

**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 SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT**

**FEBRUARY 8, 2023**  
**1:00 PM**  
**CONFERENCE ROOM 224 AND VIDEOCONFERENCE**

**SENATE BILL NO. 746**  
**RELATING TO COFFEE LABELING**

Chairperson Gabbard and Members of the Committee:

Thank you for the opportunity to testify on Senate Bill 746. This measure expands the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner packages and inner wrapping labels. Requires disclosure on the label of coffee blends of the respective geographic and regional origins and per cent by weight of the blended coffees. Prohibits 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. The Department of Agriculture (DOA) supports the intent of this measure and offers comments.

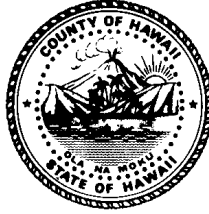
DOA supports this measure but currently lacks the funding and budget allocation to execute its responsibilities and would require a one full time measurement standards inspector for the purpose of labeling and packaging enforcement and inspection. The inspector will help rebuild DOA's labeling enforcement capability that was lost during the RIF and to address labeling enforcement challenges in various Hawaii products including roasted coffee, instant coffee, or ready-to-drink coffee beverages. 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 growing regions as a proof and confirmation of truth or false labeling and advertising.

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](mailto: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

February 6, 2023

Committee on Agriculture and Environment  
Senator Mike Gabbard, Chair  
Senator Herbert M. "Tim" Richards, III, Vice Chair

Re: Support for SB746 Relating to Coffee Labeling  
Hearing: February 8, 2023 at 1:00 p.m.

Aloha Senators,

On behalf of myself and constituents of Council District 8 in North Kona, I am expressing strong support for SB746 relating to Coffee Labeling.

This measure would expand the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner packages and inner wrapping labels, and requires disclosure on the label of coffee blends of the respective geographic and regional origins and percent by weight of the blended coffees. This bill also prohibits 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 Hawai'i.

It is right and just that we 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".

---

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

**SB-746**

Submitted on: 2/5/2023 6:33:30 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

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

Comments:

Aloha Chair and Committee Members:

As a long time organic farmer and as the President Emeritus of the Kona Coffee Farmers Association (as well as serving as a present Board member), I request your support for this legislation.

We must start with consumer communication and packaging which is not misleading and is not selling the Hawaii name, but honestly what is in the package. We must not mislead consumers since it gives a bad name to the farmers...

Thank you in advance for your consideration.

Colehour Bondera

KANALANI OHANA FARM

colemel2@gmail.com

**SB-746**

Submitted on: 2/6/2023 1:40:44 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Henry Curtis	Testifying for Life of the Land	Support	Written Testimony Only

Comments:

Aloha

Life of the Land strongly supports truth in advertising.

For too long, Kona Coffee has not been labelled correctly. People have a right to know what they are buying. Farmers should have a right to have their merchandise correctly labelled. Correct labeling will advance Hawaii agriculture.

Please pass this bill

Mahalo



Senator Mike Gabbard, Chair  
Senator Herbert M. Richards, III, Vice Chair  
Committee on Agriculture and Environment

Hawaiian Macadamia Nut Orchards, LP

Support for SB746, Relating to Coffee Labeling

Aloha Members of the Senate Committee on Agriculture and Environment,

I currently work in the Macadamia nut industry, but I have been working in various agricultural industries over the past 16 years, including coffee. I am a big proponent of supporting Hawai'i's niche agricultural industries. I am writing to express my support for SB746, a bill relating to coffee labeling. Hawai'i's coffee industry has been an integral part of the state's economy for decades. It is essential that the reputation of Hawai'i-grown coffees be protected, and the interests of its farmers be preserved.

Hawai'i's coffee is well established as being of a high quality and flavor, which is why many of the coffees produced in the state have won multiple coffee cupping competitions around the world. This prestige is what propels the status of known coffee producing regions in Hawai'i. It is also unfortunately what is driving greed of some companies to use the reputation established by these regions and the hard work of Hawai'i's farmers to sell blends of coffee that contain mostly low-cost/low quality coffee from foreign countries to deceive customers and boost profits.

The current regulation requiring only ten percent of a product to originate in a specific geographic area within Hawai'i, such as "Kona" or "Ka'u" has directly damaged the reputation and integrity of Hawai'i's specialty coffees and has negatively impacted the economic interests of its farmers.

The proposed bill requires disclosure on the label of coffee blends of the respective geographic and regional origins and the percentage by weight of the blended coffees. This will provide consumers with the information they need to make an informed decision and will support Hawaii's coffee growers.

