

**JOSH GREEN, M.D.**  
Governor

**SYLVIA LUKE**  
Lt. Governor



**SHARON HURD**  
Chairperson, Board of Agriculture

**MORRIS M. ATTA**  
Deputy to the Chairperson

State of Hawai'i  
**DEPARTMENT OF AGRICULTURE**  
KA 'OIHANA MAHI'AI  
1428 South King Street  
Honolulu, Hawai'i 96814-2512  
Phone: (808) 973-9600 FAX: (808) 973-9613

**TESTIMONY OF SHARON HURD  
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE HOUSE COMMITTEE ON AGRICULTURE & FOOD SYSTEMS**

**WEDNESDAY, MARCH 15, 2023  
9:30 AM  
CONFERENCE ROOM 325 AND VIDEOCONFERENCE**

**SENATE BILL NO. 745 SD1  
RELATING TO AGRICULTURE**

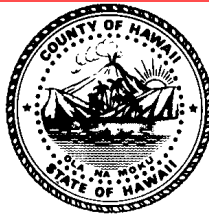
Chairperson Gates and Members of the Committee:

Thank you for the opportunity to testify on Senate Bill 745 SD1. This measure extends the offense of false labeling of Hawaii-grown coffee to include roasted coffee. Imposes \$10,000 fine for each separate offense of false labeling of Hawaii-grown roasted coffee. Makes an appropriation for 1.0 FTE enforcement position. The Department of Agriculture (DOA) supports this measure.

DOA supports the appropriation of funds to hire one full time measurement standards specialist/inspector (approximate appropriation request of \$100,000) for the purpose of labeling and packaging enforcement and inspection. The inspector will help rebuild DOA's capability to address labeling enforcement challenges in various Hawaii products especially with roasted coffee. The inspector will take the lead in researching and utilizing new recognized testing measures to identify different products geographically such as Oritain technology (<https://oritain.com>), which can generate science-based data from specific coffee growing regions as a proof and confirmation of truth or false labeling. Thank you for the opportunity to testify on this measure.



**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

March 14, 2023

Committee on Agriculture and Food Systems  
Representative Cedric Asuega Gates, Chair  
Representative Kirstin Kahaloa, Vice Chair

Re: Support for SB745 SD1 Relating to Agriculture  
Hearing: March 15, 2023 at 9:30 a.m.

Aloha Representatives,

On behalf of myself and constituents of Council District 8 in North Kona, I am expressing strong support for SB745 SD1 relating to Agriculture.

This measure would extend the offense of false labeling of Hawai'i grown coffee to include roasted coffee, and imposes a mandatory \$10,000 fine for each separate offense of false labeling of Hawai'i grown roasted coffee.

We must defend the integrity of Kona's premier origin product. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Holeka Goro Inaba".

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

**SB-745-SD-1**

Submitted on: 3/13/2023 5:09:22 PM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Colehour Bondera	Kanalani Ohana Farm	Support	Written Testimony Only

Comments:

Aloha Chair and Committee Members:

Please accept this as support for SB745.

As a long-time Kona coffee farmer and a member of the Board of the Kona Coffee Farmers Association, it is important to me that Hawaii is protecting the commodities.

There must be resources allocated and enforcement happening from the HDOA and so a position to so engage must be funded and filled promptly. My request is that besides allocation there is included a limited time allowed to fill position and to require that the holder of the position is active in identifying and pursuing those breaking the roles.

We must have our products protected and HDOA can and should take that responsibility.

Sincerely,

Colehour Bondera

KANALANI OHANA FARM

colemel2@gmail.com



**RE: SUPPORT for SB745**  
RELATING TO AGRICULTURE  
*Coffee Labeling*

Aloha Chair, Vice Chair, and Committee Members,

The Synergistic Hawai'i Agriculture Council (SHAC) stands in support of this Bill. Our consortium represents 1,500 agribusinesses, from growers to processors and shippers, stretching across the State.

SHAC receives Federal marketing funds to promote 100% Hawaiian origin products around the world, including coffee, papaya, floriculture and macadamia nuts. Frequently we find that the demand for 100% Hawaiian products far exceeds available supply. **Quite simply, there is not enough Kona, Ka'u or Maui coffee to meet the global desire for Hawaiian coffee. This makes our coffees highly vulnerable to counterfeiting.**

We appreciate the Legislature working with the coffee industry through protection of origin products from cherry all the way through roasted coffee. The technology exists to test the authenticity of both grade and origin of Hawaiian coffee. Enforcement of this bill is expected to be on an as-needed basis, such as a consumer complaint. Having said that, inclusion of a FTE position is necessary to protect coffee and other crops from fraud.

