roasted coffee label law was enacted by Act 289, SLH 1991, which established a 10 percent minimum Kona coffee by weight. The minimum percentage was determined as a result of the coffee industry discussions and mutual agreement with the coffee industry on the 10 percent minimum Kona coffee allowance for a Kona coffee blend product. Act 258, SLH 2002, amended the roasted coffee labeling law to require the same minimum 10 percent coffee blend percentage for coffees grown in other recognized coffee production regions in the State. It was decided by industry consensus that "Truth in Labeling" for consumers was a better path than mandating an arbitrary percentage of Hawaiian coffee content required in the package.



Requiring a listing of the individual non-Hawaii grown coffee origins on a coffee blend label would place an extreme hardship on the blending industry. The individual blend coffee components may not be available, at all times due to logistics, crop size and pricing. If any one of the blend components were not available, it would make the packaging materials obsolete which would be very costly to a business.

In 2006, the department conducted a study, "Hawaii's Coffee Industry Structural Change and Its Effects on Farm Operations". The study revealed that blending pure Kona coffee with less expensive import varieties helps expand the market base for Kona coffee by overcoming the budget constraints of some consumers. The study also revealed that the quantity supplied of pure Kona coffee is reduced by the amount used for blending which, in effect, creates a positive pressure on the price of pure Kona coffee.

We respectfully request that the Section 2 on page 5 be amended as follows:

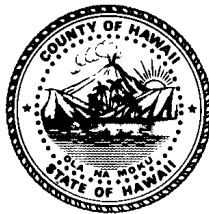
"(b) A listing of the geographic origins of the various, Hawaii-grown coffees and the regional origins of the various coffees not grown in Hawaii that are included in a blend may be shown on the label. If used, this list shall consist of the term "Contains:", followed by, in descending order of per cent by weight and separated by commas, the respective geographic origin or regional origin of the various coffees in the blend. If a listing of the regional origins of the coffees not grown in Hawaii is not shown on the label, a statement consisting of the total per cent by weight of all coffees not grown in Hawaii followed by the words "non-Hawaii grown coffee" shall be shown on the label. The type size used for this list or statement shall not appear less than half that of the identity statement. This list or statement shall appear below the identity statement on the front panel of the label."

The department supports the Hawaii coffee industry and feels that the industry members should come together to resolve the blend percentage issue first before initiating any legislation. As an alternative, it would serve industry to come together in a taskforce or working group to discuss important issues that continue to come before the legislature. This group could discuss issues like blend percentage, mandatory

certification, and origin identification testing. Should the legislature decide to move in this direction, resources to support this effort would be needed at \$100,000.

Thank you for the opportunity to testify on this measure.

REBECCA VILLEGAS
Council Member
District 7, Central Kona



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HAWAI'I COUNTY COUNCIL

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

March 12, 2019

TESTIMONY OF REBECCA VILLEGAS
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL
ON HB 144 HD 1, RELATING TO COFFEE LABELING
Committee on Agriculture and Environment
Monday, March 18, 2019
1:30 p.m.
Conference Room 224

Aloha Chair Gabbard and Members of the Committee:

I thank you for the opportunity to testify in support of HB 144 HD 1, relating to coffee labeling.

The purpose of this measure is to require coffee blend labels to disclose regional origins and percent by weight of the blended coffees. Prohibits using geographic origins of coffee in labeling or advertising for roasted or instant coffee that contains less than half percent coffee by weight from that geographic origin.

For more than 25 years Hawai'i has been the only region in the world that statutorily regulates the uses of its geographic names, such as "Kona", on labels of its specialty agriculture products but requires that only 10% of the product originate from the geographic area indicated. Existing labeling requirements for Kona Coffee causes consumer fraud and degrades the "Kona Coffee" name. This also causes confusion to the difference between Kona coffee and Kona coffee blends. The 10% Hawai'i coffee blend does not advise consumers that 90% of the coffee in the package is imported, foreign-grown, or may be a mixture of multiple Hawaiian regions and foreign-grown coffee. Not being clear on the origin of coffee blends is deceptive to consumers who often believe that a package of coffee blend is only from farms in Kona or other regions of Hawai'i when in fact most of the blended coffee is foreign originated.

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

Mahalo for your consideration.

Rebecca Villegas
Council Member, Hawai'i County Council

HB-144-HD-1

Submitted on: 3/12/2019 5:31:08 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
bruce corker	Testifying for Kona Coffee Farmers Association	Support	Yes

Comments:

Aloha Chair Gabbard, Vice-Chair Ruderman and Committee Members:

On behalf of more than 250 members of the Kona Coffee Farmers Association I am testifying in strong support of HB144.

I offer 3 points for the Committee to consider:

1—For more than 25 years Hawaii has been the only state in the US and the only region anywhere else in the world that authorizes by law the use of its geographic origin names in the labeling of agricultural products with as little as 10% of the content actually grown in the named region. It is long past time for Hawaii to provide its coffee farmers with the types of protections offered by other states to their specialty crop farmers—for example, Idaho’s protections for its potato farmers, California’s protections for Napa and Sonoma wine grape growers, and Vermont’s for maple syrup producers against misleading and fraudulent marketing.

2—The coffee blenders and their allies will again—as they have for years—argue that no change should be made in the blend law until a “study” has been done on the economic effects of a change. Despite enormous economic resources (for example, Hawaii Coffee Company is a wholly owned subsidiary of the State’s largest beer and alcohol distributor (Paradise Beverages), which in turn is a wholly owned subsidiary of Topa Enterprises, a multi-billion-dollar Mainland conglomerate), the blenders for years have never taken steps to obtain such a study. The reason they have not done so—they know that any reputable study will show that 10% Hawaii coffee blends take millions of

dollars each year from farmers that go to the blenders as “excess profits” from using Hawaii place names on packages of coffee containing 90% non-Hawaii grown coffee.

And there are studies that have already been done: a 2018 United Nations’ Food & Agriculture Organization study concluding that Hawaii origin brands, like Kona, do “not enjoy any strong protection of its name” and that as a result “downstream stakeholders [rather than farmers] reap the economic benefits of the fame of Kona.” Here is a link to the UN study: <http://www.fao.org/3/I8737EN/i8737en.pdf>

Also see the 2010 analysis of San Francisco-based resource economist Marvin Feldman finding that as much as \$14.4 million each year may be flowing out of the pockets of Kona coffee farmers and into the “excess profits” of blenders. Here is a link--
<https://www.konacoffeefarmers.org/kona-labeling/economic-effects-of-blending-kona-coffee/>

3—The complaints of the blenders about the burdens of label identification of the origin of the 49% non-Hawaiian coffee in the blends are greatly exaggerated. Hawaii Coffee Company, for example, has its own label printing capability that would allow label changes with little or no burden. And if a blender buys 20,000 pounds of Vietnamese coffee for blending, it can easily calculate how many labels are needed. In any case, consumers are entitled to know what is in the package—a small price for the blenders for using Hawaii origin names on packages containing substantial amounts of foreign-grown coffee.

And even if the Committee were to see the label change as an issue, the matter could be easily addressed by adding a provision to give an option to blenders to use a broader disclosure of the total percentage of non-Hawaii coffee in the package--for example, “51% Ka’u Coffee; 49% Imported, Non-Hawaii-grown Coffee”. What is important is that consumers be clearly advised that while the package may carry a name such as “Ka’u Blend”, that up to 49% of the package content is foreign, imported coffee.

Please support Hawaii farmers and enact HB144.

Bruce Corker

Legislative Committee, Kona Coffee Farmers Association

HB-144-HD-1

Submitted on: 3/12/2019 5:57:22 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Roger Kaiwi	Testifying for Kona Coffee Council	Oppose	No

Comments:

Aloha Committee , My name is Roger Kaiwi. I'm of Hawaiian decent and farm 20 acre of Kona Coffee. President of the Kona Coffee Council, Vice President of SHAC , board member of the Hawaii Coffee Association, and a Senior Leader At Hawaii Coffee Company. I'm extremely pround of our labels Royal Kona , Lion Coffee , and Koa Coffee to name a few. Ive been in the industry most of my adult life. Ive become one of ten "Q" Graders in the state of hawaii , which is the equivalent to a sommelier. I'm writing to oppose HB144 for several reasons. To make my company place the name and the amounts of each coffee in a blend is simply wrong. First off this is my proprietary recipe , very sucessful! We have to make changes often due to regions running out of coffee , or not being able to get it to Hawaii in time. We purchase our labels on a large roll and buy by the pallet. It would make no sense if we was required to throw away thosands of dollars of pre printed labels because the seas was rough and the barge was a week late. Next is changing the blend requirement. To arbitrarily change the blend percentage from 10% to 51% would place a major economic struggle on the Industry and could cut jobs for hundreds forcing locals to persue employment out of the state of Hawaii.The current laws requires a minimum 10% Kona to call it a kona Blend , it does not restrict those who believe we should use 51% from trying it out on their own. We would instantly lose All Hotels, Restaurants, and Mc Donalds business due to becoming to expensive to compete with mainland brands.Locals who have made our brands No.1 in Hawaii would be force to look for a new non-local brand due to costs. We are currently enjoying the highest farm gate values in history , this change would send the market in a tail spin and reduce the high price of cherry and place our local farmers in jepardy. Please use common sense , save the local farmer , local economy , and our local company, vote no on HB144!

Roger Kaiwi

HB-144-HD-1

Submitted on: 3/12/2019 7:44:14 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Stacie Kaiwi	Individual	Oppose	No

Comments:

Aloha,

My name is Stacie Kaiwi, I am a Kona Coffee Farmer of Hawaiian descent. I am writing to strongly oppose HB144. The passing of this bill could place a massive burden on the Kona Coffee market and could force local farmers like myself out of business. I am not vertically intergrated, I simply sell my cherry into the local market which is used to make Kona Coffee blends to sell on the retail market to tourists. If we raise the blend percentage from 10% to 51% this could result in less Kona coffee cherry purchased in the local markets and kill our current coffee cherry market price. We are grateful for the record high price for Kona cherry at two dollars a pound. My Ohana is very reliant on that high price for our product so that we may pay our bills. I humbly urge you to oppose HB144!

Mahalo for your time & consideration,

Stacie Kaiwi



Kelii Gouveia, Chairman – Duke's Waikiki **Tom Jones, Incoming Chair** – Gyotaku
Tammy Fukugawa, Vice Chair – TS Restaurant **Dirk Koeppenkastrop, Secretary** – IL Gelato Hawaii
Michael Miller, Treasurer – Tiki's Grill & Bar **Tyler Roukema, Past Chair** – Outrigger Canoe Club

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To: Sen. Mike Gabbard, Chair
Sen. Russell E. Ruderman, Vice Chair
Members of the Committee on Agriculture and Environment

From: Victor Lim, Legislative Lead
Hawaii Restaurant Association

Subj: HB 144 Relating to Coffee Labeling

Date: March 13, 2019

We at the Hawaii Restaurant Association representing over 3,600 restaurants here in Hawaii stand opposed to HB 144 HD 1 that will change the current 10 % of local bean requirement to 51 %.

Many of our local restaurants have been using the Kona Blend that has a 10 % requirement for 10, 20, and some over 50 years. A move to 51 % will result in significant cost increases for us and at the same time bring into question the availability of local beans

This bill will greatly increase the cost to most of the restaurants and would probably cause them to change away from a locally produced product.

We urge that this committee hold this bill and do not pass it out of the committee. Thank you for giving us the opportunity to share our view with you.





1050 Bishop St. PMB 235 | Honolulu, HI 96813
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TO:

Committee on Agriculture and the Environment
Senator Mike Gabbard, Chair
Senator Russell E. Ruderman, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: March 18, 2019
TIME: 1:30pm
PLACE: Conference Room 224

RE: HB144 HD1 Relating to 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.

