

DAVID Y. IGE
Governor

JOSH GREEN
Lt. Governor



PHYLLIS SHIMABUKURO-GEISER
Chairperson, Board of Agriculture

MORRIS M. ATTA
Deputy to the Chairperson

State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512
Phone: (808) 973-9600 FAX: (808) 973-9613

**TESTIMONY OF PHYLLIS SHIMABUKURO-GEISER
CHAIRPERSON, BOARD OF AGRICULTURE**

BEFORE THE HOUSE COMMITTEES ON AGRICULTURE

**JANUARY 29, 2020
8:30 A.M.
CONFERENCE ROOM 312**

**HOUSE BILL NO. 1897
RELATING TO COFFEE LABELING**

Chairperson Creagan and Members of the Committee:

Thank you for the opportunity to testify on House Bill 1897, relating to coffee labeling. This bill expands the coffee labeling requirements pertaining to Hawaii grown roasted coffee to include ready-to-drink coffee beverages. The Department has concerns with the bill and offers comments.

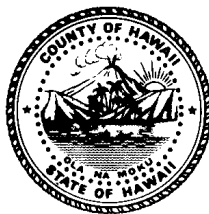
This bill expands the Department's enforcement responsibilities to include the labeling and advertising of ready-to-drink coffee beverages at coffee shops. Many of the ready-to-drink coffee beverages sold at retail are manufactured and packaged outside of Hawaii, in which the Department has no enforcement jurisdiction.

The Department supports the Hawaii coffee industry and the use of unique geographic coffee growing regions to market, advertise and sell Hawaii-grown coffee. However, while the Department can enforce grading and labeling of green Hawaii-grown coffee, the Department cannot determine the content or origin of a coffee or its blend once it is roasted or manufactured as a ready-to-drink beverage.

Thank you for the opportunity to testify on this measure.



REBECCA VILLEGAS
Council Member
District 7, Central Kona



PHONE: (808) 323-4267
FAX: (808) 323-4786
EMAIL: Rebecca.villegas@hawaiicounty.gov

HAWAI'I COUNTY COUNCIL

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

January 24, 2020

TESTIMONY OF REBECCA VILLEGAS COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL ON HB 1897, RELATING TO COFFEE LABELING

Committee on Agriculture
Wednesday, January 29, 2020
8:30 a.m.
Conference Room 312

Aloha Chair Creagan, and Members of the Committee:

I thank you for the opportunity to testify in **support** of HB 1897, relating to coffee labeling. My testimony is submitted in my individual capacity as a member of the Hawai'i County Council.

This purpose of this measure expands the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner wrapping labels given to consumers. Ready-to-drink coffee beverages and inner wrapping labels are not subject to the current statutory requirements for fair trade coffee labeling and advertising. These requirements only apply to roasted and instant coffee. This measure will allow consumers to make an "enlightened choice" as stated in Act 289, Session Laws of Hawai'i 1991. This measure will ensure truthful representation of coffee products geographical origin, which will protect consumers from fraud and deception in coffee labeling and advertising, and will protect the integrity and reputation of Hawai'i grown coffees specifically including the heritage coffee grown in the Kona region.

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

Mahalo for your consideration.

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

Rebecca Villegas
Council Member, Hawai'i County Council

HB-1897

Submitted on: 1/27/2020 2:32:19 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

Dear Mr. Creagan and Members of the House Agriculture Committee:

HB 1897 RELATING TO COFFEE LABELING

Two types of coffee blends available to consumers are currently excluded from the coffee labeling law: (1) coffee drinks and (2) samples of coffee blends provided to hotel guests and to clients at auto dealerships, professional offices, and the like. HB1886 adds these coffee blends to the existing coffee labeling law.

Consumers deserve to know what they are consuming. For roasted coffee, 10% coffee blends that use Hawaiian names, such as Kona and Ka'u, must state the % of named coffee in the blend.

Coffee drink cans and bottles that say "Kona Coffee" on the principal label may say 10% blend in tiny type on the back where most consumers will not see it, or they may not disclose the % blend at all. Indeed, some drinks may not contain any of the named coffee. For the same reasons the current law requires prominent labeling of percent of origin coffee in bags of roasted coffee, the law should apply to coffee drinks as well.

Samples of 10% coffee blends are often provided in hotel rooms and to clients in other venues. The large box that contains dozens of these small packages must by law be properly labeled, but the unit the consumer sees is not currently required to be legally labeled.

