
A BILL FOR AN ACT

RELATING TO COFFEE.

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

1 SECTION 1. The legislature finds that some producers of
2 coffee blends that include one or more Hawaii-grown coffees use
3 a secondary label on their packaging that contains the
4 geographic origin of the Hawaii-grown coffee. This secondary
5 label is misleading and implies that the coffee in the package
6 was grown exclusively in the named geographic region.

7 For example, a package might have a secondary label that
8 states "Kona Vanilla Macadamia Nut", when in fact the identity
9 label required by state law clearly states that the coffee is
10 merely a ten per cent Kona coffee blend.

11 The purpose of this Act is to restrict the use of a
12 geographic origin on Hawaii-grown coffee labels to improve the
13 consumer's understanding as to the contents of the package.

14 SECTION 2. Section 486-120.6, Hawaii Revised Statutes, is
15 amended by amending subsection (c) to read as follows:

16 "(c) It shall be a violation of this section[+] to:

17 (1) [~~To use~~] Use the identity statement specified in
18 subsection (a) (1) (A) or similar terms in labeling or



1 advertising unless the package of roasted or instant
2 coffee contains one hundred per cent coffee from that
3 one geographic origin;

4 (2) [~~To use~~] Use a geographic origin in labeling or
5 advertising, including in conjunction with a coffee
6 style or in any other manner, if the roasted or
7 instant coffee contains less than ten per cent coffee
8 by weight from that geographic origin;

9 (3) [~~To use~~] Use a geographic origin in advertising
10 roasted or instant coffee, including advertising in
11 conjunction with a coffee style or in any other
12 manner, without disclosing the percentage of coffee
13 used from that geographic origin as described in
14 subsection (a) (1) (B) and [~~+~~] (a) [~~+~~] (2);

15 (4) [~~To use~~] Use a geographic origin in labeling or
16 advertising roasted or instant coffee, including in
17 conjunction with a coffee style or in any other
18 manner, if the green coffee beans used in that roasted
19 or instant coffee do not meet the grade standard
20 requirements of rules adopted under chapter 147;

21 (5) [~~To misrepresent,~~] Misrepresent, on a label or in
22 advertising of a roasted or instant coffee, the per



1 cent coffee by weight of any coffee from a geographic
2 origin or regional origin; [øx]

3 (6) [~~To use~~] Use the term "All Hawaiian" on a label or in
4 advertising of a roasted or instant coffee if the
5 roasted or instant coffee is not produced entirely
6 from green coffee beans produced in geographic origins
7 defined in this chapter[-];

8 (7) Use a geographic origin on the front label panel of a
9 package of roasted or instant coffee other than in the
10 trademark or in the identity statement as authorized
11 in subsection (a) (1) and (2) unless one hundred per
12 cent of the roasted or instant coffee contained in the
13 package is from that geographic origin;

14 (8) Use more than one trademark on a package of roasted or
15 instant coffee unless one hundred per cent of the
16 roasted or instant coffee contained in the package is
17 from that geographic origin specified by the
18 trademark;

19 (9) Use a trademark that begins with the name of a
20 geographic origin on a package of roasted or instant
21 coffee unless one hundred percent of the roasted or
22 instant coffee contained in the package comes from



1 that geographic origin or the trademark ends with
2 words that indicate a business entity; or
3 (10) Print the identity statement required by subsection
4 (a) in a smaller font than that used for a trademark
5 that includes the name of a geographic origin pursuant
6 to paragraph (7) and in a location other than the
7 front label panel of a package of roasted or instant
8 coffee."

9 SECTION 3. Statutory material to be repealed is bracketed
10 and stricken. New statutory material is underscored.

11 SECTION 4. This Act shall take effect upon its approval;
12 provided that section 2 of this Act shall take effect on July 1,
13 2012.



Report Title:

Coffee; Labeling Requirements; Trademarks

Description:

Restricts the use of the geographic origin of Hawaii-grown coffee on coffee labels. (SD2)

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