We believe in encouraging and supporting local food and drink production. This law would make it harder for businesses selling Hawaii coffee to create labels that best suit their brand, and make it harder to promote local coffee to consumers. The existing coffee label regulations are clear and provide ample information to customers about what type of coffee they are getting.

Different ways of blending, roasting, and even brewing coffee create different products with different flavors and characteristics. Decisions about developing and marketing these different types of coffees should be left to coffee growers, blenders, roasters, brewers, and coffee drinkers. These are not the type of things that should be mandated by government bodies. For these reasons we ask that you hold this measure. Thank you for the opportunity to testify.

HB-144-HD-1

Submitted on: 3/13/2019 5:44:59 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Dirk Koeppenkastrop	Testifying for IL Gelato Hawaii	Oppose	No

Comments:

To: Sen. Mike Gabbard, Chair

Sen. Russell E. Ruderman, Vice Chair

Members of the Committee on Agriculture and Environment

From: Dirk Koeppenkastrop, PH.D. IL Gelato Hawaii

Subj: HB 144 Relating to Coffee Labeling

Date: March 13, 2019

We are a small manufacturer of locally made all natural gelato (ice cream) and using a Kona blend for our famous Kona Coffee Gelato. We are using more than the 10% minimum required and decided the Konabean content in our coffee shots and ice cream based on taste and not on regulations. We stand opposed to HB 144 HD 1 that will change the current 10 % of local bean requirement to 51 %.

Many local restaurants have been using the Kona Blend that has a 10 % requirement for many years. Requiring them to increase the content to 51% will increase the demand and due to limited farming capacity the cost.

We urge that this committee hold this bill and do not pass it out of the committee. Thank you for

giving us the opportunity to share our view with you.

HB-144-HD-1

Submitted on: 3/14/2019 7:41:34 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sharlene Gee	Testifying for Bea's Knees Farm	Support	No

Comments:

I am a Kona coffee farmer and a Kona Coffee Farmers Association member. Our farm is small, under five acres. My great-grandparents on down have been involved with growing Kona coffee.

I believe that if a coffee blend is called Hawaii or other Hawaiian designation, over 51% of that product should be Hawaiian/Kona/etc. coffee. I think it's important that the other imported coffee in that blend be named.

There should be more truth and transparency in labeling. The current requirements result in product that's confusing to consumers and cheapens our brand of 100% Hawaii-grown or other single geographic origin.

Please remedy this situation at long last!

HB-144-HD-1

Submitted on: 3/13/2019 6:39:06 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 1:07:55 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Adrian Guillen	Testifying for Hawaiian Queen Coffee	Oppose	No

Comments:

Hawaiian Queen Coffee is opposed to HB144. We believe a thorough and objective economic study on the impact to the Hawaii coffee industry is necessary before revisiting this issue in the future. Thank you.

HB-144-HD-1

Submitted on: 3/14/2019 1:24:07 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Joseph Rose	Testifying for Hawaii Coffee Company	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 2:49:18 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Annika Streng	Testifying for 7 Eleven Hawaii	Oppose	No

Comments:

Increasing the content of Kona coffee in a blend from 10% to 51% will only benefit coffee growers and the "image" behind Kona coffee as a luxury coffee. Increasing the percentage of Hawaiian content will negatively impact local coffee prices, having an adverse effect on local customers who want to purchase local coffee.

HB-144-HD-1

Submitted on: 3/14/2019 5:17:18 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jesse	Testifying for kona coffee council	Oppose	Yes

Comments:

My name is Jesse Kaiwi. I'm a multi-generational kona coffee farmer. I grew up in my fathers shadow learning every aspect of farming, processing, and roasting kona coffee. As I grew older I went from working in his shadow to working side by side with him. I've never thought of doing anything else. I'm writing to oppose HB144. This is nothing more than an attempt from those with nothing to lose in the industry trying to bring further hardships on those with everything to lose. If this where to pass we would suffer such a huge economic loss, that the local farmer would be placed on the endangered list. I feel there's no place for local government to place such a burden on it's own constutents. We stand to lose the support of our local hotels, resteraunts, and other small business. Currently I can sell my cherry at \$2 a pound, with payment made every week, which enables me to pay all my farming expenses on time. If this was to change, the demand would surely go down, and as a result the small local farmers who don't have an alternate income would suffer. Please protect the local farmer and oppose HB144.

thank you, Jesse Kaiwi

HB-144-HD-1

Submitted on: 3/14/2019 8:29:20 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Gloria Camba	Testifying for Kau Coffee Growers Cooperative	Support	No

Comments:

As President of the Kau Farmers Cooperative and on behalf of the farmer members I strongly support the 51% minimum genuine content and that the origin of the imported coffee is clearly indicated on the label.

Thank You

Gloria Camba

HB-144-HD-1

Submitted on: 3/14/2019 10:05:37 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jacqueline Wikum	Testifying for Pohaku Farm	Support	No

Comments:

Aloha, thank you for supporting this bill. 10% Blends make us the laughingstock of the coffee world and undermine Hawaiian coffee growers. The coffee world has changed while Hawaii is stuck in the 80's. Consumers want the real deal. They want to know what they are drinking.

Blenders will tell you there is not enough "demand" to support 100% Kona, and if they stop blending, the market will collapse. BUT JUST LOOK AT THE CURRENT COUNTERFEITING LAWSUIT WHERE 20 MILLIONS POUNDS OF FAKE "KONA" IS SOLD ON THE MAINLAND. THE DEMAND FOR PURE KONA IS THERE.

Change the law please. It should be 100% Kona, not 51%. But let's take this step NOW.

Mahalo Nui Loa.

HB-144-HD-1

Submitted on: 3/15/2019 8:31:37 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
John Koontz	Testifying for Konaloha Farms	Support	No

Comments:

This bill is long overdue. I have no objections about blenders selling a 10% Kona blend, but don't call it a Kona blend, when in fact it's a Colubian or Costa Rican blend. Truth-in-labeling should require at least 51% (if not more!) of Kona beans in order to call it a "Kona blend". We should all be proud of our coffee's reputation and should protect it's good name. I'm sure the blenders will object because they've will lose money because they won't be able to take advantage of and misuse the Kona name. Mahalo

HB-144-HD-1

Submitted on: 3/15/2019 8:39:59 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
randal merrick	Individual	Support	No

Comments:

Aloha

My wife, Cheryl Merrick, and I are strongly in favor of this legislation requiring coffee to contain at least 51% genuine local coffee in order to bear the local label. We work hard on our small farm to produce quality coffee we can proudly call 100% Kona. To imagine that the current ruling of 10% could stay in effect any longer is an affront to all who labor to produce Hawaii's signature brand of Kona Coffee.

We proudly support the Kona Coffee Farmers Association and its continued work for the family farmers.

mahalo, randy merrick

Try Wait Farm

HB-144-HD-1

Submitted on: 3/15/2019 9:21:40 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Janet Kunitake	Testifying for Kona Coffee Council	Oppose	No

Comments:

I oppose HB144 because it will outlaw the 10% Kona Coffee blend . We are coffee farmers

who sell cherry and the 10% Kona Coffee Blend coffee is vitally important to our survival as a Kona Coffee Farmer. Our buyer of cherry coffee is presently paying us a very good

price for our cherry only because they are involved with the 10 % blend. We cannot continue

to be coffee farmers is we are not paid top price for our cherry because expense will exceed

income. It is vitally important to many Kona Coffee Farmers that HB144 is not passed.

I do not believe that the 10% Kona Coffee is affecting the 100% coffee producers because

these 2 products service a different economic class of people. If 10% Kona Coffee is taken

off the market, people who are presently buying it will not be able to afford either the 51%

or the 100% Kona Coffee.

HB-144-HD-1

Submitted on: 3/15/2019 11:55:57 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jim Monk	Testifying for Monk's Delight Kona Coffee	Support	Yes

Comments:

I am a Kona coffee farmer, a member of the Kona Coffee Farmers Association and a member of the Kona Coffee Council. I support the HB144 bill. It is time Hawaii supports its farmers and enables us to sell our products at a reasonable profit. 10% blends of Kona coffee take money right out of my pocket and keep my revenue lower than it should be. Moving the required minimum amount of Kona coffee in a blend to 51% is important to us farmers. And having to report the sources of all the coffees in the package is important to consumers. Blenders are very capable of preparing labels that show the percentage of the various coffees in a package -- they just don't want to because it will show how much cheap coffee is being passed off as Kona coffee. Please support and pass this bill, HB144.

HB-144-HD-1

Submitted on: 3/15/2019 10:12:32 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Melvin S Kunitake	Testifying for Kona Coffee Council	Oppose	Yes

Comments:

I will be testifying in person on March 18, 2019. There was another testimony submitted under my name, Melvin S. Kunitake in email address kkunitake@hawaii.rr.com but that was a testimony submitted by my wife Janet K. Kunitake. She did not edit the account before she submitted the testimony.

Melvin Kunitake\
P.O. Box 135
Holualoa, Hawaii 96725

in person.

HB 144 March 18, 2019

I am a third generation decendent of early immigrants. I grew up in a family with many siblings. We were laborers early on harvesting coffee for our neighbors at \$3.00 per bag which weighed about 110-115 lbs. Our school system revolved around the coffee schedule. While other students in the other districts were in school we were on coffee vacation helping with the coffee harvest. Back then every farmer processed their own crop, harvesting, pulping and drying which they sold to buyers who traded green beans.

Today many farmers sell their crop in the cherry stage because the processing involves a great deal of investment other than just harvesting. Selling raw products is the lowest tier of the farm gate. The price last year reached \$1.95 to \$2.00 per pound. It is difficult for people unfamiliar with the industry to understand that this is not a gold mine.

Several decades have passed when roasted coffee was selling at \$7.00 a pound. With the influx of new farmers, production of Kona coffee has stabilized . Trying to mandate blended coffee to contain 51% Kona coffee will destabilize the market.

I have attended meetings where our counterparts have tried to change the 10% in effect presently. The issue here is that there is different economic class of people who are financially able to buy 100% Kona coffee and the 10% blended coffee. To my knowledge I do not know of any instances where those selling pure Kona coffee were detrimentally affected by blends.

I recall McDonalds started advertising that they were serving 10% blend . The reported news was that it created a bump in their business.

I attended several Made in Hawaii events. The aim was to two fold. One was to raise funds so we could get money for CBB research . The other was to promote 100% Kona coffee. I offered the 100% coffee samples to anyone who wanted to taste Kona coffee. Many liked the sample but they declined to buy because they felt it was too costly. However, they said the 10% blend was O.K. and affordable. The ones who bought the 100% said that they did not use it but were buying it for gifts as something special from Hawaii.

I assisted in several cupping events. There were 60-70 entries. They were all hoping to win the contest and be named he best Kona coffee. To my surprise, a large number were disqualified because their entry did not meet standards. The remaining entries were roasted and sampled. The pre selections were sampled and the survivors were then chosen. The number that ended was not a great percentage of the original list. Kona coffee is held in high esteem. My question is does the lack of recognition qualify to be called Kona coffee?

For those selling roasted coffee, there are individuals who cannot fulfill their orders because fulfilling their orders would deplete their inventory thereby having to damage their business.

I humbly ask that you do not approve this bill. Repectfully submitted.
Melvin Kunitake



RE: SUPPORT for HB144
RELATING TO COFFEE LABELING
Coffee Labeling; Blended Coffee; Percent of Coffee By Weight

The Kona Coffee Farmers Association requests and appreciates your support of this Bill. We represent over 200 farms in the Kona districts and our mission is to protect the economic interests of our growers.

The ten-percent minimum blend law has long been a drag on Kona's flagship crop. It dilutes and reduces the reputation of our coffee in the specialty marketplace. If there is a place in the market for blends, it is at or above the 51% level, where Kona (and Ka'u, Maui, Molokai or Kauai) can rightly take the top percentage on the bag.

