

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 SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

**FEBRUARY 12, 2020
1:30 P.M.
CONFERENCE ROOM 224**

**SENATE BILL NO. 2955
RELATING TO COFFEE LABELING**

Chairperson Gabbard and Members of the Committee:

Thank you for the opportunity to testify on Senate Bill 2955, 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.

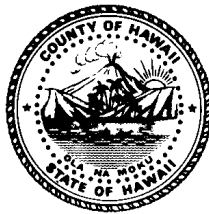
This bill expands the Department's enforcement responsibilities to include the labeling and advertising of ready-to-drink coffee beverages at coffee shops. Many of the ready-to-drink coffee beverages sold at retail are manufactured and packaged outside of Hawaii, in which the Department has no enforcement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

February 4, 2020

TESTIMONY OF REBECCA VILLEGAS
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL
ON SB 2955, RELATING TO COFFEE LABELING
Committee on Agriculture and Environment
Wednesday, February 12, 2020
1:30 p.m.
Conference Room 224

Aloha Chair Gabbard, and Members of the Committee:

I thank you for the opportunity to testify in support of SB 2955, relating to coffee labeling. My testimony is submitted in my individual capacity as a member of the Hawai'i County Council.

The purpose of this measure is to expand the coffee labeling and advertising requirements to include ready-to-drink coffee beverages, and inner wrapping labels given to customers. Ready-to-drink coffee beverages and inner wrapping labels are not subject to the current statutory requirements for fair trade coffee labeling and advertising. Labeling and advertising requirements were primarily intended to resolve consumer confusion and to allow consumers to make an enlightened choice. The statutory requirements ensure truthful representation of a coffee products geographical origin, which protects consumers from fraud and false advertising.

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

Mahalo for your consideration.

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

Rebecca Villegas
Council Member, Hawai'i County Council



Lions Gate, Inc
PO Box 761
Honaunau, HI 96726

Phone: 808-989-4883
Fax: 866-475-8602
sales@coffeeofkona.com
www.coffeeofkona.com

RE: SUPPORT for SB2955

RELATING TO COFFEE LABELING

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

Aloha Chair and Committee Members,

Lions Gate Farms requests and appreciates your support of this Bill.

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, consistent 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 Hawaii farmers.

Mahalo nui loa!

Suzanne Shiner
President

SB-2955

Submitted on: 2/10/2020 5:36:29 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

I am in strong support of this bill.

It hurts us farmers when companies can use our geographic name and put little of that product in the bottle.

The public deserves to know what is in the product they are buying and in what quantity.

Not requiring that information allows these companies to hoodwink the consumer.

Hawaii Legislators have too often turned their backs on the individual farmers and supported big business. This needs to stop!

SB-2955

Submitted on: 2/10/2020 6:41:21 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

Testimony in strong support of SB 2955

Since 2005 I am a farmer and retailer of Kona coffee from Kona, Hawaii. Already in 1788 my family was roasting coffee in Belgium, others traded, some even smuggled coffee after WWII. I have worked in advertising for illy cafe, Seagram, Cutty Sark, E&J Gallo Winery, various beers and other beverage brands. I know how to market and the value of brands.

This bill addresses big stakes of monetary value under your control: Either you let the good names of the islands being used with little benefit to its geographic residents and block this bill. Or you support it, watch over any geographic Hawaiian name misuse like an i'o, and let the Hawaiian farmers and producers prosper by the fruits of their hard labor.

Without this bill the sell-out of the good names of Hawaii continues unabated. Branding foreign and mainland US made products as 'Hawaiian' ruins, undermines, and prevents startup local operations.

Joachim Oster, ATHENA of HAWAII LLC

SB-2955

Submitted on: 2/11/2020 9:08:55 AM

Testimony for AEN on 2/12/2020 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Chet Gardiner	Testifying for 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 SB2955 to close that loophole.

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

SB-2955

Submitted on: 2/11/2020 10:02:29 AM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

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

KCFA members SUPPORT SB2955 RELATING TO COFFEE LABELING

On behalf of the more than 300 members of the **Kona Coffee Farmers Association**, we are submitting this written testimony **to please pass SB2955**. 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. SB2955 adds these coffee blends to the existing coffee labeling law AND THUS FOLKS DRINKING IT GET TO KNOW EXACTLY WHAT THEY ARE DRINKING.

