

STAND. COM. REP. NO.

2006

Honolulu, Hawaii

APR 04 , 2025

RE: S.B. No. 890
S.D. 2
H.D. 2

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

Madame:

Your Committee on Consumer Protection & Commerce, to which
was referred S.B. No. 890, S.D. 2, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO BUSINESS REGULATION,"

begs leave to report as follows:

The purpose of this measure is to require products that are
labeled, marketed, or sold as "poi" to contain a label stating
whether the product was made wholly from kalo grown in the State
or from kalo grown outside the State.

Your Committee received testimony in support of this measure
from the Office of Hawaiian Affairs; Hawai'i Farm Bureau; Hawai'i
Farmers Union; Ko'olau Foundation; and Ko'olaupoko Hawaiian Civic
Club.

Your Committee finds that geographic indications are signs or
labels used on products that have a specific geographic origin and
possess qualities or reputations that are due to that origin. For
consumers, geographic indications inform consumers about a
product's geographic origin and a quality or characteristic of the
product linked to its place of origin.

Your Committee further finds that poi has a deep cultural and
agricultural significance in Hawaii and is a traditional Hawaiian

2025-3142 SB890 HD2 HSCR HMSO



dietary staple. Through transparent geographic labeling, this measure ensures that consumers are clearly informed on the geographic origin of the kalo used in the production of the poi products they purchase, while also protecting local farmers and the integrity of the State's indigenous food systems.

Your Committee has amended this measure by:

- (1) Deleting labeling requirements for products labeled, marketed, or sold as "poi" and contains kalo wholly grown in the State;
- (2) Defining "kalo"; and
- (3) 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 Consumer Protection & Commerce that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 890, S.D. 2, H.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 890, S.D. 2, H.D. 2.

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



SCOT Z. MATAYOSHI, Chair