In conclusion, I strongly support SB746 and urge the Senate Committee on Agriculture and Environment to do the same. This bill will protect the reputation of Hawaii-grown coffees and support the state's coffee industry. Thank you for your time and consideration.

Mahalo,  
Bonnie Self

**SB-746**

Submitted on: 2/6/2023 3:37:03 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Maureen Datta	Testifying for Adaptations Inc	Support	Written Testimony Only

Comments:

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

- We are hopeful that truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.
- [A recent article \(link\) describes the need for stronger protection of the “Hawaii Brand”.](#)
- If supply goes down, prices go up. Removing from the supply side what is estimated to be 5 million pounds of fake Kona coffee sold annually in Hawaii (that is, 5 million pounds in packages consisting of 90% foreign coffee with the name “Kona” prominently featured over and over again on the label—most of which is bought by visitors who believe they are buying “Kona Coffee”) will cause both retail demand and farmgate prices for available genuine 100% Kona Coffee to go up—not down.
- If deceptive marketing and labeling of blends were outlawed and if only 2 out of 10 of the consumers who previously bought “Kona Blends” believing they had purchased “Kona Coffee” were to instead buy genuine 100% Kona Coffee--the amount of Kona Coffee sold to those consumers would be DOUBLE the amount of Kona Coffee sold as compared to the previous Blend sales.

**SB-746**

Submitted on: 2/6/2023 4:34:26 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nancy Redfeather	Testifying for Ka Ohana O Na Pua	Support	Written Testimony Only

Comments:

Aloha Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

Coffee farmers are struggling right now. The invasive species problems have been overly challenging even for the most experienced farmers. My family has let go of our coffee business growing 140 trees of 12 varieties. First was the Twig Borer, then the Coffee Berry Borer, and now the worst Coffee Rust disease. Please help our coffee farmers now!

**Please support SB746.**

Thank you for your consideration,

Nancy Redfeather - Director Ka Ohana O Na Pua



**SB-746**

Submitted on: 2/6/2023 6:43:36 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Chet Gardiner	Testifying for Cassandra Farms	Support	Written Testimony Only

Comments:

I urge a YES vote on SB746.

This is a matter of truth in advertising as well as the future health of the families who work the hundreds of small farms in Hawai'i.

The sale of inferior, bland, watery tasting "blends" seriously harms the "Kona", "Maui" and "Ka'u" Coffee's names and reputation and as a result is a serious impediment to growing the pool of customers for the world's best coffee.

Since 100% Hawai'ian Varietal Coffee requires a significant amount of labor, the sale of inferior blends at fire-sale prices makes it that much harder for small family farms to recoup their expenses let alone realize a decent profit from their hard labor and passion for growing coffee.

The authorities who support other important crops and products such as Idaho Potatoes, Vidalia Onions, Vermont Maple Syrup and Champagne won't allow theirs names to be used to label products that don't contain 100% of the advertised product.

What's wrong with Hawai'i? Why can't one of our MOST important and visible high-value products be protected as vigorously as Onions and Potatoes?

Some folks are going to try to tell you that they can't stay in business without being allowed to market an inferior product using the "Kona" name and other misleading labeling to fool consumer. If that's true maybe they should find another line of work.

I urge you to vote for fairness for consumers and Hawai'i's farmers.

Thank your for your consideration.

Chet Gardiner

Cassandra Farms, Honomalino, HI

**SB-746**

Submitted on: 2/6/2023 7:02:49 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Eva Lee	Testifying for Hawaii Tea Society	Support	Written Testimony Only

Comments:

On behalf of Hawaii Tea Society organization membership and my business Tea Hawaii & Company I support bill SB 746. Starting with Hawaii's Coffee agriculture this bill would set a strong precedent in supporting state agriculture and communities. Not only for our local coffee producers that face numerous challenges in marketing and distribution while competing with companies that show little regard for truth in labeling, this bill would help raise public awareness for Hawaii's unique coffee origin and many of Hawaii's specialty crops furthering statewide economy.

**SB-746**

Submitted on: 2/7/2023 5:35:24 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Suellen Barton	Testifying for Maui Farmers Union United	Support	Written Testimony Only

Comments:

I strongly support more transparency in coffee labeling

**SB-746**

Submitted on: 2/7/2023 5:53:03 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Matt Ponichtera	Testifying for Hana Macadamia	Support	Written Testimony Only

Comments:

Aloha.

I fully support this measure. Full transparency of our producers will be essential for hawaii growers in the future, especially the small farmer.

