

STAND. COM. REP. NO. 2800

Honolulu, Hawaii

FEB 14 2020

RE: S.B. No. 2955

Honorable Ronald D. Kouchi  
President of the Senate  
Thirtieth State Legislature  
Regular Session of 2020  
State of Hawaii

Sir:

Your Committee on Agriculture and Environment, to which was referred S.B. No. 2955 entitled:

"A BILL FOR AN ACT RELATING TO COFFEE LABELING,"

begs leave to report as follows:

The purpose and intent of this measure is to extend coffee labeling and advertising requirements to include ready-to-drink coffee beverages and their inner wrapping or packaging labels.

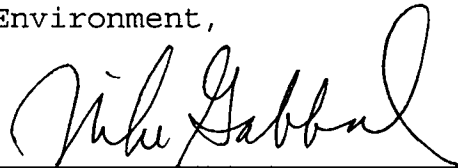
Your Committee received testimony in support of this measure from one member of the Hawai'i County Council, Lions Gate Farms, LavaRock Farm, Athena of Hawaii LLC, Cassandra Farms, Kona Coffee Farmers Association, Kau Coffee Farmers, Kokoleka Lani Farms, Pono Hawai'i Initiative, Absolutely Kona, and seventeen individuals. Your Committee received comments on this measure from the Department of Agriculture.

Your Committee finds that existing statutory requirements for fair trade coffee labeling and advertising apply to roasted and instant coffee, but do not apply to ready-to-drink coffee beverages and inner wrapping labels. Without adequate labeling, consumers may be confused as to whether the coffee being served is Hawaii-grown or not. This measure expands the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner wrapping labels given to customers to allow consumers to make an enlightened choice as to their coffee preferences.



As affirmed by the record of votes of the members of your Committee on Agriculture and Environment that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2955 and recommends that it pass Second Reading and be referred to your Committee on Commerce, Consumer Protection, and Health.

Respectfully submitted on  
behalf of the members of the  
Committee on Agriculture and  
Environment,



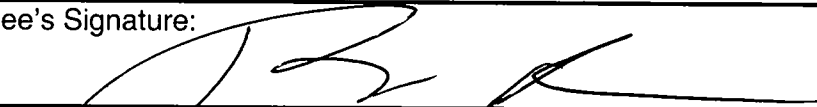
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MIKE GABBARD, Chair



The Senate  
Thirtieth Legislature  
State of Hawai'i

**Record of Votes**  
**Committee on Agriculture and Environment**  
**AEN**

Bill / Resolution No.:* <b>SB 2955</b>	Committee Referral: <b>AEN, CPH</b>	Date: <b>02/12/2020</b>		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <input checked="" type="checkbox"/> Pass, unamended 2312 <input type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
GABBARD, Mike (C)	X			
RUDERMAN, Russell E. (VC)	X			
RHOADS, Karl	X			
THIELEN, Laura H.				X
FEVELLA, Kurt	X			
<b>TOTAL</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: <div style="text-align:center; font-size: 2em; margin-top: 10px;">  </div>				
<b>Distribution:</b> Original     Yellow     Pink     Goldenrod File with Committee Report     Clerk's Office     Drafting Agency     Committee File Copy				

\*Only one measure per Record of Votes