

STAND. COM. REP. NO.

1219

Honolulu, Hawaii

MAR 14 , 2025

RE: S.B. No. 1276  
S.D. 1  
H.D. 1

Honorable Nadine K. Nakamura  
Speaker, House of Representatives  
Thirty-Third State Legislature  
Regular Session of 2025  
State of Hawaii

Madame:

Your Committee on Agriculture & Food Systems, to which was referred S.B. No. 1276, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO AGRICULTURE,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Extend the offense of false labeling of Hawaii-grown coffee to include roasted coffee; and
- (2) Impose a mandatory \$10,000 fine for each separate offense of false labeling of Hawaii-grown roasted coffee.

Your Committee received testimony in support of this measure from the Department of Agriculture; Hawai'i Farm Bureau; Hawaii Coffee Growers Association; Heavenly Hawaiian Farms; and one individual.

Your Committee finds that Hawaii-grown coffee is a cornerstone of the State's agricultural economy, generating millions in revenue each year. However, the industry is vulnerable to counterfeiting, where lower-quality coffee is mislabeled as Hawaii-grown, misleading consumers and driving down

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market value. This measure strengthens labeling regulations and imposes stricter penalties to safeguard the authenticity of Hawaii-grown coffee, ensuring fair market practices and preserving the industry's long-term viability.

Your Committee has amended this measure by:

- (1) Clarifying the definition of "roasted coffee";
- (2) Adding a savings clause;
- (3) Changing the effective date to July 1, 3000, to encourage further discussion; and
- (4) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Agriculture & Food Systems that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 1276, S.D. 1, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 1276, S.D. 1, H.D. 1, and be referred to your Committee on Consumer Protection & Commerce.

Respectfully submitted on  
behalf of the members of the  
Committee on Agriculture & Food  
Systems,

  
KIRSTIN KAHALOA, Chair



