
A BILL FOR AN ACT

RELATING TO AGRICULTURAL PRODUCT LABELING.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Chapter 486, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:
4 "§486- Agricultural product branding and country or
5 region of origin labeling. (a) All honey, macadamia nuts,
6 coffee, tea, chocolate, vanilla, sea salt, and any other plant
7 or animal product grown, packaged, or sold in Hawai'i for which
8 any information or name indicating "Hawai'i", "Hawaiian", or any
9 region of Hawai'i, and where the product is less than one hundred
10 per cent grown in Hawai'i, shall after the word "Contains:" list
11 on the front label the country or region of origin and the
12 percentage of each country's or region's portion of the product
13 in descending order of percentage and in font size at least
14 equal to one-half the size of the largest font on the front
15 label; provided that this subsection shall not apply to spices
16 unless spice is the major portion of the product.



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1 (b) Any agricultural product with a front label that
2 reads, with or without Hawaiian okina:

3 (1) "100% Hawai'i (product)" or "Hawai'i (product)";

4 (2) "100% Hawai'i-Grown (product)" or "Hawai'i-Grown
5 (product)";

6 (3) "100% Grown in Hawai'i";

7 (4) "100% Hawai'i-Made (product)" or "Hawai'i-Made
8 (product)";

9 (5) "100% Hawaiian-Made (product)" or "Hawaiian-Made
10 (product)";

11 (6) "100% Made in Hawai'i"; or

12 (7) "100% Hawaiian (product)" or "Hawaiian (product)",

13 shall contain a minimum of one hundred per cent Hawai'i-grown
14 product; provided that this subsection shall not apply to spices
15 unless spice is the major portion of the product.

16 (c) All agricultural products claiming to be one hundred
17 per cent grown in a single Hawaiian region shall be labeled to
18 conform to the following conditions:

19 (1) Any product with a front label that reads, with or
20 without Hawaiian okina, in a font size at least equal
21 to one-half the size of the largest font:



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1 (A) "100% (region) (product)" or "(Region)
2 (product)";
3 (B) "100% (Region)-Grown (product)" or "(Region)-
4 Grown (product)";
5 (C) "100% (Region)-Made (product)" or "(Region)-Made
6 (product)"; or
7 (D) "100% (Region) (product)",
8 shall contain a minimum of one hundred per cent
9 Hawaiian regionally-grown product; and
10 (2) Any blend with a front label that reads, with or
11 without Hawaiian okina, in a font size at least equal
12 to one-half the size of the largest font:
13 (A) "100% Hawaiian Islands (product) Blend"; or
14 (B) "100% Hawai'i Islands (product) Blend",
15 shall contain a minimum of one hundred per cent
16 products from Hawaii;
17 provided that this subsection shall not apply to spices unless
18 spice is the major portion of the product.
19 (d) All packaging and labeling for agricultural products
20 claiming to contain some but less than one hundred per cent



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1 Hawai'i-grown product shall conform to the following
2 specifications:

3 (1) A blended plant or animal product labeled with the
4 words "Hawai'i" or "Hawaiian" or the name of any
5 Hawaiian region, such as "75% Kona Coffee Blend",
6 shall:

7 (A) Contain a minimum of seventy-five per cent of
8 that named region's agricultural or animal
9 product, and shall use the word "Blend" in the
10 identification of the product;

11 (B) List the percentage number of the majority
12 portion of the product, such as "75% (Region)
13 (product)"; and

14 (C) List after the word "Contains:" in descending
15 order, and after the majority content, the
16 remainder of the product by percentage and
17 country or Hawaiian region of origin, with or
18 without okinas, such as:

19 (i) "15% Argentina (product)" and "10% Congo
20 (product)";



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1 (ii) "15% Argentina (product)" and "10% Maui
2 (product)"; or

3 (iii) "25% Maui and Kaua'i (product)";

4 provided that the bulk listing of percentages shall be
5 allowed for Hawaiian regions only; provided further
6 that the labeling required in subparagraphs (A), (B),
7 and (C) shall be printed on the front label in a font
8 size at least equal to one-half the size of the
9 largest font on the front label; and

10 (2) Any blended product that contains less than seventy-
11 five per cent of a Hawaiian product shall not use the
12 names "Hawai'i" or "Hawaiian" or any Hawaiian regional
13 name on the front label, except in the contents list,
14 which shall identify on the front label the countries
15 or geographic regions of origin for the entire product
16 with the percentage for each country's or region's
17 portion of the product in a font size at least equal
18 to one-half the size of the largest font on the front
19 label.



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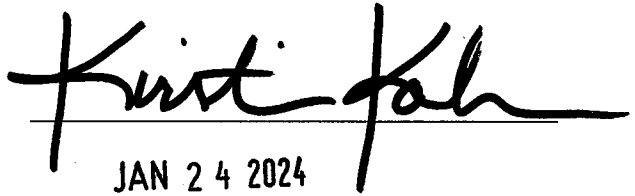
1 (e) Nothing stated on the side or back labels on any
2 product subject to this section shall be inconsistent with
3 statements appearing on the front label."

4 SECTION 2. To the extent the provisions of this section
5 are inconsistent with the labeling requirements of section 486-
6 120.5, 486-120.6, or 486-119, Hawaii Revised Statutes, or any
7 other statutory provision, the provisions of this Act shall
8 control.

9 SECTION 3. New statutory material is underscored.

10 SECTION 4. This Act shall take effect on January 1, 2026.

11
INTRODUCED BY:


JAN 24 2024



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Report Title:

Agricultural Products; Labeling; Hawaiian

Description:

Establishes certain standards for agricultural products labeled as being Hawaiian or from Hawaii.

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