

HB 144 HD 1 SD 1

Measure Title:	RELATING TO COFFEE LABELING.
Report Title:	Coffee Labeling Economic Impact Study; Coffee Labeling Task Force; Appropriation (\$)
Description:	Directs and appropriates funds for UHERO to conduct an economic impact study regarding the impact of potential changes to coffee labeling laws on the local coffee industry. Establishes and appropriates funds for a coffee labeling task force. (SD1)
Companion:	SB888
Package:	None
Current Referral:	AEN, CPH/WAM
Introducer(s):	CREAGAN, ICHIYAMA, LOWEN, MCDERMOTT, MIZUNO, NAKASHIMA, PERRUSO, SAN BUENAVENTURA, TAKUMI, TARNAS, THIELEN, TODD, WARD, Belatti, Okimoto

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
1428 South King Street
Honolulu, Hawaii 96814-2512
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**TESTIMONY OF PHYLLIS SHIMABUKURO-GEISER
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE SENATE COMMITTEES ON COMMERCE, CONSUMER
PROTECTION, & HEALTH AND WAYS & MEANS**

APRIL 2, 2019
10:30 A.M.
CONFERENCE ROOM 211

HOUSE BILL NO. 144 HD 1 SD1
RELATING TO COFFEE LABELING

Chairpersons Baker and Dela Cruz and Members of the Committees:

Thank you for the opportunity to testify on House Bill 144 HD1 SD1, relating to coffee labeling. This bill proposes to direct and appropriate funds for UHERO to conduct an economic impact study regarding the impact of potential changes to coffee labeling laws on the local coffee industry and establish appropriate funds for a coffee labeling task force. The Department supports this bill provided it does not impact the Department's priorities listed in the executive Budget.

Increasing the current required minimum percentage of Hawaii-grown coffee in a Hawaii coffee blend has been argued for many years. Some members of the Hawaii coffee industry have contended that Hawaii coffee blend should contain at least 51% Hawaii-grown coffee. Other members claim that increasing the blend percentage would increase the cost/price and make it unaffordable to their current customers.

A study to assess the economic impact on the local coffee industry from changes to the coffee labeling laws will provide valuable information to the task force in making effective legislation regarding this subject. The Department supports the Hawaii coffee industry and feels that this bill will help to resolve the blend percentage issue.

Thank you for the opportunity to testify on this measure.





UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented Before the
Senate Committee on Commerce, Consumer Protection, and Health
and
Senate Committee on Ways and Means
Tuesday, April 2, 2019 at 10:30 a.m.

By
Denise Eby Konan, PhD
Dean, College of Social Sciences
And
Michael Bruno, PhD
Interim Vice Chancellor for Academic Affairs and Vice Chancellor for Research
University of Hawai'i at Mānoa

HB 144 HD1 SD1 – RELATING TO COFFEE LABELING

Chairs Baker and Dela Cruz, Vice Chairs Chang and Keith-Agaran, and members of the committees:

Thank you for the opportunity to provide testimony on House Bill 144 HD1 SD1. This measure directs the University of Hawai'i Economic Research Organization (UHERO) to conduct a study to assess the economic impact on the local coffee industry from potential changes to coffee labeling laws, and establishes a coffee labeling task force to review and assess the those findings, to develop proposed legislation to address the pertinent issues, and identify any related issues not addressed by state law.

UHERO is a very small research unit located within the College of Social Sciences at the University of Hawai'i at Mānoa. The four FTE faculty work very hard to achieve its mission to inform public and private sector decision-making through rigorous, independent economic research on the people, environment, and economy of Hawai'i.

The University of Hawai'i supports the need identified in this bill to quantify the economic costs and benefits of protecting Hawaii's Kona coffee brand and potential changes to Hawaii's coffee labeling laws. However, such important analysis is extremely complex and beyond the current capacity of UHERO, which does not have any agricultural economists, no expertise in marketing of agricultural products or intellectual property. We respectfully ask that UHERO be removed from the bill and that an entity with sufficient capacity and appropriate expertise be engaged for this important research.



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April 1, 2019

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Yuri Zhurav
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Wai'anae, Oahu

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Waimanalo, Oahu

TESTIMONY OF HAWAII FARMERS UNION UNITED (HFUU)
IN OPPOSITION TO HB 144, SD1 (RELATING TO COFFEE LABELING)
BEFORE THE JOINT SENATE COMMITTEES ON CONSUMER PROTECTION AND HEALTH &
WAYS AND MEANS (TUESDAY, APRIL 2, 2019 AT 10:30AM)

Aloha Chairs Baker & Dela Cruz and Members of the Senate CPH and WAM Committees—

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.

HFUU and many coffee farmers have testified in support earlier versions 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 and HB144, HD1 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." 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."

Facing pretty evenly divided testimony at its March 20th hearing, the Senate Agriculture and Environment Committee replaced HB144, HD1 with SD1, now before your joint Committees for decision making. HB144,SD1 authorizes a analysis conducted by the University of Hawaii and a representative task force to assess the economic effects of the proposed change in the law to require a 51% blending minimum of Kona or any other Hawai'i Origin coffee. This sounds reasonable, but it ignores the decades of Hawai'i Legislative and County findings that the 10% blending standard is "consumer fraud" and "inherently deceptive and misleading" and the 2018 UN assessment. We respectfully submit that these are the only analyses that are needed. The House has passed HB144, HD1, and we urge the Senate to do the same.

The opponents of the original Bill 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. This has now morphed into a three-year study and task force. We don't need to take three years, however, to predict the effect of a 51% blend requirement. We can predict right now, that if the Senate follows the House and passes HB144, HD1, 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. We therefore respectfully request the Joint Senate Committees on Consumer Protection and Health & Ways and Means restore HB144, HD1 and recommend its passage to the Senate.

HAWAII FARMERS UNION UNITED

Vincent Mina, President

The Hawai'i Farmers Union United and its Chapters are a nonprofit corporation formed under Hawai'i 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.



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

The Kona Coffee Farmers Association requests and appreciates your opposition to this Bill. We represent over 250 farms in the Kona districts and our mission is to protect the economic interests of our growers.


Hawaii is the only coffee region in the world that allows its premium crop to be watered down to an embarrassing 10%. It reduces the reputation of our brand in the global market and threatens the stability of our entire industry. 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.

This gut-and-replace bill is faulty by design, with the intent to kill the momentum on the original bill. The gut recommends a task force made up by large companies, roasters, and blenders with very little input from actual growers of coffee. It shuts one of Hawaii's largest premium regions, Ka'u, and does not even list them on the Task Force (although lists smaller regions controlled by mainland corporations). The goal of this bill is to kill the previous, very popular, version of HB144.

For many years, the blenders have argued that we should "study" this issue. They testify that coffee prices would crash should the percentage increase in the blend. But this is not economic reality. Since the original "blend bill" was passed in 1991, the marketplace for Hawaii coffee has changed drastically and many growers now sell out their entire crop online. The change from 10% to 51% would only increase demand and raise prices to growers.

The global demand for Kona far exceeds supply and an estimated 20 million pounds of counterfeit Kona is sold on the mainland. Our Department of Agriculture is less interested in fighting these counterfeiters than they are in protecting the blenders and their profits at the top of the Hawaii supply chain. It's time for the State and the Department to protect our Hawaii brand, our farmers and the consumer.

Mahalo nui loa!


Suzanne Shriner
President

HB-144-SD-1

Submitted on: 3/31/2019 8:00:35 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

Please restore the original House version of HB144 which contained a 51% minimum and label disclosure of the origin of all coffee in "Hawaii Blends." Using the "Kona", or "Maui" or "Ka'u" names on packages containing 90% foreign-grown coffee is pure fraud. We also oppose the Senate's proposed "3-year delay" on implementing the measure. Why the delay?? This debate has already gone on for too long; years. Please protect one of Hawaii's premier brands,

Mahalo.

Scott Foster
Communications Director
Hawaii Advocates For Consumer Rights
808-590-5880

HB-144-SD-1

Submitted on: 4/1/2019 7:44:27 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

Dear Hawai'i State Legislature,

I strongly oppose the 3-year delay to enact fair labeling of Hawaii coffees. What's the difference between blended water or blended coffee? False advertising is false advertising and I hope the Hawai'i Legislature agrees its time to protect these coveted crops. Below is a link to the recent Nestle water litigation. Consumers are tired of being kept in the dark and have a right to decide on their purchase and consumption through full disclosure of contents:

<https://www.nydailynews.com/news/national/ny-poland-spring-nestle-groundwater-sell-20190401-orgyu5x4hbdjfc3a3lodzmo5va-story.html>

Thanking you in advance for helping in supporting Hawaii's Prized crops.