For many years, the blenders have argued that we should "study" this issue. They testify that coffee prices would crash should they stop buying Kona for blends. But this is not economic reality. Over the last two decades the market for Hawaii coffee has changed drastically and many growers now sell out their entire crop online. The global demand for Kona far exceeds supply and the value of our crop is at record highs. Selling direct-to market has made small farms financially viable.

To maintain these record prices, it's vital that the State protect our distinctive brand from those who wish to use the name simply for profit. Consumers who buy a Kona Blend often think they are getting a blend of different Kona coffees when in reality, they are drinking 90% foreign beans. The take-away impression from a blend's flavor can turn off buyers and permanently damage the status of Hawaiian coffees. We must protect our Hawaii-origin products.

Blenders will disingenuously argue that selling 10% blends allow more consumers to "taste" Kona. But our market is not the tourist market, nor is it Walmart. Such pricing comes at the expense of a sustainable living for our Hawaii growers. We operate in a global specialty coffee marketplace, that wants 100% Kona.

My family has three generations who farm coffee and we support ourselves on 100% Kona. Thank you for your consideration of this bill. Your support makes a difference in the lives of hundreds of small farmers.

Mahalo nui loa!

A handwritten signature in black ink, appearing to read "Suzanne".

Suzanne Shriner
President

HB-144-HD-1

Submitted on: 3/17/2019 12:04:32 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Helmut Klauer	Testifying for A'a Li'i Farm	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/17/2019 12:17:00 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Sheehan	Testifying for Food Security Hawaii	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/17/2019 2:24:51 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Troy Galon	Testifying for Hawaii Coffee Hawaii	Oppose	No

Comments:

With the shortage of Kona coffee there will not be enough to handle our companies need at 51% content. Also this will cause loss of jobs for all Hawaii coffee companies that sell into restaurants and hotels.

HB-144-HD-1

Submitted on: 3/17/2019 1:02:13 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Christine Coleman	Testifying for Buddha's Cup Coffee	Support	No

Comments:

Our family businesses Buddha's Sanctuary LLC & Kona Gold Trading Company LLC are in support of HB144. I am the owner of four Estate grown 100% Kona Coffee farms and one Hawaii district coffee Estate on the East side of Hawaii island with over 100 acres. We operate a Retail location and Coffee Visitor Center in Kona District six days a week. We are constantly having to educate the consumer who has no idea what 10% Kona actually means. The counterfeiting of our heritage name with "10% Kona" has gone on too long because there is no guarantee or oversight that the blenders have complied with the law as it exists. Although I am not in favor of blending anything outside of the Kona district, to call it "Kona Coffee" it would have to be 51%. No other industry would allow the use of their name from any region with as little as 10% of their ingredients. Because the State has allowed the import of low quality coffee for the purpose of blending, the Kona farmers that work so hard for their livelihood have suffered greatly at the expense of big companies profits.

HB-144-HD-1

Submitted on: 3/17/2019 11:45:29 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Gunars Valkirs	Testifying for Hawai Chocolate and Cacao Association	Support	No

Comments:

I am President of the Hawaii Chocolate and Cacao Association and as an infant industry we were able to pass Administrative Rules governing the use of Hawaii and neighbor island origins in labeling of chocolate products. One of the major motivating factors for protecting Hawaiian grown cacao and chocolate products was the state of affairs with Kona coffee where blends down to 10% are allowed and used by large companies to blend cheap coffee with Kona and take advantage of the Kona brand. I am happy to see this legislation as an attempt to correct the situation that was allowed to develop.

HB-144-HD-1

Submitted on: 3/16/2019 7:51:42 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Colehour Bondera	Testifying for Kanalani Ohana Farm	Support	No

Comments:

Aloha Chairman Gabbard and AEN Committee Members:

Please accept this testimony in support of what passed through the House as HB144 - - Hawaii coffee blends and identification on the label of the origin of the imported coffee in the blend.

As an organic coffee farmer, and a President *emeritus* and member of the Kona Coffee Farmers Association Board of Directors, as well as current Board President of American Origin Products Association, my involvement with coffee at various levels is significant.

That said, many of the people that I work with ask and discuss how only 10% of a products could be permitted in something carrying the name (eg, "Kona Coffee") and that Hawaii can and should step up to protect the farmers with due diligence. More-so that all consumers who are making purchases because something carries the name Hawaii on the label are being misled when forced to determine that the contents often primarily or perhaps entirely do not come from Hawaii, where green coffee is permitted to be imported and blended with other coffee.

We must work together to be honest with the consumers of Hawaiian products, so that the perception of Hawaii is not primarily deception regardless of price differentials, an argument often made with the suggestion that deceptive labels are justifiable in order to save cost to consumers, when honesty and integrity are so much more important to truth-in-labelling. Please support fair labels so that producers and consumers, and any middle-people as well (such as distributors and retail operations) can all speak the same about Hawaii products -- the labels are frank and honest about content which is a minimum of a major portion of anything carrying said name (such as, "Kona coffee").

Thank you in advance for your serious consideration to supporting this important piece of legislation that has such a significant amount of industry support, and has received a vast majority of positive legislative review as passed through the House committees. Please support and protect small-scale farms to thrive in Hawaii, which is critical for Hawaiian agriculture.

Sincerely,

Colehour Bondera

KANALANI OHANA FARM

HB-144-HD-1

Submitted on: 3/17/2019 11:21:04 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Karen Winslow	Testifying for Hawaii Farmers Union	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/15/2019 12:07:47 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Alisha Nazara	Testifying for Cornwell Coffee	Oppose	No

Comments:

Cornwell Coffee is opposed to HB144 HD1 citing the need for more information on how this change will affect our industry.



PO Box 168, Kealahou, HI 96750
808-929-9550

HAWAII STATE SENATE COMMITTEE ON AGRICULTURE & ENVIRONMENT

March 18, 2019
1:30 PM
Conference Room 224

RE: Testimony in Opposition of HB 144 HD1

Aloha Chair Gabbard, Vice Chair Ruderman and members of the Committee,

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 144 HD1 for the following reasons:

First, no one can accurately predict what will happen if the minimum blend ratio were to suddenly increase. The ability of the market to absorb a higher average price remains an open question. This will almost assuredly result in decreased demand, and is likely to result in a decreased price paid to growers. This is especially true for growers who are not vertically integrated.

Moreover, enforcement of our current labeling laws and grade standards could certainly be improved. It would be helpful to know if an increase in the minimum blend ratio would be coupled with additional resources to root out cheaters and counterfeiters.

The HCA also believes that indicating the non-Hawaiian portion of coffee used to make a blend is overly burdensome. Not only are these formulas proprietary, but they often change based on a number of factors. Reprinting labels each time a blend is changed results in increased cost to be passed on to the consumer, and further erodes Hawaii's competitiveness in the retail market.

Again we ask if the state will allocate additional resources toward enforcement of existing laws, particularly false labeling of Hawaiian coffee.

Thank you for the opportunity to testify on HB 144 HD1.

Aloha,

My husband and I have been growing, processing and selling 100% Kona coffee for 21 years near the village of Holualoa. We strongly support HB144. Allowing Kona coffee to be sold as a 10% blend with an unknown 90% component has been going on way too long. It degrades the excellent quality of our specialty coffee. Consequences are multiple: loss of profit to the farmers; confusion of the consumer; and a negative opinion of the true taste of superlative Kona coffee.

Kona coffee farmers are very proud of their product and work so hard to produce the best quality possible. The State of Hawaii should take pride in this internationally desired product and require 51% Kona coffee in each bag. The deceptive labeling should also be stopped by requiring the origin of the remaining 49% coffee be listed on the label.

Huahua Farm is a proud member of KCFA and supports their many efforts including educating the public in this matter.

Mahalo,
Clare & Phil Wilson
Huahua Farm

HB-144-HD-1

Submitted on: 3/16/2019 5:23:17 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lee Sugai	Testifying for Sugaikonacoffee	Support	No

Comments:

As a third generation Kona Coffee farmer I strongly support HB144. For too many years I have seen 10% Kona coffee blends make a large profit by adding a small amount of (10%) of Kona coffee to an inferior imported coffee (90%). I grow, roast and market 100% Kona coffee and am proud of it. If these companies are to continue to market an inferior coffee as Kona coffee, then it must be at least 51% Kona.

Best Regards,

Lee Sugai

HB-144-HD-1

Submitted on: 3/16/2019 10:51:06 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Randall Phillips	Individual	Support	No

Comments:

Aloha,

The unfair practice of trading on the good name of Kona coffee with a pittance of Kona coffee in the bag has been going on for decades. The time has come for this to stop. The people who blend 10% Kona coffee under the label "Kona Blend" have made millions of dollars - pennies of which come back to Kona coffee farmers. The blenders have done incalculable damage to the brand name of Kona coffee by blending it with cheap commodity coffee. Please allow us the protection afforded to other geographic locations like Napa wines and Vidalia onions.

Kona is part of the specialty coffee world. We are in the top 5 or so as a single origin coffee. As a small coffee farmer in Kona do you know how hard it is to compete against the other best single origin coffees? The confusion and lousy coffee that the blenders can get away with currently (trading on our name) has enormous negative effects on the Kona brand. 100% Kona coffee is getting better and better every year. Our cupping scores are rising every year. We also are now getting better known on the world stage as a premium specialty coffee.

Even if you set aside the argument that we rightfully deserve geographical protection that we lost decades ago because it was stolen from farmers who didn't know what was going on - this now is an issue also of truth in labeling. Kona coffee as one of the few single origin coffees in the world that doesn't need to be blended - it interesting enough to stand alone. Even given this I am not at all against blending. What I am against is unfairly trading on the name "Kona" coffee and selling a product that no one in the coffee industry could identify as Kona (by taste) with only 10% Kona coffee in it. What label have you seen recently anywhere that lists the least amount of ingredients and none of the most?

The only thing fair is to require 51% of Kona coffee in any label that says Kona blend and then list the other 49% as either the true origin (often Vietnam) or at least "Non Hawaiian Coffee".

As a small coffee farmer I am humbly asking for your protection. This scam has gone on long enough and it is effecting all Kona coffee farmers negatively. The blenders will offer up their tried and true arguments that they will go out of business and the coffee

industry here will collapse. If they can't compete with 100% Kona coffee at \$40/pound by mixing 49% of it with \$3 commodity coffee then they should find another line of work.

Mahalo,

Randy Phillips
Kona View Coffee

HB-144-HD-1

Submitted on: 3/16/2019 4:24:15 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Shultise	Testifying for Lavarock Farm	Support	No

Comments:

I support knowing what is in the products and where the products come from.

Too many companies are using the Kona name without having actual (or very little product) in it. There is a reason why they fight this type of legislation. They know if they are accurate with their labeling, their sales will fall.

HB-144-HD-1

Submitted on: 3/16/2019 3:35:35 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Chet Gardiner	Testifying for Cassandra Farms	Support	No

Comments:

Chairman Gabbard and AEN Committee Members

I am a coffee farmer from the Kona region of the Big Island of Hawai'i. I am also on the Board of Directors of our Kona Coffee Farmers Association.

This is an issue of honesty and survival.

Kona Coffee is primarily grown on small, often family operations. It is often more of a lifestyle choice and passion than a "business" - we mainly grow for love, not money. For us, the reputation of Kona Coffee, probably the best tasting coffee on the planet is an issue of survival for hundreds of Coffee farms in our region and a matter of pride.

The horrible taste of "Blends" labeled as "Kona" that are consumed by people who have never had the pleasure of drinking real 100% Kona Coffee, especially those people who love coffee and are willing to pay a premium for fine tasting coffee, inevitably results in extremely negative feelings about the Entire Kona Coffee experience and builds an aversion to the idea of spending the money to buy REAL 100% Kona.