I hope this measure will start a trickle down effect for other hawaii-grown goods such as macadamia, banana, pineapple and coconut. So many products crafted in hawaii outsource these ingredients because of lower costs and simplicity of purchasing them but then in turn market it as a local product.



**Officers**

Kaipo Kekona  
State President

Anabella Bruch  
Vice-President

Maureen Datta  
Secretary

Reba Lopez  
Treasurer

**Chapter Presidents**

Madeline Ross  
Kohala, Hawai'i

Odysseus Yacalis  
East Hawai'i

Puna, Hawai'i

Andrea Drayer  
Ka'u, Hawai'i

Chantal Chung  
Kona, Hawai'i

Fawn Helekahi-Burns  
Hana, Maui

Reba Lopez  
Haleakala, Maui

Kaiea Medeiros  
Mauna Kahalawai,  
Maui

Kaipo Kekona  
Lahaina, Maui

Rufina Kaauwai  
Molokai

Negus Manna  
Lāna'i

Brynn Foster  
North Shore, O'ahu

Christian Zuckerman  
Wai'anae, O'ahu

Ted Radovich  
Waimanalo, O'ahu

Vincent Kimura  
Honolulu, O'ahu

Ray Maki  
Kauai

Aloha Chair Gabbard, Vice Chair Richards, and Members of the Senate Agriculture and Environment 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 SB746.**

This bill will require coffee labeling and advertising to specify coffee origin and the percentage of blended coffee, which will give customers more information and provide more accurate labels. This will allow coffee farmers to showcase the hard work we put into creating the coffee and to paint an accurate picture for the consumer about where their coffee originated. We cannot stress the importance of transparency in labeling and advertising for something as important as what we put into our bodies.

Additionally, this bill will help preserve the distinct quality of coffee from Hawaii, by prohibiting the use of the term "All Hawaiian" in labeling or advertising for coffee not produced entirely from green beans grown and processed in Hawaii. This will help to prevent coffee from Hawaii from being mixed with coffee from abroad, without full disclosure. All coffee farmers, like myself, deserve to be fairly compensated for our hard work, and this bill will help to ensure that. By minimizing misrepresentation in labeling and advertising, this bill will create easier avenues of growth and investment in Hawaii's coffee farming industry.

Mahalo for the opportunity to testify.

Kaipo Kekona, President HFUU/HFUF



## **Senate Committee on Agriculture & Environment**

### **Hawai'i Alliance for Progressive Action (HAPA) Supports: SB746**

Wednesday, February 8, 2023 1 p.m. Conference Room 224

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

We support SB746 which appropriated funds to the department of agriculture to provide grants to Hawai'i farming groups to be disbursed to taro farmers.

Expands the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner packages and inner wrapping labels. Requires disclosure on the label of coffee blends of the respective geographic and regional origins and per cent by weight of the blended coffees. Prohibits 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 Hawai'i

We are hopeful that truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the "Hawai'i Brand" and for all other Hawai'i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

There is a genuine need for stronger protection of the "Hawaii Brand"<sup>1</sup>

If supply goes down, prices go up. Removing from the supply side what is estimated to be 5 million pounds of fake Kona coffee sold annually in Hawaii (that is, 5 million pounds in packages consisting of 90% foreign coffee with the name "Kona" prominently featured over and over again on the label—most of which is bought by visitors who believe they are buying "Kona Coffee") will cause both retail demand and farmgate prices for available genuine 100% Kona Coffee to go up—not down.

If deceptive marketing and labeling of blends were outlawed and if only 2 out of 10 of the consumers who previously bought "Kona Blends" believing they had purchased "Kona Coffee" were to instead buy genuine 100% Kona Coffee—the amount of Kona Coffee sold to those consumers would be DOUBLE the amount of Kona Coffee sold as compared to the previous Blend sales.

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



Kona Coffee Blends are the equivalent of fake Rolexes—"Rolex"/"Kona" on the outside, something very different on the inside and if you take the juice from one orange and 9 lemons and call the product an "orange juice blend", the result is consumer fraud.

When consumers who have purchased what they believe is "Kona Coffee", but is in fact 90% commodity coffee and are disappointed in the taste, the reputation of our heritage crop is damaged and farmers suffer economically.

Restaurants and hotels deceiving tourists into believing they are being offered "Kona Coffee" when it is 90% something else is no way to earn the goodwill of Mainland and foreign visitors. People don't like to be cheated.

Why isn't Hawaii defending the integrity of it's premier origin product (Kona Coffee)—In the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup?

Please support SB746.

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



February 7, 2023

RE: SB 746 Relating to Coffee Labeling

Dear Chair Gabbard, Vice Chair Richards and the Senate Committee on Agriculture and Environment,

The Kona-Kohala Chamber of Commerce **supports** Senate Bill 746 Relating to Coffee Labeling.