Mahalo,

Kelly Edwards

Hale Kai Lana, Inc.

HB-144-SD-1

Submitted on: 3/30/2019 2:28:03 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Joachim Oster	Testifying for ATHENA of HAWAI'I LLC	Oppose	No

Comments:

The original bill appears gutted and misconstrued! Please reinstate the original requirement of 51% minimum content of Kona coffee. Plus on-label disclosure of all coffee origins in "Hawaii Blends".

A number of studies have been done on this particular issue and other protected food origin names. All with the clear outcome of ostracizing the blatant theft and detrimental effect on a valuable regions name.

In addition there are existing USA labeling laws to prevent consumer deception exactly like it is being practiced with 'Kona Blends'.

There is also no consensus to be expected when putting farmers and non-farming copycats at the same table--only an overruling of the actual Kona coffee farmers. Be realistic: One steals another's good name over and over and the VICTIM should agree with the THIEF on it?!

HB-144-SD-1

Submitted on: 3/30/2019 5:54:34 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Ronald S. Fujiyoshi	Testifying for Ohana Ho`opakele	Oppose	No

Comments:

I oppose any subversion of coffee being labeled as Hawai'i coffee that has less than 51% Hawai'i coffee. I oppose this bill!

HB-144-SD-1

Submitted on: 3/29/2019 8:46:30 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

For way too long now, the name "Kona Coffee" has been abused and taken advantage of by blenders whose main concern is profit, and not protecting the integrity of quality coffee. This has been going on for over twenty years now, and it's time for the Hawaiian government to step up and protect one of the Islands' treasures. No more delays. As a coffee farmer in South Kona, I resent the idea that a mix, containing as little as 10%, can still be called a "Kona blend". I strive to produce a quality product, and this 10% blend is a slap in the face. This 3-year delay is hurting the good name of Kona coffee. Restore the original house version of the bill. If you are going to use the name "Kona" in a blend, it should be the main ingredient, at least 51%. Mahalo, John Koontz, Konaloha Farms

HB-144-SD-1

Submitted on: 3/31/2019 7:49:23 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Chet Gardiner	Testifying for Cassandra Farms and KCFA	Oppose	No

Comments:

As I wrote earlier in my testimony on the excellent House version of the bill, a bill that you have so seriously emasculated that I must now oppose passage of it as written and demand that it be restored to the original House version:

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 finetasting 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 represent myself and hundreds of your constituents who perform a major labor of love on our family farms in order to grow the best tasting coffee in the world.

I am deeply saddened that the needs of a few mainland corporations for continued increasing quarterly profits has eclipsed the needs of those who comprise an important and famous region of our state, a region and product that helps attract the tourists that

the state's economy depends upon and that instead you are voting against your constituents whose immensely satisfying livelihoods are threatened by evil tasting "blends" destroying the brand "Kona Coffee".

HB-144-SD-1

Submitted on: 3/31/2019 9:33:36 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Janelle Gomes	Testifying for Absolute Palate, LLC	Oppose	No

Comments:

Aloha I Janelle Gomes am a Kona Coffee Farmer. We put an astronomical amout of labor and money into our 100% Kona Coffee Farm and products. The fact that other coffee companies can put our Kona Coffee Name on their coffee from other regions is unjust and an insult to true Kona Coffee Farmers. They have been getting away with it for far to long. With that being said I am opposing the Senate's "3 year delay" bill. It is of up most importance to me that you restore the orginal House version of the bill- 51% minimum and label disclousure of the origin od all coffee in " Hawaiian Blends"

Mahalo Janelle Gomes Honalo Farm/ Absolute Palate LLC

HB-144-SD-1

Submitted on: 3/31/2019 12:22:44 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Hanalei Fergerstrom	Testifying for Na Kupuna Moku O Keawe	Oppose	No

Comments:

Na Kupuna Moku O keawe is in OPPOSITION to HB 144. We call for the return to the original house bill calling for 51%minimum.

Hanlei Fergerstrom, spokesperson

Na Kupuna Moku O Keawe

HB-144-SD-1

Submitted on: 3/31/2019 10:21:26 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Shultise	Testifying for LavaRock Farm	Oppose	No

Comments:

This is yet another stall factor the blenders are pushing. We don't need a study, we need the public to get what they are paying for, NOW.

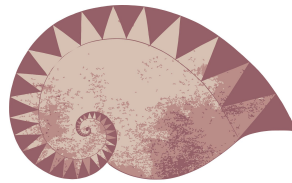
Blenders use a multi-sided list of objections which when taken together make no sense.

1) They say that their blend is propriatary (a secret formula) which they don't want to disclose. Then they say that they can't divulge the origin of beans because they don't know where they buy them from (they buy cheap beans from various sources). So it can't be propriatary if they keep changing the mix.

2) They say that changing the label would be exceedingly costly. I disagree. I personally change my label often and I don't have access to a prining company like they do. Today labels can be change overnight and delivered in days. They should not be having to change the labels anyway, unless they are importing beans from yet another country.

I have personally been here 17 years and have heard this "we need a study" delay tctic. There have been economic studies, they have just been ignored.

I am in OPPOSITION to the current version of the Senate bill and ask that the House version of the bill calling for a 51% minimum be RESTORED.



Pono Hawai'i Initiative

Josh Frost - President • Kau'i Pratt-Aquino - Secretary • Patrick Shea - Treasurer
Kristin Hamada • Nelson Ho • Summer Starr

Sunday, March 31, 2019

Relating to Coffee Labeling
Testifying in Opposition/Requesting Amendments

Aloha, Chair and Committee members

The Pono Hawai'i Initiative (PHI) **Opposes HB 144 HD1 SD1 Relating to Coffee Labeling.** This measure started out as a measure requiring 51% minimum for genuine Hawaii coffee. When the measure moved to the Senate, the Senate Agriculture and Environment Committee gutted the measure and replaced it with a study and a task force.

PHI supports Hawaii coffee farmers and requests that the measure be restored to the HB144 HD1 version of the measure.

Mahalo for the opportunity to testify,

Gary Hooser
Executive Director
Pono Hawai'i Initiative, an organization member of the Common Good Coalition

HB-144-SD-1

Submitted on: 3/31/2019 7:06:37 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Thomas Butler	Testifying for Paradise Found Coffee Co. Paradise Found Boutique, Inc.,KCFA	Oppose	No

Comments:

Dear Senators,

I think it reprehensible that any group needs a three study to determine that a product that is 90% foreign be named and deemed a geographic Blend. That is misrepresentation at best and fraudulent at worst. You are asking every organization with either a direct or an indirect financial interest to come to a decision that has been argued for 27 years and you as a body think you are going to get a different answer from them after a 3 year and \$350,000 study? Can't you do what is right and not have to study that? You should be ashamed of yourselves. Why don't you send out a few questionnaires to those states, countries and groups that protect their heritage crops to find out if it a good idea or not. Do they think their heritage image dissolved and went out of business or it has hurt the local economy by considering it worth protecting and they would still be doing so? Do you think diversified business interests are not going to be able to make adjustments rather than fold up and fire all of their coffee employees? Do you believe that a multinational corporation is going to file for bankruptcy because they have to change their labels? You were elected to make decisions and not to form committees to study studies that have been studied and take another 3 years to do so. After 3 years of nothing being done a report will be given and it will start over again. It seems the only thing you are protecting is yourself.

Shame, shame , shame

Thomas Butler

Paradise Found Hawaii Estate Coffee

HB-144-SD-1

Submitted on: 3/31/2019 8:37:31 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Sylvia Dolena	Testifying for Pele Lani Farm LLC	Oppose	No

Comments:

I originally supported HB144 coffee bill to require Kona coffee labels to contain actual Kona coffee by 51%. WHY WAS THERE a "GUT AND REPLACE?."

