

STAND. COM. REP. NO. 1418

Honolulu, Hawaii

MAR 22 , 2023

RE: S.B. No. 746
S.D. 1
H.D. 1

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-Second State Legislature
Regular Session of 2023
State of Hawaii

Sir:

Your Committee on Agriculture & Food Systems, to which was referred S.B. No. 746, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO COFFEE LABELING,"

begs leave to report as follows:

The purpose of this measure is to support Hawaii's coffee growers by:

- (1) Expanding the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner packages and inner wrapping labels given to customers;
- (2) Requiring disclosure on the label of coffee blends of the respective geographic and regional origins and per cent by weight of the blended coffees; and
- (3) Prohibiting use of the term "All Hawaiian" in labeling or advertising for roasted coffee or instant coffee not produced entirely from green coffee beans grown and processed in Hawaii.

Your Committee received testimony in support of this measure from the Department of Agriculture, three members of the Hawai'i



County Council, Hawai'i Farm Bureau, Chamber of Sustainable Commerce, Cyanotech Corporation, Kanalani Ohana Farm, Rancho Aloha Coffee Farm, Hawaii Forest Stewards, Lions Gate Farms, Hawai'i Alliance for Progressive Action, Institute for Agriculture & Trade Policy, Consumer Federation of America, Kuwale Ridge Farms, Kona Bae Farm, Maalahi Farm LLC, Maui Brewing Co., Hawai'i Farmers Union United, Kona Coffee Farmers Association, Absolute Palate LLC, and thirteen individuals.

Your Committee finds that Hawaii-grown coffee is globally recognized for its high quality and aromatic flavor. Hawaii-grown coffee is one of the most expensive coffees in the world and one of Hawaii's signature crops. Your Committee further finds that this measure would protect consumers from intentionally misleading packaging that degrades the premium Hawaii brand and undermines the work and investment of coffee farmers in Hawaii.

Your Committee has amended this measure by:

- (1) Changing its effective date to June 30, 3000, to encourage further discussion; and
- (2) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Agriculture & Food Systems that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 746, S.D. 1, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 746, S.D. 1, H.D. 1, and be referred to your Committee on Consumer Protection & Commerce.



Respectfully submitted on
behalf of the members of the
Committee on Agriculture & Food
Systems,



CEDRIC ASUEGA GATES, Chair



