HOUSE OF REPRESENTATIVES THIRTY-THIRD LEGISLATURE, 2025 STATE OF HAWAII



A BILL FOR AN ACT

RELATING TO COFFEE LABELING.

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

SECTION 1. The legislature finds that, despite recent
 amendments to existing laws on coffee labeling and advertising,
 further amendments are necessary to avoid confusion regarding
 foreign-grown coffee that is processed within the State.

5 Therefore, the purpose of this Act is to support Hawaii's 6 coffee growers by clarifying the existing laws on the labeling 7 and advertising of certain coffee products and make necessary 8 distinctions between the definitions of "geographic origin" and 9 "regional origin".

10 SECTION 2. Section 486-120.6, Hawaii Revised Statutes, is
11 amended as follows:

12 1. By amending its title and subsections (a) and (b) to13 read:

14 "\$486-120.6 Hawaii-grown and [Hawaii-processed] processed
15 coffee; labeling or advertising requirements. (a) In addition
16 to all other labeling requirements, the identity statement used
17 for labeling or advertising roasted coffee, instant coffee, or

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1	ready-to-	drink	coffee beverages produced in whole or in part
2	from Hawa	ii-gr	rown and [Hawaii-processed] processed green coffee
3	beans shall meet the following requirements:		
4	(1)	For	roasted coffee, instant coffee, or ready-to-drink
5		coff	ee beverages that contain one hundred per cent
6		Hawa	ii-grown and [Hawaii-processed] processed coffee
7		by w	eight, the identity statement shall consist of
8		eith	er:
9		(A)	One hundred per cent geographic origin. The
10			geographic origin of the Hawaii-grown and
11			[Hawaii processed] processed coffee, in coffee
12			consisting of beans from only one geographic
13			origin, followed by the word "Coffee"; provided
14			that the geographic origin may be immediately
15			preceded by the term "100%"; or
16		(B)	Blend of geographic origins. The per cent coffee
17			by weight of one of the Hawaii-grown and [Hawaii-
18			<pre>processed] processed coffees, used in coffee</pre>
19			consisting of beans from several geographic
20			origins, followed by the geographic origin of the

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1		weight-specified coffee and the terms "Coffee"
2		and "All Hawaiian";
3	(2)	For roasted coffee, instant coffee, or ready-to-drink
4		coffee beverages consisting of a blend of one or more
5		Hawaii-grown and [Hawaii processed] processed coffees,
6		not less than the minimum per cent coffee by weight
7		required under subsection (d)(2), and coffee not grown
8		or processed in Hawaii, the per cent coffee by weight
9		of one of the Hawaii-grown and [Hawaii-processed]
10		processed coffees used in the blend, followed by the
11		geographic origin of the weight-specified coffee and
12		the term "Coffee Blend"; and
13	(3)	Each word or character in the identity statement shall
14		be of the same type size and shall be contiguous. The
15		smallest letter or character of the identity statement
16		on packages of sixteen ounces or less net weight shall
17		be at least one and one-half times the type size
18		required under federal law for the statement of net
19		weight or three-sixteenths of an inch in height,
20		whichever is smaller. The smallest letter or
21		character of the identity statement on packages of

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greater than sixteen ounces net weight shall be at 1 least one and one-half times the type size required 2 under federal law for the statement of net weight. 3 The identity statement shall be conspicuously 4 5 displayed without any intervening material in a position above the statement of net weight. Upper and 6 lower case letters may be used interchangeably in the 7 identity statement. 8

A listing of the geographic origins of the various 9 (b) Hawaii-grown and [Hawaii processed] processed coffees and the 10 regional origins of the various coffees not grown [or] and 11 processed in Hawaii that are included in a blend under 12 subsection (a) (2) shall be shown on the label. This list shall 13 consist of the term "Contains:", followed by, in descending 14 order of per cent coffee by weight and separated by commas, the 15 respective geographic origin or regional origin of the various 16 coffees in the blend. Each geographic origin or regional origin 17 shall be preceded by the per cent coffee by weight represented 18 by that geographic origin or regional origin, expressed as a 19 number followed by the per cent sign. In place of separate 20 listings of regional origins of coffee not grown or processed in 21

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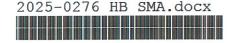
1	Hawaii in the blend, the list may include the words "Foreign-			
2	grown Coffee", preceded by the per cent coffee by weight in the			
3	blend. The type size used for this list shall be no less than			
4	half that of the identity statement. This list shall appear			
5	below the identity statement on the front panel of the label."			
6	2. By amending subsection (g) to read:			
7	"(g) As used in this section:			
8	"Geographic origin" means the geographic regions in which			
9	Hawaii-grown green coffee beans are produced, as defined in			
10	rules adopted under chapter 147; provided that the term			
11	"Hawaiian" may be substituted for the geographic origin			
12	"Hawaii".			
13	"Per cent coffee by weight" means the percentage calculated			
14	by dividing the weight in pounds of roasted green coffee beans			
15	of one geographic or regional origin used in a production run of			
16	roasted coffee, instant coffee, or ready-to-drink coffee			
17	beverages by the total weight in pounds of the roasted green			
18	coffee beans used in that production run of roasted coffee,			
19	instant coffee, or ready-to-drink coffee beverages, and			
20	multiplying the quotient by one hundred.			

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"Ready-to-drink coffee beverage" means a prepackaged 1 beverage that consists of or includes coffee and is sold in a 2 prepared form that can be immediately consumed upon purchase. 3 "Ready-to-drink coffee beverage" does not include made-to-order 4 5 beverages. "Regional origin" means any coffee growing region of the 6 world, except those in the State, where green coffee beans are 7 grown and processed." 8 SECTION 3. Statutory material to be repealed is bracketed 9 and stricken. New statutory material is underscored. 10 SECTION 4. This Act shall take effect upon its approval. 11 12 INTRODUCED BY

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Report Title:

Consumer Protection; Coffee Labeling; Hawaii-Grown and Processed Coffee; Geographic Origins; Regional Origins

Description:

Clarifies the labeling and advertising requirements for coffee that is grown and processed in the State. Defines regional origin.

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