PLEASE SUPPORT THIS ISLAND'S COFFEE FARMERS. Why wait three years to have foreign, mainland coffee labeled Kona Coffee. That is taking money away from our farmers who have struggled through the coffee beetle issue, the VOG and now this? NO MORE DELAYS. **OPPOSE HB144. "RESTORE BILL TO ORIGINAL HOUSE BILL CALLING FOR 51% MINIMUM!"**

HB-144-SD-1

Submitted on: 3/31/2019 2:43:14 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Patrick Maier	Testifying for K Maier Farms	Oppose	No

Comments:

I am a coffee farmer in South Kona, and I oppose the gut and replacement of the House version of the bill with a ridiculous 3 year study. Kona coffee is one of the gems of the culinary world, and in its best versions regularly wins international competitions. Why does the State persist in allowing the dilution of this brand by 90%? As a small farmer, I am investing in developing my coffee to be an excellent example of Kona Typica, but the blended coffees with the name Kona undercut the value of my product. When the State of Hawaii overlooks this travesty, it wastes the potential cultural and economic value of real Kona Coffee. Think Bordeaux Wine, people!

Please reinstate and pass the House version of this bill. Like the current state posture on dilution of Kona Coffee, the Senate version is a joke on Hawaii.

HB-144-SD-1

Submitted on: 4/1/2019 6:13:15 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Colehour Bondera	Testifying for KANALANI OHANA FARM	Oppose	No

Comments:

Aloha Committee Chairs and Members:

With all due respect, this message is to request that the many long and hard hours of coffee farmers be respected and that the House version of this piece of legislation be restored.

As a long-term farmer of Kona coffee, the process put forth in the Senate to delay honest labels and sales of Hawaii products carrying a Hawaiian name is very short-sighted and means that farmers are not understood or respected by consumers who by blends that need to not have regional names associated. These names only mean profit for a few large companies, while consumers are deceived and farmers do not make their deserved profit margins.

Having worked hard to listen to and work with coffee farmers over the years, the piece of legislation that passed through the House is already a significant compromise and my request is that you restore and pass that piece of legislation and not the 3-year delay/not needed study piece that the Senate Agriculture and Environment Committee replaced the Bill content with.

Again, please respect the farmers and listen to and support what was put forth and do not default to ignoring us for the sake of satisfying a few wealthy and job-secured folks who are not interested in the best interests of Hawaii overall or for farmers. Please support your local farmers!

Sincerely,

Colehour Bondera

KANALANI OHANA FARM

Honaunau, HI

HB-144-SD-1

Submitted on: 4/1/2019 8:14:57 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Guy Gostling	Testifying for Kona Lisa Coffee	Oppose	No

Comments:

Having the bill pass the house gave Farmer's hope that the right thing will finally be done - after 27 years. Shocking to see that the Senate calls for a 3 year delay to study this. There is really nothing to study. The bill (and farmers) are calling for what is common sense. For companies to provide non-fraudulent packing claims. Calling something Kona when it is not is fraud. Allowing it to happen is being complicit.

Please ensure that companies accurately label what coffee is in there products. The reputation of Kona, and thereby the industry as a whole, is being destroyed when people buy something they believe is Kona, and it tastes nothing like it.

Thank you for your consideration

HB-144-SD-1

Submitted on: 3/31/2019 3:14:17 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Sharlene Gee	Testifying for Bea's Knees Farm	Oppose	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.

A three-year study of the economics of changing the bill is stalling and wasted money. I oppose the Senate version of this bill and ask that the House bill for a 51% minimum be restored. Please support Hawaii's farmers.

HB-144-SD-1

Submitted on: 4/1/2019 10:17:53 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Patricia Bachmann	Testifying for South Kona Estate	Oppose	No

Comments:

I am part owner of South Kona Estate in Captain Cook.

I oppose the notion that there must be yet another request for a study about how these blends are hurting us farmers. We farmers are NOT an INDUSTRY, we are hard-working farmers whos livelihood is being hurt by blenders allowed to use 10% Kona beans in a blend and let the public think they are getteing Kona Coffee.

They should be required to honestly tell the public where the 90% additional 'filler' coffee is coming from, rathger than hide behind an antiquated law that lets them hoodwink the public.

These blenders are welcome to create and label these blends telling the public exac tly what they are buying and where it comes from. Why hide that information unless they are ashamed?

They are not creating proprietary mixes if they are constantly buying beans from other sources.

I oppose this version of the bill and want you to go back to the House veriuon of 51% and enforce it now!

HB-144-SD-1

Submitted on: 4/1/2019 9:28:09 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
David Hart	Testifying for ASHE Industries, LLC	Support	No

Comments:

On behalf of ASHE Industries, LLC, I am encouraging the Hawaii Legislature to approve HB144 to support the 51% rule for Kona and other Hawaii Coffee's. ASHE Industries is a manufacturer of Coffee Roasting equipment and supplies coffee roasters to many of the small estate farms in the Kona Coffee District. When very low percentages of Kona coffee is blended with inferior foriegn origin coffees, the resulting blend does not represent the unique origin flavors and quality that 100% Kona coffee offers. The 51% rule that HB144 will require for Kona Blends is a step in the right direction that will preserve the livelihoods of hard working Kona Farmers.

Allowing anything less that 51% pure Kona coffee or other Hawaiiin coffee for a blended product, is no different than offering a counterfeit product to the public. As a business owner that supports the Kona Coffee Industry, I encourage the Hawaii State Legislature to pass HB144 to ensure the longetivity and growth of the coffee industry in Kona and Hawaiiin islands. The counterfeit "Kona" blends impacts my business by lowering demand for Kona Coffee, which in part reduces the demand for roasted coffee from my customers in the Kona Coffee District.

Sincerely,

David Hart, President

ASHE Industries, LLC

HB-144-SD-1

Submitted on: 4/1/2019 10:28:10 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

I demand that HB144 be reinstated to the original bill passed by Congress. I am strongly opposed to this bill in the gutted and reduced form.



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

HAWAII STATE SENATE
COMMITTEE ON COMMERCE, CONSUMER PROTECTION, AND HEALTH
AND
COMMITTEE ON WAYS AND MEANS

April 2, 2019
10:30 AM
Conference Room 211

RE: Testimony in Support of HB 144 HD1, SD1

Aloha Chairs Baker and Dela Cruz, Vice Chairs Chang and Keith-Agaran and members of the Committees,

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 supports HB 144 HD1, SD1 with the following comments:

A representative of Ka'u Coffee Growers Cooperative should be included on the task force.

Thank you for the opportunity to testify on HB 144 HD1, SD1.

HB-144-SD-1

Submitted on: 4/1/2019 2:57:35 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
David Bateman	Testifying for Heavenly Hawaiian Farms	Oppose	No

Comments:

HB-144-SD-1

Submitted on: 4/1/2019 8:42:38 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

HB-144-SD-1

Submitted on: 3/30/2019 8:41:28 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
bruce corker	Testifying for Kona Coffee Farmers Association	Oppose	No

Comments:

Dear Chair Baker, Chair Dela Cruz, and Committee Members:

On behalf of more than 250 members of the Kona Coffee Farmers Association, I am testifying in OPPOSITION to HB144 SD1 and request that the provisions of the House-passed HB144 HD1 be RESTORED.

I offer the following 3 points for the Committees to consider:

1—**COFFEE LABELING REFORM IS LONG OVER DUE:** For 27 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.

Hawaii’s coffee farmers do not need the 3 additional years of delay with the needless “study/task force” sought by the Honolulu blenders.

Using the “Kona”, or “Maui”, or “Ka’u” names on labels containing 90% foreign-grown coffee is fraud. The Hawaii Legislature has made a factual finding that the current 10% labeling law causes “consumer fraud” and “degrades” the name of Hawaii-grown coffee. SCR No. 102, S.D. 1, H.D. 1 (2007).

2—STUDIES HAVE ALREADY BEEN DONE. The coffee blenders and their allies have again—as they have for years—argued 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 [the largest “blender” in Hawaii] 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 already available studies on this issue: a 2018 United Nations’ Food & Agriculture Organization study concludes 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/>

What is needed is for the Legislature to stand up for Hawaii coffee farmers—not a 3-year stall sought by the blenders.

3—FALSE HISTORY--The HDOA, in testimony to 3 Legislative committees on HB144, has asserted that the original 1991 10% blend law was the result of “mutual agreement” and “industry consensus”—with the suggestion that there should therefore be no change to the status quo unless there is consensus (including agreement of the blenders) to make a change. See, for example, https://www.capitol.hawaii.gov/Session2019/Testimony/HB144_HD1_TESTIMONY_AEN_03-18-19_.PDF

The historical assertion is false.

