

**DAVID Y. IGE**  
Governor

**JOSH GREEN**  
Lt. Governor



**PHYLLIS SHIMABUKURO-GEISER**  
Chairperson, Board of Agriculture

**MORRIS 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 COMMITTEE ON AGRICULTURE**

**FEBRUARY 2, 2022**

**10:00 A.M.**

**CONFERENCE ROOM 325 & VIA VIDEOCONFERENCE**

**HOUSE BILL NO. 1155**  
**RELATING TO COFFEE**

Chairperson Hashem and Members of the Committee:

Thank you for the opportunity to testify on House Bill 1155. This measure requires and appropriates funds to the Department of Agriculture to apply to register the term "Kona Coffee Blend" as a geographical indication or a similar intellectual property registration with the United States Patent and Trademark Office, establishes a surcharge on the sale of certain coffee commodities to reimburse the general funds appropriated, requires a roasted coffee or instant coffee to contain at least fifteen per cent coffee by weight from a geographic origin to use that geographic origin in labeling or advertising. The Department supports the intent of this bill and offers comments.

The Department supports the Hawaii coffee industry and the use of unique geographic coffee growing regions to market, advertise and sell Hawaii-grown coffee. Also, the Department acknowledges that it is important to protect the coffee industry from Kona and establishing trademarks with the U.S. Patent Office should give rights to



use the properties for the Kona area growers. Taxes and fees to the businesses for the protection of the trademarks and use should be applied to the general funds spent to establish them originally. Funds should be available as well for testing and identification of counterfeit product. The department currently lacks the means and capacity to test and identify counterfeit products and effectively regulate the authenticity of blended roasted coffees.

Thank you for the opportunity to testify on this measure.

DAVID Y. IGE  
GOVERNOR

JOSH GREEN M.D.  
LT. GOVERNOR



ISAAC W. CHOY  
DIRECTOR OF TAXATION

STATE OF HAWAII  
**DEPARTMENT OF TAXATION**  
P.O. BOX 259  
HONOLULU, HAWAII 96809  
PHONE NO: (808) 587-1540  
FAX NO: (808) 587-1560

To: The Honorable Mark J. Hashem, Chair;  
The Honorable Amy A. Perruso, Vice Chair;  
and Members of the House Committee on Agriculture

From: Isaac W. Choy, Director  
Department of Taxation

Date: Wednesday, February 2, 2022  
Time: 10:00 A.M.  
Place: Via Video Conference, State Capitol

**Re: H.B. 1155, Relating to Coffee**

The Department of Taxation (Department) offers the following comments regarding H.B. 1155 for your consideration.

H.B. 1155 directs the Department of Agriculture to seek a geographical indication for coffee grown in Kona and appropriate funding for the effort. The bill imposes a surcharge on the sale of Kona grown coffee to reimburse the general fund for the appropriation. The bill becomes effective July 1, 2021 with the surcharge becoming effective on January 1, 2022.

The Department notes that the proposed surcharge is more than a mere general excise tax (GET) amendment. The proposal to impose a surcharge on a subset of activities is the equivalent of a new tax type, akin to the transient accommodations tax or the rental vehicle surcharge tax. Collecting the proposed surcharge via the GET forms is possible but will still require forms and computer changes.

For the above reasons, the Department makes the following two requests. First, that the bill be amended to require electronic filing of all tax returns on which the surcharge is due. This will alleviate the effort required to properly track the surcharge. Second, the Department requests that the proposed surcharge be made effective no earlier than January 1, 2023. This will provide the Department sufficient time to make necessary form and computer system changes. As currently written, the surcharge would apply retroactively.

Thank you for the opportunity to provide testimony on this measure.

DAVID Y. IGE  
GOVERNOR



CRAIG K. HIRAI  
DIRECTOR

GLORIA CHANG  
DEPUTY DIRECTOR

EMPLOYEES' RETIREMENT SYSTEM  
HAWAII EMPLOYER-UNION HEALTH BENEFITS TRUST FUND  
OFFICE OF THE PUBLIC DEFENDER

**STATE OF HAWAII**  
**DEPARTMENT OF BUDGET AND FINANCE**  
P.O. BOX 150  
HONOLULU, HAWAII 96810-0150

ADMINISTRATIVE AND RESEARCH OFFICE  
BUDGET, PROGRAM PLANNING AND  
MANAGEMENT DIVISION  
FINANCIAL ADMINISTRATION DIVISION  
OFFICE OF FEDERAL AWARDS MANAGEMENT (OFAM)

**WRITTEN ONLY**  
TESTIMONY BY CRAIG K. HIRAI  
DIRECTOR, DEPARTMENT OF BUDGET AND FINANCE  
TO THE HOUSE COMMITTEE ON AGRICULTURE  
ON  
HOUSE BILL NO. 1155

**February 2, 2022**  
**10:00 a.m.**  
**Room 325 and Videoconference**

RELATING TO COFFEE

The Department of Budget and Finance (B&F) offers comments on this bill.