Consumers do not see the legally labeled container; their samples of ground coffee say only "Kona Coffee" or maybe "Kona Coffee Blend". Consumers have no information on the percentage of Hawaiian coffee in the sample package. The packages that consumers receive should be required to meet the legal labeling requirements that larger bags of roasted coffee must meet.

Please pass HB 1897 out of Committee to include coffee drinks and coffee samples in the coffee labeling law.

Mahalo in advance for your support.

Sincerely,

Bruce and Cynthia Maryanoff

cmaryanoff@comcast.net

Co-CEOs, Absolute Palate LLC

27 Jan 2020

HB-1897

Submitted on: 1/27/2020 2:48:04 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

Dear Mr. Creagan and Members of the House Agriculture Committee:

HB 1897 RELATING TO COFFEE LABELING

Two types of coffee blends available to consumers are currently excluded from the coffee labeling law: (1) coffee drinks and (2) samples of coffee blends provided to hotel guests and to clients at auto dealerships, professional offices, and the like. HB1886 adds these coffee blends to the existing coffee labeling law.

Please note that agricultural products from all over the world are, and have been, protected by laws that control their identity as to place of origin and unique characteristics. Some notable examples include wines, cheeses, olive oils, specialty vinegars, spices, and condiments. Coffee produced in Kona and other notable Hawaiian appellations deserve to be treated in the same manner. The Kona brand must have its integrity protected to command the high respect that it garners in the broad coffee world.

Consumers deserve to know what they are consuming. For roasted coffee, 10% coffee blends that use Hawaiian names, such as Kona and Ka'u, must state the % of named coffee in the blend.

Coffee drink cans and bottles that say "Kona Coffee" on the principal label may say 10% blend in tiny type on the back where most consumers will not see it, or they may not disclose the % blend at all. Indeed, some drinks may not contain any of the named coffee. For the same reasons the current law requires prominent labeling of percent of origin coffee in bags of roasted coffee, the law should apply to coffee drinks as well.

Samples of 10% coffee blends are often provided in hotel rooms and to clients in other venues. The large box that contains dozens of these small packages must by law be properly labeled, but the unit the consumer sees is not currently required to be legally labeled.

Consumers do not see the legally labeled container; their samples of ground coffee say only "Kona Coffee" or maybe "Kona Coffee Blend". Consumers have no information on

the percentage of Hawaiian coffee in the sample package. The packages that consumers receive should be required to meet the legal labeling requirements that larger bags of roasted coffee must meet.

Please pass HB 1897 out of Committee to include coffee drinks and coffee samples in the coffee labeling law.

Mahalo in advance for your support.

Sincerely,

Bruce and Cynthia Maryanoff

cmaryanoff@comcast.net

Co-CEOs, Absolute Palate LLC

27 Jan 2020

HB-1897

Submitted on: 1/27/2020 4:40:19 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

In addition to being a long-time connoisseur of fine coffee, I am a coffee farmer from the Kona region of the Big Island of Hawai'i. I am also the Vice President and a member of the Board of Directors of our Kona Coffee Farmers Association.

This is an issue of honesty in advertising.

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 basic survival for hundreds of Coffee farms in our region as well as a matter of pride.

It is a serious oversight that seriously damaging loopholes exist in current labeling requirements that allow the Kona name to be used on products that may contain no content from Kona at all.

I urge passage of HB1897 to close that loophole.

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

HB-1897

Submitted on: 1/27/2020 10:00:59 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

Dear Chair Creagan and Committee Members:

As a coffee farmer, I **strongly support HB1897.**

All coffee products using Hawaii place names on packaging should be subject to the same labeling requirements that apply to roasted and instant coffee. That is not currently the case for Ready-To-Drink coffee products or for samples provided to hotel guests, in waiting rooms, or business offices. Currently marketers of these products can use names like "Kona Coffee", "Maui Coffee", "Hawaii Coffee" in the labeling of packages containing little or no coffee from the named region. Consumers are deceived and Hawaii coffee farmers are economically damaged. Please protect the integrity of Hawaii-grown coffee.

Please enact HB1897.

Bruce Corker

Rancho Aloha

Holualoa



RE: Support for HB1897

RELATING TO COFFEE LABELING

Expands the coffee labeling requirements to include ready-to-drink coffee beverages.

Aloha Chair and Committee Members,

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

Unlike other coffee products, the State does not currently regulate ready-to-drink (or RTD) coffee. This bill would bring RTD in line with the other labeling laws for coffee.