Mahalo nui loa for supporting this bill!

Suzanne Shriner  
Administrator

**SB-745-SD-1**

Submitted on: 3/13/2023 7:47:25 PM

Testimony for AGR on 3/15/2023 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bruce Corker	Rancho Aloha Coffee Farm	Support	In Person

Comments:

Chair Gates and Members of the Committee:

I am a coffee farmer in Holualoa in Hawaii County and support the passage of SB745.

However, I recommend two amendments to the SB745, SD1:

(1) **Instant and RTD Coffee:** In 708-871.5(1) it would clarify the intended scope of the bill to add to the list of covered products not only “roasted coffee”, but also “instant coffee” and “ready to drink coffee” to make clear that latter two products (which are made from roasted coffee) are also covered by the proposed law. [Ready to Drink (RTD) coffee is brewed coffee sold in cans or other containers and RTD coffee has often been deceptively labeled as brewed from Kona or other Hawaii-Grown roasted coffees.]

(2) **Enforcement in Other States:** The Hawaii Department of Agriculture has long taken the position that it does not have the authority to enforce Hawaii’s labeling laws against counterfeiters in other states. However, other states have developed systems for bringing enforcement actions against out-of-state marketers of counterfeit products using their state-protected names for agricultural products. Examples are the Idaho Potato Commission which pursues legal actions against marketers that sell counterfeit Idaho potatoes in other states; and similarly, Georgia brings legal actions against those selling counterfeit Vidalia Onions in other states. My suggestion is that the bill be expanded (1) to include \$20,000 appropriation for the HDOA to review the systems used by other states (including Idaho and Georgia) to bring legal action against those marketing counterfeit agricultural products in other parts of the country; and (2) that the HDOA report its findings and recommendations from those findings to the Legislature prior to the 2024 Session. Counterfeiting of Hawaii-grown agricultural crops affects not just coffee growers, but producers of many other Hawaii specialty crops such as macadamia nuts, cacao, tea, hemp and more. Hawaii needs to follow the examples of other states to protect the "Hawaii Brand" and protect the interests of its specialty crop farmers.

Please amend and pass SB745. Thank you,

Bruce Corker, Rancho Aloha



**IN SUPPORT OF SB745**  
RELATING TO AGRICULTURE  
Roasted Coffee, False Labeling, Fines, Appropriations

Aloha Chair, and Esteemed Committee Members,

The Kona Coffee Farmers Association stands in support of SB745, alongside the Hawaii Coffee Association and other industry associations. The KCFA represent nearly 200 farms and agribusinesses in the Kona districts and our mission is to protect the economic interests of our growers.

As you may be aware, there is was successful class action lawsuit by Kona growers against mainland and Hawaiian roasters for allegedly counterfeiting roasted coffee as “Kona”. It is time that the State establishes protocols to prosecute bad actors in the roasting community.

This Bill closes a gap where imitators have escaped oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee’s origin, it opens the door for better enforcement and improve price discovery likely leading to higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee.

The technology to inspect roasted coffee for origin is basic and mainstream. The Kona Coffee Farmers is in the process of collaborating with a technology company to use mass spectrophotometry to uniquely identify Kona coffee characteristics. There is a completed study with the University of Hawaii on roasted coffee, where they use readily-available lab equipment to successfully differentiate between Kona and non-Kona beans (Jun Wang, et al., Vol. 74, Nr. 5, 2009—JOURNAL OF FOOD SCIENCE). Other mainland studies confirm that “coffee DNA” testing is scientifically valid, including a project by the Hawaii Coffee Association to build a “fingerprint” of all coffees statewide through the Oritain database. **Granting HDOA the authority to inspect roasted coffee is a necessary step to protect Hawaiian coffees from counterfeiting.**

Thank you for considering a hearing on this bill. Your attention makes a difference in the lives of hundreds of farmers.

Mahalo nui loa!