House Bill No. 1155 does the following: 1) requires the Department of Agriculture to apply to register the term "Kona Coffee Blend" as a geographical indication or a similar intellectual property registration with the United States Patent and Trademark Office and appropriates an unspecified amount of general funds in FY 23 to do so; 2) adds a new section to Chapter 237, HRS, to establish a surcharge of an unspecified percentage on the sale of certain coffee commodities to reimburse the general funds appropriated in this bill; and 3) amends Section 486-120.6, HRS, to require a roasted coffee or instant coffee to contain at least 15% coffee by weight from geographic origin to use that geographic origin in labeling or advertising.

B&F notes that the federal American Rescue Plan (ARP) Act restricts states from using ARP Coronavirus State Fiscal Recovery Funds (CSFRF) to directly or indirectly offset a reduction in net tax revenue resulting from a change in law, regulation, or administrative interpretation beginning on March 3, 2021, through the last day of the fiscal year in which the CSFRF have been spent. If a state cuts taxes during this

period, it must demonstrate how it paid for the tax cuts from sources other than the CSFRF, such as:

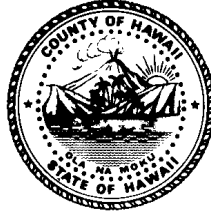
- By enacting policies to raise other sources of revenue;
- By cutting spending; or
- Through higher revenue due to economic growth.

If the CSFRF provided have been used to offset tax cuts, the amount used for this purpose must be repaid to the U.S. Treasury.

The U.S. Department of Treasury has issued rules governing how this restriction is to be administered. B&F will be working with the money committees of the Legislature to ensure that the State of Hawai'i complies with this ARP restriction.

Thank you for your consideration of our comments.

**Dr. Holeka Goro Inaba**  
Council Member, District 8, N. Kona



Office: (808) 323-4280  
Email: holeka.inaba@hawaiicounty.gov

## HAWAI'I COUNTY COUNCIL

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

January 31, 2022

House Committee on Agriculture  
Representative Mark J. Hashen, Chair  
Representative Amy A. Perruso, Vice Chair

Re: Testimony in **Opposition** to HB1155, RELATING TO COFFEE LABELING  
Videoconference Hearing: February 2, 2022 at 10:00 a.m.

Dear Chair, Vice Chair, and Members of the above referenced Committee,

On behalf of myself and constituents of Council District 8 in North Kona, I would like to express our **opposition** to the above referenced bill, and submit a brief testimony as follows:

We oppose HB1155 – a measure to be known as the “Kona Coffee Blend Protection Act” that would require that **only 15%** of coffee originating from the Kona District is sufficient to name and label a roasted or instant coffee as a “Kona Coffee Blend”. This bill also directs the Department of Agriculture to apply for a geographical indication with the U.S. Patent Trademark Office for the phrase “Kona Coffee Blend” that contains at least 15% Kona Coffee.

This measure before you - HB1155, will cause negative, devastating, and long-term impacts to our Kona Coffee Farmers and Hawai'i's agricultural industry and economy.

We strongly **OPPOSE** the passing of HB1155.

Sincerely,

---

DR. HOLEKA GORO INABA, Council Member  
District 8, North Kona

HGI.wpb

**HB-1155**

Submitted on: 1/29/2022 9:51:59 PM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Franz Weber	Kona Coffee Farmers Association	Oppose	No

Comments:

15 % instead of 10 % is only of cosmetic nature, and doesn't really make a difference. Making the producers of Kona Coffee paying for this change by adding a tax would further punish the coffee growers, and doesn't make any sense at all

**HB-1155**

Submitted on: 1/30/2022 9:53:37 AM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Harold M Hoogasian	Kona Perfect (Member of KCFA)	Oppose	No

Comments:

This legislation is a sham and will do very little to help the farmers or the local coffee industry.





