

Honolulu, Hawaii

FEB 08 , 2024

RE: H.B. No. 2613  
H.D. 1

Honorable Scott K. Saiki  
Speaker, House of Representatives  
Thirty-Second State Legislature  
Regular Session of 2024  
State of Hawaii

Sir:

Your Committee on Agriculture & Food Systems, to which was referred H.B. No. 2613 entitled:

"A BILL FOR AN ACT RELATING TO AGRICULTURE,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Expand the application of the criminal offense of false labeling of Hawaii-grown coffee to include roasted coffee;
- (2) Enhance the penalties for the criminal offense of false labeling of Hawaii-grown coffee through the imposition of a mandatory fine for each offense; and
- (3) Establish and appropriate funds for a position within the Department of Agriculture for the purpose of labeling and packaging enforcement and inspection.

Your Committee received testimony in support of this measure from the Department of Agriculture; Rancho Aloha Coffee Farm; Hawai'i Farm Bureau; Hawaii Coffee Growers Association; Hawaii Coffee Association; Synergistic Hawai'i Agriculture Council; and Hawai'i Farmers Union United. Your Committee received comments on this measure from the Hawaii Coffee Company.



Your Committee finds that Hawaii-grown coffee is among the highest priced coffee sold anywhere in the world, largely due to the high cost of production and its reputation for outstanding quality. However, the State's coffee industry is susceptible to fraud when less expensive coffees are falsely labeled as originating from Hawaii. This measure further protects the brand integrity of the State's coffee industry by investing in enforcement of coffee labeling laws.

Your Committee has amended this measure by:

- (1) Changing the appropriation to an unspecified amount;
- (2) Changing the effective date to July 1, 3000, to encourage further discussion; and
- (3) 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 H.B. No. 2613, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 2613, 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