Since our founding in 1968, the Kona-Kohala Chamber of Commerce works to enhance the quality of life for our community through a strong, sustainable economy on Hawai'i Island. With 440 member businesses and organizations, our mission is to provide leadership and advocacy for a successful business environment in West Hawai'i.

Protecting Hawai'i's brand is vital to the success of our local economy and this is especially true with the well-earned reputation of quality coffee grown in Kona. This bill expands labeling and advertising requirements as well as requires disclosure of geographic origins by percentage on the label of coffee blends. Additionally, the bill prohibits the use of the term "All Hawaiian" in labeling and advertising if the roasted or instant coffee is not produced entirely from green beans grown and processed in Hawai'i.

We believe these requirements will strengthen our local economy while protecting Kona's brand reputation.

We ask legislators to please pass SB 746.

Sincerely,

A handwritten signature in black ink that reads "Wendy J. Laros". The signature is fluid and cursive, written in a professional style.

Wendy J. Laros, President and CEO  
Kona-Kohala Chamber of Commerce



**SB-746**

Submitted on: 2/6/2023 6:18:33 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

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

Comments:

Support. Thank yiu.



**RE: SUPPORT for SB746**

RELATING TO COFFEE LABELING

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

Aloha Chair, Vice Chair and Committee Members,

The Kona Coffee Farmers Association requests and appreciates your support of this Bill. We represent over 170 farms in the Kona districts and our mission is to protect the economic interests of our growers.

**Truth in labeling is a core consumer tenant. Under the current labeling loopholes, vendors are free to use and misuse the State names for Hawaii coffee at will.** This is economically detrimental to growers of Hawaiian coffee

Unlike other coffee products, the State does not currently regulate coffee. This bill would also bring ready-to-drink (or RTD) in line with the other labeling laws for coffee. 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 money from coffee that is improperly labeled as "Kona" or "Maui" or "Hawaiian". Furthermore, consumers now associate Kona or Maui coffees 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 expanded labeling on coffee.

The coffee industry does not expect additional enforcement needs from this bill. Labeling laws are generally self-policing through consumer complaints. We expect this to be true for the expanded labeling requirements under this bill.

My family has three generations who farm coffee. Thank you for your consideration of this bill. Your support makes a difference in the lives of over 1,000 coffee growers statewide.

Mahalo nui loa!

A handwritten signature in black ink, appearing to read "Suzanne Shriener".

Suzanne Shriener  
President

To Chair Gabbard, Vice Chair Richards  
And the Senate Committee on Agriculture & Environment  
Hawaii State 32<sup>nd</sup> Legislature  
Honolulu, Hawaii 96813

February 7, 2023

Re: Senate Bill (SB) 746 Relating to Coffee Labeling

Cyanotech Corporation **supports** SB 746 and adopting Truth-In-Labeling for Hawaii Grown Coffees to protect the reputation of Hawaii-grown coffees as premier and to protect the Hawaii Brand.

As a grower of microalgae for dietary supplements on the island of Hawaii, we are proud of and know the value of labeling and advertising Hawaii grown products. We are a publicly held company, which employs close to 100 people, and generates close to \$30 million in annual revenue. Part of our success comes from the fact that we are located in a unique geographical region that enables us to grow high quality products. Competitors that falsely claim Hawaii origin are not only misleading consumers but minimizing the consumer's experience of products made from the region and degrading the reputation of Hawaii grown products.

Therefore, we further support this legislation that will prohibit the term "All Hawaiian" in labeling of coffee not produced and processed entirely in Hawaii as it may set precedent for and protect other specialty products grown and processed in Hawaii.

We understand that the Kona Coffee Farmers have lobbied for many years to achieve transparency and Truth-In-Labeling. They produce something special from the islands and we hope that the legislature will protect it, similar to the "Idaho Potato" or "Napa Wine". We appreciate your consideration and hope that you pass SB 746 this year.

Sincerely with Aloha,

Jen Johansen  
Vice President of Quality, Regulatory & Government Affairs  
Cyanotech Corporation  
[jjohansen@cyanotech.com](mailto:jjohansen@cyanotech.com)  
808-334-9407

**SB-746**

Submitted on: 2/7/2023 1:07:19 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Brenda Trowbridge	Testifying for Pohaku Coffee, LLC	Support	Written Testimony Only

Comments:

As a coffee farm and business in Ka`u we wholeheartedly support this and any measures that protect the integrity of Ka`u Coffee, it's marketing and labeling on beverages.