In other words, blends water down our Brand with very bad tasting coffee.

We are asking for TRUTH in advertising. We are asking for honesty in Labeling. 10% "Kona" blends will NEVER taste good, are NOT KONA and must be labeled as the inferior product they really are.

I urge passage of HB144 as a start.

Thank you for the opportunity to weigh in on this matter.

HB-144-HD-1

Submitted on: 3/16/2019 11:44:17 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Luis F Aristizabal	Individual	Support	No

Comments:

I am a Independent Consultant supporting Coffee Growers in Hawaii on How to Control the Coffee Berry Borer (CBB). I addition, I am a Coffee Grower planting and management coffee production in Kona and Ka'u Districts (Aloha Paisas Coffee LLC). May point is very simple and clear. We have a lot of difficulties with tthe CBB issue in Hawaii. Its control is no an easy task and it is very expensive as well. We want to prodcue high quality standars for sell specialty coffee . So, it no reason to do a lot effort to control this insect pest (CBB) and then sell a blend of kona or ka'u coffee (10%) mixed with any low quality coffee coming from any other coffee region. So. I support this bill, and I think 51% or higher mixture of Hawaian coffee could be right not just for coffee growers from Hawaii, but also for customers around of the world that want good quality coffee.

Best regards!

Luis F. Aristizabal

Aloha Pasis Coffee LLC

Independent Consultant

HB-144-HD-1

Submitted on: 3/16/2019 8:18:01 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Wessels	Individual	Support	No

Comments:

As the owner and manager of a small coffee farm in Captain Cook HI and as a member of the Kona Coffee Farmers Assoc, I support and encourage lawmakers to Pass HB144 to insure at least 51% of the coffee beans in a bag of Kona "Blend" is REAL KONA Coffee. I is vitally important to protect the authenticity and integrity of real Kona coffee. Kona coffee is one of the finest and rarest coffees in the world. It is unimaginable to me that the state of Hawaii allows coffee to be labeled and sold as 'Kona Blend' when it contains only 10% Kona coffee. This archaic practice is extremely damaging to the reputation of Kona coffee and very confusing to consumers. PLEASE Pass HB144 !

Mark Wessels, Domain Kona Coffee

HB-144-HD-1

Submitted on: 3/15/2019 2:09:05 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Elizabeth Aniu	Testifying for RKCC	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/16/2019 8:45:36 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kelly Edwards	Testifying for Hale Kai Lana, Inc.	Support	No

Comments:

It's time Hawai'i protects it's farmers and specialty crops by enacting and enforcing proper labeling laws of blended coffee beans. Hawaii's heritage coffee crops are too special to be taken for granted any longer. The turning of a blind-eye by allowing big blenders with deep pockets and immense "greed for profit" in the name and injury to coffee that is unique and in limited supply, should be treasured, not exploited.

My personal love for Kona coffee started on one of my many visits to the Big Island, before purchasing our family home at Kealahou Bay. I didn't like coffee and was not a coffee drinker. A neighbor friend brought us a bag of Kona coffee from one of his Kona coffee Farmer friends (probably a cousin - I can't recall) up Mauka, and had me try it. I was blown-away and couldn't believe coffee could actually taste good, without the bitterness or harshness prevalent with coffees I had tasted in the past, even those I tried on different continents. I just figured that was coffee and there was no way around it - you either like it or you don't.

Learning of this excellent and delicious commodity and since enjoying it regularly for years prompted me to want to take action as we moved into the era of the economic collapse. Seeing our struggling coffee farming friends and neighbors during this terrible point in history, inspired that neighbor and I to go into the Kona coffee business in an effort to help maintain and restore some of the farms that were suffering. They weren't suffering because of loss of love by the farmers to care for their farms mind you, just simple need - put food on the table for the family first, the farms would have to wait.

In sharing the details about Bill HB144 with another friend the question posed to me was why? "Why on earth is something like this even needed to be addressed - protection of Hawaii's specialty coffee crops should have been in place long, long ago - it's a no-brainer. It is shameful that this has been allowed to go on for so long".

When this issue is brought to the attention of consumers, like him, most are shocked and horrified and have no prior knowledge that such protections are not already in place. Many are dumbfounded in learning that there are no laws to support these crops which directly affects all of the dedicated, hard-working people it takes to grow and care for these special farms and make this rare coffee accessible to the world.

I cannot even count how many times people have stopped by a booth we have had at a show or event and said, "Oh, Kona coffee. - I bought some once and it was nothing special, just overpriced". Then we hand them a cup of 100% Kona coffee and the look on their faces is priceless. They are truly amazed at how smooth, well-balanced and delicious REAL 100% Kona coffee is and say it tastes nothing like the Kona they tried in the past. We of course, have to explain that they were no doubt, duped into buying/trying a blend that is typically almost all low-quality, cheap coffee beans with MAYBE a sprinkling of Kona coffee beans, so it can be marketed using the KONA name. If you sell orange juice that is made up mostly of grapefruit juice with a couple squeezes of orange juice in it, it's going to taste like grapefruit juice. The same is true with coffee. If you use substandard beans, which have a completely different flavor profile, it's going to taste like the substandard beans which is significantly hurting Hawaii coffee's reputation, sales, and prices - from farmer all the way down the line.

Thank you for the opportunity to let us share our experience on this critical matter.

Kelly Edwards, Founder

Hale kai Lana, Inc.

HB-144-HD-1

Submitted on: 3/15/2019 1:43:06 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Scott Foster	Testifying for Hawaii Advocates For Consumer Rights	Support	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/18/2019 10:24:03 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Gloria Biven	Testifying for Royal Kona Coffee Visitor Center Mill & Museum	Oppose	No

Comments:

I storngly oppose HB 144

I was born on Oahu, now I live in Kona for the past 32 years. State of Hawaii is my home.

I have been working in the coffee industry for many years as well as the restaurant, and tourist airlines, I feel I need to have a say on this bill.

We have already addressed this in years past. If you truly believe the customer is confused of 10% why will 51% help.

It will increase cost to the consumer which will cause a great impact to the consumer. We already charge high costs to our tourist for food, hotel, car, air fares. We will price ourselves for the local restaurant industry forcing them to souce out of the state and not use local products.

Here at our Royal Kona Coffee Visitor Center, the customer is aware of the contents and where they are from in the cup they are drinking.

Please consider who this will impact.

I strongly Oppose

Mahalo for your time.

Gloria Biven

LATE

HB-144-HD-1

Submitted on: 3/17/2019 7:04:53 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Suellen Barton	Testifying for Maui Farmers Union United	Support	No

Comments:

LATE



Vincent Mina
State President

P.O. Box 99, Wailuku,
HI 96793-0099
(808) 800-3974

March 16, 2019

Briana Rodrique
Treasurer
East Hawai'i

TESTIMONY OF HAWAII FARMERS UNION UNITED (HFUU)
IN STRONG SUPPORT OF HB144, HD1 (RELATING TO COFFEE LABELING)
BEFORE THE SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT,
MONDAY, MARCH 18, 2019 AT 1:30PM

David Case
Secretary
Kona, Hawai'i

Aloha Chairman Gabbard and Members of the Committee--

Anabella Bruch
Director Emeritus
Kauai

HFUU is a 501(c)(5) agricultural advocacy nonprofit representing over 1,500 family farmers and their supporters organized as 12 Chapters in the four Hawai'i Counties. That includes coffee farmers in Kona on Hawai'i Island.

Yuri Zhuraw
East Hawai'i

Many such farmers have testified in support of this Bill. They speak as owners of family farms who are able to make a living because they grow, process and sell a high-value "Origin" coffee from "Kona" and other Hawaii Origins. It is well-recognized, as recounted in HB144, that the way in which Hawaii's current law allows a 10% coffee blend to be labeled "Kona," (or "Ka'u," "Hamakua," "Maui," or "Kauai") is "misleading". The Legislature's 2007 Concurrent Resolution called it "consumer fraud." Hawaii County's 2014 Resolution called it "inherently deceptive and misleading."

John Dobovan
Haleakala, Maui

Matthew
VanPaepeghen
Hana, Maui

It is also economically harmful to Origin coffee farmers. In 2018 the United Nations Food and Agriculture Organization concluded that these Hawaii Origin brands, like Kona: do "not enjoy any strong protection of its name" and that the result is "downstream stakeholders, rather than farmers, reap the economic benefits of the fame of Kona."

Ray Maki
Kauai

Dash Kuhr
Kohola, Hawai'i

The opponents of this legislation are those "downstream stakeholders," who the United Nations says "reap the economic benefits" of 10% blended coffee. They have testified that "no one can accurately predict" the economic effect of requiring Hawaii's Origin coffee blends to contain 51% Kona, Ka'u, Hamakua, Maui or Kauai coffee. We can predict however, that Hawaii Origin coffee blends will no longer be deceptively marketed. We can also predict that 51% coffee blends will still be less expensive than 100%-- only now their cost will be linked to the fair value of Hawaii's Origin coffees.

Maureen Datta
Kona, Hawai'i

Kaipo Kekona
Lahaina, Maui

Robert Pahia
Mauna Kahalawai,
Maui

We commend you and your colleagues representing constituencies throughout Hawaii for supporting this long overdue measure and urge your Committee to give it unanimous support.

Brynn Foster
North Shore, Oahu

Steve Lund
Puna, Hawai'i

HAWAII FARMERS UNION UNITED

Christian
Zuckerman
Wai'anae, Oahu

Vincent Mina, President

James McCay
Waimanalo, Oahu

The Hawaii Farmers Union United and its Chapters are a nonprofit corporation formed under Hawaii law and Section 501(c)(5) of the Internal Revenue Code. HFUU advocates for the sovereign right of farmers to create and sustain vibrant and prosperous agricultural communities for the benefit of all Hawai'i through cooperation, education and legislation. Because HFUU is an agricultural advocacy organization, donations to it are not tax deductible

LATE

HB-144-HD-1

Submitted on: 3/18/2019 11:11:02 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Christopher Stillings	Testifying for Hawaii farmers union united	Support	No

Comments:

I support this bill because I feel like it's a form of fraud not to label coffee percentage of what it contains. Also, because of the popularity of locally grown coffee in Hawaii there needs to be more protection for the farmers who produce coffee from these regions against others attempting just to earn a profit by marking up their coffee grown in others regions and claiming it's "Kona" coffee when it may only be a 10% blend. Thanks

HB-144-HD-1

Submitted on: 3/12/2019 1:22:07 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Glen Duvall	Individual	Oppose	No

Comments:

HB 144 includes several concerning pieces of legislation:

1. Requirement to list coffee blend components on bags. Coca Cola is not required to list its recipe on their cans. Coffee recipes are a point of differentiation along with roast profiles. Why penalize the honest companies because of a few "cheaters?"

2. This bill highlights that the current blend % is disregarded by some manufacturers, yet it is not clear how the new requirement will be enforced. What really changes?

3. Raising the blend % of Kona will drive consumers to other coffee varieties due to the immediate pricing increase on Kona blends.

HB-144-HD-1

Submitted on: 3/12/2019 3:19:57 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Wenli Lin	Individual	Oppose	No

Comments:

If this bill passes, it will create a shortage of Kona coffee in Hawaii retail. At the same time, it will substantially increase the cost of Kona coffee blends, making the retail price unaffordable for the average consumer in Hawaii. Consumers who love the taste of Kona coffee 10% blend will no longer find their favorite Kona coffee available.

I believe the legislature should conduct an economic impact study before enacting a legislation that will have a negative impact on one of Hawaii's oldest agricultural crops, including the loss of jobs in the state. In their opposition to this bill, the State of Hawaii Department of Agriculture urges members of the coffee industry to come together to resolve the blend percentage issue first before initiating any legislation.

