

STAND. COM. REP. NO.

2006

Honolulu, Hawaii

APR 04 , 2025

RE: S.B. No. 890  
S.D. 2  
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 S.B. No. 890, S.D. 2, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO BUSINESS REGULATION,"

begs leave to report as follows:

The purpose of this measure is to require products that are  
labeled, marketed, or sold as "poi" to contain a label stating  
whether the product was made wholly from kalo grown in the State  
or from kalo grown outside the State.

Your Committee received testimony in support of this measure  
from the Office of Hawaiian Affairs; Hawai'i Farm Bureau; Hawai'i  
Farmers Union; Ko'olau Foundation; and Ko'olaupoko Hawaiian Civic  
Club.

Your Committee finds that geographic indications are signs or  
labels used on products that have a specific geographic origin and  
possess qualities or reputations that are due to that origin. For  
consumers, geographic indications inform consumers about a  
product's geographic origin and a quality or characteristic of the  
product linked to its place of origin.

Your Committee further finds that poi has a deep cultural and  
agricultural significance in Hawaii and is a traditional Hawaiian

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dietary staple. Through transparent geographic labeling, this measure ensures that consumers are clearly informed on the geographic origin of the kalo used in the production of the poi products they purchase, while also protecting local farmers and the integrity of the State's indigenous food systems.

Your Committee has amended this measure by:

- (1) Deleting labeling requirements for products labeled, marketed, or sold as "poi" and contains kalo wholly grown in the State;
- (2) Defining "kalo"; and
- (3) 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 S.B. No. 890, S.D. 2, H.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 890, S.D. 2, H.D. 2.

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



SCOT Z. MATAYOSHI, Chair



State of Hawaii  
House of Representatives  
The Thirty-third Legislature

HSCR 2006

Record of Votes of the Committee on Consumer Protection & Commerce

<b>Bill/Resolution No.:</b> <u>SB890, SD2, HD1</u>	<b>Committee Referral:</b> <u>AGR, ECD, CPC</u>	<b>Date:</b> <u>4/2/25</u>		
<input type="checkbox"/> The committee is reconsidering its previous decision on the measure.				
<b>The recommendation is to:</b> <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				✓
<b>TOTAL (10)</b>	9			1
<b>The recommendation is:</b> <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted If joint referral, _____ did not support recommendation. <div style="text-align: center; margin-top: -10px;">             committee acronym(s)         </div>				
<b>Vice Chair's or designee's signature:</b> _____ <div style="text-align: center; margin-top: -10px;"> </div>				
<b>Distribution:</b> Original (White) – Committee      Duplicate (Yellow) – Chief Clerk's Office      Duplicate (Pink) – HMSO				