

STAND. COM. REP. NO.

2967

Honolulu, Hawaii

FEB 27 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 Commerce, Consumer Protection, and Health,
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 expand the
coffee labeling and advertising requirements to include ready-to-
drink coffee beverages and inner wrapping or packaging labels.

Your Committee received testimony in support of this measure
from the Department of Agriculture; Rancho Aloha Kona Coffee; Kona
Mountain Coffee; Kona Coffee Farmers Association; Absolute Palate,
LLC; Konaloha Farms; Cassandra Farms; Pohaku Farm; Mauna Mama Kona
Coffee; Athena of Hawai'i, LLC; and eight individuals.

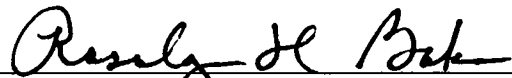
Your Committee finds that existing statutory requirements for
fair trade coffee labeling and advertising apply to roasted and
instant coffee, but do not apply to ready-to-drink coffee
beverages and inner wrapping labels. Marketers of ready-to-drink
coffee products can use names like "Kona coffee", "Maui coffee",
or "Hawaii coffee" in labeling of packages containing little to no
coffee from the named region, deceiving consumers and economically
damaging Hawaii coffee farmers. This measure helps to protect the
integrity of Hawaii-grown coffee and Hawaii coffee farmers by
expanding truth in labeling laws to ready-to-drink coffee
beverages.



Your Committee notes the concerns raised in testimony of the Department of Agriculture that there are limitations regarding enforcement of origin claims after coffee is roasted or manufactured as a ready-to-drink beverage. Your Committee therefore encourages the Department of Agriculture to work with other stakeholders in the Hawaii-grown coffee industry and the University of Hawaii research units to assist in the development or adoption of technology and other efforts to regulate and enforce the authenticity of roasted or blended Hawaii-grown coffee labeling.

As affirmed by the record of votes of the members of your Committee on Commerce, Consumer Protection, and Health 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 Third Reading.

Respectfully submitted on
behalf of the members of the
Committee on Commerce, Consumer
Protection, and Health,




ROSALYN H. BAKER, Chair



The Senate
Thirtieth Legislature
State of Hawai'i

Record of Votes
Committee on Commerce, Consumer Protection, and Health
CPH

Bill / Resolution No.:*	Committee Referral:	Date:	
58 2955	AEN, CPH	2/20/20	
<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
BAKER, Rosalyn H. (C)	✓		
CHANG, Stanley (VC)	✓		
NISHIHARA, Clarence K.			✓
RUDERMAN, Russell E.			✓
THIELEN, Laura H.			✓
WAKAI, Glenn	✓		
FEVELLA, Kurt	✓		
TOTAL	4		3
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted			
Chair's or Designee's Signature: 			
Distribution: Original Yellow Pink Goldenrod File with Committee Report Clerk's Office Drafting Agency Committee File Copy			

*Only one measure per Record of Votes