

Honolulu, Hawaii

MAR 19 2025

RE: H.B. No. 48
H.D. 2
S.D. 1

Honorable Ronald D. Kouchi
President of the Senate
Thirty-Third State Legislature
Regular Session of 2025
State of Hawaii

Sir:

Your Committee on Agriculture and Environment, to which was referred H.B. No. 48, H.D. 2, 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 support Hawaii's coffee growers by:

- (1) Clarifying the labeling and advertising requirements for coffee that is grown and processed in the State; and
- (2) Making necessary distinctions between the definitions of "geographic origin" and "regional origin".

Your Committee received testimony in support of this measure from the Department of Agriculture, one member of the Hawai'i County Council, Hawai'i Farm Bureau, and Hawaii Coffee Growers Association.

Your Committee finds that coffee is a premium commodity and one of the State's important agricultural crops. Your Committee notes that the State has a history of enacting laws to protect the value, integrity, and reputation of Hawaii-grown and Hawaii-processed coffee. This measure further protects Hawaii's coffee industry by strengthening existing coffee labeling and advertising



laws to ensure the proper labeling of coffee blends processed in the State that contain only a small percentage of Hawaii-grown beans to prevent deceptive marketing and protect the integrity and reputation of Hawaii-grown coffees.

Your Committee has amended this measure by inserting an effective date of July 1, 2050, to encourage further discussion.

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 H.B. No. 48, H.D. 2, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 48, H.D. 2, S.D. 1, and be referred to your Committee on Commerce and Consumer Protection.

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



MIKE GABBARD, Chair