HB-144-HD-1

Submitted on: 3/12/2019 4:17:35 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
John Kuper	Individual	Oppose	No

Comments:

I strongly oppose this bill.

There are currently good laws on the books regulating the percentage of Hawaiian coffees in blends and how it is communicated to the consumer, yet the State has a difficult time enforcing them, do to budgetary and staffing constraints. HB144 claims to protect consumers and the agricultural community in Hawaii but is only enforcable in the State. Increasing the percentage and changing labeling standards takes away any level playing field local companies have with companies outside of the jurisdiction of this Bill. In fact, there is little in HB144 that talks about enforcement at all. Let's work on enforcing what we have before throwing current rules aside.

Additionally, HB144 puts an undue burden on local companies who are trying to promote Hawaii products outside of the state in a competitive and honest manner. As stated in the last paragraph, a level playing field would be lost as this burden would/could only be enforced in the State and on local companies. Though tourism is up in the state, the market is finite. This additional pressure on local business would limits it's ability for growth and job creation without guaranteeing protections for agriculture or consumers.

Please support local industry by opposing this bill.

Sincerely

John H Kuper Jr.

HB-144-HD-1

Submitted on: 3/12/2019 5:12:39 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kelamoku Leslie	Individual	Oppose	No

Comments:

Aloha , My name is Kelamoku Leslie. I'm writing you today to in stong opposition to HB144! This bill puts my job and future at risk. If this was to pass we could forever kill the industry for Local farmers. We cannot afford to even consider this. Please dont put local farmers out of business and force us to the mainland to seek work.

Mahalo Kelamoku Leslie

HB-144-HD-1

Submitted on: 3/12/2019 9:43:54 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lois Crozer	Individual	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/13/2019 12:40:47 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Charlie Miyashiro	Individual	Oppose	No

Comments:

I am a proud employee of Hawaii Coffee Company who strongly opposes House Bill 144.

The 51% Kona blend requirement is unsustainable; annual crop yield is too small to meet the increased needs of this new percentage, there is simply not enough Kona coffee for us or other Hawaii companies to meet our needs. As a company where Kona coffee makes up a significant part of its product line, this jeopardizes all of us who work for Hawaii Coffee Company.

Further, the food & beverage industry would significantly be impacted by this bill. Can you imagine a Hawaii where none of our hotels, restaurants or convenience stores could afford to sell Hawaiian blend coffee? House Bill 144 would make this a reality, opening the door for mainland coffee companies to take over the industry thus jeopardizing more Hawaii jobs.

I urge you to please vote no on House Bill 144, the welfare of my family and the families of my fellow workers depends on it.

Thank you for your time

HB-144-HD-1

Submitted on: 3/13/2019 4:23:29 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Cindy and Dennis Staats	Individual	Support	No

Comments:

We are Kona Coffee Growers and members of the KCFA. Our coffee company, KonAroma believes that 100% Kona coffee is a unique product and should be treated as such. We very much believe in this bill. We have owned our farm for 10 years, work hard at growing and harvesting Kona coffee beans, beans which we sell only as 100% Kona. We do not want our customers fooled by the mislabeling of blenders. 100% Kona coffee only.

Thank you,

Cynthia and Dennis Staats

HB-144-HD-1

Submitted on: 3/13/2019 6:41:59 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Cecelia Smith	Individual	Support	No

Comments:

Please fully support HB144!

After more than 20 years, we long time Kona coffee farmers urge you to protect the real name of Kona. **51% is far more factual than the current 10%**

Stop those rippers, please.

Mahalo plenty!

Cecelia Smith

www.smithfarms.com since 08/08/1988

HB-144-HD-1

Submitted on: 3/13/2019 10:02:58 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mika Ejiri	Individual	Oppose	No

Comments:

It will create big impact on hotels, restaurants, and convenience stores in Hawaii. Increased cost will eliminate all Hawaiian coffees from being sold in foodservice, then mainland coffee companies to come to Hawaii and take over coffee selling business.

This will cause loss of jobs for all Hawaii coffee companies that sell into restaurants and hotels.

Government should first enforce 10% blend or 100% Kona strictly. Recent fake Kona issue made me think this bill will create more of the fake Kona!

Kona is one of the 3 best coffees in the world. Other two do not even have any restriction on the ratio of the blend. Normal consumers should have a right to enjoy famous coffee at a reasonable and affordable price. With this ratio, only the rich people can buy Kona and the fame will go away and will be forgotten among reg. consumers.

If these farmers want to sell only 100% Kona, that is their choice. They can promote their coffee with their own way, but should not affect other people's choice of coffee.

HB-144-HD-1

Submitted on: 3/14/2019 9:21:46 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

Protect the Kona farmer's hard won brand. Vote YES!

HB-144-HD-1

Submitted on: 3/14/2019 10:27:02 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Connie Phillips	Individual	Oppose	No

Comments:

If House Bill 144 requires Kona blends to contain at least 51% Kona and labeling of coffee origin by percentage of weight, this would obviously be a huge blow to the Hawaii coffee industry.

HB-144-HD-1

Submitted on: 3/14/2019 10:50:16 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
James Lenhart	Individual	Oppose	Yes

Comments:

An increase from 10% to 51% Kona content in coffee blends will have a significant economic impact on hotels & resorts, restaurants, QSR's, convenience stores, etc.

Passage of this bill without doing an economic impact study may negatively impact a two century old agricultural industry unique to Hawaii.

HB-144-HD-1

Submitted on: 3/14/2019 10:51:36 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
W. Afalava	Individual	Oppose	No

Comments:

HB144

Change blend minimum to 51%

- Shortage of Kona. There's not enough crop grown to handle our companies needs at a 51% content.
- Huge impact on hotels, restaurants, and convenience stores in the State of Hawaii. Increased cost will eliminate all Hawaiian coffees from being sold in foodservice. Increased blend % will open the door for mainland coffee companies to come to Hawaii and take over the foodservice business.
- This will cause loss of jobs for all Hawaii coffee companies that sell into restaurants and hotels.
- Government should not regulate quality that it does not or cannot enforce.
- Benefits Mainland roasters who can sell in their markets without following Hawaii State Law
- Rampant fraud will ensue. Lack of enforcement, auditing, etc, hurts honest companies and the consumer.
- There is no overall enforcement of current Kona Coffee labeling standards.

Listing of all Origin by percentage

- Blends are proprietary information. Does Coca Cola share their formula?
- Difficult to change blends when market, economic and logistics issues
- Cost prohibitive to change foil/packaging

HB-144-HD-1

Submitted on: 3/14/2019 11:08:38 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Craig Erickson	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 11:13:42 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Shannon Rudolph	Individual	Support	No

Comments:

Strongly Support.

THIS will be the year we find out which legislators REALLY support small Hawai'i farmers.

Here comes 2020.

HB-144-HD-1

Submitted on: 3/14/2019 11:18:28 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Roy Wong	Individual	Oppose	No

Comments:

This bill will be very detrimental to the entire Kona coffee industry.

1. It will cause a huge price increase to the consumers, if companies like our were to continue selling Kona blends.

2. This would allow Mainland companies to come into the Hawaii market if consumers and businesses will not pay the high prices for Kona coffee.

3. Lastly, it could create job losses if small players in the coffee industry had to comply with this proposal.

HB-144-HD-1

Submitted on: 3/14/2019 11:21:11 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
David W Cobb	Individual	Oppose	No

Comments:

I am a passionate believer in the value of 100% Kona Coffee. I work at a coffee company based here in Honolulu, and have worked there for two years. My role is to manage the websites and the ecommerce sales, selling our coffee to mainland customers. I have stringently stood by and honored the current coffee labeling standards in Hawaii, and clearly differentiate between our 10% Kona Blends and our 100% Kona coffees.

I celebrate the uniqueness and value of our 100% Kona, and am happy to say many of our mainland online buyers do as well.

I am deeply concerned about the impact this bill would have on the Hawaii Coffee industry, and of course on me and those who work with me. I have several concerns in particular.

* The law will only govern and control those companies that roast here in Hawaii. While today that is the majority of the Kona crop, the law actually will encourage a behavior of roasting Kona outside Hawaii where mainland roasters will not be obligated to adhere to Hawaii labeling standards. This will not only result in greater erosion of the value of Kona in consumer's minds, it will very likely result in less actual Kona (whether 100% Kona or already the already clearly labeled 10% Kona) being available to Hawaii consumers.

* The labeling burden may seem simple, but it is not. Current production process at all Hawaii roasters means that content information on a bag needs to be shared across multiple coffees. Further, it is a level of disclosure that is NOT required for similarly regionalized businesses across the country. Wine, for instance, has extensive conventions around labeling but at no point are they required to share the specific breakdown of ALL the grape origins that go into a given blend. I believe strongly in having and adhering to clear labeling rules, but those already exist here. The additional disclosure requirements presented would actually burden locally roasted coffees that are not and do not claim to be Hawaiian coffee, since the mainland competitors in supermarkets and elsewhere would not have the same requirement to disclose their proprietary blend information.

* A law already exists that requires roasters to clearly indicate a 10% Kona blend IS a 10% Kona blend. Existing laws already make it easy for customers to make informed decisions about the coffee they purchase. This new measure introduces no new enforcement solutions and also doesn't provide a clearly greater consumer or business benefit.

* The change will price Kona blend out of reach of many local food service and hospitality businesses, lowering awareness of Kona coffee (whether as a blend or as a 100% coffee) for visitors to the islands. They simply will not be exposed to the name Kona at all during their visits, resulting in less overall value to the "brand" of Kona coffee.

* Not being able to sell an affordable Hawaiian blend of ANY kind (since the law stretches beyond Kona) will make it very difficult for local coffee roasters to compete with larger national brands with higher brand recognition. How many hotel chains will opt for a national or chain brand coffee instead of a local Hawaii option?

* There have been no studies performed to estimate the actual economic impact of this law. The impact may be devastating for many local coffee roasters and their employees. The presumption seems to be that higher percentages will drive higher price for Kona. In reality the labeling laws are VERY likely to lower the overall local demand for Kona beans. This may be a crushing impact on farms and farmers who have been growing the beans for generations. How many local roasters and distributors will experience job losses as a result of this change? How much tax revenue will be lost by diverting Kona business away from Hawaii based roasters? How much Kona will get sold at much lower prices to out of state roasters rather than in order to move the harvest?

In sum, I feel this law is crafted by a small group of passionate believers in a specific view of how coffee should be made and enjoyed. I salute their passion, and share the value they place on 100% Kona. However, I feel that this measure is far more likely to hurt the Hawaii economy, Hawaii jobs, and Hawaii consumer access to premium Hawaii coffee than it is to help Hawaii as a whole.

I think the net impact of this measure will be losses of local jobs, greater uncertainty in Kona pricing, and a decline of the coffee industry in Hawaii. If green Kona is primarily being sold to mainland based roasters - who would have no obligation to adhere to this law if they sell that Kona on the mainland - how much Kona will be found on shelves HERE?

HB-144-HD-1

Submitted on: 3/14/2019 11:25:05 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
James McArthur	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 11:32:24 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lanny Sinkin	Individual	Support	No

Comments:

It is time the Legislature came to the aid of the coffee growers to stop the practice of misrepresenting non-Kona coffee as if it is the real thing. Mahalo.

HB-144-HD-1

Submitted on: 3/14/2019 11:41:40 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
maile	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 11:53:47 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Christopher Pang	Individual	Oppose	No

Comments:

I strongly oppose HB144 HD1. I feel currently there is not enough research done to show how this will affect the future of the Kona coffee industry. Will this create a surplus of Kona or a shortage? How will this affect the cost of the crop? Consumers are accustomed to paying a set price for Kona weather being 100% Kona or 10% Blend, Changing the minimum to 51% could have an adverse effect on the industry. Secondly if this was to go into law, who is going to enforce this? Because of the 51% minimum, this could introduce a lot of Kona coffee counterfeiters into the industry strictly due to the profits that could be there to gain.