Under the current RTD loophole, vendors are free to use and misuse the State trademarks for Hawaii coffee at will. Every convenience store in the state sells cans of cold brew RTD coffee with the word "Kona" or "Hawaiian" on the label. Yet nowhere does it indicate the percentage (if any) of actual Hawaiian coffee in the can. Consumers are misled and growers are cheated.

Our islands' coffee growers do not earn any money from imported coffee that is improperly labeled as "Kona" or "Hawaiian". Furthermore, consumers now associate Kona coffee with an off-brand product masquerading under a Hawaiian banner. This damages Hawaii's key agricultural brands. Passage of this Bill easily remedies such damage by requiring proper labeling on RTD coffee, in line with roasted coffee labeling laws.

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

Mahalo nui loa!

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

Suzanne Shriner
President Emeritus



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

HOUSE COMMITTEE ON AGRICULTURE

Wednesday, January 29, 2020
8:30 AM
Conference Room 312

RE: Testimony in opposition to HB1897

Aloha Chair Creagan, Vice Chair DeCoite and members of the Committee,

I am Chris Manfredi, President of Hawaii Coffee Association.

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

The Hawaii Coffee Association understands the intent of this measure but we need clarity before lending our support. We oppose it in its current form.

Our primary concern relates to applicability of the new legislation.

"Ready-to-drink coffee beverage" means a prepackaged beverage that consists of or includes coffee and that is sold in a prepared form that can be immediately consumed upon purchase."

We feel his definition is lacking. "Prepackaged" needs to be defined as well as "prepared".

We hope that amendments can be made that would address our above concerns.

Thank you for the opportunity to testify on this measure.

HB-1897

Submitted on: 1/28/2020 12:39:08 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Bill Dwyer	Kona Mountain Coffee	Support	No

Comments:

decoite2 - Aurielle

From: Thomas Rayson <thomchas77@gmail.com>
Sent: Tuesday, January 28, 2020 1:52 PM
To: AGRtestimony
Subject: HB1861 HB1887 HB1897

Aloha Hawaii State capital personnel!

As a member of the Kona coffee farmers Association I am strongly encouraging to please help HB 1861 and HB 1887 in HB 1897 to get out a committee to pass into law these changes to encourage support of Hawaii Kona coffee growers here on the big island so that blended labels are clearly labeled in small package quantity sold two hotels as well as continued subsidy of the CBB program and To ensure that green coffee imported into Hawaii is tested and free Of pest and fungus allowing a fumigation of imported coffee into our state. These three bills are important to ensure quality Kona coffee is available on the world market as a pure and sustainable resource.

Mahalo!

Dr Thomas Rayson

Boardmember Kona Coffee Farmer's Association

HB-1897

Submitted on: 1/28/2020 8:09:10 PM

Testimony for AGR on 1/29/2020 8:30:00 AM



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

Comments:

As a Kona Coffee Farmer, I feel this is CRITICAL to pass.

These companies do not produce the main ingredient they say is in their product, we farmers do. We continue to be cheated out of our livelihood because these companies want to take advantage of the consumers lack of knowledge.

I believe the consumer has a right to know what is in these products, in what percentages and where the items come from.

Please pass HB 1897 out of Committee to include coffee drinks and coffee samples in the coffee labeling law.

HB-1897

Submitted on: 1/27/2020 10:18:52 AM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

Consumers deserve to know what they are consuming. For roasted coffee, 10% coffee blends that use Hawaiian names, such as Kona and Ka'u, must state the % of named coffee in the blend.

HOWEVER--Coffee drink cans and bottles that say "Kona Coffee" on the main label may say 10% blend in *tiny type on the back where most consumers will not see it, or they may not disclose the % blend at all. WRONG!* For the same reasons the current law requires prominent labeling of percent of origin coffee in bags of roasted coffee, **the law should apply to coffee drinks as well.**

Hotels and other purveyors of prepared drinks labeled "Hawaiian" need to be held to the same standard that larger bags of Hawaiian coffee are held to. We don't want tourists or visitors to get the very wrong impression of the "origin" coffee when it does not have a truthful label.

Let's treat our consumers the way we'd like to be treated!

Mahalo and aloha,
Cecelia Smith
31 year long Kona coffee farmer
mauka Honaunau, sout Kona, Hawaii island

HB-1897

Submitted on: 1/27/2020 10:40:12 AM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

Dear Committee members,

I am a small coffee farmer and member of Kona Coffee Farmers Association. I support and urge you to pass HB1897 out of committee to include coffee drinks and coffee samples in the coffee labeling law.

