

MAR 08 2024

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# SENATE CONCURRENT RESOLUTION

REQUESTING THE DEPARTMENT OF THE ATTORNEY GENERAL TO CONDUCT A  
STUDY TO DETERMINE THE EFFECTIVENESS OF EXISTING STATE LAWS  
IN ADDRESSING THE FALSE LABELING OF HAWAII-MADE FOOD  
PRODUCTS.

1 WHEREAS, Hawaii's unique island characteristics, multi-  
2 cultural food history, and remote geographic location make its  
3 food products highly desirable around the world; and  
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5 WHEREAS, certain individuals and entities have sought to  
6 take advantage of this popularity by falsely labeling their  
7 goods in such a manner as to mislead consumers into believing  
8 that they were produced or manufactured in Hawaii, when they  
9 were in fact produced or manufactured elsewhere; and  
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11 WHEREAS, existing state laws may not provide adequate  
12 protection, relief, or recourse for local producers and  
13 consumers who seek to stop manufacturers from wrongfully and  
14 falsely labeling their food products as being Hawaii-made when  
15 they are not, and litigation to resolve these types of claims is  
16 costly and time-consuming; and  
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18 WHEREAS, legislation may be required to strengthen the  
19 existing regulatory framework and protect Hawaii's local food  
20 producers and consumers; now, therefore,  
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22 BE IT RESOLVED by the Senate of the Thirty-second  
23 Legislature of the State of Hawaii, Regular Session of 2024, the  
24 House of Representatives concurring, that the Department of the  
25 Attorney General is requested to conduct a study to determine  
26 the effectiveness of existing state laws in addressing the false  
27 labeling of Hawaii-made food products, including but not limited  
28 to section 480-2, Hawaii Revised Statutes, that governs unfair  
29 methods of competition and unfair or deceptive acts or practices  
30 in the conduct of any trade or commerce; section 486-119, Hawaii  
31 Revised Statutes, that governs the labeling of Hawaii-made



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1 products and Hawaii-processed products; and section 708-871,  
2 Hawaii Revised Statutes, that governs the offense of false  
3 advertising; and

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5 BE IT FURTHER RESOLVED that the Department of the Attorney  
6 General is requested to submit a report of its findings and  
7 recommendations, including any proposed legislation, to the  
8 Legislature no later than twenty days prior to the convening of  
9 the Regular Session of 2025; and

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11 BE IT FURTHER RESOLVED that a certified copy of this  
12 Concurrent Resolution be transmitted to the Attorney General.

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OFFERED BY:

Lynn DeCorte