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)

February 8, 2023

HEARING BEFORE THE  
SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

**TESTIMONY ON SB 746**  
RELATING TO COFFEE LABELING

Conference Room 224 & Videoconference  
1:00 PM

Aloha Chair Gabbard, Vice-Chair Richards, 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 746**, which expands the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner packages and inner wrapping labels, requires disclosure on the label of coffee blends of the respective geographic and regional origins and per cent by weight of the blended coffees, prohibits use of the term "All Hawai'ian" in labeling or advertising for roasted coffee or instant coffee not produced entirely from green coffee beans grown and processed in Hawai'i.

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.

We must protect Hawai'i's Geographic Origins in labeling and advertising of Hawai'i-grown coffee by also including ready-to-drink coffee beverages and inner packages and inner wrapping labels in §486-120.6.

Thank you for the opportunity to testify on this measure.

**SB-746**

Submitted on: 2/6/2023 11:39:19 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Franz Weber	Individual	Support	Written Testimony Only

Comments:

It is crucial for the Kona coffee industry, truth in advertising, and providing clear and not misleading information to the consumer

**SB-746**

Submitted on: 2/6/2023 12:26:08 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jim Monk	Individual	Support	Written Testimony Only

Comments:

As a coffee farmer on the Big Island, I continue to wish our legislature would protect us from mislabeling that goes on all the time. Under the current law, consumers are being intentionally misled by the use of Hawaiian words on non-Hawaiian coffee. This loophole takes money away from us small farmers by reducing market demand. Consumers deserve to know what coffee is in the bag. This bill is a step in the right direction. Please pass it.

**SB-746**

Submitted on: 2/6/2023 1:10:44 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Bruce Corker	Individual	Support	Remotely Via Zoom

Comments:

To Members of the AEN Committee:

As I Hawaii County coffee farmer, I support SB746 as a step in the right direction toward Truth-In-Labeling for Hawaii-grown coffee. And I applaud Sen. Kanuha for introducing this bill.

For more than 30 years Hawaii has been the only region anywhere in the world to authorize the use regional names on an agricultural product with only 10% genuine content—and even failing to require label disclosure of the origin of the other 90%.

Failure to require express label disclosure that 90% of a Hawaii “coffee blend” is imported foreign coffee leads to deception of consumers and economic damage to Hawaii coffee farmers.

This Truth-In-Labeling bill benefits consumers, benefits Hawaii coffee farmers, and strengthens Hawaii’s reputation for fair dealing and goodwill in other parts of the world.

Please pass this measure. Thank you.

Bruce Corker

Rancho Aloha

Holualoa, Hawaii County





**SB-746**

Submitted on: 2/6/2023 3:08:09 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Meredith Cross	Individual	Support	Written Testimony Only

Comments:

Hello Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Thank you for your consideration,

Meredith Cross, Kapa'a HI

**SB-746**

Submitted on: 2/6/2023 3:11:24 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jonathan Cender	Individual	Support	Written Testimony Only

Comments:

Hello Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

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**Please support SB746.**

Thank you for your consideration,

Jonathan Cender, Koloa, Kauai

**SB-746**

Submitted on: 2/6/2023 3:21:29 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Molly Mamaril	Individual	Support	Written Testimony Only

Comments:

Aloha Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

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**Please support SB746.**

Mahalo for your consideration,

Molly Mamaril, Kaimuki

**SB-746**

Submitted on: 2/6/2023 3:26:22 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
John NAYLOR	Individual	Support	Written Testimony Only

Comments:

Aloha,

We must protect Hawaii farmers & their products from fake substitutes ! Stop the fraud !

Please support SB 746

Mahalo,

JN Makawao

**SB-746**

Submitted on: 2/6/2023 3:34:29 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nathan Leo Braulick	Individual	Support	Written Testimony Only

Comments:

Hello Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine.

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Thank you for your consideration,

Nathan Leo Braulick

Honolulu, HI 96826

**SB-746**

Submitted on: 2/6/2023 4:08:45 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Eleanor Snyder	Individual	Support	Written Testimony Only

Comments:

Hawaii Kona farmers deserve protection. Please do so

**SB-746**

Submitted on: 2/6/2023 4:37:10 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tammy Davis	Individual	Support	Written Testimony Only

Comments:

Please support our local growers and truth in packaging labels. Thank you!

Tammy Davis



**SB-746**

Submitted on: 2/6/2023 4:47:17 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Alex Shade	Individual	Support	Written Testimony Only

Comments:

I strongly support this bill as a coffee grower in Big Island! Deception is too rampant these day.  
Please pass this bill!