HB-144-HD-1

Submitted on: 3/14/2019 11:56:12 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Pola Fulton	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 12:05:45 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
yogi kim	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 12:07:41 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
ChristopherMcCullough	Individual	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 12:08:20 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
maria cate	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 12:12:41 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
RACHEL NISHIHARA	Individual	Oppose	No

Comments:

There is such a limited supply on farmed Kona green coffee there is not enough to go around. This causes prices to increase to the actual consumer. People in Hawaii cannot afford the luxury of buying a cup or a bag 100% Kona coffee for themselves. The price of a 51% Kona might be just as high. How will it look to our visitors when they come to buy a bag and they see the price? It would be the same price as the entrée at a fine dining restaurant. That's just the entrée portion. Some folks can only afford the current 10% Kona version. They are satisfied because it is, just enough. Some are willing to settle on the "just enough" because it is what they can afford especially living in Hawaii.

Companies such as restaurants, hotels, and businesses who are already purchasing the 10% Kona version will be forced to purchase the 51% Kona version or look elsewhere for a suitable substitution. The suitable substitution will most likely be something that does not contain any Kona and probably from the mainland. We should be supporting our local economy.

The issue of listing of the geographic origins of the coffee on the packaging. I ask ... would you want to give your secret recipe to someone? What you have in that bag of coffee is what it makes it unique and special. It was perfected by countless of taste buds to make that special cup of coffee. I also ask ... who will be policing the 51% Kona rule if it goes into effect. Will there be a government official on standby daily at each coffee packing facility to mandate the careful proportion of each bag of coffee.

Is this the logical solution.

HB-144-HD-1

Submitted on: 3/14/2019 12:22:06 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Gregory R Veazey	Individual	Oppose	No

Comments:

I am a major supporter of Lion coffee and Royal Kona coffee, their sister brand, and feel this legislation oversteps the bounds needed for support of coffee Kona production. The 10% or 100% rule are already in place - enforce them!

The majority of Kona farmers are against this bill, of which Royal Kona coffee buys a majority of their crops. Just you saw the other day in newspaper article that there is only 2.7mil pounds of actual Kona Coffee produced but somehow 20mil pounds is distributed - fix the current enforcement as this bill will not fix that Even the 10% is not strictly protected, With such a small amount of Kona coffee, which is already expensive, if 51% is enforced, more fake Kona will be distributed driving down real Kona production and we will be soon out of Kona Coffee and/or it will be too expensive for normal coffee drinkers. Many Hawaiian hotels and restaurants will not serve Kona blend and their coffee will be replaced with cheap American coffee from the mainland or overseas. 10% and 100% should be strictly enforced to protect the taste of Hawaiian products. - bottom line!

HB-144-HD-1

Submitted on: 3/14/2019 12:26:38 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
irene nunies	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 12:31:28 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Barbara Summa	Individual	Oppose	No

Comments:

I vehemently oppose passing HB144. Passing this bill will require coffee manufacturers to increase the content of Kona coffee in a blend from the current 10% to 51%. This will significantly increase the price of coffee that most restaurants, hotels & resorts, C-stores, offices and QSRs now use. It might also create a shortage of the Kona supply. Of greatest concern is the economic impact that this bill may potentially bring. The legislature should do their homework and conduct an economic impact study before enacting legislation that might negatively impact the Kona Coffee industry in Hawaii.

HB-144-HD-1

Submitted on: 3/14/2019 12:48:02 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Chezlani Casar	Individual	Support	No

Comments:

Coffee blenders have been misleading the public for years. It's time for this insanely unfair practice to end!

HB-144-HD-1

Submitted on: 3/14/2019 12:50:43 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
kelsey rutkowski	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 1:10:59 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Donald C Anderson	Individual	Support	No

Comments:

I am an individual living in Auburn, California 95603 and I purchase Kona Coffee on a regular basis for use in my home. When I buy Kona Coffee, I want it to be Kona Coffee, not just 10% and 90% unknown coffee.

This bill will protect the small Kona Coffee growers and assure those of us that are consumers that we are getting true Kona Coffee with at least 51% Kona Coffee grown in the Kona Area.

Please support this bill by your positive vote and assure the smaller Kona Coffee Growers will be protected from the large coffee blenders.

Thank you,

Donald C. Anderson

25eagle@wavecable.com Cell: 530-906-6322

HB-144-HD-1

Submitted on: 3/14/2019 1:28:39 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kawika `Brooks	Individual	Oppose	No

Comments:

Aloha, I am strongly opposed to HB 144 for many reasons! To begin with the 51% is an arbitrary number that somebody pulled out of the air without any type of data to reflect what actually needs to be done. Also any change from the current percentage would result in such a high price that we would lose such an in Normas part of our industry that it could cripple the industry overnight. Also as a local boy born in raised our farm prices for cherry are higher than her ever have been in our market is as stable as it ever been in any change to that could throw Everything we've worked so hard for into the trash. Please a pose HB 144!

HB-144-HD-1

Submitted on: 3/14/2019 1:36:03 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Julie Stowell	Individual	Support	No

Comments:

I am writing to ask that you please support bill HB144.

We need to support our local coffee farmers in Hawaii, which in addition helps our local economy. Big corporate food brokers should not be able to label blended coffee, which is mostly not from Hawaii, "Kona Coffee".

Please support our hard working local coffee growers.

Mahalo

HB-144-HD-1

Submitted on: 3/14/2019 2:07:02 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
ULUAKI A FIFITA	Individual	Oppose	No

Comments:

I don't think this bill knows all the facts for the Kona coffee, and if this pass, some people might not have a job!

Thanks!

HB-144-HD-1

Submitted on: 3/14/2019 2:08:19 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Matt Binder	Individual	Support	No

Comments:

Aloha,

Please support this bill because it will help our farmers and protect the Hawaii "brand." When unscrupulous coffee blenders use cheap alternatives for 90% of their "blend" and then call it Kona Coffee or Kau Coffee or Kauai Coffee, it turns consumers off to the taste of true Hawaiian coffees.

Thank you,

Matt Binder

Waimea

HB-144-HD-1

Submitted on: 3/14/2019 2:32:31 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Eric Stoddard	Individual	Oppose	No

Comments:

More study and research is needed to determine the impact on those the Kona coffee industry supports before making any changes.

HB-144-HD-1

Submitted on: 3/14/2019 3:05:50 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
dominick jason theodore	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 3:18:00 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
L.M. Holmes	Individual	Support	No

Comments:

'Kona coffee' should be like 'champagne'-- it should have to come from that region, or it can't have that designation. Right now, the mainland coffee sellers are slapping labels that say "Kona coffee" on bags of coffee that is mostly NOT from Kona, and of course they are keeping the profits. Please support our local farmers and pass HB 144. If this bill passes, it will bring \$14 million out of the hands of mainland corporate food brokers and back to our farmers and our own local economy. Mahalo. Dr. Lorna Holmes, Honolulu 96817

HB-144-HD-1

Submitted on: 3/14/2019 3:28:36 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Beth Webb	Individual	Support	No

Comments:

I am a Kona Coffee farmer from Honaunau on the Big Island and a member of KCFA. I urge your passage of this important bill to restore truth in advertising/product marketing to our very special Kona Coffee products. It is so unfair to farmers that products with only a small amount of genuine Kona Coffee are allowed to use our name by saying they are "blends". It is also so unfair to the consumer to not tell them what is really in the package by specifying the country of origin of the (typically) 90% of foreign coffee that is in blends. HB 144 will address both these issues and make it more likely that people trying to buy Kona coffee will realize that they are buying only some Kona coffee. I've heard many folks say they grabbed a blend without fully reading on the package that it only had 10% Kona beans. Having at least 51% would mean that there is a chance that the blend might taste a little like real Kona coffee. And it would mean there is not such a price difference between the 100% Kona package and the Kona Blend package which is what drives business away from us small farmers. Please do the right thing by the majority of us farmers who are small acreage "mom and pop" farms. That is what I am and I am "not making it" these days. The big blenders are taking advantage of the exclusive Kona coffee reputation and making large profits. Please help us small farmers!! Aloha!

HB-144-HD-1

Submitted on: 3/14/2019 4:27:47 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Riki Otaki	Individual	Oppose	No

Comments:

HB144

My name is Riki Otaki and I oppose the amendment to HB 144. The changes would be detrimental to the whole Hawaii coffee industry. Hotels, restaurants, and convenience stores in the State of Hawaii will no longer be able to offer Hawaiian coffee to their customers at an affordable price. Increased cost will eliminate all Hawaiian coffees from being sold in foodservice and will allow mainland competitors to enter the market as hawaii companies lose their distinction, products that include hawaiian blends..

Geographically, Hawaii is small and only a limited amount of coffee can be produced. Because of the the high demand and high cost of labor, Hawaiian coffees are amongst the most expensive in the world. Increasing the labeling requirement to 51% of origin will not increase demand for Hawaiian coffees.

Furthermore unemployment will increase in the coffee industry.

Government should not regulate quality that it does not, or cannot enforce. Blends and recipes are proprietary information. Did Colonel Sander give the exact breakdown of his 11 spices for his fried chicken? Also even with the 10% rule in place it is already difficult to regulate and enforce. Perhaps we should regulate and enforce the current law before changing it.

I ask all who are in favor of this bill to reconsider. Please think about all the local people who work in the coffee industry, not just the few who want to own then entire Kona market . We are all a team, different parts working together to make and share a quality product made with aloha for a wide range of consumers and guests. If you vote yes to HB144, demand for Hawaiian coffees will drop due to rising prices. Very fewer people will be able to enjoy Hawaiian coffee and local jobs will be lost and farmers will be hurt

HB-144-HD-1

Submitted on: 3/14/2019 4:34:11 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
George Ushijima	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 5:32:10 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jean Orlovski	Testifying for Hala Tree	Support	No

Comments:

As a KCFA oard member I support this bill.

Kona Coffe is a rare coffee, it is one of the best in the world.

Being able to call Kona a coffee that only has 10% is not helping local farming and promote quality products coming from Hawaii.

Moving to 51% and more important having the transparency on the content of each coffee bag will help improving quality and help the coffee farmers.

HB-144-HD-1

Submitted on: 3/14/2019 5:32:25 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
De Austin	Individual	Support	No

Comments:

Attn:

Senator Roslyn Baker

Representative Tina Wildberger

My family has a long history of farming on Maui. My grandfather was a farmer and fisherman in Keanae, Maui and so was his Chinese immigrant father before him. My grandmother was a Native Hawaiian who, alongside her hard-working husband, provided for a family of fifteen with their small plots. I have family today who are subsistence farmers in Keanae. I have respect for my family's history and for the struggle of farmers, the world over.

I respectfully ask for you to support this bill, HB144 HD1. There are potentially hundreds of thousands, if not millions, of dollars which are being lost for Hawaii farmers and the state of Hawaii otherwise.

Hawaii should truly be a garden corner for the United States. New Jersey's nickname is The Garden State. With our rich soil and history in agricultural, our island chain should be honored and in fact, strive to be compared to rich agricultural states like California, New Jersey, etc.

Hawaii's future should be focused on self-sustainability and agriculture. We must treasure the hands that feed us, not bind them.

Thank you.

Sincerely,

Dezireen Austin

HB-144-HD-1

Submitted on: 3/14/2019 5:42:34 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tim F Merriman	Individual	Support	No

Comments:

My wife and I own a small Kona coffee farm on Napoopoo Rd. in Captain Cook and we are members of Kona Coffee Farmers Association. We wish to support HB144 HD1 and urge passage of it. Growing and processing coffee in Kona is extraordinarily expensive due to the price of land, labor and ag supplies. Coffee sold as Kona coffee that has only 10% Kona coffee is unfairly trading on the excellent reputation of our coffee products. This law provides a better standard for blended coffee products claiming Kona coffee content.

