

Honolulu, Hawaii

FEB 12 2025

RE: S.B. No. 500  
S.D. 1

Honorable Ronald D. Kouchi  
President of the Senate  
Thirty-Third State Legislature  
Regular Session of 2025  
State of Hawaii

Sir:

Your Committee on Agriculture and Environment, to which was referred S.B. No. 500 entitled:

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

begs leave to report as follows:

The purpose and intent of this measure is to:

- (1) Clarify the labeling and advertising requirements for coffee that is grown and processed in the State; and
- (2) Define regional origin.

Your Committee received testimony in support of this measure from the Department of Agriculture, 'Āina Design Corp., Hawai'i Food + Policy, and two individuals.

Your Committee finds that Hawaii-grown coffee is a vital part of the State's agricultural economy. However, current labeling laws have led to consumer confusion and have allowed foreign-grown coffee to be marketed in a way that unfairly capitalizes on the reputation of the State's premium coffee. By distinguishing between "geographic origin" and "regional origin", this measure will ensure that consumers receive accurate information about the true origins of the coffee they purchase.

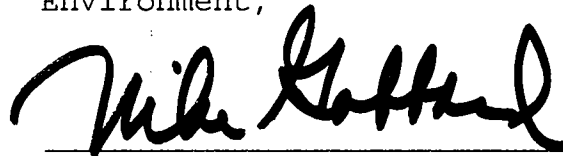


Your Committee further finds that enhanced consumer protection through clearer labeling requirements will not only prevent misleading advertising and allow customers to make informed decisions, but will also support local coffee growers by ensuring that only coffee that is genuinely grown and processed in the State can be marketed as such, protecting the livelihoods of local farmers and maintaining the integrity of the industry.

Your Committee has amended this measure by reinstating the existing statutory language "Hawaii-grown and Hawaii-processed" for purposes of clarity.

As affirmed by the record of votes of the members of your Committee on Agriculture and Environment that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 500, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 500, S.D. 1, and be referred to your Committee on Commerce and Consumer Protection.

Respectfully submitted on  
behalf of the members of the  
Committee on Agriculture and  
Environment,



MIKE GABBARD, Chair



The Senate  
 Thirty-Third Legislature  
 State of Hawai'i

**Record of Votes**  
**Committee on Agriculture and Environment**  
**AEN**

Bill / Resolution No.:* <b>SB 500</b>	Committee Referral: <b>AEN, CPN</b>	Date: <b>2/7/25</b>
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The Committee is reconsidering its previous decision on this measure.  
 If so, then the previous decision was to: \_\_\_\_\_

The Recommendation is:

Pass, unamended 2312    
  Pass, with amendments 2311    
 Hold 2310    
 Recommit 2313

Members	Aye	Aye (WR)	Nay	Excused
GABBARD, Mike (C)	✓			
RICHARDS, III, Herbert M. "Tim" (VC)				✓
DECOITE, Lynn	✓			
RHOADS, Karl	✓			
AWA, Brenton	✓			
<b>TOTAL</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>

Recommendation:    
 Adopted    
 Not Adopted

Chair's or Designee's Signature: *Karl Rhoads*

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\*Only one measure per Record of Votes