**SB-746**

Submitted on: 2/6/2023 4:51:05 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Alicia Kelley	Individual	Support	Written Testimony Only

Comments:

Truth in labeling is incredibly important to the consumer and to the financial viability and business sustainability for the producer. Kona coffee should be from Kona. Hawaiian coffee should be from Hawai'i. In Napa valley, a wine can only use the term Napa Valley on their label if at least 85% of that bottle is from grapes grown in Napa. There are dollars associated with enforcement but coffee is big business. I think every ag-based product labeled "from Hawai'i" should fall into this category, and anyone found to be using this term without permission should garner significant fines.

**SB-746**

Submitted on: 2/6/2023 4:53:43 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Greg Koch	Individual	Support	Written Testimony Only

Comments:

Consumer labeling should make the truth easy to understand and not require special knowledge to know what the product really contains.

This includes coffee, and coffee products. Please protect the integrity and authenticity of Hawaiian brands.

**SB-746**

Submitted on: 2/6/2023 5:11:14 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Carolyn Witcover	Individual	Support	Written Testimony Only

Comments:

I strongly support this bill. It is so important for consumers to understand what they are purchasing no matter what form it may take. Under the current law, consumers are being intentionally misled by the use of Hawaiian words on non-Hawaiian coffee. This loophole takes money away from small farmers by reducing market demand. **Consumers deserve to know what coffee is in the bag.**

Mahalo

**SB-746**

Submitted on: 2/6/2023 5:31:39 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
tlaloc tokuda	Individual	Support	Written Testimony Only

Comments:

Aloha AEN Chair, Vice Chair & Committee,

I support SB746 because it protects Big Island farmers, processors and consumers.

**SB746 - Fair Coffee Labeling**

- We are hopeful that truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.
- [A recent article \(link\) describes the need for stronger protection of the “Hawaii Brand”.](#)
- If supply goes down, prices go up. Removing from the supply side what is estimated to be 5 million pounds of fake Kona coffee sold annually in Hawaii (that is, 5 million pounds in packages consisting of 90% foreign coffee with the name “Kona” prominently featured over and over again on the label—most of which is bought by visitors who believe they are buying “Kona Coffee”) will cause both retail demand and farmgate prices for available genuine 100% Kona Coffee to go up—not down.
- If deceptive marketing and labeling of blends were outlawed and if only 2 out of 10 of the consumers who previously bought “Kona Blends” believing they had purchased “Kona Coffee” were to instead buy genuine 100% Kona Coffee--the amount of Kona Coffee sold to those consumers would be DOUBLE the amount of Kona Coffee sold as compared to the previous Blend sales.

***Sample Testimony***

Hello Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Mahalo for your consideration

tlaloc tokuda

Kailua Kona HI 96740

**SB-746**

Submitted on: 2/6/2023 5:54:52 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Bruce Silverglade	Individual	Support	Written Testimony Only

Comments:

**Testimony of Bruce Silverglade**

**in Support of SB 746**

**February 7, 2023**

I am Bruce Silverglade, former legal director (retired) of the Washington, DC –based Center for Science in the Public Interest (CSPI) writing in support of passage of SB 746.

This testimony is submitted in my personal capacity; I served as Director of Legal Affairs of CSPI from 1981 to 2010. (I now reside full-time in the State of Hawaii and consult on food and agriculture federal regulatory issues).

During my tenure at CSPI, I helped lead the fight for the enactment of the Nutrition Labeling and Education Act, including *inter alia*, provisions ensuring that the State of Vermont could maintain special labeling provisions regarding maple syrup and provisions requiring the percentage of real juice to be declared on the labels of juice beverages.

I am also the author of *Food Labeling Chaos* (2010)

[https://www.cspinet.org/sites/default/files/attachment/food\\_labeling\\_chaos\\_report.pdf](https://www.cspinet.org/sites/default/files/attachment/food_labeling_chaos_report.pdf). Chapter IX of this publication details the need for the type of requirements that would be mandated by SB 746..

At the present time, coffee blenders are engaging in what food regulatory lawyers call “economic adulteration,” i.e. engaging in the dilution of a premium product (Kona coffee) with inferior coffee varieties. Such practices have long plagued segments of the food industry since the days that unscrupulous sellers would water-down milk, <https://docstudio.org/2018/11/25/no-use-crying-over-spilt-milk/#:~:text=How%20watered%20down%20milk%20showcased,were%20mishandling%20thei r%20milk%20supplies.>

SB 746 would help correct this problem by requiring disclosure, on the label of coffee blends, the respective geographic and regional origins and per cent by weight of the blended coffees.