Mahalo,

Tim Merriman

83-5766C Napoopoo Road

Heartfelt Farm

Captain Cook, 96704

808-854-3555

HB-144-HD-1

Submitted on: 3/14/2019 6:38:58 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
rodriguez armando	Testifying for KCFA member	Support	No

Comments:

I am a kona coffee farmer and a KCFA board member , we need your help getting this bill passed, we cannot compete against the 10% blenders, Blenders are misleading consumers in believing that they are getting REAL KONA COFFEE. thank you for your support

HB-144-HD-1

Submitted on: 3/14/2019 8:25:37 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

As a coffee farmer in Kau dDistrict, I strongly support the 51% minimum genuine content blending requirement and the origin of the imported coffee is clearly indicated on the label.

Miles Mayne

Kau Coffee Farmer.

HB-144-HD-1

Submitted on: 3/14/2019 11:02:50 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Laura Woods	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/14/2019 11:17:38 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Christopher Dean	Individual	Support	No

Comments:

What's not to support? Do we want to promote local agriculture or enrich corporations on the mainland? Do we want Kona coffee growers to be compensated for their hard work, or do we want to support people who are ripping off consumers by lying to them that they're buying Kona coffee? This legislation protects everyone, people who drink coffee and Kona coffee growers.

HB-144-HD-1

Submitted on: 3/15/2019 7:21:18 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Linda Wilson	Individual	Oppose	No

Comments:

I am in opposition to HB144 HD1! I believe it will create a cost prohibitive increase in the cost of the Kona coffee blends, and may possibly cause a shortage of Kona coffee supply, as they have experienced recently, with the various challenges faced by the Kona coffee farmers. Hawaii's coffee has a good reputation in the industry and worldwide, therefore, I support conducting an economic impact study before enacting legislation that may negatively impact one of our oldest agriculture crops, and the heritage farmers whose great-grandfathers started growing Kona coffee, and want to preserve jobs for our coffee companies. In addition, I support the prosecution of companies who produce counterfeit Kona coffee with no Kona coffee in the products. Also, to have agreement to resolve the blend percentage issue before initiating any legislation.

HB-144-HD-1

Submitted on: 3/15/2019 7:33:42 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Koohan Paik	Individual	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/15/2019 7:37:26 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Rich Wicklander	Testifying for Aloha Hills Kona Coffee LLC	Oppose	No

Comments:

Changing the Kona blend law from 10% to 51% is a drastic change that could have a devastating effect on hard working Kona coffee farmers. These farmers sell their harvested coffee cherry to coffee processors who then sell green coffee to roasters who then blend the Kona coffee or sell 100% Kona coffee. As it is now, consumers of Kona coffee have a clear choice in Hawaii to buy a bag of coffee labeled 10% Kona blend or 100% Kona. If a coffee retailer wants to make a 20% blend or 51% blend they have a choice in doing that and labeling their bag and pricing it accordingly. Just as the retailers have a choice to do this, consumers of Kona coffee should also have the choice of what they want to buy. Not all consumers can afford the additional costs of purchasing a bag of coffee containing a higher than 10% blend of Kona coffee. Please give the consumer the choice and protect hard working coffee farmers.

HB-144-HD-1

Submitted on: 3/15/2019 8:15:28 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
KAWENA HAYASHI	Individual	Oppose	No

Comments:

there's only so much kona coffee that can be grown. your going to affect all the local coffee business. with this bill, companies like Starbucks can sweep in to all our hotels and restaurants.

HB-144-HD-1

Submitted on: 3/15/2019 11:03:48 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Shawn MAWAE	Individual	Oppose	No

Comments:

If Hawaii requires the Kona coffee blend to change from 10% to 51%, Hawaii will experience a shortage of Kona Coffee which will put most Kona coffee companies out of business.

This will have a huge impact on hotels, restaurants, and convenience stores in the State of Hawaii. Increased cost will eliminate all Hawaiian coffees from being sold in foodservice. Increased blend % will open the door for mainland coffee companies to come to Hawaii and take over the foodservice business.

Hawaii will experience a loss of jobs for all Hawaii Coffee Companies that handle and sell Kona Coffee.

Government should not regulate quality that it does not or can not enforce. There is no overall enforcement of current Kona Coffee Labeling standard.

Anyone around that world can sell Kona coffee at a lower %, come into Hawaii's market place and dominate the Kona coffee void that Hawaii created if this is passed. I find this personally insulting. Honest companies that comply with the current 10% Kona labelling laws will be hurt.

Kona coffee is being unfairly targeted. Why are we being asked to declare our blends which is proprietary information but we don't force companies like Coca Cola to share their formula?

I appreciate you taking time to acknowledge my feeling about this bill. Mahalo

HB-144-HD-1

Submitted on: 3/15/2019 11:11:45 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Carrie Garland	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/15/2019 12:48:04 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
QUINCY HANOHANO	Individual	Oppose	No

Comments:

I support Local Coffee Farmers. Generations of Hawaii Coffee Farmers help to keep prices low as compared to imported coffee from other domestically Located regions. BUY LOCAL STAY LOCAL!

HB-144-HD-1

Submitted on: 3/15/2019 4:02:05 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Marcia Nora	Individual	Support	No

Comments:

I'm a coffee farmer from Kona and have always been surprised that anyone can sell coffee labeled Kona with only 10% actual Kona coffee. We have a special product that needs to be protected. I'm in favor of this bill.

HB-144-HD-1

Submitted on: 3/15/2019 4:25:25 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Valerie Barnes	Individual	Support	No

Comments:

It is LONG past time to protect our Kona coffee farmers. Please pass this bill.

HB-144-HD-1

Submitted on: 3/15/2019 11:24:54 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Atsuko Ejiri	Individual	Oppose	No

Comments:

HB144

Change blend minimum to 51%

- Kona's crop is not enough to be sold all at a 51% content.
- Hotels, restaurants, and convenience stores in the State of Hawaii will not serve Hawaiian coffee. Increased cost will eliminate all Hawaiian coffees from being sold in foodservice. Increased blend % will open the door for mainland coffee companies to come to Hawaii and take over the foodservice business.
- This will cause eventually loss of jobs for all Hawaii coffee companies that sell into restaurants and hotels.
- Even not Government cannot enforce 10%. How can Gov enforce 51% - more fake Kona will be sold
- Benefits Mainland roasters who can sell in their markets without following Hawaii State Law
- Consumers have a right to enjoy Kona blend at a reasonable price. Those who want to sell 100%, they can do so in their own way. They can not limit reg. consumers freedom of selecting reasonable Kona Coffee.

Listing of all Origin by percentage

- Blends are proprietary information. Other two best coffee blends (Kilimanjaro and Blue Mountain) have specific % unless the manufacturer want to reveal
- Difficult to change blends when market, economic and trend change

HB-144-HD-1

Submitted on: 3/16/2019 12:43:30 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Louis Veazey	Individual	Support	No

Comments:

These people who try to do 51% are the only 10 Kona farmers who basically came from mainland USA and bought out their farm as their hobby or investment. They do not understand what the consequences will be. Majority of Kona farmers are against, but somehow the bill passed the lower house.

Just you saw the other day on the paper article, there is only 2.7mil Kona Coffee but 20mil is distributed. Even 10% is not strictly protected, With such a small amt of Kona coffee, which is already expensive, if 51% is enforced, increased fakes will be distributed and we will be soon out of Kona Coffee and too expensive for normal coffee drinkers. As stated, hotels and restaurants will not serve Kona blend and their coffee will be replaced with cheap American coffee from mainland or overseas. 10% and 100% should be strictly enforced to protect the taste of Hawaiian products. Two other of 3 best coffee in the world, Blue Mountain and Kilimanjaro, they have no restrictions about the ratio of the blend. I googled and all most all these blended products did not have any ratio,

Coffee is just a drink and the 2nd highest commodity distributed in the world next to petroleum oil.

HB-144-HD-1

Submitted on: 3/16/2019 1:52:10 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

We were successfully retailing our own grown Kona coffee and now that of other Kona farms for 14 years. Yet our business is constantly threatened by large marketers using the name KONA COFFEE on other and/or inferior foreign coffees.

US customers are confused and duped by having the lesser part of the ingredient in a package advertised as the main name, simple as that. 51% minimum content versus the misleading 10% is the right step.

Joachim Oster

HB-144-HD-1

Submitted on: 3/16/2019 1:58:16 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

Sale of Kona blend coffee should be >50 to even say it's a Kona coffee. I support this bill and have been a kona coffee consumer for 25 yrs

HB-144-HD-1

Submitted on: 3/16/2019 6:29:11 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Francine Roby	Individual	Support	No

Comments:

Please support our local Big Island coffee growers unique, authentic brand by passing this labeling bill. Mahalo.

HB-144-HD-1

Submitted on: 3/16/2019 8:29:52 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
iori horak	Individual	Oppose	No

Comments:

How we trest the % ?

i do not want pay more money and I do not believe the 52%

make more economic for Hawaii state.

HB-144-HD-1

Submitted on: 3/16/2019 9:55:26 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
al critzer	Individual	Support	No

Comments:

It is Imperative that the integrity of Kona coffee is preserved. A minimum of 51% presence of real Kona coffee in any blend should be required before the word Kona can be used to describe that blend.

HB-144-HD-1

Submitted on: 3/16/2019 10:21:27 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Peter Goulding	Individual	Support	No

Comments:

I support HB144 to require 51% product for labeling coffee. I am a small coffee farmer on the Big Island and a member of Kona Coffee Farmers Association. I support the bill because the current practice of only requiring 10% Kona Coffee to be labeled as Kona Coffee is misleading to customers and devalues the price I can sell my 100% Kona Coffee for. There is obvious brand equity in the Kona Coffee name and the reason other coffee growers are using that name to steal our value and reputation. Allowing only 10% blend can be confusing to customers who don't see the fine print and unfair to farmers that sell 100% Kona coffee.

HB-144-HD-1

Submitted on: 3/16/2019 10:28:39 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Deniz Tek	Individual	Support	No

Comments:

Thank you for reading my testimony. I am a small-estate coffee farmer in Kona. It is of the utmost concern to me and other independent Kona coffee farmers that the integrity of our brand is protected. For far too long, counterfeit versions of Kona coffee have been mislabeled and marketed to the detriment of our reputation for quality, and the fair pricing of real Kona coffee. We who operate small independent farms depend on the rule of law to protect us from predatory and unethical practices of larger businesses. Please support HB144.

Deniz Tek

HB-144-HD-1

Submitted on: 3/16/2019 1:12:24 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Thomas Butler	Individual	Support	No

Comments:

As a coffee farmer and a KCFA member I am in support of this bill because a 10% mix doesn't do the word blend justice. It is difficult for the uneducated consumer to realize what Kona coffee is and what it should taste like. I think the State government should be protecting its heritage crop and I don;t think the coffee industry will collapse if Kona coffee is not adulterated. Quite the opposite will occur and the farmer will get a better price for his raw product.

The avocado and Kau coffee farmers are experiencing the same falsification and it hurts them as well. We farmers and consumers need protection as the recent figures indicating the sale versus production amount of Kona coffee shows.

