

JAN 23 2015

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## A BILL FOR AN ACT

RELATING TO COFFEE.

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

1           SECTION 1. Section 486-120.6, Hawaii Revised Statutes, is  
2 amended by amending subsections (b) and (c) to read as follows:  
3           "(b) A listing of the geographic origins of the various  
4 Hawaii-grown coffees and the regional origins of the various  
5 coffees not grown in Hawaii that are included in a blend [may]  
6 shall be shown on the label. [~~If used, this~~] This list shall  
7 consist of the term "Contains:", followed by, in descending  
8 order of per cent by weight and separated by commas, the  
9 respective geographic origin or regional origin of the various  
10 coffees in the blend [~~that the manufacturer chooses to list~~].  
11 Each geographic origin or regional origin [may] shall be  
12 preceded by the per cent of coffee by weight represented by that  
13 geographic origin or regional origin, expressed as a number  
14 followed by the per cent sign. The type size used for this list  
15 shall not [~~exceed half~~] be less than half that of the identity  
16 statement. This list shall appear below the identity  
17 statement [~~, if included~~] on the front panel of the label.



- 1 (c) It shall be a violation of this section to:
- 2 (1) Use the identity statement specified in subsection
- 3 (a) (1) (A) or similar terms in labeling or advertising
- 4 unless the package of roasted or instant coffee
- 5 contains [~~one hundred~~] 100 per cent coffee from that
- 6 one geographic origin;
- 7 (2) Use a geographic origin in labeling or advertising,
- 8 including in conjunction with a coffee style or in any
- 9 other manner, if the roasted or instant coffee
- 10 contains less than [~~ten~~] 80 per cent coffee by weight
- 11 from that geographic origin;
- 12 (3) Use a geographic origin in advertising roasted or
- 13 instant coffee, including advertising in conjunction
- 14 with a coffee style or in any other manner, without
- 15 disclosing the percentage of coffee used from that
- 16 geographic origin as described in subsection (a) (1) (B)
- 17 and (a) (2);
- 18 (4) Use a geographic origin in labeling or advertising
- 19 roasted or instant coffee, including in conjunction
- 20 with a coffee style or in any other manner, if the
- 21 green coffee beans used in that roasted or instant



- 1 coffee do not meet the grade standard requirements of  
2 rules adopted under chapter 147;
- 3 (5) Misrepresent, on a label or in advertising of a  
4 roasted or instant coffee, the per cent coffee by  
5 weight of any coffee from a geographic origin or  
6 regional origin;
- 7 (6) Use the term "All Hawaiian" on a label or in  
8 advertising of a roasted or instant coffee if the  
9 roasted or instant coffee is not produced entirely  
10 from green coffee beans produced in geographic origins  
11 defined in this chapter;
- 12 (7) Use a geographic origin on the front label panel of a  
13 package of roasted or instant coffee other than in the  
14 trademark or in the identity statement as authorized  
15 in subsection (a) (1) and (2) unless [~~one hundred~~] 100  
16 per cent of the roasted or instant coffee contained in  
17 the package is from that geographic origin;
- 18 (8) Use more than one trademark on a package of roasted or  
19 instant coffee unless [~~one hundred~~] 100 per cent of  
20 the roasted or instant coffee contained in the package



1 is from that geographic origin specified by the  
 2 trademark;

3 (9) Use a trademark that begins with the name of a  
 4 geographic origin on a package of roasted or instant  
 5 coffee unless [~~one hundred~~] 100 per cent of the  
 6 roasted or instant coffee contained in the package  
 7 comes from that geographic origin or the trademark  
 8 ends with words that indicate a business entity; or

9 (10) Print the identity statement required by subsection  
 10 (a) in a smaller font than that used for a trademark  
 11 that includes the name of a geographic origin pursuant  
 12 to paragraph (7) and in a location other than the  
 13 front label panel of a package of roasted or instant  
 14 coffee."

15 SECTION 2. Statutory material to be repealed is bracketed  
 16 and stricken. New statutory material is underscored.

17 SECTION 3. This Act shall take effect on January 1, 2016.

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# S.B. NO. 594

**Report Title:**

Coffee; Labeling; Geographic or Regional Origins; Percentage of Content Requirement; Hawaii-grown Coffee

**Description:**

Requires a specific listing of the geographic origins of various Hawaii-grown coffees and the geographic or regional origins of the various coffees not grown in Hawaii that are included in a coffee blend to be listed on the front panel of a label. Increases the minimum percentage requirement for coffee blends to use geographic origin in labeling or advertising to 80 per cent coffee by weight from that geographic origin. Effective January 1, 2016.

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