Suzanne Shriner  
President





P.O. Box 253, Kunia, Hawai'i 96759  
Phone: (808) 848-2074; Fax: (808) 848-1921  
e-mail [info@hfbf.org](mailto:info@hfbf.org); [www.hfbf.org](http://www.hfbf.org)

March 15, 2023

HEARING BEFORE THE  
HOUSE COMMITTEE ON AGRICULTURE & FOOD SYSTEMS

**TESTIMONY ON SB 745, SD1**  
RELATING TO AGRICULTURE

Conference Room 325 & Videoconference  
9:30 AM

Aloha Chair Gates, Vice-Chair Kahaloa, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawai'i Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,800 farm family members statewide and serves as Hawai'i's voice of agriculture to protect, advocate and advance the social, economic, and educational interests of our diverse agricultural community.

**The Hawai'i Farm Bureau supports SB 745, SD1**, which extends the offense of false labeling of Hawai'i-grown coffee to include roasted coffee, imposes a \$10,000 fine for each separate offense of false labeling of Hawai'i-grown roasted coffee, and makes an appropriation for one enforcement position.

Hawai'i-grown coffee is recognized for its high quality and aromatic flavor. Hawai'i-grown coffee is held to a set of quality standards that makes it one of the most expensive coffees in the world. It is one of Hawai'i's signature crops.

The 2021-2022 USDA National Agriculture Statistics Service (NASS) of Hawai'i Agriculture estimated the value of Hawai'i-grown coffee at \$61.9 million and ranked as coffee fifth in the top twenty agricultural commodities in the State.

To protect the Hawai'i coffee industry from counterfeiting, the legislature in 2012, enacted Act 323, which established criminal penalties for Hawai'i-grown cherry, parchment, and green coffee that is falsely labeled with regard to the geographic origin. However, in addition to the geographic origin, stricter enforcement of the labeling restrictions based on the quality of the coffee being sold is critical to prevent further counterfeiting of Hawai'i's recognized high-quality coffee. Furthermore, the criminal penalties for false labeling should apply not only to cherry, parchment, and green coffee but also to roasted coffee.

Thank you for the opportunity to testify on this measure.

**SB-745-SD-1**

Submitted on: 3/14/2023 7:38:26 AM

Testimony for AGR on 3/15/2023 9:30:00 AM

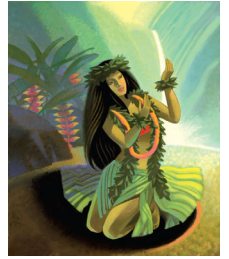
<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Erika Zemby	Kona Bae Farm	Support	Written Testimony Only

Comments:

As a Kona coffee farmer. I support the inclusion of roasted coffee in labeling laws and hope I can count on your support.

# HAWAII COFFEE COMPANY™

1555 Kalani Street  
Honolulu, Hawaii 96817  
Ph: 808-847-3600  
Fax: 808-847-7900  
[www.hicoffeeco.com](http://www.hicoffeeco.com)



TO: Representative Cedric Asuega Gates, Chair  
Representative Kirstin Kahaloa, Vice Chair  
Committee on Agriculture & Food Systems

FROM: Gerard Bastiaanse  
President- Hawaii Coffee Company

RE: **SB 745 SD1 Relating to Agriculture – In Support**  
Wednesday, March 15, 2023; 9:30 a.m.

Aloha Chair Gates, Vice Chair Kahaloa and members of the committee:

Hawaii Coffee Company is in strong support of SB 745 SD1, which extends the offense of false labeling of Hawaii-grown coffee to include roasted coffee, and imposes a \$10,000 fine for each separate offense of false labeling of Hawaii-grown roasted coffee.

Our company complies with the FDA's strict food labeling laws, as well as Hawaii state labeling regulations. False labeling of Hawaii coffee products is a serious matter that harms both consumers as well as the coffee industry in Hawaii.

We ask for your favorable consideration in passing this measure. Thank you.



**House Committee on Agriculture & Food Systems**

**Hawai'i Alliance for Progressive Action (HAPA) Supports: SB745 SD1**

Wednesday, March 15, 2023 9:30am Conference Room 325

Aloha Chair Gates, Vice Chair Kahaloa and Members of the Committee,

We support SB745 SD1 which extends the offense of false labeling of Hawai'i-grown coffee to include roasted coffee. Imposes \$10,000 fine for each separate offense of false labeling of Hawai'i-grown roasted coffee.

HAPA understands the importance of enforcing the integrity of the "Hawai'i Brand" and that there is a genuine need for stronger protections of this brand integrity.<sup>1</sup>

This bill closes an important loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee's origin, it opens the door for better enforcement and higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee.

We support extending the offense, and fine, of false labeling of Hawai'i-grown coffee to include roasted coffee.

Please support SB745 SD1.

Thank you for your consideration.