The current law does not require coffee drinks and coffee samples, like the ones provided in hotels from complying with the coffee labeling law and customers may not see the tiny print that says 10% on the back, or there may be no indication what the blend is at all. In addition some packaging only contains on the blend % on the box that consumers do not see if only the samples are provided in their hotel room.

Customers deserve to know what the blend % is. Under the current law customers may think they are drinking 100% kona coffee while they are only drinking 10% kona coffee in a blend with an unknown mix of other types of coffee. This is undermining the integrity of the kona coffee brand which is known around the world. This devalues the brand and reduces the price I can sell my 100% kona coffee for. The current law hurts kona coffee farmers financially.

Please pass this bill and prevent further mislabeling of coffee drinks and coffee samples.

Mahalo,
Pete Goulding
Kona Coffee Farmer
Kailua Kona, Hawaii

HB-1897

Submitted on: 1/27/2020 12:01:48 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Dr. Hans F Eckert	Individual	Support	No

Comments:

RELATING TO COFFEE LABELING

Two types of coffee blends available to consumers are currently excluded from the coffee labeling law: (1) coffee drinks and (2) samples of coffee blends provided to hotel guests and to clients at auto dealerships, professional offices, and the like. HB1886 adds these coffee blends to the existing coffee labeling law.

Consumers deserve to know what they are consuming. For roasted coffee, 10% coffee blends that use Hawaiian names, such as Kona and Ka'u, must state the % of named coffee in the blend.

Coffee drink cans and bottles that say "Kona Coffee" on the principal label may say 10% blend in tiny type on the back where most consumers will not see it, or they may not disclose the % blend at all. Indeed, some drinks may not contain any of the named coffee. For the same reasons the current law requires prominent labeling of percent of origin coffee in bags of roasted coffee, the law should apply to coffee drinks as well.

Samples of 10% coffee blends are often provided in hotel rooms and to clients in other venues. The large box that contains dozens of these small packages must by law be properly labeled, but the unit the consumer sees is not currently required to be legally labeled.

Consumers do not see the legally labeled container; their samples of ground coffee say only "Kona Coffee" or maybe "Kona Coffee Blend". Consumers have no information on the percentage of Hawaiian coffee in the sample package. The packages that consumers receive should be required to meet the legal labeling requirements that larger bags of roasted coffee must meet.

Please pass HB 1897 out of Committee to include coffee drinks and coffee samples in the coffee labeling law.

Hans Eckert, owner

HB-1897

Submitted on: 1/25/2020 1:47:18 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

In Strong Support of HB 1897

Dear Reps. Creagan, DeCoite and Member of the Hous Committee on Agriculture,

HB 1897 will close some loopholes in the current law applying to coffee blends. In recent years, two events have changed the issues: (1) the appearance of coffee beverages and beverages containing some coffee, and (2) the use of unlabeled coffee blends in hotel rooms, auto dealerships, and other locations that give away coffee to consumers.

Consumers of coffee blends in coffee beverages deserve to know what they are drinking if the label says "Kona" or "Ka'u". or uses another Hawaiian name. The blend law should include coffee drinks that use Hawaii place names on their labels.

Small packages of coffee blends that are common in hotel rooms and other venues that provide coffee for their clients do not currently comply with the blend labeling law. The box containing the dozens (hundreds) of small blend packages is required to be labeled, but the small units currently are not required to be legally labeled.

Of course, consumers see only the small, improperly labeled packages they are given. Often, the consumer sees a label that says "Kona coffee blend", without identifying 10%. They have no idea they are drinking 90% foreign-grown coffee. If they are not pleased with what they taste, they will identify the poor blend as Kona coffee. That is obviously bad publicity for 100% Kona coffee that farmers sell.

Please extend the coffee blend law to cover coffee drinks and packaging of coffee blends that are sold and given to consumers.

HB-1897

Submitted on: 1/25/2020 6:28:44 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mary Rayson	Individual	Support	No

Comments:

Aloha! The designation Kona Coffee SHOULD represent the quality and exclusivity of the amazing product produced in a choice and rare environment. When coffee is branded "Kona" people should know they are getting the fine, specialty Hawaiian product. Inclusion of other beans as a blend should be 49% or less to earn the name KONA Coffee on the label. Consumers must be able to purchase quality products knowing what the other 49% of the coffee they are buying is! Food labels must list all product ingredients, I feel that should be the same for coffee labels. If you think about buying a Merlot with only 10% Merlot grapes and no other information on the label except "red" wine, consumers would not be willing to pay a premium price for the product. I realize this will increase the cost to the consumer, but it will also increase the quality of the product they will be buying. This is not only an issue for consumers getting the proper information, it is also in support of the Kona coffee growers who produce what I believe to be the best coffee product in the world! Blending 10% Kona beans with 90% of a inferior product is not a representative sample of the fine coffee produced in Hawaii. Please show your support for the Kona coffee farmers and the consumers and ensure that they will get the quality products they deserve from this great state. Mahalo!!

