

JOSH GREEN, M.D.
Governor

SYLVIA LUKE
Lt. Governor



State of Hawai'i
DEPARTMENT OF AGRICULTURE
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SHARON HURD
Chairperson, Board of Agriculture

DEAN M. MATSUKAWA
Deputy to the Chairperson

TESTIMONY OF SHARON HURD
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

FRIDAY FEBRUARY 7, 2025
1:01 p.m.
CONFERENCE ROOM 224

SENATE BILL NO. 500
RELATING TO COFFEE LABELING

Chair Gabbard, Vice Chair Richards and Members of the Committee:

Thank you for the opportunity to testify about this important measure that clarifies the labeling and advertising requirements for coffee that is grown and processed in the State. Defines regional origin. Department of agriculture supports this measure.

This measure clarifies wording from original language in Section 486-120.6 , Hawaii Revised Statutes to change the language form Hawaii-grown and Hawaii processed coffee; labeling or advertising requirements, to Hawaii-grown and processed coffee; labeling or advertising requirements. We would just like to mention that we want to keep clarification that this is only referring to geographic region coffee that is both grown and processed in Hawaii. Also, that the definition of "regional origin" only applies to a coffee growing region of the world that is outside the State of Hawaii.

Thank you for the opportunity to testify about this measure.





Food+ Policy Internship 2025

food@purplemaia.org

February 5, 2025

Subject: SB 500 *Relating to Coffee Labeling*

Aloha Chairs Gabbard and Keohokalole, Vice Chairs Richards and Fukunaga, and Members of the Agriculture & Environment and Commerce & Consumer Protection Senate Committees,

Hawai'i Food+ Policy is in support of SB 500, which seeks to clarify the labeling and advertising requirements for coffee grown and processed in Hawai'i. We believe this bill is essential to protecting our local coffee growers and ensuring transparency for consumers.

Hawai'i-grown coffee is a vital part of our 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 Hawai'i's premium coffee. By distinguishing between "geographic origin" and "regional origin," SB500 will ensure that consumers receive accurate information about the true origins of the coffee they purchase.

Enhanced consumer protection through clearer labeling requirements will prevent misleading advertising and allow consumers to make informed purchasing decisions. We can also help support local coffee growers by ensuring that only coffee genuinely grown and processed in Hawai'i can be marketed as such, with this bill protecting the livelihoods of local farmers and maintaining the integrity of the industry. Hawai'i is also known worldwide for its high-quality coffee, and maintaining strict labeling standards will safeguard this reputation against dilution from improperly labeled foreign coffee.

We urge you to pass SB500 to uphold the integrity of Hawai'i's coffee industry and protect both consumers and local farmers. Thank you kindly for your consideration.

Mahalo, The Hawaii Food+ Policy Team

The Food+ Policy internship develops student advocates who learn work skills while increasing civic engagement to become emerging leaders. We focus on good food systems policy because we see the importance and potential of the food system in combating climate change and increasing the health, equity, and resiliency of Hawai'i communities.

In 2024, the cohort of interns are undergrads and graduate students from throughout the UH System. They are a mix of traditional and nontraditional students, including parents and veterans, who have backgrounds in education, farming, public health, nutrition, and Hawaiian culture.



Re: SB500

Agenda Item: RELATING TO COFFEE LABELING

Position: Support

Testimony: By 'Āina Design Corp. A 501(c) non-profit organization

Email: admin@ainadesign.org

Address: 1105 Uluopihi Lp. Kailua, HI 96734

Aloha Committee Members,

We are in full support of SB500. Definitions of "geographic origin" and "regional origin" is a reasonable approach to ensure fair treatment of local farm goods and services. However, we are concerned with truth in labeling which will need to be addressed through cooperative means including industry, retail, and regulatory agencies. This latter point will be more effective when consumers are better equipped to make informed decisions.

Sincerely,

Joe Hagedorn,

President, 'Āina Design Corp

SB-500

Submitted on: 2/6/2025 8:49:04 AM

Testimony for AEN on 2/7/2025 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
James Kimo Falconer	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Gabbard, Vice Chair Richards and members of the Senate AEN committee,

With the passage of Act 198 in 2024, the State of Hawaii lawmakers took a large step to help insure Coffee growers that their product would be protected from false labeling and counterfeiting of our fine Hawaii grown coffees with substandard foreign coffee. Bill SB 500 is an effort to improve the language in that Act to include the "roasted" and "processed" terms to the law. It also helps our buyers to better understand the changes required of them.

Please support moving this measure forward.

Mahalo for the opportunity to testify.

SB-500

Submitted on: 2/6/2025 12:14:34 PM

Testimony for AEN on 2/7/2025 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
RICHARD COHEN	Individual	Support	Written Testimony Only

Comments:

written testimony submitted.

I am available on Zoom to answer questions from the Comittee.