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 SB2955 to include coffee drinks and coffee samples in the coffee labeling law.

Mahalo in advance for your support.

Sincerely,

Bruce and Cynthia Maryanoff

cmryanoff@comcast.net

Co-CEOs, Absolute Palate LLC

10 feb 2020

SB-2955

Submitted on: 2/11/2020 10:28:15 AM

Testimony for AEN on 2/12/2020 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Thomas RaysonMD	Testifying for Board Member Kona Coffee Farmers Association	Support	No

Comments:

Dear state committee member

I am a farmer in Kona and they have a small state farm in Captain Cook. I also am a new board member on the Kona coffee farmers Association. I am writing you to urge your support for SB 2955. The beverage labeling law for beverages served in hotels and commercial Stella's mints to have truth and labeling laws on the small packets of coffee not just the big containers. This way consumers can see what they're getting as is the intent of the original 1991 Bill. I am a farmer in Kona and they have a small farm in Captain Cook. I also am a new board member on the Kona coffee farmers Association. I am writing you to urge your support for SB 2955. The beverage labeling law for beverages served in hotels and commercial Establishments: to have truth and labeling laws on the small packets of coffee not just the big containers. This way consumers can see what they're getting as is the intent of the original 1991 BillI hope you will support SB 2955 and make sure that consumers know what labeling product of corner coffee they are getting in they are free samples in the hotel rooms. This is important to keep our Kona coffee high-quality and desirable throughout the world. Please support your local farmers! Mahalo for your help!

Thomas Rayson MD

Kona Coffee Farmer and board member Kona coffee farmers Association

82-5999 Coffee PI

captain Cook HI

96704

920 527-8817

From: [Miles Mayne](#)
To: [AEN Testimony](#)
Cc: ["Gloria Camba"](#)
Subject: Testimony in strong support of SB 2955
Date: Tuesday, February 11, 2020 11:54:08 AM

I represent all the Kau Coffee Farmers (Kau Coffee Growers Cooperative) and write to support for SB 2955, which will ensure that the geographical origin is truthfully represented on all coffee products packaged for coffee consumers.

This will ensure that the effort made by farmers to produce a quality product that is identified by its geographical origin is fully protected from unethical business practices all along the coffee supply chain.

Miles Mayne
Director – Kau Coffee Growers Cooperative – Kau District.

From: [Greg Colden](#)
To: [AEN Testimony](#)
Cc: garylhooser@gmail.com
Subject: Kona Coffee Labeling
Date: Monday, February 10, 2020 9:38:42 AM

Dear Committee Chair and Members,

I am a Bio-diverse farm in Holualoa, North Kona district of Hawaii. My farm is Kokoleka Lani Farms and we grow, cacao, Kona Coffee, citrus, bananas, avocados, papayas, mangos, coconuts and tropical flowers on five acres. My farm received the 2008 Water and Soil Conservation district award from USDA. We also won the 2019 Cocoa of Excellence award for the best cacao growers in the world. This award was bestowed upon us in Paris.

I am in strong **support of SB 2955 – relating to ready-to-drink beverage coffee labeling.**

I have previously been involved with the Kona Coffee Council and the Kona Coffee Farmers Association. I have also served as a board member of the Hawaii County Farm Bureau. I have owned my farm for 17 years and lived permanently on it for over 15 years. I am troubled and sad to see so much agribusiness go away from Hawaii Island. We have lost so many agriculture industries because of labor, environmental constraints and valuable land being developed for housing.

SB2955 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 coffee.

I beg of you to pass this legislation. Without it, the consumers may no longer buy 100% Kona Coffee and we as farmers and the State of Hawaii will again lose something so unique that can be found no where else in the world.

Mahalo,

GREG COLDEN -- Kokoleka Lani Farms, 78-6749 Mamalahoa Highway, Holualoa,
HI 96725 (808) 640-7878

SB-2955

Submitted on: 2/11/2020 10:59:01 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

Dear Chair and Committee Members:

Thank you for taking the time to review this testimony. As a farmer in Kona, I seek to testify in **strong support of SB 2955 – relating to ready-to-drink beverage coffee labeling.**

Besides being a long-term, second generation farmer (grew up with ten siblings on a "small" 25 acre farm in western Oregon), I currently serve as the President of the Board of Directors of the Kona Coffee Farmers Association. My goal is to represent the interests and needs of Kona coffee farmers.