HB-1897

Submitted on: 1/27/2020 1:27:56 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

January 27, 2020

Colehour Bondera

KANALANI OHANA FARM

PO Box 861

Honaunau, HI 96726

Dear Chair Creagan and Committee Members:

Please accept this as full support regarding HB1897.

As a farmer and someone who sells directly to the end consumer, it is very clear over the many years that consumers want to know what they are getting when they purchase coffee.

If that is roasted coffee, which most of the individual purchases are and/or if it is consumed in a hotel or resort room, the consumers must not be deceived.

In that way, through truth and honesty in labels, we all can live and work side by side and not deceive those who are supporting us (the consumers).

Pre-made coffee drinks and smaples in larger coffee bags need to have the information for the final consumer so that they know what they are consuming!

Thank you for your support to make this work for all parties and all consumers and your continued efforts to help Hawaii stand out as a place of honesty and truth in labelling.

Sincerely,

Colehour Bondera

HB-1897

Submitted on: 1/27/2020 2:31:17 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

Two types of coffee blends available to consumers are currently excluded from the coffee labeling law: (1) coffee drinks and (2) samples of coffee blends provided to hotel guests and to clients at auto dealerships, professional offices, and the like. HB1886 adds these coffee blends to the existing coffee labeling law.

Consumers do not see the legally labeled container; their samples of ground coffee say only "Kona Coffee" or maybe "Kona Coffee Blend". Consumers have no information on the percentage of Hawaiian coffee in the sample package. The packages that consumers receive should be required to meet the legal labeling requirements that larger bags of roasted coffee must meet.

Please pass HB 1897 out of Committee to include coffee drinks and coffee samples in the coffee labeling law.

HB-1897

Submitted on: 1/27/2020 5:05:26 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Gary Hooser	Individual	Support	No

Comments:

I am testifying in strong support of HB1897.

The purpose clause of this measure speaks for itself:

The ready-to-drink coffee beverages and inner wrapping labels given, but not sold, to customers are not subject to the current statutory requirements for fair trade coffee labeling and advertising; these requirements only apply to "roasted" and "instant" coffee. These labeling and advertising requirements were primarily intended to resolve any consumer confusion and allow consumers to "make an enlightened choice," as stated in Act 289, Session Laws of Hawaii 1991. These statutory requirements ensure truthful representation of a coffee product's geographical origin, which protects consumers from fraud and deception in coffee labeling and advertising.

The purpose of this Act is to expand the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner wrapping labels given to customers.

Consumer protection, truth in labeling, full disclosure - it only makes sense.

Gary Hooser - as an individual in support of the Kona Coffee Farmers Association

HB-1897

Submitted on: 1/27/2020 4:35:02 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Ronalee Ashbach	Individual	Support	No

Comments:

Dear Committee Chair Creagan and Members,

Please pass HB 1897 out of Committee to include coffee drinks and coffee samples in the coffee labeling law.

Being a local farmer since 2017 it is important to inform our consumers.

Mahalo,

Ronalee Ashbach

Owner, RC Farm LLC

HB-1897

Submitted on: 1/27/2020 11:42:47 PM

Testimony for AGR on 1/29/2020 8:30:00 AM

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

Comments:

To: Hawaii State Legislature,

My name is Luis F. Aristizabal, I am a coffee farmer located in Ka'u District (Aloha Paisas Coffee LLC) and an Independent Consultan in coffee production.

I strong support this bill HB1897 just for a simple reazon, as a coffee farmer, I want that coustomers know exactly what coffee they are buying. We put a lot effor in our coffee platations to produce a good quality coffee and we know that custumers pay high price for Kona or Ka'u coffees. So, labelling with the right name of origing region (Kona, Ka'u . etc) and proportion of coffee could be the right thing to do to proctec the good reputation of our coffee. In addition, this culd be the fairness thigh that we can do for coustomers. They need to know exactly what kind of coffee they are paying for.

Thanks,

Luis F. Aristizabal

Aloha Paisa Coffee LLC

P. O. Box 5579

Kailua-Kona, HI 96745

Phone: 808-498-3657