The facts are that in 1991, with the support of the Hawaii County Council on Economic Development, Kona farmers asked the Legislature for a 51% blend minimum. It was the lobbying power of the blenders (specifically C. Brewer) that reduced the minimum to 10%. After the 10% law was enacted, Kona growers strongly criticized the legislation as “false advertising” (Tom Greenwell) and “a misuse of the cultural heritage of Hawaii” (Michael Craig). See Gerald Y. Kinro, A Cup of Aloha, at pg. 109—with footnotes and citations.

Hawaii's coffee farmers have been seeking reform of the "false advertising" built into the 10% law ever since.

Please support Hawaii's coffee farmers by RESTORING HB144 HD1.

Bruce Corker

Legislative Committee, Kona Coffee Farmers Association.

HB-144-SD-1

Submitted on: 4/1/2019 7:09:34 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

As a Kona coffee farmer and member of the KCFA, I am again requesting that the original bill be restored and put to a vote in its original form.

I oppose amendments involving studies that merely serve to stop this legislation.

Restore the original bill and 'get real' about Kona coffee.

HB-144-SD-1

Submitted on: 3/31/2019 5:27:28 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
rodriguez armando	Individual	Support	No

Comments:

Thank you for your time, I am a Kona Coffee Farmer and a board member of KCFA , we need your help to protect our Kona Coffee, being a farmer is not easy we are at the mercy of mother nature, labor shortage and we cannot compete with 10 percent coffee blenders. PLEASE help me and thousands of farmers whom are victimized by this blenders. THANK YOU Armando

HB-144-SD-1

Submitted on: 3/29/2019 3:51:59 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Kirstin Kahaloa	Individual	Support	No

Comments:

HB-144-SD-1

Submitted on: 3/31/2019 9:40:56 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
earl park	Individual	Support	No

Comments:

I am in favor of this HB144 as it is written.

HB-144-SD-1

Submitted on: 4/1/2019 9:28:54 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Diane Shriner	Testifying for KCFA	Support	No

Comments:

My husband and I have been Kona coffee farmers for over 24 years and would like the Senate to validate the 51% Kona coffee labeling Bill HB144. We do not think another 3 years are necessary to determine what is right for labeling Kona coffee.

William and Diane Shriner

HB-144-SD-1

Submitted on: 4/1/2019 4:05:27 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Virginia Comerford	Individual	Comments	No

Comments:

As a former owner of Cornerstone Farms on Painted Church Road I understand how unfair it is to sell Kona Coffee as a Blend when it is only 10% or less and all other origin coffee is not being disclosed on the label.

This practice must be deemed illegal for any product. I am asking that you stand up for the Kona Coffee growers in your state.

Virginia Comerford

HB-144-SD-1

Submitted on: 3/29/2019 7:42:09 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

To the Senate Committee:

I oppose the current language in HB 144, because it calls for another delay in reforming Hawaii's lack of support for Kona Coffee farmers. I am Kona Coffee farmer, with 5 acres of Kona coffee.

The 10% blend law has been in place more than 27 years—far too long. *We don't need 3 more years of delay.* We need the State of Hawaii to step up and support its coffee farmers in the way other states protect their farmers—for example, the way Idaho protects its potato farmers, Vermont protects its maple syrup producers, and California protects wine grape growers from false labeling and fraud. Using the “Kona”, or “Maui” or “Ka’u” names on packages containing 90% foreign-grown coffee is fraud.

Pleaae restore the language of HB 144 to the original bill that passed out of the House Agriculture Committee. There is no excuse for gutting this bill and substituting language that will only delay the Legislature from supporting coffee farmers throughout the State.

Sincerely, with Warm Aloha,

Sandra Scarr

HB-144-SD-1

Submitted on: 3/30/2019 7:45:53 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

I support the bill as originally submitted by the house. This watered down version is not what we coffee farmers supported in the house version. Study??. That is a typical defer and delay tactic. If the senate hopes that we will be appeased by the current bill they are wrong.

Wines that are labeled 'Napa Valley' actually come from the Napa Valley. We deserve the same protection!

HB-144-SD-1

Submitted on: 3/31/2019 9:33:36 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Janelle Gomes	Testifying for Absolute Palate, LLC	Oppose	No

Comments:

Aloha I Janelle Gomes am a Kona Coffee Farmer. We put an astronomical amout of labor and money into our 100% Kona Coffee Farm and products. The fact that other coffee companies can put our Kona Coffee Name on their coffee from other regions is unjust and an insult to true Kona Coffee Farmers. They have been getting away with it for far to long. With that being said I am opposing the Senate's "3 year delay" bill. It is of up most importance to me that you restore the orginal House version of the bill- 51% minimum and label disclousure of the origin od all coffee in " Hawaiian Blends"

Mahalo Janelle Gomes Honalo Farm/ Absolute Palate LLC

HB-144-SD-1

Submitted on: 3/29/2019 9:24:42 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
PHIL BECKER	Individual	Oppose	No

Comments:

I'm a coffee farmer in KA'U and totally support the original HB144 but totally against the revised bill delaying action for 3 years. Isn't 27 years misleading the public into thinking they're getting Kona coffee long enough? 51% is a must to restore the diluted Kona coffee name and to protect the other Hawaiian coffee reputation.

There is absolutely NO evidence that farmers will suffer because of the 51% ruling. In fact, it will probably help the farmer sell more coffee at a better price. The blenders are trying to convince you otherwise with NO evidence. The blenders knew this was in the works for years and have had enough time to collect information supporting their claims.

It's time to restore and protect the Hawaiian Coffee name NOW. 51% is a must.

Mahalo, Phil Becker

HB-144-SD-1

Submitted on: 3/30/2019 7:48:47 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Debbie Donald	Individual	Oppose	No

Comments:

Delaying the house version is needlessly harmful to all of us who farm Kona coffee. How many times will politicians and the DOA be bought off by the blenders? This delay should be an embarrassment to any member of the senate as it shows your clear partiality to the blenders with the big money. In the meantime, you continue to crush those of us small farmers who can barely survive.

HB-144-SD-1

Submitted on: 3/30/2019 7:53:01 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Paul Uster	Individual	Oppose	No

Comments:

I am surprised and disappointed to be represented by so many in the senate who have been bought and paid for by the blenders. As a small farmer I assure you that this needless delay is seen very clearly as yet another instance of the blenders talking with their money and our elected official dancing to their music. It is shameful to know that this is how you continue to help the blenders at the expense of the small farmers.

HB-144-SD-1

Submitted on: 3/30/2019 7:56:10 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

As a member of the Kona Coffee Farmers Association and a 30 year long farmer of 100% Kona Coffee, I beg you not to allow a "study". *It's been done before and was useless.* Please restore the original bill requiring 51% minimum content of 100% Kona, to call it a "blend".

If you really want Hawaiian agriculture to survive, as you and the Governor continue to say, you have to give us- the Agricultural Workers, the means to survive. Don't be misled by large business that use our **good Kona name** to make plenty of money off . **Crazy. Pupule of you to think this is okay.**

Restore the original HB144 please!

Mahalo,

Cecelia B Smith
Honaunau mauka

HB-144-SD-1

Submitted on: 3/30/2019 8:01:00 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Bob Smith	Individual	Oppose	No

Comments:

There have been multiple studies already conducted on this issue. We do not need another. This bill is a sham and a stall tactic. Do the right thing!

HB-144-SD-1

Submitted on: 3/30/2019 3:05:53 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

Aloha CPH and WAM committee members,

I am writing in opposition to the change that Senate Agriculture and Environment Committee made to the house bill HB144. We don't need a study - we need the State of Hawaii to step forward to protect Hawaiian farmers. I urge you all to restore the original bill requiring 51% to trade on the Hawaiian geographic regions of Kona, Maui and Ka'u. What has gone on for 27 years is unconsonable. The unfair practice of trading on the good name of Kona coffee with a pittance of Kona coffee in the bag is an affront to hard working coffee farmers like me and my wife. 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 geographical regions as a single origin coffee. 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 - now it is also an issue 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. Commodity traders around the world deal with wild market fluctuations. Yes the blenders may actually have to raise their price or make less profit. The Kona coffee industry will do just fine with the blenders buying more of our coffee. The law as it stands now perpetuates a fraud and must be stopped. We don't need a study or a delay we need action from our state after all of these years.

Mahalo,

Randy Phillips

Kona View Coffee

HB-144-SD-1

Submitted on: 3/30/2019 11:16:11 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Daysha Mendes	Individual	Oppose	No

Comments:

I oppose bill HB144. High blend requirements is 27 years overdue as is, why you would delay it 3 more years? What is the REAL reason? With all the corruption going on nowadays in Government, I really hope that lobbyists are the reason for this gut and replace bill! Think of our local coffee farmers, their workers, our economy for once! A'ole to HB144!