HB-144-HD-1

Submitted on: 3/16/2019 2:20:48 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Melanie Korn	Individual	Support	No

Comments:

I'm a Kona coffee farmer and roaster running a small business that specializes in 100% single-estate Kona coffee. We put a great deal of care into producing 100% Kona coffee, not only to provide a superior product to our customers, but also to showcase the best products that Kona has to offer. Allowing blenders to use "Kona" on a coffee package that contains less than 51% Kona hurts our efforts to educate consumers on the true flavor and quality of Kona coffee. Kona farmers who are producing a quality product to represent our region, and who support local families and workers year-round, deserve the protection of our legislature. Please support us in our efforts to keep the "Kona" label consistent with the true flavor of Kona, and to remain competitive in a market flooded with blenders who are selling lower-quality coffee with a Kona label.

HB-144-HD-1

Submitted on: 3/16/2019 4:16:07 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tama Brandeburg	Individual	Support	No

Comments:

I am in support of HB144. As a coffee grower on Maui I would like to see the end of deceptive & misleading labeling practices. I would like geographic origins defined. Please pass HB144 unammended. Please support HI farmers & coffee growers state-wide. Mahalo!

HB-144-HD-1

Submitted on: 3/16/2019 5:15:22 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

To Whom It May Concern;

My name is Kathleen Dixon. I am a small Kona coffee farmer and member of the Kona Coffee Farmers Association. I also manage a Kona Coffee farm. I strongly support HB144. Kona coffee is a heritage crop that is grown in a 20-mile region in conditions unique to Kona, Hawaii. This is a very special crop that is in very high demand, however, year after year, I have seen profits from 100% Kona coffee be minimalized by products that are 10% Kona blends or products claiming to be Kona coffee that does not contain any Kona coffee at all. These inferior products damage the reputation of Kona coffee due to the mediocracy of flavor at a very reduced price compared to 100% Kona coffee. It has become very expensive to grow, process and market 100% Kona coffee at fair market value while 10% Kona Coffee blends continue to undercut quality and prices with a product that does not even reveal the quality or origin of the other 90% of coffee. If the product is going to use the name "Kona" in its branding and insinuate that the product is from Kona, then the majority of the product, (51%) should actually be from Kona.

Thank You,

Kathleen Dixon

HB-144-HD-1

Submitted on: 3/16/2019 5:27:02 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Miki Murata	Individual	Oppose	No

Comments:

HB-144-HD-1

Submitted on: 3/16/2019 5:39:39 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

My name is Willian J. Dixon. I support HB-144.

Kona coffee blends should be at least 51 percent Kona coffee, if you wish to list Kona coffee on your label. Anything less is a scam.

HB-144-HD-1

Submitted on: 3/16/2019 6:01:25 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Cynthia Maryanoff	Individual	Support	No

Comments:

Dear Representatives,

Please represent Kona small farm coffee growers and support HB-144 requiring 51% minimum genuine context in Hawaii coffee blends and identification on the label of the origin of imported coffee in the blend.

My husband and I own two small Kona coffee farms. Our special interest is premium, single-estate 100% Kona coffee. Our company grows, processes, roasts, and sells high-quality, single-estate 100% Kona coffee, with a focus on artisanal, premium brands to satisfy the interests of coffee connoisseurs. Our trees are dry-farmed (i.e., not irrigated). We exclusively custom-roast in small batches with a fluidized-bed air roaster. Our flagship brand is designated "Private Reserve", which is available from both farms. We work HARD!

We thank you for your past support, especially with the CBB problems.

We work hard! We are proud of our 100% KONA coffee products.

Please continue to support small farms in Hawaii and support this bill.

We find it **offensive** to see coffee labeled "Kona coffee" and in small print CONTAINS 10% KONA COFFEE and no notation of what the 90% is.

We are members of the Kona Coffee Farmers Association.

Please support HB-144 requiring 51% minimum genuine context in Hawaii coffee blends and identification on the label of the origin of imported coffee in the blend.

Sincerely

Cynthia A Maryanoff

HB-144-HD-1

Submitted on: 3/16/2019 8:07:11 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
KeikoYamasaki	Individual	Oppose	No

Comments:

Hawaiian Kona is very famouse and delicious.ã€œIt is not as expensive as Jamaican blue and it has the mild taste.

If you raise the kona blend's % of kona beans, We have to pay a lot more money to enjoy the coffee. I want keep the content % as it is now. .

HB-144-HD-1

Submitted on: 3/16/2019 8:47:26 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Marion McHenry	Individual	Support	No

Comments:

It is important for Hawaii to protect and support our farmers. Please pass this legislation!

HB-144-HD-1

Submitted on: 3/16/2019 8:57:06 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Miyuki.T.Kennedy	Individual	Oppose	No

Comments:

I think coffee and hotel Industries here in Hawaii will be hit hard if kona coffee becomes more expensive. Even 10% is not enforced and how in the world 51% will be controlled? More fake products will be distributed!!! I want to drink reasonable delicious coffee from Hawaii!

HB-144-HD-1

Submitted on: 3/16/2019 11:16:31 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

It is distressing that consumers are misled by packaging into thinking they are actually buying/drinking the product from the Kona region of Hawaii. The taste and quality is incomparable to the true Kona coffee. Please support the farmers who produce the excellent quality Kona coffee.

HB-144-HD-1

Submitted on: 3/17/2019 8:20:56 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Yukari Kunisue	Individual	Oppose	No

Comments:

Benefits Mainland roasters who can sell in their markets without following Hawaii State Law

HB-144-HD-1

Submitted on: 3/17/2019 9:16:28 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
gretchen	Individual	Support	No

Comments:

We support small farmers!

And hope you will too!

Thank you

HB-144-HD-1

Submitted on: 3/17/2019 11:02:10 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
kumi suda	Individual	Oppose	No

Comments:

I oppose. Kona coffee is already expensive. Will be hard to distribute to many local restaurants and shops.

HB-144-HD-1

Submitted on: 3/17/2019 12:48:23 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Miyoko	Individual	Oppose	No

Comments:

Huge impact on us. Increased cost will eliminate all Kona blend coffees from being sold in store, restaurant, cafe.

HB-144-HD-1

Submitted on: 3/17/2019 12:57:48 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Gwen Morinaga-Kama	Individual	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/17/2019 12:58:05 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
jeanne wheeler	Individual	Support	No

Comments:

Hawai'i small farmers need & deserve help marketing their products

HB-144-HD-1

Submitted on: 3/17/2019 12:58:54 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

HB-144-HD-1

Submitted on: 3/17/2019 1:05:48 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sammi Piasecki	Individual	Support	No

Comments:

I am a Kona coffee farmer and member of the KCFA. I am in favor of this "truth in packaging" bill.. I work hard to produce a quality product and feel the Kona Coffee label should be reserved only for those of us producing quality coffee in this geographical area.

HB-144-HD-1

Submitted on: 3/17/2019 1:22:00 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
James Suzuki	Individual	Oppose	No

Comments:

Rampant fraud will ensue. Lack of enforcement, auditing, etc, hurts honest companies and the consumer.

There is no overall enforcement of current Kona Coffee labeling standards.

HB-144-HD-1

Submitted on: 3/17/2019 1:41:15 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
karlene	Individual	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/17/2019 1:48:39 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

HB-144-HD-1

Submitted on: 3/17/2019 2:01:21 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

This issue has been unresolved far too long. Please, restore integrity to the marketing of Hawai'i origin coffee.

David Case

HB-144-HD-1

Submitted on: 3/17/2019 2:16:41 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jo Kimm	Individual	Support	No

Comments:

HB-144-HD-1

Submitted on: 3/17/2019 2:25:27 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jeri Di Pietro	Individual	Support	No

Comments:

Aloha Chairman Gabbard and Members of the Committee--

I strongly support HB144, HD1 requiring coffee blend labels to disclose regional origins and percent by weight of blended coffees.

This bill will support local coffee farmers who grow and sell high-value Hawaii origin coffees. It is a simple matter of full disclosure and fairness in labeling to protect local farmers who work hard to make Hawaii more sustainable in its food production. These farmers should reap the benefits of their work rather than downstream marketers.

When I buy coffee I chose to purchase coffee labeled as locally grown to support my neighbor farmers. This bill will help ensure that I am actually purchasing what I believe to be locally grown coffee.

I ask that you and your colleagues support this important measure.

Sincerely,

Terry Huth
Kihei, Hawaii

LATE

HB-144-HD-1

Submitted on: 3/17/2019 4:08:49 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Eloise Engman	Individual	Support	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/17/2019 4:09:15 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lucy Liu Shen	Individual	Oppose	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/17/2019 4:56:19 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

LATE

HB-144-HD-1

Submitted on: 3/17/2019 5:44:05 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
janice palma-glennie	Individual	Support	No

Comments:

Aloha!

i strongly support this bill which will give some measure of protection for Kona's small farmers. Between fighting off invasive species and giant corporate ag operations, they need all the help they can get. Helping farmers also helps Hawaii's people survive and thrive more self-sufficiently.

Please say "yes" to HB 144 HD1.

Mahalo and sincerely,

Janice Palma-Glennie

Kailua-Kona

LATE

HB-144-HD-1

Submitted on: 3/17/2019 6:48:25 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
A Kathleen Lee	Individual	Support	No

Comments:

Aloha honorable representatives of the state of Hawaii,Aloha honorable representatives of the state of Hawaii,

I'm really surprised that we haven't protected our farmers, the heart and soul of Hawaii, by enacting something like this before now. Corporate trademarks, branding; even the word Aloha in another state, are protected by attorneys that cost a lot of money! Our farmers can't afford this type of protection. They are the meek and mild amongst us who need you to pass this legislation on their behalf. Please don't let them down,

April Lee

Hawi, HI

LATE

HB-144-HD-1

Submitted on: 3/17/2019 7:02:13 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Ronald S. Fujiyoshi	Individual	Support	No

Comments:

Mahalo for those who submitted this bill!

It has been a long time coming to give due respect to those farmers in Hawaii who have worked so hard to achieve making the best coffee in the world. They should be paid for their efforts.

Do not allow imported inferior quality coffee to be labeled as "Hawaii" coffee, whether it is Kona coffee or Kau coffee or whenever our local farmer grow and harvest the coffee.

Mahalo for allowing me to testify in this manner!

LATE

HB-144-HD-1

Submitted on: 3/17/2019 10:00:02 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Steven Forman	Individual	Support	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/17/2019 10:09:06 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sherri Thal	Individual	Support	No

Comments:

This is a no-brainer in support of small farmers! Please help maintain our island's local, agricultural economy by enacting this coffee labeling bill.

Mahalo,

Sherri Thal, Kea'au, HI

LATE

HB-144-HD-1

Submitted on: 3/17/2019 10:33:16 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
C. Kai Lucas	Individual	Support	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/18/2019 7:22:09 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Andrea Quinn	Individual	Support	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/18/2019 9:08:27 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

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

Comments:

LATE

HB-144-HD-1

Submitted on: 3/18/2019 9:31:08 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Nathalie Jackson	Individual	Support	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/18/2019 10:09:15 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Casey Becker	Individual	Oppose	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/18/2019 10:27:42 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
david hill	Individual	Support	No

Comments:

I fully support bill HB144. I believe that it is about fairness as generations of hawaiian farmers have worked hard to develop their coffee regions. It is time for our elected officials to stand up for the local farmers.

LATE

HB-144-HD-1

Submitted on: 3/18/2019 11:01:10 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
ray songtree	Individual	Support	No

Comments:

Labeling should be very accurate and specific and never misleading.

LATE

HB-144-HD-1

Submitted on: 3/18/2019 11:28:10 AM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Marilyn Creagan	Individual	Support	No

Comments:

LATE

HB-144-HD-1

Submitted on: 3/18/2019 1:21:42 PM

Testimony for AEN on 3/18/2019 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
joe kassel	Individual	Support	No

Comments:

hb 144 is the least that the legislature can do to support local coffee farmers. our farmers struggle as these blends exploit our local reputation. also we can thank the blenders for introducing the coffe borer. please vote in favor of this bill.

mahalo

joe kassel