SB2955 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.

Thank you for your serious consideration of keeping Hawaii true and honest to both farmers and more-so to consumers, which all of us are, and none of us appreciate being deceived.

Yours,

Colehour Bondera

Honaunau, HI



Pono Hawai'i Initiative

Josh Frost - President • Patrick Shea - Treasurer • Kristin Hamada
Nelson Ho • Summer Starr

Wednesday, February 12, 2020

Relating to Coffee Labeling
Testifying in Support

Aloha Chair and members of the committee,

The Pono Hawai'i Initiative (PHI) **supports SB2955 Relating to Coffee Labeling**, which expands coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner wrapping packaging labels.

Current statute does not apply to ready-to-drink coffee or inner wrapping packaging labels resulting in many labels not disclosing the blend percentage, let alone that it might only be a 10% blend. This loophole in statute allows these types of products to avoid blend disclosure requirements leading to false claims about the content of their drinks. **SB2955** will make it clear that all coffee is held to the same disclosure standards whether is it bagged, ready-to-drink or small samples.

For all these reasons, we urge you to move this bill forward.

Mahalo for the opportunity,
Gary Hooser
Executive Director
Pono Hawai'i Initiative

SB-2955

Submitted on: 2/6/2020 8:38:52 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jennifer Azuma Chrupalyk	Individual	Support	No

Comments:

SB-2955

Submitted on: 2/7/2020 8:17:30 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

Dear Chair Gabbard and Committee Members:

As a coffee farmer, I **strongly support SB2955**.

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 protect Hawaii's farmers.

In response to the two concerns that have been repeatedly raised by the Hawaii Department of Agriculture [see, for example, the HDOA’s written testimony of January 29, 2020 to the House Agriculture Committee concerning HB1897], please know that those concerns do not have a factual basis:

Concern 1: *“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 Facts: Just as with roasted and instant coffee, if an RTD coffee product is sold in this State there is jurisdiction over the labeling and advertising of the product, regardless of where the product is manufactured or packaged. See HRS 485-120.6

Concern 2: *“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.”*

The Facts: There are many available methods for determining the origin of roasted and brewed coffee. As to authentication of coffee origin, for example, authors from the University of Hawaii have identified a straightforward and inexpensive scientific procedure for coffee origin authentication in Journal of Food Science, Vol. 74 (2009)—

including authentication for roasted and brewed coffee. This article has been repeatedly brought to the attention of the HDOA.

Please enact SB2955. Please protect Hawaii coffee farmers.

Bruce Corker, Rancho Aloha, Holualoa, Hawaii County

SB-2955

Submitted on: 2/10/2020 5:30:16 AM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

Strong support of SB2955- relating to coffee labeling.

SB2955 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.

SB-2955

Submitted on: 2/10/2020 12:45:35 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

Aloha,

Kona and Hawaii coffees are extremely special and need to be recognized as such. Labeling all coffee, including ready-to-drink and inner labels, gives the consumer more knowledge and insight about where their coffee is truly grown as well as highlights the amazing coffee that is grown locally in our islands. Please support our Hawaii small farmers by passing this bill!

Mahalo, Sherri Thal, Kama'aina, Keaau, HI

SB-2955

Submitted on: 2/10/2020 1:04:07 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
ryan christopher	Individual	Support	No

Comments:

Dear Committee Chair and Members,

I am a resident and reside in Honokaa testifying in strong support of SB 2955 – relating to ready-to-drink beverage coffee labeling. We need to protect our farmers and our small locals business.

Thanks Ryan

SB-2955

Submitted on: 2/10/2020 4:02:39 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

Testimony in strong support of SB 2955

Dear Committee Chair and Members,

As a 31 year long farmer of Kona Coffee, I urge you to enact very strong labeling requirements for Ready to Drink "coffee beverages".