HB-144-SD-1

Submitted on: 3/31/2019 5:37:09 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

Dear Representatives,

We OPPOSE to the Senate bill as is and ask that the House version of the bill calling for a 51% minimum be RESTORED.

The 10% blend law has been in place more than 27 years—far too long. *We don't need 3 more years of delay.* We need the State of Hawaii to step up and support its coffee farmers in the way other states protect their farmers—for example, the way Idaho protects its potato farmers, Vermont protects its maple syrup producers, and California protects wine grape growers from false labeling and fraud. Using the “Kona”, or “Maui” or “Ka'u” names on packages containing 90% foreign-grown coffee is **not correct**.

Please represent Kona small farm coffee growers and oppose this Senate version; **the original intent of 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 was the correct intent.**

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 oppose the current version of HB-144 with a 3 yr study and and ask the the bill return to original intent: require 51% minimum genuine context in Hawaii coffee blends and identification on the label of the origin of imported coffee in the blend NOW.

Sincerely

Cynthia A Maryanoff

Bruce E Maryanoff

HB-144-SD-1

Submitted on: 3/31/2019 7:35:39 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

Aloha Lawmakers.

The % of Hawai'ian grown coffee should be 51% not 10% to be called grown in Hawai'i.

Please don't screw over our hard Working coffee farmers.

Have you ever seen what goes into growing, picking, drying, fermenting and roasting coffee?

Please treat our coffee growers with the utmost respect and appreciation. Educate yourselves about how tough it is to grow coffee.

Mahalo,

HB-144-SD-1

Submitted on: 3/31/2019 8:46:09 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

RESTORE BILL TO ORIGINAL HOUSE BILL CALLING FOR 51% MINIMUM!

HB-144-SD-1

Submitted on: 3/31/2019 9:04:00 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

THIS GUT AND REPLACE BILL IS AN ABOMINATION!! QUIT DELAYING AND DO YOUR JOB TO PROTECT OUR FARMERS. SHAME ON YOU FOR SUCKING UP TO MAINLAND CAMPAIGN CONTRIBUTORS INSTEAD OF PROTECTING HARD-WORKING HAWAIIANS.

HB-144-SD-1

Submitted on: 3/31/2019 9:34:28 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

RESTORE HB144 TO THE ORIGINAL HOUSE BILL CALLING FOR 51% MINIMUM!"

ENOUGH STALLING!

HB-144-SD-1

Submitted on: 3/31/2019 9:37:16 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

Restore bill to original House Bill calling for 51%.

HB-144-SD-1

Submitted on: 3/29/2019 5:06:49 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

I am a small coffee farmer in Kailua Kona and a member of Kona Coffee Farmers Association. I oppose HB144 to conduct a study and impose a 3 year delay and would like to see the original version of the bill restored that required a minimum 51% content to be labeled Kona Coffee. The current 10% blend law has been in place for 27 years, which is far too long already. The current law is misleading to customers and makes it difficult to sell 100% Kona coffee for a fair price, reducing my income! You don't need a study to determine blenders are benefiting and small farmers are being hurt by the current law. Hawaii needs to step up and protect its small farmers and say NO to blenders that are misleading customers with only 10% Kona coffee in their blend. Allowing a 10% blend to be labeled "Kona Coffee" in large bold print with a small footnote in tiny print that says 10% blend near the bottom of the package is both unfair and misleading. Customers won't appreciate what real Kona coffee tastes like because they think this 10% blend stuff is the same thing and its not.

HB-144-SD-1

Submitted on: 3/31/2019 10:53:21 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Anne Farrell	Individual	Oppose	No

Comments:

HB-144-SD-1

Submitted on: 3/31/2019 10:36:52 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Pam Shultise	Testifying for Lavarock Farm	Oppose	No

Comments:

I am part owner of LavaRock Farm in Captain Cook where my family grows Kona Coffee.

I am against this version of the bill requiring an economic study. It is just a delaying tactic.

I ask that the House version of the bill calling for a 51% minimum be RESTORED.

HB-144-SD-1

Submitted on: 3/31/2019 1:19:05 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

HB-144-SD-1

Submitted on: 3/31/2019 1:49:53 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

Please protect Kona coffee - restore original bill!

my son is developing an organic coffee farm on the slopes of Hualalai

and deserves a label that reflects his hard work and efforts! Mahalo

HB-144-SD-1

Submitted on: 3/31/2019 2:18:29 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

It seems the large coffee blenders want to continue the status quo and continue with only the 10% requirement for Kona Coffee. It seems the measure was gutted and now another study is required to just prolong any more action to require 51% Kona Coffee.

It appears to me as a consumer of Kona Coffee, the legislature is not interested in protecting the small Coffee Growers by letting the large coffee blenders to continue with the 10% requirement.

I urge you to restore the original wording of HB144 and support your small Kona Coffee growers.

I purchase and use Kona Coffee on a regular basis and would like to see 51% Kona Coffee labeling.

Thank you.

Donald C Anderson in Auburn, CA.

HB-144-SD-1

Submitted on: 3/31/2019 3:35:29 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

What on earth happened to HB144? SD1 effectively destroys the intent of the original bill, which received the support of House members. While it purports to support Hawaii's coffee growers, it clearly does not. Convening a task force whose work may extend far into the future does not address the real problem facing coffee farmers. Allowing a 10% product to masquerade as high quality Hawaii coffee shows little respect for the genuine product and for those who produce it. Convening a task force is merely an empty gesture. We expect more from our elected officials.

Please do not support HB144 SD1 or any other such devious approach to rewriting legislation. It only erodes public trust in the legislative process. As a coffee farmer, I ask that you reset this legislation to wording in the original HB144 which calls for a minimum of 51% Hawaiian-grown coffee and labeling stating the origin of all coffee in "Hawaiian blends."

Thank you for considering my testimony.

HB-144-SD-1

Submitted on: 3/31/2019 5:01:21 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
June Gravitte	Individual	Oppose	No

Comments:

It is my understanding that a 10% blend law has been in place for 27 years. The 51% minimum for blends has been endorsed by the Kona Coffee Growers and and introduced by 15 House members.

Why is a 3 year study needed? As a recent immigrant to the island from the mainland and now, property owner and small coffee grower in South Kona, it disturbs me that Hawaii "requires that only ten per cent of the product originate in the geographic area indicated" and has for the last 25 years, the amount of time I have been buying Kona coffee. The fact you have to study this for 3 years from a consumer's standpoint is disturbing. At a minimum, the 10% requirement appears to misleading and at worst, fraudulent.

Please reject the amended bill and pass the original bill proposed by the 15 House members and endorsed by the Kona coffee growers.

HB-144-SD-1

Submitted on: 3/31/2019 6:29:39 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

The senate version of this bill is a slap in the face to small family farmers and a huge favor to the well financed blenders who are delighted at the prospect of a 3 year delay to study the merits of a truthful coffee label which requires a minimum of 51% real Kona coffee in "blends". Please go with the original HB144 wording and intent. Thanks from a small Kona coffee farmer in Honaunau.

HB-144-SD-1

Submitted on: 3/31/2019 7:30:32 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Scott Bedingfield	Individual	Oppose	No

Comments:

I submit this testimony as the owner-operator of a small family coffee farm in Holualoa, Kona who markets and sells directly to the public. I strongly urge the Senate Consumer Protection and Health and the Ways and Means committees to reject the current version of HB144 which has been gutted of its original intent to require 51% Kona coffee content to be labeled as Kona coffee. Legislation requiring at least 51% content is long overdue. Without minimum content labeling requirements, Hawaii is missing a remarkable opportunity to support a sustainable premium market for local coffee growers and processors in Kona, and to lay the foundation that would support steady expansion of this local industry. The coffee industry in Kona is largely made up of small businesses that survive on small margins which are possible only by obtaining premium pricing based on the quality of the coffee we produce. The farmers and processors in Kona have worked hard for decades to achieve these quality levels and build the Kona coffee brand, only to see that reputation for quality and the market perception and price of our product undermined by those who deceive the public with 10% Kona coffee content. There are larger interests considering expanding production of true Kona coffee. Without brand protection, those investments in our community and our industry are much less likely.

