

Honolulu, Hawaii

**FEB 28** , 2025

RE: H.B. No. 48

H.D. 2

Honorable Nadine K. Nakamura  
Speaker, House of Representatives  
Thirty-Third State Legislature  
Regular Session of 2025  
State of Hawaii

Madame:

Your Committee on Consumer Protection & Commerce, to which  
was referred H.B. No. 48, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO COFFEE LABELING,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Clarify the labeling and advertising requirements for  
coffee that is grown and processed in the State; and
- (2) Make necessary distinctions between the definitions of  
"geographic origin" and "regional origin".

Your Committee received testimony in support of this measure  
from the Department of Agriculture; one member of the Hawai'i  
County Council; Heavenly Hawaiian Farms; Hawai'i Farm Bureau;  
Hawaii Coffee Growers Association; and Hawai'i Food+ Policy.

Your Committee finds that coffee is an important agricultural  
crop of the State and a highly valued commodity in Hawaii. Your  
Committee further finds that fraudulent representations as to a  
coffee's geographic origin diminish the value of that geographic  
identifier by harming its reputation. Your Committee further  
finds that misleading labeling practices continue to pose a  
challenge by allowing coffee blends with only a small percentage

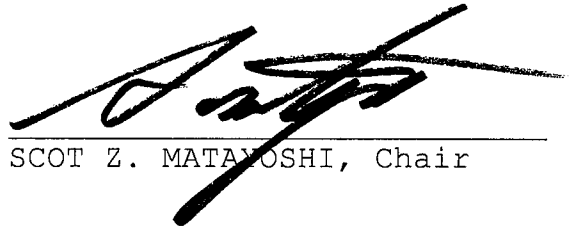


of Hawaii-grown and -processed beans to be marketed in ways that confuse consumers and devalue local coffee. This measure strengthens existing labeling laws by clearly distinguishing between geographic origin and regional origin, which is essential for protecting the reputation of coffee grown and processed in Hawaii, preventing deceptive marketing, and maintaining consumer trust.

Your Committee has amended this measure by 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 Consumer Protection & Commerce that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 48, H.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as H.B. No. 48, H.D. 2.

Respectfully submitted on  
behalf of the members of the  
Committee on Consumer  
Protection & Commerce,



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SCOT Z. MATAYOSHI, Chair



HSCR 1049

Bill/Resolution No.: HB 48, HD1		Committee Referral: AGR, CPC		Date: 2/20/25	
<input type="checkbox"/> The committee is reconsidering its previous decision on the measure.					
The recommendation is to: <input type="checkbox"/> Pass, unamended (as is) <input checked="" type="checkbox"/> Pass, with amendments (HD) <input type="checkbox"/> Hold <input type="checkbox"/> Pass short form bill with HD to recommit for future public hearing (recommit)					
CPC Members		Ayes	Ayes (WR)	Nays	Excused
1. MATAYOSHI, Scot Z. (C)		✓			
2. CHUN, Cory M. (VC)		✓			
3. ILAGAN, Greggor					✓
4. ICHiyAMA, Linda		✓			
5. IWAMOTO, Kim Coco		✓			
6. KONG, Sam Satoru		✓			
7. LOWEN, Nicole E.					✓
8. MARTEN, Lisa		✓			
9. TAM, Adrian K.		✓			
10. PIERICK, Elijah					✓
TOTAL (10)		7			3
The recommendation is: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted If joint referral, _____ did not support recommendation. committee acronym(s)					
Vice Chair's or designee's signature: _____					
Distribution: Original (White) – Committee Duplicate (Yellow) – Chief Clerk's Office Duplicate (Pink) – HMSO					