1050 Bishop St. PMB 235 | Honolulu, HI 96813  
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#### **Executive Officers**

**Charlie Gustafson**, Tamura Super Market, *Chair*  
**Eddie Asato**, Pint Size Hawaii, *Vice Chair*  
**Gary Okimoto**, Safeway, *Secretary/Treas.*  
**Lauren Zirbel**, HFIA, *Executive Director*  
**John Schliff**, Rainbow Sales and Marketing, *Advisor*  
**Stan Brown**, Acosta Sales & Marketing, *Advisor*  
**Paul Kosasa**, ABC Stores, *Advisor*  
**Derek Kurisu**, KTA Superstores, *Advisor*  
**Toby Taniguchi**, KTA Superstores, *Advisor*  
**Joe Carter**, Coca-Cola Bottling of Hawaii, *Immediate Past Chair*

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TO: Committee on Agriculture  
Rep. Mark J. Hashem, Chair  
Rep. Amy A. Perruso, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION  
Lauren Zirbel, Executive Director

DATE: February 2, 2022  
TIME: 10am  
PLACE: Via Videoconference

RE: HB1155 Relating to Coffee

Position: Oppose

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

HFIA is in opposition to this measure to place a surcharge on Kona Coffee. Hawaii grown coffee is a valuable and important local product. The Kona Coffee industry supports a wide range of jobs in our state from agriculture, to manufacturing, to agritourism and more. Kona Coffee is globally recognized for its high quality. As one of only two U.S. states where coffee is commercially grown our coffee industry is one of the things that makes Hawaii special.

The Kona Coffee industry already generates tax revenue for our state. Targeting this important industry for an additional surcharge is unfair and counterproductive to the goal of supporting Hawaii agriculture. We believe in supporting local farmers and local industries and we encourage the Committee to hold this measure.

Dear Committee Chair and Members,

We strongly oppose HB1155. A 15% blend of Kona coffee is no better than the current 10% requirement.

Asking for a surcharge of the coffee farmers for legislative activities does not make sense.

Please support the growers of fine Hawaii coffees and do not pass this bill.

Mahalo,  
Clare & Phil Wilson  
Huahua Farm  
Holualoa, Hawaii

Member, KCFA

**HB-1155**

Submitted on: 1/30/2022 5:35:34 PM

Testimony for AGR on 2/2/2022 10:00:00 AM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Cynthia Maryanoff	KCFA	Oppose	No

Comments:

**"Testimony strongly against HB 1155"**

Dear **Judiciary Committee:**

We submit this written testimony **in STRONG OPPOSITION TO HB 1155**

QUOTE:"PART I

SECTION 1. This Act shall be known and may be cited as the Kona Coffee Blend Protection Act."

**NOT IN ANY SENSE OF THE WORD IS THIS A PROTECTION.**

. On behalf of the more than 300 members of the **Kona Coffee Farmers Association**, we are submitting this written testimony. We have two working Kona coffee farms [Honalo Farm and Cynthiana Farm]. **We produce KONA typica coffee, an heirloom variety of *Coffea arabica*, a long-established and traditional coffee of Hawai'i.** We are fighting Coffee Borer Beetle [CBB, thankyou for your support], Coffee Leaf Rust [CLR, thankyou for your support] and trying to recover from the "Kona LOW cyclone" damage. **WE NEED YOUR OPPOSITION to HB1155 now more than ever! We expect next year's yields of KONA coffee to be diminished due to CLR and weather damage so we need this bill stopped now!**

**In light of fighting CBB, CLR and replanting after the damaging "Kona Low Cyclone," how could anyone think COVID-stressed farmers can ever come up with the monies to pay a surcharge?**

"§237- Kona coffee farmers; surcharge to reimburse state funds.

**We have shortages of workers, much higher supply prices, much lower supply availabilities, much higher cost of living as a result of the COVID pandemic and we are asked to come up with a reimbursement of state funds? Has anyone calculated how many small farms will go under in the next few years without continued and increased help [such as passage of HB 1517?].**

The proposed law does not specifically require information about the remaining 85% which could be inexpensive **Robusta coffee**, from the plant *Coffea canephora* estimated to account for more than 40% of the world supply of coffee. Requiring 15% Kona coffee identity and not requiring 85% to be identified as to origin or whether it is *Arabica* or much less expensive *Robusta* is not acceptable This is a serious flaw.