I understand that SB2955 expands the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and the inner wrapping labels given to consumers. We need fair labeling for "drinks" as well. This measure will allow buyers to make an Wise Choices as stated in Act 289, Session Laws of Hawai'i 1991. You must protect the integrity and reputation of our Hawai'i grown coffees **by updating the requirements for Coffee drinks too.**

Mahalo and with aloha,

Cecelia Smith-Kona Coffee farmerHonaunau mauka, south Kona
Hawaii island

SB-2955

Submitted on: 2/10/2020 4:04:28 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jacqueline Wikum	Individual	Support	No

Comments:

I am in the coffee business and submit my **STRONG** testimony in **support**. Thank you.

SB-2955

Submitted on: 2/10/2020 6:48:14 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

Consumers have a right to know what they are consuming. The reputation of specialty products must have their reputations protected.

SB-2955

Submitted on: 2/11/2020 8:34:45 AM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

Hawaii State Legislature

Agriculture Legislature

I support this bill regarding the subsidy program for control Coffee Berry Borer (CBB), the most important insect pest in coffee production around of the world. Since the CBB was reported in Hawaii (2010), coffee growers have been affected by loses production. quality and price, plus by increasing tthe cost for control this pest. The subsidy program help coffee growers to control this pest by applications of Beuaveria bassina a biological control agent, which keep CBB populations relative low.

Luis F. Aristizabal

Aloha Paisas Coffee LLC

Phone: 808-498-3657

SB-2955

Submitted on: 2/11/2020 9:55:28 AM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

I live on the Big Island, Hamakua District, and write in **strong support of SB 2955 – relating to ready-to-drink beverage coffee labeling**. My immediate neighbor is a retired Kona coffee farmer and has discussed this matter with me.

SB2955 will expand the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner wrapping labels given to consumers, allowing consumers to know what they are drinking, but also perhaps most importantly enhancing the brand recognition and authenticity of our own coffees.

Mahalo,

Francine Roby, Honokaa Coffee Lover

SB-2955

Submitted on: 2/11/2020 9:58:41 AM

Testimony for AEN on 2/12/2020 1:30:00 PM

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

Comments:

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

We support SB2955 RELATING TO COFFEE LABELING

FIRST, THANKYOU FOR SUPPORTING **CBB subsidy for treatment** of our two small farms: without that help we would NOT have 100% delicious KONA coffee available for consumers! **It is an amazing amount of work to produce 100% Kona coffee, especially with the weather in the last three years!**

As small Kona farmers, we support **SB2955 RELATING TO COFFEE LABELING.**

SB2955 adds to the existing coffee labeling law AND THUS FOLKS DRINKING IT GET TO KNOW EXACTLY WHAT THEY ARE DRINKING.

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 SB2955 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

10 Feb 2020

SB-2955

Submitted on: 2/11/2020 10:08:27 AM

Testimony for AEN on 2/12/2020 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Janelle Gomes	Individual	Support	No

Comments:

I am in strong support of SB2955. Being a small 100%Kona Coffee Farmer the labeling is everything!! All the "kona coffee" blends take away profits for us 100% Kona Coffee Farmers by calling ther 10% Kona Coffee mixed with whatever from wherever.... Kona Coffee! Consumers think they are getting REAL KONA Coffee. That is false advertising for one. And Bad advertising for real 100% Kona Coffee. We are a speciality coffee...it has a unique taste and when mixed with other stuff it changes that taste. Consumers then think Kona Coffee is just like any other coffee. And it is not. It is special coffee ... whybecause everything is done by hand , very carefully and the amount of care we have to put in and the amount of money we pour out into it to keep the CBB down the picking and processing all takes time and money. So to us labeling is everything. Stop letting them get away with using false labeling. We are one of the few that do not have laws to control their identity and place if origin and the unique characteristics of 100% Kona Coffee!

People have the right to know what they are actually paying for and consuming!!!

Mahalo for your time

Janelle Gomes

Absolutelykona.com

Director of Business Develpment and Farmer

SB-2955

Submitted on: 2/11/2020 1:48:55 PM

Testimony for AEN on 2/12/2020 1:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Bronsten Kossow	Individual	Support	No

Comments:

I stongly support **SB2955**.

1. Don't be like the house committee that took the companion bill and change the date to the year 2150.
2. Acknowledge the true identity of Hawai'i Grown Coffee.

From: [Robert Smith](#)
To: [AEN Testimony](#)
Subject: Testimony in Strong Support of SB2955
Date: Tuesday, February 11, 2020 6:40:44 AM

I strongly support this bill.