Parties opposed to the bill say it will be difficult to enforce given the lack of technological capacity in the State to test blended coffees to determine their authenticity. The U.S. Food and Drug Administration (FDA) faced an analogous challenge when it promulgated regulations requiring the amount of “added,” as opposed to naturally occurring, sugars to be listed on the Nutrition Facts label. It was argued that testing methods could not distinguish between naturally occurring and added sugars in a product like apple sauce.

The U.S. FDA solved the problem by requiring food processors to keep and maintain records as to the amounts of added sugars they were using, see FDA Guidance Statement, Section III (4) - Compliance Issues:

<https://www.fda.gov/media/117402/download#:~:text=We%20require%20that%2C%20when%20a,as%20part%20of%20a%20package>. The same type of record keeping requirement could be instituted for food manufacturers engaged in coffee blending. The State could require records to be kept and made available for inspection. This approach would help ensure that the bill is enforceable.

SB 746 is an essential consumer protection measure needed to prevent deception in the marketplace.

I urge the committee to ensure that this bill is enacted. Thank you for consideration of my views.

Bruce Silverglade

3920 Wyllie Road, Unit 12

Princeville, HI 96722



**SB-746**

Submitted on: 2/6/2023 7:09:33 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Bonnie Marsh	Individual	Support	Written Testimony Only

Comments:

please support SB746

mahalo,

bonnie marsh

haiku hawaii

**SB-746**

Submitted on: 2/6/2023 7:56:55 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
C. Kauai Lucas	Individual	Support	Written Testimony Only

Comments:

Chair Gabbard, Vice Chair Richards, and members of the Senate Committee on Agriculture and Environment,

I strongly support SB746 requiring label disclosure of the % of coffee grown outside of Hawai'i;

- as a former Holualoa resident, seeing first hand how hard our coffee farmers work
- being part of a Hamakua coffee subscription for well over a decade so I can still afford real 100% Hawai'i-grown coffee, and support local ag
- as an HFUU member, understanding some of the struggles local farmers face

There are SO many challenges to local ag. Decades of marketing have established Hawai'i as a global contender in the coffee world. Don't let foreign growers profit from the efforts and sacrifices of our mahi'ai kope.

me ka pono,

Kauai Lucas

**SB-746**

Submitted on: 2/6/2023 8:13:54 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
pamela burrell	Individual	Support	Written Testimony Only

Comments:

Aloha dear Senators,

please support SB 746

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

Thank you for your time.

pamela Burrell, Kalihiwai, Kaua‘i

**SB-746**

Submitted on: 2/6/2023 8:14:50 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Helmut Klauer	Individual	Support	Written Testimony Only

Comments:

Strongly agree with the label law.

**SB-746**

Submitted on: 2/6/2023 8:20:16 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Charlene K. Rowley	Individual	Support	Written Testimony Only

Comments:

Hello Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Thank you for your consideration,

Charlene Kiana Rowley

**SB-746**

Submitted on: 2/6/2023 8:37:56 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dawn Hill	Individual	Support	Written Testimony Only

Comments:

I strongly support this Bill for the benefit of farmers who produce our food, as well as, for the benefit of all citizens of Hawai'i. Insuring the quality of all food sources, including cultivation, production, and processing is essential for the good of all!

**SB-746**

Submitted on: 2/6/2023 8:41:39 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
D'Anna Asher	Individual	Support	Written Testimony Only

Comments:

Dear Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘i's agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin.

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Thank you for your consideration,

D'Anna Asher Kapa'a HI

**SB-746**

Submitted on: 2/6/2023 9:22:50 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
VINCENT KIMURA	Individual	Support	Written Testimony Only

Comments:

Fully Support, this only strengthen's Hawai'is brand and supports our farmers economic livelihood with higher margin sales. I can't imagine why anyone would NOT support this.... unless they want to dilute the Hawai'i value.



**SB-746**

Submitted on: 2/6/2023 9:51:38 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Chelle Galarza	Individual	Support	Written Testimony Only

Comments:

Aloha,

i support SB746 as it would provide truth-in-labeling reform for coffee labeling. It is a protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including tropical fruits, avocados macnuts, tea, cacao, microalgae, and more.

**Please support SB746.**

Thank you, Chelle Galarza, Haiku

**SB-746**

Submitted on: 2/6/2023 10:01:14 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Raphiell Nolin	Individual	Support	Written Testimony Only

Comments:

In strong support of SB746. Coffee labeled as Hawaiian, should be entirely grown and processed here or percentages should be stated on the label.