**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 high respect in the coffee world.**

Our reasons for **strongly opposing HB 1155**

1. **Misleading labeling is fraudulent** – consumers should be able to know what they are actually paying for.
2. **Use of the name without requiring the content exploits the region and deprives farmers of income. Further, not even identifying the 49% as *Arabica* or not is also misleading. *Our legislature has /continues to support farmers in their fight against Coffee Borer Beetles Beetles [THANKYOU VERY MUCH] and Coffee Leaf Rust [THANKYOU VERY MUCH].***
3. **Low quality coffee is being sold under a prestigious name and results in lowering standards and damaging the brand. Possible blending with *Robusta* coffee also damages the brand.**

The blenders, many owned by large companies, strongly oppose this change because they are making a fortune selling inexpensive coffee, which may not even be *Arabica* as "Kona" or "Ka'u," to unsuspecting customers.

4. During the confluence of hard times due to the global Covid Pandemic and its effect on the cost and availability of everything, the CBB fight, and the CLR fight, the “Kona Low Cyclone” damage, adding a surcharge will irreparably strangle small farmers [“**§237- Kona coffee farmers; surcharge to reimburse state funds.**”]

**Hawai'i needs to step up and protect the brand integrity of its premier *Arabica* coffee brands** that are grown throughout the islands.

**PLEASE DO NOT PASS HB1155**

Sincerely,

Bruce and Cynthia Maryanoff

cmaryanoff@comcast.net

Co-CEOs, Absolute Palate LLC

30 January 2022

# HAWAII COFFEE COMPANY™

1555 Kalani Street  
Honolulu, Hawaii 96817  
Ph: 808-847-3600  
Fax: 808-847-7900  
www.hicoffeeco.com



TO: Representative Mark Hashem, Chair  
Representative Amy Perruso, Vice Chair  
Committee on Agriculture

FROM: Gerard Bastiaanse  
President- Hawaii Coffee Company

RE: **HB 1155 Relating to Coffee – In Opposition**  
February 2, 2022; 10:00 a.m.

Aloha Chair Hashem, Vice Chair Perruso and members of the committee:

Hawaii Coffee Company is in opposition to HB 1155, which would (1) require and appropriate funds to the department of agriculture to apply to register the term "Kona Coffee Blend" as a geographical indication or a similar intellectual property registration with the USPTO, (2) establish a surcharge on the sale of certain coffee commodities to reimburse the general funds appropriated, and (3) require a roasted coffee or instant coffee to contain at least 15% coffee by weight from a geographic origin to use that geographic origin in labeling or advertising.

Hawaii Coffee Company offers a range of coffee, from 10% Kona blend to 100% Kona coffee. All product labels reflect whether the coffee is a blend of Kona coffee or 100% Kona coffee to ensure that customers are fully informed. We believe it is important to offer a range of coffee products.

To the extent HB 1155 would require and appropriate funds to the department of agriculture to register the term "Kona Coffee Blend" and establish a surcharge, we oppose HB 1155 for the following reasons:

First, HB 1155 has the significant potential to conflict with federal trademark rights. The bill does not describe how or whether existing federal trademark registrations already approved before HB 1155 would be exempted from complying with the requirements of HB 1155 when those registrations are due for renewal. If a federal trademark registration that is otherwise eligible for renewal is refused registration solely because it is used with goods that do not meet the requirements of HB 1155, the refusal of those renewals without prior notice to trademark registration owners of the new requirements also raises due process concerns.

Second, HB 1155 raises concerns regarding the imposition of the burden of enforcement imposed on the department of agriculture who would be tasked with policing the use of the term "Kona Coffee Blend" and the uncertainty as to how such new regulatory oversight would be managed. These uncertainties can detrimentally impact the protectable property rights of trademark owners.

Third, it is unclear whether the surcharge is proportionate to the anticipated general funds appropriated. A study should first be conducted to evaluate and understand the anticipated funds to be appropriated before establishing a surcharge.

To the extent HB 1155 would increase the minimum from 10% to 15% coffee by weight from a geographic origin, we oppose HB 1155 for the following reasons.

First, Kona coffee has a distinctive taste and, therefore, the amount of Kona coffee in a blend can change the taste of the coffee. Some consumers prefer the milder taste of the lighter 10% blend over the robust taste of a higher-percentage blend.