I urge the committee members to "follow the money" in this case. Who benefits by diluting a Hawaii-grown brand? Do their profits stay in Hawaii? I can tell you it is small farmers and producers that are hurt by it. Having a premium brand associated with our agricultural products reinforces the reputation Hawaii already enjoys as a visitor destination and will support other premium agricultural products in the market. I ask you to vote to support the small businesses that hire and spend and vote locally here in Kona by rejecting the current HB144.

Thank you.

Scott Bedingfield

Poseur Estate Coffee

HB-144-SD-1

Submitted on: 3/31/2019 7:45:30 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

As a coffee grower from Ka'u and Kona and as an Independent Consultant for the Coffee Industry in Hawaii, I disagree with the Senate's "3-year delay" bill and I oppose to it. The original House version of the bill with 51% minimum for "Hawaiian Blends" of coffee and mandatory label need to be restored.

It is not necessary "3-year delay" of this bill, since we as coffee growers have been economically affected by the 10% "Kona Blend" for many years. We have to work very hard to produce good quality of coffee, plus since 2010 we are facing a lot of difficulties controlling the Coffee Berry Borer (CBB) "A devastating insect pest affecting coffee plantations worldwide."

So, as a coffee grower, I want to produce and sell one of the best coffees around the world. 10% Blend is affecting the good reputation of Kona coffee and other Hawaiian coffees, which is affecting the marketing for our product.

Sincerely,

Luis F. Aristizabal

Aloha Paisas Coffee LLC

P. O. Box 5579

Kailua-Kona, HI 96745

HB-144-SD-1

Submitted on: 3/31/2019 9:42:43 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
kai nishiki	Individual	Oppose	No

Comments:

HB-144-SD-1

Submitted on: 4/1/2019 6:56:12 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

I have been a Kona coffee farmer for the last 14 years. I do not support this bill with its amendments. There is no need for a three-year -delay to study this matter. It would be a waste of time and taxpayers' money. Please support your agricultural base and remove the amendment and pass the bill as it was originally written.

HB-144-SD-1

Submitted on: 4/1/2019 7:20:45 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Chantelle Edwards	Individual	Oppose	No

Comments:

Dear Hawai'i State Legislature,

Please strike down the proposed "impact study" which will only further delay doing the right thing for Hawaii coffee farmers. The continual delay to protect coffee farmers, Kona and all other Hawai'i coffees has already deeply scarred the Hawai'i coffee name. Further delay can only result in further damage to Hawaii's coffee reputation. The blenders will not be harmed and can still promote their blends, with full disclosure! Consumers deserve to make an informed decision when purchasing Hawaiian coffee.

Mahalo for your time and consideration in addressing this highly important matter.

Sincerely,

Chantelle Edwards

HB-144-SD-1

Submitted on: 4/1/2019 8:00:36 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Erik Rask	Individual	Oppose	No

Comments:

I support local coffee farmers not corporations trying to deceive consumers, and thus adamantly OPPOSE this Bill. I once worked for a local coffee grower on the Big Island and see this industry as one that is open to any person holding land on that island. If this bill passes local growers cannot compete with corporations and their false labeling. Moreover, any Bill that allows for more vague and less-truthful labeling is a step backwards in protecting consumers. Do not pass this Bill.

Erik Rask

HB-144-SD-1

Submitted on: 4/1/2019 7:35:32 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

Restore the bill to the original House version, calling for a 51% minimum!!! Why does it take more "studies" to decide about blending coffee?!

HB-144-SD-1

Submitted on: 4/1/2019 8:01:26 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Maria Walker	Individual	Oppose	No

Comments:

Aloha Senators,

I am writing to ask you to please vote no on HB144, and instead to restore the house version of the bill that stipulated a minimum of 51% Hawaiian grown coffee in "Hawaiian" blends. I live on Kaua'i and Kaua'i Coffee Company is a very important part of our local economy; I know on Big Island coffee is even more important for growers there. Please support our local farmers and products by returning the bill to its original intent, and keep the label "Hawaiian coffee" truly meaningful instead of an empty term.

Mahalo for hearing my testimony

Maria Walker

HB-144-SD-1

Submitted on: 4/1/2019 8:02:21 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Wendy Arbeit	Individual	Oppose	No

Comments:

I oppose the current version of this measure. I supported HB144 until it was gutted and replaced with a three-year stall tactic. I strongly suggest you **restore the House version** of the bill calling for a 51% minimum of genuine Hawaii coffee and identification of the origin of all coffees in blends -- with no delay for studies or reviews. There's no reason to study it. Its value to our local growers should be obvious to any not influenced by outside lobbyists.

Wendy Arbeit

Makiki, O`ahu

HB-144-SD-1

Submitted on: 4/1/2019 8:20:33 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Cherie Griffore	Individual	Oppose	No

Comments:

I would like to oppose this bill and ask that you require 51% Kona Coffee to be called a Kona Coffee Blend. Please protect all our hard working Kona Coffee Farmers. I am the Events Manager at Kona Coffee and Tea, and we have customers tell us all the time this is the best coffee they have ever tasted. Most Kona Coffee is handpicked and roasted in small batches to get the best quality, and you can taste all the love and hard work that goes into this. Please raise require Kona Coffee to 51% to be called a Kona Coffee Blend

All the best,

Cherie Griffore, Events Manager at Kona Coffee and Tea

HB-144-SD-1

Submitted on: 4/1/2019 8:38:08 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
George M. Peavy	Individual	Oppose	No

Comments:

I write to oppose the current Senate amended version of HB144, and urge that the original content of HB144 as passed by the House be restored and passed by the Senate.

I am a resident of South Kona where we maintain a coffee farm, providing local employment and supporting the local economy with our operations. The success of our business, its continued operations, and its contributions to the local community and the State of Hawaii is highly dependent upon production of a quality product for which there is a high demand.

Kona Coffee is a highly desirable regional brand, with Ka'u and Maui brands gaining popularity. Regional branding is an important component of successful marketing of agricultural products, and is highly protected for many commodities in many states. It should be protected for the coffee industry in Hawaii.

Consumers have a right to know what is in a coffee blend.

Companies should not be allowed to increase the price they can charge for a poorer quality coffee from other regions by adding some Kona coffee beans to the mix, at least not without full disclosure.

This does not take 3 years delay and a task force study to review.

Recognize the amended version of the bill for what it is - a scheme to defeat the intended purpose of the original bill.

I urge you to stand up for the farmers of Hawaii, the importance of regional branding for Hawaii, and the rights of consumers to have full disclosure on the content of the product that they are asked to purchase. Return this bill to its original language and intent, and support its passage through the Senate.

HB-144-SD-1

Submitted on: 4/1/2019 8:46:53 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jeffrey Bronfman	Individual	Oppose	No

Comments:

Restore the original bill that distinguishes (and adds value to) truly Hawaiian grown coffee where at least 51% is actually grown in Hawaii, To do otherwise actually cheapens the value of something grown in Hawaii and hurts our coffee growers.

HB-144-SD-1

Submitted on: 4/1/2019 8:54:22 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Autumn Ness	Individual	Oppose	No

Comments:

I oppose the current version of this bill and ask that the House version of the bill calling for a 51% minimum be restored.

HB-144-SD-1

Submitted on: 4/1/2019 9:04:15 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mary Lu Kelley	Individual	Oppose	No

Comments:

I am providing testimony in opposition to HB144 to Protect our local coffee growers. Aloha. HB144 (51% minimum genuine Hawaii coffee and identification of the origin of all coffees in blends) was introduced by 15 House members—and favorably passed out of the House and was sent to the Senate. In the Senate Agriculture and Environment Committee, however, HB144 was GUTTED AND REPLACED with a 3-year delay for a “study” and a “task force review”. Just what the Blenders wanted.

I am in OPPOSITION to the Senate bill and ask that the House version of the bill calling for a 51% minimum be RESTORED.

Thank you.

HB-144-SD-1

Submitted on: 4/1/2019 9:17:00 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Kathy Shimata	Individual	Oppose	No

Comments:

Protect Kona coffee growers.

HB-144-SD-1

Submitted on: 4/1/2019 9:10:24 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Raelyn Reyno Yeomans	Individual	Oppose	No

Comments:

I am in strong opposition to this bill in its current form. Please restore the HOUSE version of this bill.

HB-144-SD-1

Submitted on: 4/1/2019 9:25:35 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
susan campbell	Testifying for Hawaii Farmers Union United, Food Security Hawaii	Oppose	No

Comments:

Please protect the Hawaii brand of coffee. I am in total disagreement with this bill. I and the organizations I work with are in complete OPPOSITION to the Senate bill and ask that the House version of the bill calling for a 51% minimum be RESTORED.