Respectfully,

A handwritten signature in black ink, appearing to read 'Anne Frederick', written in a cursive style.

Anne Frederick  
Executive Director

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<sup>1</sup> <https://www.sfgate.com/hawaii/article/hawaii-products-not-from-islands-17312415.php>



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State President

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Chantal Chung  
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Vincent Kimura  
Honolulu, O'ahu

Ray Maki  
Kauai

Aloha Chair Gates, Vice Chair Kahaloa, and Members of the House Agriculture & Food Systems Committee,

The Hawaii Farmers Union United (HFUU) is a 501(c)(5) agricultural advocacy nonprofit representing a network of over 2,500 family farmers and their supporters across the Hawaiian Islands. **HFUU supports SB745.**

We believe that it is time for Hawaii's coffee industry to have the same protections as the many other agricultural industries in the state. We understand that honest labeling in the coffee industry is widely regarded as important in maintaining trust among consumers, and this bill will help ensure that all coffee labeled as "Hawaii Grown" is actually grown in the islands. This level of transparency is necessary in order to protect the reputation of Hawaii's coffee industry.

Furthermore, we believe that the \$10,000 fine for each separate offense of false labeling is necessary in order to ensure that farmers are adequately protected and to discourage any future fraudulent labeling of Hawaii-grown coffee. The proposed appropriation of 1.0 FTE enforcement position to enforce the bill is also essential to make sure that the legal protections offered by SB745 Agriculture are enforced properly. Therefore, we strongly support this bill and urge the legislature to pass it in order to ensure the growth of Hawaii's coffee industry and adequate legal protection for the farmers.

Mahalo for the opportunity to testify.

Kaipo Kekona, President HFUU/HFUF



PO Box 168, Kealahou, HI 96750

COMMITTEE ON AGRICULTURE AND FOOD SYSTEMS

March 15, 2023

**RE: STRONG SUPPORT for SB745 SD1; Relating to Agriculture**

Aloha Chair Gates, Vice Chair Kahalou and members of the committee,

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

The Hawaii Coffee Association's (HCA) mission is to represent all sectors of the Hawaiian coffee industry. Our members are located throughout the State of Hawaii and positioned throughout the supply chain.

The HCA applauds the introducers and supporters of this measure. SB745 SD1 aims an existing law directly at a significant problem and gives it teeth. This is landmark legislation for our industry.

SB 745 SD1 moves to add roasted coffee to the existing false-labeling statute HRS 708-871.5. When this statute was originally enacted in 2011 it was limited to green coffee, cherry coffee, and parchment coffee. Since the overwhelming fraud known as "false labeling" or counterfeiting occurs in roasted coffee, the law had little impact. Moreover, the current statutory penalties are inadequate to produce a deterrent effect.

Counterfeit coffee introduced into the marketplace undermines the hard work of Hawaii's growers and producers, who are forced to compete with fake products. These fakes are often priced below the cost of production of genuine Hawaii-grown coffee. This creates downward price pressure at a time when costs are increasing for producers. Labor is up. Fertilizer is up. Pest control is up. Transportation is up.

Hawaii's growers work tirelessly to produce some of the finest coffee grown anywhere. Exceptionally high quality is vital so producers can earn a relatively high price for their products - to stay in business, pay their employees and feed their families. When they visit the supermarket, they are outraged that counterfeit Hawaii-grown coffee is offered on the same shelves as their own at a price less than their cost of production.

Unethical sellers introduce foreign grown coffee into the market to defraud consumers by representing these fakes as Hawaii-grown products. Hawaii's coffee growers are squeezed between a high cost of production and unfair price competition.

Moreover, these inferior fakes do not share the same quality attributes of the genuine product, further undermining Hawaii's reputation and brands, and they are not required to comply with Hawaii's minimum grade standards.

When someone cashes in on our hard-fought reputation by offering fake products in a package labeled as being of Hawaiian origin, it undermines the work of our entire industry.

**We respectfully ask you to pass SB745 SD1.**

Please accept our thanks on behalf of Hawaii's legitimate coffee producers.

**SB-745-SD-1**

Submitted on: 3/13/2023 11:48:36 AM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nanea Lo	Individual	Support	Written Testimony Only

Comments:

Hello,

This bill closes an important loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee's origin, it opens the door for better enforcement and higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee.