Second, Kona coffee commands a premium price. The greater the percentage of Kona coffee included in a blend, generally, the higher the cost. The more affordable 10% Kona blend coffee is served at restaurants as well as purchased in traditional grocery or similar retailers. Increasing the minimum from 10% to 15% from a geographic origin needlessly increases the cost of the coffee product.

For these reasons, we ask you to hold this measure. Thank you for the opportunity to submit testimony.



January 31, 2022

Chair Hashem and Members of the Committee:

I am a coffee farmer in the North Kona District of Hawaii County, and **I strongly oppose the adoption of HB1155.**

In 2007 the Legislature made a finding that the Hawaii's 10% coffee blend labeling law causes "consumer fraud and degrades the Kona coffee name." Adoption of a 15% minimum for coffee blends will not change that shameful situation. Consumer fraud and damage to the reputation of Hawaii-Grown coffees would continue, and the coffee farmers of Kona would also be penalized with a tax surcharge.

France requires sparkling wine to be 100% from grapes grown in the Champagne region to use the word "Champagne" on the label; Idaho requires 100% of the potatoes in the package to be grown in that state to use the name "Idaho Potatoes"; Vermont requires that 100% of the contents be from Vermont to label a product as "Vermont Maple Syrup". Hawaii needs to provide this same strong protection for Hawaii farmers.

Please reject HB1155.

Bruce Corker



**HB-1155**

Submitted on: 1/31/2022 7:04:16 PM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
John Koontz	Konaloha Farms	Oppose	No

Comments:

I'm sorry to say, this is the most ridiculous coffee related bill I have seen!! What is the goal here? Are we saying that we are protecting the good name of Kona Coffee by increasing the percentage from 10% to 15%??? Who are you kidding? ... and then we will tax the farmers because we have done such a good job protecting our heritage crop!! As a coffee farmer in South Kona, I find this insulting. Just as Napa and Champagne protect their wine, Romano its cheese, Vermont its maple syrup, Hawaii should be stepping up to protect the name of Kona Coffee, not a 15% blend. Are we trying to support our farmers in Hawaii or the farmers in Central America?



# Hawaii Coffee Association

PO Box 168, Kealahou, HI 96750

HOUSE COMMITTEE ON AGRICULTURE

February 2, 2022

**RE: Testimony in opposition of HB1155**

Aloha Chair Hashem, Vice Chair Perruso and members of the committee,

I am Chris Manfredi, Executive Director of Hawaii Coffee Association (HCA).

The Hawaii Coffee Association opposes this measure.

We are not aware of a justification for the protection of "Kona Coffee Blend" as intellectual property. "Kona Coffee" is already protected.

If there is a need for this protection, why is it limited only to Kona? The State of Hawaii recognizes several growing regions across the state including:

- Hamakua
- Hawai'i
- Ka'u
- Kaua'i
- Kona
- Maui
- Moloka'i
- O'ahu

Moreover, imposing a surcharge on products produced in Kona (at every level of production) which already command a high price - necessary to make farms viable, particularly in an environment in which costs are rising - will further exacerbate our competitive disadvantage as compared with producers around the world, who do not share our high cost of production, driven in part by burdensome regulations.

We ask that the bill be held.

Mahalo for the opportunity to testify.

**HB-1155**

Submitted on: 2/1/2022 9:24:48 AM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
James Kimo Falconer	Hawaii Coffee Growers Association	Oppose	No

Comments:

HB-1155 is confusing as drafted. The issue needs to be more specific to the individual details and not blanketing the many issues written into this draft. As such, the HCGA will oppose this bill.

Mahalo

**HB-1155**

Submitted on: 2/1/2022 11:58:45 AM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Mark Shultise	LavaRock Farm	Oppose	No

Comments:

I oppose this bill. 15% is a slap in the face of us farmers and is not better than the 10% currently allowed. These low percentages hurt local farmers and appear to be supported only by corporations who are not the creators or producers of the ingredients the blend.

Taxing farmers to contribute to legislation to further hurt themselves can only be described as crazy!

**HB-1155**

Submitted on: 1/30/2022 9:38:25 AM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Cecelia Smith	Individual	Oppose	No

Comments:

**omg- stop this stupid idea!** Stupid to add tax to our agricultural endeavors. STOP this bill!  
McDermott is being ridiculous and certainly uncaring, especially terrible in a time when farmers are struggling with the added costs of battling pests.