51% minimum genuine Hawaii coffee and identification of the origin of all coffees in blends was introduced by 15 House members—and favorably passed out of the House and was sent to the Senate. In the Senate Agriculture and Environment Committee, however, HB144 was GUTTED AND REPLACED with a 3-year delay for a “study” and a “task force review”. This is a ploy of the blenders who want to capitalize on the Hawaii brand. Help us protect coffee growers and not coffee blenders who profit from using quality branded Hawaii coffee in minuscule amounts, mixed with inferior imported products.

On behalf of hundreds of growers I am asking that the 51% minimum be RESTORED.

HB-144-SD-1

Submitted on: 4/1/2019 9:39:12 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Brent Magstadt	Individual	Oppose	No

Comments:

Do the RIGHT THING PLEASE - OPPOSE HB144!

Thank you, Politicians, for pulling the "gut and replace" on this original bill, further undermining my trust in you all. Why did you take out the original language and replace it with something else entirely??! Does your office job description include lying and falsehoods? Don't follow our orange headpiece, please pay attention to what's happening HERE in Hawai'i!!

This bill supports three more years of research, with money that should be going to sustainable Big Island family farmers!! HOW COULD YOU SUPPORT SUCH A THING!!

WHO DO YOU REPRESENT?!! Look in the mirror in the morning, hug your children, and ask yourself that question. It's my hope that the answer surprises you.

RESTORE BILL TO ORIGINAL HOUSE BILL CALLING FOR 51% MINIMUM!
AND DO THE RIGHT THING PLEASE - OPPOSE HB144!

HB-144-SD-1

Submitted on: 4/1/2019 9:40:32 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mike Moran	Individual	Oppose	No

Comments:

How shameful that you defeat the will of the people and our state representatives after they supported our local farmers to offer support for big business interests. Either reject this bill as it stands, or more better, revert back to the language in the bill passed by the house. Mahalo,

Mike Moran

HB-144-SD-1

Submitted on: 4/1/2019 9:41:31 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

I strongly oppose gutting and replacing HB144 with this current version of this bill. We do not need any further study! We already know the damage it does to honest Hawaiian coffee farmers bottom line. I insist that HB144 be reinstated to the bill that was passed by Congress. It is unconscionable that HB144 was gutted and reduced to accommodate the 10% Blend processors to buy them three more years to profit from the hard work of Kona coffee farmers. We all know that 90% of their coffee is imported or of very low grade bought at a very low price so that they can add ONE Kona coffee bean out of every TEN beans to inflate their profits! Shame on this committee for supporting large corporate interests instead of a product actually grown in Hawaii.

HB-144-SD-1

Submitted on: 4/1/2019 9:41:44 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Barbara L. George	Individual	Oppose	No

Comments:

OPPOSE the Senate gut-and-replace version. SUPPORT restoration of the original language in the House bill: minimum of 51% Hawaii-grown coffee with ID of origin of all blends.

HB-144-SD-1

Submitted on: 4/1/2019 9:59:22 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mr Gary Passon	Individual	Oppose	No

Comments:

OPPOSITION to the Senate bill and ask that the House version of the bill calling for a 51% minimum be RESTORED

HB-144-SD-1

Submitted on: 4/1/2019 10:03:49 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Gary Bachmann	Individual	Oppose	No

Comments:

I oppose these changes to the bill requiring a 3 year study. It is another delay tactic hurting us farmers who continue to be hurt financially because of blenders causing confusion in the marketplace. There have already been studies showing we farmers are being hurt by these blends.

HB-144-SD-1

Submitted on: 4/1/2019 10:04:54 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mary Lacques	Individual	Oppose	No

Comments:

I am submitting testimony in **STRONG OPPOSITION** to the Senate bill and am asking that the House version of the bill, calling for a 51% minimum genuine Hawai'i coffee and identification of the origin of all coffees in blends be restored. A three year delay for a "study" and a "task force review" will stall protections for our hardworking genuine coffee growers. The 10% blend law has been in place more than 27 years-far too long. We don't need three more years of delay.

You, our elected officials, need to step up and support its coffee farmers in the way other states protect their farmers—the way Idaho protects its potato farmers, Vermont protects its maple syrup producers, and California protects wine grape growers from false labeling and fraud. Using the "Kona", or "Maui" or "Ka'u" names on packages containing 90% foreign-grown coffee is fraud.

HB-144-SD-1

Submitted on: 4/1/2019 10:25:57 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

I strongly oppose the current form of the gutted and reduced HB144. We do not need another study! We need HB144 returned to the original bill that was passed by Congress and placed to the Senate floor for a vote. It is absurd that this committee will support 90% of a product produced in a foreign country over a heritage crop actually grown in Hawaii!

HB-144-SD-1

Submitted on: 4/1/2019 10:26:48 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Susan Stayton	Individual	Oppose	No

Comments:

Dear Legislators,

I strongly urge you to oppose the current HB144/HD1/SD1. We need to protect our Hawaii coffee growers with strong legislation. Coffee blenders want to take advantage of the reputation of Hawaii Coffee, without being honest about their product. We should not be supporting imported coffee. No study is needed to know the right thing to do in this instance. Delay is just a way to give in to corporate interests.

Please restore the House version of the bill calling for 51% minimum.

Thank you for your consideration,

Susan

HB-144-SD-1

Submitted on: 4/1/2019 10:38:21 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jim Monk	Testifying for Kona Coffee Farmers Association	Oppose	No

Comments:

I OPPOSE this gut and replace of HB144 by the Senate who has caved into the desires of the blending industry and Killed your voters who are Kona Coffee Farmers! Please replace the original bill's language but do not approve this gutted version. We do not need another study that wastes three years and a lot of money to say nothing. I am a Kona coffee farmer and am the Treasure of the Kona Coffee Farmers Association.

HB-144-SD-1

Submitted on: 4/1/2019 10:41:51 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jim Klyman	Individual	Oppose	No

Comments:

Why another study? Either the coffee sold has more than 50% Kona coffee or it does not. To my understanding, Kona does not supply enough coffee to even meet all the vendors claiming 10% Kona coffee - so how is this benefiting our coffee farmers? I believe we should be marketing an Hawaii based product that is made/grown in Hawaii to contain over 50% of that product to originate from Hawaii. This makes sense to me, worrying about potential decrease in market share and delays with another money squandering study is not needed. If we truly have a superior product, the economic market forces will prove (by economic \$\$ votes) if we have a superior product people are willing to purchase. Even if the additional expense for a higher Kona coffee content reduces the number of people willing to bear the increased price, the increase % of Hawaiian coffee is very likely to make up for the volume difference lost from a 10% Kona coffee blend. How many people can actually taste the Kona coffee flavor contribution in a 10% blend? I believe it is simply the claim to contain Kona coffee that drives these coffee sales, why not make it actually contain Kona coffee instead of another study. Let the market decide - let's put forth actual Hawaii products.

HB-144-SD-1

Submitted on: 4/1/2019 11:14:23 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

I urge your support in opposing this bill. I am asking that you restore the House version of the bill calling for a 51% minimum vote.

Mahalo,

David O'Quinn

County of Kauai

HB-144-SD-1

Submitted on: 4/1/2019 11:18:10 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Javier Mendez-Alvarez	Individual	Oppose	No

Comments:

HB-144-SD-1

Submitted on: 4/1/2019 11:41:39 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Carolyn Ornellas	Individual	Oppose	No

Comments:

Please restore the House version of the bill calling for a 51% minimum.

HB-144-SD-1

Submitted on: 4/1/2019 11:41:56 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
B.A. McClintock	Individual	Oppose	No

Comments:

Please restore the House version of the bill calling for a 51% minimum. Help us protect our coffee growers and not coffee blenders who profit from using quality branded Hawaii coffee in minuscule amounts, mixed with inferior imported products.

HB-144-SD-1

Submitted on: 4/1/2019 11:50:00 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Howard Fu	Individual	Oppose	No

Comments:

HB-144-SD-1

Submitted on: 4/1/2019 11:54:49 AM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Avi Okin	Individual	Comments	No

Comments:

I support the house original version, not the corrupted amendments inserted by the Senate. Coffee growers, especially on Hawai'i Island, need the support as they are important to our economy and deserve to have their product purity protected.

HB-144-SD-1

Submitted on: 4/1/2019 12:05:17 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Michael deYcaza	Individual	Oppose	No

Comments:

Please restore the House bill version requiring 51% minimum Hawaii grown coffee in blends.

