

STAND. COM. REP. NO. 1641

Honolulu, Hawaii

APR 03 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 Commerce and Consumer Protection, to which  
was referred H.B. No. 48, H.D. 2, S.D. 1, 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:

- (1) Clarify the labeling and advertising requirements for  
coffee that is grown and processed in the State; and
- (2) Define "regional origin".

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

Your Committee finds that Hawaii-grown coffee is globally  
recognized for its high quality and unique flavor profiles, making  
it one of the most valuable agricultural crops in the State. Due  
to its popularity, however, misleading labeling practices have  
continued to pose challenges, allowing coffee blends with only a  
small percentage of Hawaii-grown beans to be marketed in ways that  
confuse consumers and devalue local coffee. This measure  
strengthens existing labeling laws by clarifying the distinction  
between "geographic origin" and "regional origin" to protect the



reputation of Hawaii coffee, prevent deceptive marketing practices, and maintain consumer trust.

As affirmed by the record of votes of the members of your Committee on Commerce and Consumer Protection that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 48, H.D. 2, S.D. 1, and recommends that it pass Third Reading.

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

A large, bold, handwritten signature in black ink, appearing to read 'Jarrett Reohokalole', is written over a horizontal line.

JARRETT REOHOKALOLE, Chair



The Senate  
Thirty-Third Legislature  
State of Hawai'i

**Record of Votes**  
**Committee on Commerce and Consumer Protection**  
**CPN**

Bill / Resolution No.:* <div style="font-size: 1.2em; font-family: cursive;">HB 48 HD2 SD1</div>	Committee Referral: <div style="font-size: 1.2em; font-family: cursive;">AEN, CPN</div>	Date: <div style="font-size: 1.2em; font-family: cursive;">3/27/25</div>		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> Pass, unamended 2312         </div> <div style="text-align: center;"> <input type="checkbox"/> Pass, with amendments 2311         </div> <div style="text-align: center;"> <input type="checkbox"/> Hold 2310         </div> <div style="text-align: center;"> <input type="checkbox"/> Recommit 2313         </div> </div>				
Members	Aye	Aye (WR)	Nay	Excused
KEOHOKALOLE, Jarrett (C)	✓			
FUKUNAGA, Carol (VC)	✓			
MCKELVEY, Angus L.K.				✓
RICHARDS, III, Herbert M. "Tim"				✓
AWA, Brenton	✓			
<b>TOTAL</b>	<div style="font-size: 1.2em; font-family: cursive;">3/0</div>			<div style="font-size: 1.2em; font-family: cursive;">2</div>
Recommendation: <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <input checked="" type="checkbox"/> Adopted         <input type="checkbox"/> Not Adopted         </div>				
Chair's or Designee's Signature: <div style="font-size: 1.2em; font-family: cursive; margin-top: 10px;">Carol Fukunaga</div>				
Distribution: <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div>Original File with Committee Report</div> <div>Yellow Clerk's Office</div> <div>Pink Drafting Agency</div> <div>Goldenrod Committee File Copy</div> </div>				

**\*Only one measure per Record of Votes**