**NO**

Cecelia Smith- 100% Kona Coffee farmer since 1988  
Honaunau mauka, sout Kona

**HB-1155**

Submitted on: 1/30/2022 8:23:54 PM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Koohan Paik	Individual	Oppose	No

Comments:

OPPOSE

**HB-1155**

Submitted on: 1/30/2022 9:18:30 PM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Jim Monk	Individual	Oppose	No

Comments:

Hi, my name is Jim Monk, and I am a small Kona coffee farmer. I oppose this bill as both stupid and inane. It is stupid because it wants to tax the farmers to try to do something at the federal level that has almost no chance at all of happening -- a waste of money. And the process will cause a whole new layer of tax attorneys to be needed to collect the tax for the over 1,400 Kona coffee farmers. It is inane because it does absolutely nothing for the basic problem of blends that have a vast majority of different coffee mixed into the Kona coffee. It wants to go from 10% to 15% -- meaning absolutely nothing in the market place. I would suspect this bill came from a blender. Please don't even think of supporting this stupid and inane bill. Thank you.

**HB-1155**

Submitted on: 1/30/2022 9:26:23 PM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Robert Culbertson	Individual	Oppose	No

Comments:

Aloha Representatives!

Please NO more ersatz coffee!

The Big Island growers of 100% Kona coffee deserve better support than this!

This is a bad bill!

Please hold!

Mahalo,

R A Culbertson



**HB-1155**

Submitted on: 1/31/2022 7:09:16 AM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Christopher Dean	Individual	Oppose	No

Comments:

I stand with the Kona Coffee Farmers Association. They're the people who do the hard work. Their voice matters beyond all others.

Please accept this testimony in opposition HB1155. As a small, hands-on farm, (The 4 Sens, LLC., Captain Cook) coffee producer/roaster and a member of the Kona Coffee Farmers Association, my business is in jeopardy due to competition with cheap blended coffee products using the Kona Brand or Hawaii regional identification when in it is mixed with high proportions of inferior coffee products. Consumers attribute the palatability of blended products to the name on the label such as Kona or Hawaiian when the blend they drink may only possess 10 or proposed 15% by weight of the label stated coffee origin. Unknowingly, the consumer then relates the inferior coffee flavor not to the major contributor of the 10 or 15% Hawaiian/Kona coffee product but to the label identification. If a coffee product uses an identity as Kona or Hawaiian, it should at the minimum, be composed of at least 51% of the brand on the packaging.

The Commerce Department has initiated a campaign entitled **BUY LOCAL, IT MATTERS!** The purpose of this campaign is to encourage residents to support Hawaii farmers by making conscious decisions to purchase locally grown products. The goal of HB1155 is to minimize the sale of Hawaiian coffee (the opposite of the Commerce Department campaign) while taken advantage of the reputation and superior qualities of 100% sourced Hawaiian. Then as if to punish the coffee industry's attempts to raise the proportion of Hawaiian origin coffees to 51% of blends HB1155 instructs the State to tax coffee farmers to enforce the proposed 15% blend regulation. What other industry in the state is required to finance the enforcement of state labeling laws? And why should coffee be treated differently?

HB1155 is a bad bill that is detrimental and not encouraging to a successful Hawaiian Agricultural product during a period when the state is trying to support **Buying Local** because **It Matters**. and should be defeated.

**HB-1155**

Submitted on: 1/31/2022 10:38:05 AM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Deniz Tek	Individual	Oppose	No

Comments:

Aloha. I am a Kona coffee farmer. Our heritage brand is precious to our community. Please vote NO on this bill, which promotes false labeling and even worse, makes us all pay for it. Mahalo.

**HB-1155**

Submitted on: 1/31/2022 1:07:04 PM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Thomas Butler	Individual	Oppose	No

Comments:

Dear AG. Committee Legislator,

15% as opposed to 10% of a Heritage product is not enough of an improvement and a tax on top is a gut punch to the hard working farmer. Please oppose this abstraction to progress.

Yours truly,

Tom Butler

Long time resident, coffee farmer and member of KCFA

**HB-1155**

Submitted on: 1/31/2022 5:42:31 PM

Testimony for AGR on 2/2/2022 10:00:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Remote Testimony Requested</b>
Elizabeth Hansen	Individual	Oppose	No

Comments:

I am a registered voter in Hakalau HI 96710. Please Oppose this bill. Mahalo