Please support SB745.

me ke aloha 'āina,

Nanea Lo, Mō'ili'ili

**SB-745-SD-1**

Submitted on: 3/13/2023 12:31:21 PM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Aria Juliet Castillo	Individual	Support	Written Testimony Only

Comments:

strongly support



**SB-745-SD-1**

Submitted on: 3/13/2023 2:06:39 PM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
James Kimo Falconer	Individual	Support	Written Testimony Only

Comments:

Please support SB 745 SD1. False labeling is becoming more and more of an issue for those of us who are trying to bring genuine Hawaii grown coffee to the consumer. We need help managing this.

Mahalo for the opportunity to testify on this matter.

**SB-745-SD-1**

Submitted on: 3/13/2023 2:32:28 PM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ezgi Green	Individual	Support	Written Testimony Only

Comments:

Aloha,

This bill closes a vital loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee's origin, it opens the door for better enforcement and higher profits for farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee.

Please support SB745.

Thank you for your consideration,

Ezgi Green, Kaimanu/Waialua

**SB-745-SD-1**

Submitted on: 3/13/2023 4:44:08 PM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marsha Hee	Individual	Support	Written Testimony Only

Comments:

Aloha,

This bill closes an important loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee's origin, it opens the door for better enforcement and higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee.

Please support SB745.

Thank you for your consideration,

Marsha Hee, resident of Volcano - Hawaii Island

**SB-745-SD-1**

Submitted on: 3/13/2023 6:30:54 PM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kathy Shimata	Individual	Support	Written Testimony Only

Comments:

This bill closes an important loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee's origin, it opens the door for better enforcement and higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee. And real Hawaiian coffee is very tasty.

Please support SB745.

**SB-745-SD-1**

Submitted on: 3/14/2023 5:58:28 AM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Caroline Azelski	Individual	Support	Written Testimony Only

Comments:

In support of SD1. Thank you.

**SB-745-SD-1**

Submitted on: 3/14/2023 8:08:54 AM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carolyn Witcover	Individual	Support	Written Testimony Only

Comments:

As you may know, there was a class action lawsuit by Kona growers against mainland and Hawaiian roasters who are allegedly counterfeiting roasted coffee as “Kona”. We won a very large settlement against them and it is time that the State establishes protocols to prosecute bad actors in the roasting community.

This Bill closes an important loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to challenge the authenticity of a roasted coffee’s origin, it opens the door for better enforcement and higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee and support for our famers and Hawaiian residents.

**SB-745-SD-1**

Submitted on: 3/14/2023 8:50:58 AM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Michele Nihipali	Individual	Support	Written Testimony Only

Comments:

This bill closes an important loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee's origin, it opens the door for better enforcement and higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee.

**Please support SB745.**

Thank you for your consideration,

Michele Nihipali

54-074 A Kam Hwy.

Hauula, HI 96717

**SB-745-SD-1**

Submitted on: 3/14/2023 11:00:58 AM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nancy Redfeather	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Gabbard, Vice Chair Richards and Members of the Committee.

This bill closes an important loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee's origin, it opens the door for better enforcement and higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee. Coffee Farmers have enough to be concerned about right now with invasive species management, let's help them in this way with their bottom line.

Mahalo for your consideration,

Nancy Redfeather - [www.kawanuifarm.org](http://www.kawanuifarm.org)

Honalo, Hawai'i



**SB-745-SD-1**

Submitted on: 3/14/2023 11:08:17 AM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jessica Kuzmier	Individual	Support	Written Testimony Only

Comments:

Aloha, I am writing in favor of SB 745 SD1, which extends the offense of false labeling of Hawaii-grown coffee to include roasted coffee. These new provisions impose \$10,000 fine for each separate offense of false labeling of Hawaii-grown roasted coffee.

This bill closes an important loophole where counterfeiters have been escaping oversight. By granting HDOA the ability to verify the authenticity of a roasted coffee's origin, it opens the door for better enforcement and higher profits to farmers. The less counterfeit coffee in the marketplace, the greater the demand for real Hawaiian coffee.

Please support SB745 SD1. Mahalo for your consideration.

**SB-745-SD-1**

Submitted on: 3/14/2023 12:04:03 PM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Cards Pintor	Individual	Support	Written Testimony Only

Comments:

Aloha,

I support this bill.

Mahalo nui,

Cards Pintor

**SB-745-SD-1**

Submitted on: 3/15/2023 4:39:45 AM

Testimony for AGR on 3/15/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
B Anderson	Individual	Support	Written Testimony Only

Comments:

I support this bill.