**SB-746**

Submitted on: 2/6/2023 10:13:15 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lois Crozer	Individual	Support	Written Testimony Only

Comments:

Of course this bill makes total sense. Our island products are known for their quality, so others shouldn't be able to sell their products with deceptive labels saying they are from here.

**SB-746**

Submitted on: 2/7/2023 2:55:16 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

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

Comments:

Hello Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Thank you for your consideration,

Nanea Lo, Mō‘ili‘ili

**SB-746**

Submitted on: 2/7/2023 7:25:05 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carol Philips	Individual	Support	Written Testimony Only

Comments:

Aloha, Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labelling reform for coffee labelling and will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including mac nuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Mahlo for your consideration,

Carol Philips - Haleiwa

**SB-746**

Submitted on: 2/7/2023 8:12:33 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Abbey Holmes	Individual	Support	Written Testimony Only

Comments:

Hello Senate Committee on Agriculture & Environment,

In order to realize the full economic potential of Hawai‘is agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Thank you for your consideration,

Abbey Holmes, Kilauea Resident

**SB-746**

Submitted on: 2/7/2023 8:45:30 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Christian Zuckerman	Individual	Support	Written Testimony Only

Comments:

I am in strong support of bill SB 746. It is extremely important for Hawaii to protect its farming industries by protecting the labeling rules to ensure that if something is labeled "Grown in Hawaii" it is explicitly stated what the actual percent of locally grown coffee is used. Coffee and Mac nut are two farming industries that have a huge potential to expand and create a niche market based on the Hawaii brand. However, with the globalization of the industries, it has made it very easy for large corporations to use the "Hawaii" brand while not using actual product from Hawaii. Hawaii is one of the only states that does not have explicit laws to protect its agricultural products and if we are serious about making agriculture a pillar of the Hawaii economy we need to take a stance and protect them.

**SB-746**

Submitted on: 2/7/2023 8:50:38 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Shannon Rudolph	Individual	Support	Written Testimony Only

Comments:

Support



**SB-746**

Submitted on: 2/7/2023 9:13:39 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Ariana Datta	Individual	Support	Written Testimony Only

Comments:

Dear Senate Committee on Agriculture & Environment,

I was raised on a coffee farm in Kona. I have witnessed the economic impacts of insufficient labeling laws on coffee farmers in my community. In order to realize the full economic potential of Hawai‘i agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine.

If deceptive marketing and labeling of blends were outlawed and if only 2 out of 10 of the consumers who previously bought “Kona Blends” believing they had purchased “Kona Coffee” were to instead buy genuine 100% Kona Coffee--the amount of Kona Coffee sold to those consumers would be DOUBLE the amount of Kona Coffee sold as compared to the previous Blend sales.

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

**Please support SB746.**

Thank you for your consideration,

Ariana Datta, Kona

**SB-746**

Submitted on: 2/7/2023 10:00:11 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nathan Trump	Individual	Support	Written Testimony Only

Comments:

I'm a farmer on Hawaii Island and I support SB746 relating to coffee labeling. Farmers understand that integrity is key to marketing their agricultural products. Unfortunately, there is a long history of corporations misrepresenting the contents and origins of agricultural products for the sake of profits. This history of misrepresentation is currently being continued in the Hawaii coffee industry and it needs to stop.

Thank you for considering my testimony.

Mahalo,

Nathan Trump

General Manager

Island Harvest

**SB-746**

Submitted on: 2/7/2023 11:38:15 AM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tamara Swift	Individual	Support	Written Testimony Only

Comments:

I strongly support this bill to support coffee growers in Hawaii.

**SB-746**

Submitted on: 2/7/2023 3:20:48 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<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 support of SB746, the Fair Coffee Labeling bill.

In order to realize the full economic potential of Hawai‘i's agriculture exports, farmers and producers need to be able to regulate the representation of their product and origin (Kona Coffee)— in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup, or NAPA Valley Wine?

SB746 would provide truth-in-labeling reform for coffee labeling will be a first step toward broader protection for the “Hawai‘i Brand” and for all other Hawai‘i-grown agricultural products—including macnuts, cacao, tea, avocados, tropical fruit, microalgae, and more.

Please support SB746. Mahalo for your consideration.

**SB-746**

Submitted on: 2/7/2023 4:03:24 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
kyle barber	Individual	Support	Written Testimony Only

Comments:

strongly support the bill for disclosure of the % of foreign bean in Hawaiian coffee blends.

**SB-746**

Submitted on: 2/7/2023 5:21:41 PM

Testimony for AEN on 2/8/2023 1:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dana Keawe	Individual	Support	Written Testimony Only

Comments:

support