
A BILL FOR AN ACT

RELATING TO COFFEE LABELING.

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

1 SECTION 1. The legislature finds that, despite recent
2 amendments to existing laws on coffee labeling and advertising,
3 further amendments are necessary to avoid confusion regarding
4 foreign-grown coffee that is processed in 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 making 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) to
13 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



1 ready-to-drink coffee beverages produced in whole or in part
2 from Hawaii-grown 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 coffee beverages that contain one hundred per cent
6 [~~Hawaii-grown and Hawaii-processed~~] coffee by
7 weight[~~7~~] that is Hawaii-grown and -processed, the
8 identity statement shall consist of either:

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 ~~processed~~] -processed coffees, used in coffee
19 consisting of beans from several geographic
20 origins, followed by the geographic origin of the



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
6 coffees, no less than the minimum per cent coffee by
7 weight required under subsection (d)(2), and coffee
8 not grown [~~or~~] and processed in Hawaii, the per cent
9 coffee by weight of one of the Hawaii-grown and
10 [~~Hawaii-processed~~] -processed coffees used in the
11 blend, followed by the geographic origin of the
12 weight-specified coffee and the term "Coffee Blend";
13 and

14 (3) Each word or character in the identity statement shall
15 be of the same type size and shall be contiguous. The
16 smallest letter or character of the identity statement
17 on packages of sixteen ounces or less net weight shall
18 be at least one and one-half times the type size
19 required under federal law for the statement of net
20 weight or three-sixteenths of an inch in height,
21 whichever is smaller. The smallest letter or



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

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



1 listings of regional origins of coffee not grown [~~or~~] and
2 processed in Hawaii in the blend, the list may include the words
3 "Foreign-grown Coffee", preceded by the per cent coffee by
4 weight in the blend. The type size used for this list shall be
5 no less than half that of the identity statement. This list
6 shall appear below the identity statement on the front panel of
7 the label."

8 2. By amending subsection (g) to read:

9 "(g) As used in this section:

10 "Geographic origin" means the geographic regions in which
11 Hawaii-grown green coffee beans are produced, as defined in
12 rules adopted under chapter 147; provided that the term
13 "Hawaiian" may be substituted for the geographic origin
14 "Hawaii".

15 "Per cent coffee by weight" means the percentage calculated
16 by dividing the weight in pounds of roasted green coffee beans
17 of one geographic or regional origin used in a production run of
18 roasted coffee, instant coffee, or ready-to-drink coffee
19 beverages by the total weight in pounds of the roasted green
20 coffee beans used in that production run of roasted coffee,



1 instant coffee, or ready-to-drink coffee beverages, and
2 multiplying the quotient by one hundred.

3 "Ready-to-drink coffee beverage" means a prepackaged
4 beverage that consists of or includes coffee and is sold in a
5 prepared form that can be immediately consumed upon purchase.

6 "Ready-to-drink coffee beverage" does not include made-to-order
7 beverages.

8 "Regional origin" means any coffee growing region of the
9 world, except those in the State, where green coffee beans are
10 grown and processed."

11 SECTION 3. Statutory material to be repealed is bracketed
12 and stricken. New statutory material is underscored.

13 SECTION 4. This Act shall take effect on July 1, 2050.



Report Title:

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

Description:

Clarifies the labeling and advertising requirements for coffee
that is grown and processed in the State. Defines "regional
origin". Effective 7/1/2050. (SD1)

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not legislation or evidence of legislative intent.*