HB-144-SD-1

Submitted on: 4/1/2019 12:09:27 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

We have had 27 years to study the current 10% rule it is outrageous to waste anymore time. It is unfair to small coffee farmers and all residents of hawaii to not stop deceptive labeling of an important and iconic product of Hawaii.

HB-144-SD-1

Submitted on: 4/1/2019 12:36:48 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

I am testifying from Kauai. I oppose this bill, only because the original form which was introduced by 15 house members was gutted and replaced with a 3 year study. No study is needed! Our coffee farmers deserve better. Please do not do the will of the large coffee blenders who are unfairly profiting from using the name of Kona coffee, only to blend it with up to 90% cheaper imported coffees. We need the original bill which protects our states Kona coffee farmers. I urge you to restore the original bill and pass it.

Sincerely,

Marion McHenry

Princeville, Kauai

HB-144-SD-1

Submitted on: 4/1/2019 12:34:38 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Jeffrey McDaniel	Individual	Comments	No

Comments:

Please pass HB 144 ONLY if the bill restores the 51% minimum for products to be labeled Kona coffee. I live in Kona, drink only 100% Kona coffee and feel strongly that we need to support our Kona coffee farmers; this is a very important industry for the entire state of Hawaii

HB-144-SD-1

Submitted on: 4/1/2019 1:08:10 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Puanani Rogers	Individual	Oppose	No

Comments:

HB-144-SD-1

Submitted on: 4/1/2019 1:40:29 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Eliel Starbright	Individual	Oppose	No

Comments:

I am OPPOSITION to the Senate bill and I ask that the House version of the bill calling for a 51% minimum be RESTORED.Help us protect coffee growers and not coffee blenders who profit from using quality branded Hawaii coffee in minuscule amounts, mixed with inferior imported products.

HB-144-SD-1

Submitted on: 4/1/2019 1:58:45 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Nathan Yuen	Individual	Oppose	No

Comments:

I strongly oppose the current Senate version of HB144 which gutted and replaced the language passed in the State House. Growers of Hawaii coffee beans need to be protected, not coffee blenders who profit from using quality branded Hawaii coffee in minuscule amounts, mixed with inferior imported products.

It is absolutely shameful that the Senate gutted and replaced this bill. HB144 needs to be restored to the House version which said order to use the Hawaii brand a minimum of 51% must be genuine Hawaii coffee and the origin of all coffee blends need to be identified.

HB-144-SD-1

Submitted on: 4/1/2019 2:18:19 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
pamela burrell	Individual	Oppose	No

Comments:

We do not want to put our local growers out of business!

This bill must be restored to read ...All local Hawai'i blended coffees must have a minimum of 51% local beans in order to be called a Hawaiian blend.

Mahalo,

Pamela Burrell, Kalihiwai, Kaua'i

HB-144-SD-1

Submitted on: 4/1/2019 2:52:31 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
JULIA FUJIOKA	Individual	Oppose	No

Comments:

I am in OPPOSITION to the Senate bill and ask that the House version of the bill calling for a 51% minimum be RESTORED.

Mahalo!

Julia Fujioka

HB-144-SD-1

Submitted on: 4/1/2019 3:07:23 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

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

Comments:

My husband and I own a small coffee farm in Upcountry Maui. We oppose this version of HB144 which would allow a 3 year study and task force review of changing the HI coffee blending requirement from 10% to 51%. By continuing to allow coffee to be labeled as "Hawaiian" when it only contains 10% Hawaiian coffee, it allows inferior imported coffee products to be blended with 10% Hawaiian coffee and be called "Hawaiian coffee." Please help protect HI coffee growers and this important Hawaiian crop by opposing this version of HB144.

HB-144-SD-1

Submitted on: 4/1/2019 3:12:47 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Susan Douglas	Individual	Oppose	No

Comments:

HB-144-SD-1

Submitted on: 4/1/2019 4:51:18 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Melodie Aduja	Testifying for O`ahu County Democrats Legislative Priorities Committee	Support	No

Comments:

HB-144-SD-1

Submitted on: 4/1/2019 4:27:23 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Alla Kostenko	Testifying for Ka'u Mountain Farm	Oppose	No

Comments:

Aloha!

I am a coffee farmer in Ka'u region. I would like to express my opposition of the 3-year delay of the HB144 bill. Please help us restore the 51% minimum genuine Hawaii coffee and identification of the origin in all coffee in blends, as it directly effects the well being of our business in the future.

Thank you!

Alla Kostenko
Co-Manager
Ka'u Mountain Farm, Wood Valley

HB-144-SD-1

Submitted on: 4/1/2019 3:42:36 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

LATE

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

Comments:

Oppose this bill - return original House language of 51% Hawai'i coffee in blends.
27 years is long enough for legislators to drag their feet protecting Hawai'i farmers.
PEOPLE not corporations!

HB-144-SD-1

Submitted on: 4/1/2019 3:51:23 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Sylvia Cenzano	Individual	Oppose	No

Comments:

HB-144-SD-1

Submitted on: 4/1/2019 5:41:59 PM

Testimony for CPH on 4/2/2019 10:30:00 AM



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

Comments:

I oppose the bill because it has been changed from providing protection to Hawaii Coffee farmers to protecting the blenders and allows blending of small percentages of Hawaiian Coffee. This hurts the Hawaii Coffee brand! Hawaii Coffee is quickly getting a reputation of being sub-standard because of blending. Hawaii has some of the best coffee in the world. But it can only be rated highly if it is at least 50% Hawaii Coffee, and even then, it is not as good as it should be. But when we allow Hawaii Coffee to be blended in small amounts, it causes the general public to feel that Hawaii Coffee is not special or that it doesn't taste "like it use to". OF COURSE IT DOESN'T!!!! It's not HAWAII COFFEE anymore! It is Nicaraguan, Columbian, Costa Rican, El Salvadoran, or whatever other country/continent the blender chooses. But with the existing situation they can call it KONA or HAWAIIAN COFFEE - and that is not only wrong, but it is hurting the Hawaii Coffee brand and our place in the market. I urge you to vote NO on this bill and bring back the original wording where there is a requirement of at least 51% to call it HAWAIIAN COFFEE! The Coffee industry is growing at a fast pace. And reputations are being won and lost. Please do not allow the blenders to ruin an otherwise great 200 years of coffee history and name recognition for Hawaii. Thank you.

HB-144-SD-1

Submitted on: 4/1/2019 6:50:07 PM

Testimony for CPH on 4/2/2019 10:30:00 AM



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

Comments:

I don't like this draft and would prefer you undo gut and replace. Restore the House version of the bill calling for a 51% minimum Kona.

HB-144-SD-1

Submitted on: 4/1/2019 7:13:22 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Michele Nihipali	Individual	Oppose	No

Comments:

PLease protect our coffee growers and restore the House version of the bill that requires 51% minimum genuine Hawaii coffee and identification of the origin of all coffees in blends.

Mahalo for your consideration,

Michele Nihipali

54-074 A Kam Hwy.

Hauula, Hi 96717

HB-144-SD-1

Submitted on: 4/1/2019 9:39:22 PM

Testimony for CPH on 4/2/2019 10:30:00 AM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Lisa Seikai Darcy	Individual	Oppose	No

Comments:

Aloha,

Help us protect coffee growers and not coffee blenders who profit from using quality branded Hawaii coffee in minuscule amounts, mixed with inferior imported products.

I am in OPPOSITION to this Senate bill and ask that the House version of the bill calling for a 51% minimum be RESTORED.

Mahalo,

Lisa Darcy

HB-144-SD-1

Submitted on: 4/2/2019 3:14:25 AM

Testimony for CPH on 4/2/2019 10:30:00 AM



Submitted By	Organization	Testifier Position	Present at Hearing
Lorraine Newman	Individual	Oppose	No

Comments:

Aloha all,

I am writing to ask that the House version of the bill calling for a 51% minimum be RESTORED.

This is the original intention of the bill. We do not need to delay this matter with studies and such.

In the end we will only come to the same place where we started. Either we protect our native coffee brand(s) and the local businesses who grow and sell these beans, or we don't.

If we do not insist that at least 51% of coffee beans in a blend are genuinely Hawaiian when the blend is advertized as Hawaiian, then we - our brand - not only loses credibility, but tourists and others hoping for a unique Hawaiian product will be cheated from an authentic product and experience.

We must protect our unique and wonderful Hawaiian brand!

Mahalo,

Lorraine Newman