
A BILL FOR AN ACT

RELATING TO MĀMAKI TEA.

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

1 SECTION 1. The legislature finds that māmaki (*Pipturus*
2 *albidus*) is a plant that is endemic to the Hawaiian islands,
3 meaning that the Hawaiian islands are the only place in the
4 world where māmaki grows naturally. Māmaki is found across the
5 entire Hawaiian island chain from the island of Kauai to the
6 island of Hawaii and flourishes at elevations between four
7 hundred feet and six thousand feet.

8 The legislature further finds that māmaki tea is a growing
9 agricultural commodity and believes that the implementation of
10 labeling requirements would ensure the viability of Hawaii-grown
11 māmaki tea.

12 Accordingly, the purpose of this Act is to protect
13 Hawaii-grown māmaki tea by:

14 (1) Prohibiting the use of certain words and misleading
15 Hawaiian imagery, place names, and motifs on the label
16 of a consumer package that contains or includes tea or
17 dried leaves from the plant *Pipturus albidus*, unless



1 one hundred per cent of the tea or dried leaves were
2 cultivated, harvested, and dried in the State; and
3 (2) Appropriating funds for one staff position for the
4 department of agriculture to support enforcement of
5 labeling regulations.

6 SECTION 2. Chapter 486, Hawaii Revised Statutes, is
7 amended by adding a new section to part V to be appropriately
8 designated and to read as follows:

9 "§486- Māmaki tea; labeling requirements. (a) No
10 label on a consumer package that contains or includes tea or
11 dried leaves from the plant Pipturus albidus shall contain:

12 (1) The words "Māmaki", "Hawaii", or "Hawaiian", or any
13 variation of these terms; or

14 (2) Misleading Hawaiian imagery, place names, or motifs,
15 unless one hundred per cent of the tea or dried leaves were
16 Hawaii-grown.

17 (b) Any nonconsumer package that contains tea or dried
18 leaves from the plant Pipturus albidus grown in the State and
19 introduced into intrastate or interstate commerce shall bear on
20 the package a label stating that the package contains
21 Hawaii-grown māmaki tea by using the words "Hawaii-grown māmaki



1 tea". This label shall be required in addition to all other
2 labeling requirements specified in this chapter.

3 (c) Any person keeping, offering, displaying, exposing for
4 sale, or soliciting for sale any tea or dried leaves from the
5 plant Pipturus albidus subject to and labeled in accordance with
6 subsection (a) shall make available to the administrator, upon
7 demand, documented proof that the tea or dried leaves were
8 Hawaii-grown.

9 (d) The department may establish and administer a
10 voluntary certification mark program for purposes of compliance
11 under this section.

12 (e) Any person or the department may sue for injunctive
13 relief to compel compliance with this section.

14 (f) Any person who violates this section shall be subject
15 to penalties under section 486-32.

16 (g) For the purposes of this section:

17 "Consumer package" has the same meaning as in section 486-
18 1.

19 "Hawaii-grown" means a plant that is cultivated, harvested,
20 and dried within the State of Hawaii.



1 "Nonconsumer package" has the same meaning as in section
2 486-1."

3 SECTION 3. There is appropriated out of the general
4 revenues of the State of Hawaii the sum of \$65,000 or so much
5 thereof as may be necessary for fiscal year 2025-2026 and the
6 same sum or so much thereof as may be necessary for fiscal year
7 2026-2027 to establish one full-time equivalent (1.0 FTE)
8 measurement standards inspector V position to support
9 enforcement of labeling regulations pursuant to this Act.

10 The sums appropriated shall be expended by the department
11 of agriculture for the purposes of this Act.

12 SECTION 4. This Act does not affect rights and duties that
13 matured, penalties that were incurred, and proceedings that were
14 begun before its effective date.

15 SECTION 5. New statutory material is underscored.

16 SECTION 6. This Act shall take effect on July 1, 2025.



Report Title:

HDOA; Māmaki Tea; Labeling Requirements; Position; Appropriation

Description:

Prohibits the use of certain words and misleading Hawaiian imagery, place names, and motifs on the label of a consumer package that contains or includes tea or dried leaves from the plant *Pipturus albidus*, unless 100 per cent of the tea or dried leaves were cultivated, harvested, and dried in the State. Appropriates funds for a Measurement Standards Inspector position. (CD1)

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