

HB-1291-HD-2

Submitted on: 3/15/2025 10:47:54 AM

Testimony for CPN on 3/19/2025 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
David Bateman	Testifying for Heavenly Hawaiian Farms	Support	Written Testimony Only

Comments:

Aloha Chair Keohokalole, Vice Chair Fukunaga and Committee Members,

Heavenly Hawaiian Farms **strongly supports** HB1291 HD2.

Most of the ongoing fraud, mislabeling and misrepresentation of coffee occurs at the roasted stage. It is critical that the existing statute be amended to include roasted coffee.

We **strongly support** HB1291 HD2 and respectfully urge this Committee to vote favorably on this measure and to move it forward out of Committee.

Mahalo nui,

Dave Bateman, President

Heavenly Hawaiian Farms

Holualoa HI

HB-1291-HD-2

Submitted on: 3/17/2025 8:05:56 AM

Testimony for CPN on 3/19/2025 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
James Kimo Falconer	Testifying for Hawaii Coffee Growers Association	Support	Written Testimony Only

Comments:

Aloha Chair Keohokalole, Vice Chair Fukunaga and members of the Senate Commerce and Consumer Protection Committee.

Our Association is testifying in Strong Support of HB 1291. To date there has been good legislation passed to help stop the counterfeiting of Hawaii Grown origin coffee by passing labeling and content laws for protection at specific sale points. Roasted coffee was never included in the those previous measures, therefore creating a loophole for those intending to further masquerade their inferior product as more valuable Hawaii grown one.

Please help move this measure foreward as a final means to stop this cheating.

Mahalo for the opportunity to testify.

JOSH GREEN, M.D.
Governor

SYLVIA LUKE
Lt. Governor



State of Hawai'i
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SHARON HURD
Chairperson, Board of Agriculture

DEAN M. MATSUKAWA
Deputy to the Chairperson



TESTIMONY OF SHARON HURD
CHAIRPERSON, BOARD OF AGRICULTURE

**BEFORE THE SENATE COMMITTEE ON COMMERCE AND CONSUMER
PROTECTION**

WEDNESDAY, MARCH 19, 2025
10:00 a.m.
CONFERENCE ROOM 229 & VIDEOCONFERENCE

HOUSE BILL NO. 1291, HD2
RELATING TO AGRICULTURE

Chair Keohokalole, Vice Chair Fukunaga and Members of the Committee:

Thank you for the opportunity to testify to House Bill No.1291, HD2. This bill extends the offense of false labeling of Hawaii-grown coffee to include roasted coffee. The Department of Agriculture (DOA) strongly supports this bill.

This bill raises the offense of false labeling of Hawaii-grown coffee to a class C felony, which will include roasted coffee. The bill also designates the eight geographic regions that the false labeling would apply to under the law.

DOA respectfully requests that funds be added to this bill to support Measurement Standards Inspector V SR-19 \$65,000, to support and restore enforcement capability for labeling regulations for Hawaii products such as coffee, macadamia nuts and mamaki tea. The inspector will inspect and enforce the new laws.

Thank you again for the opportunity to testify on this measure.





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LATE

March 19, 2025

HEARING BEFORE THE
SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

**TESTIMONY ON HB 1291, HD2
RELATING TO AGRICULTURE**

Conference Room 229 & Videoconference
10:00 AM

Aloha Chair Keohokalole, Vice-Chair Fukunaga, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawai'i Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,800 farm family members statewide and serves as Hawai'i's voice of agriculture to protect, advocate, and advance the social, economic, and educational interests of our diverse agricultural community.

The Hawai'i Farm Bureau supports HB 1291, HD2, which extends the offense of false labeling of Hawai'i-grown coffee to include roasted coffee.

Hawai'i-grown coffee is recognized for its high quality and aromatic flavor. It is held to a set of quality standards, making it one of the most expensive coffees in the world. Hawai'i-grown coffee is one of Hawai'i's signature crops. The Hawai'i Department of Agriculture estimated the 2023-2024 production value of Hawai'i-grown coffee at \$48.2 million. It ranked third among the state's top fifteen agricultural commodities produced in 2023.

To protect the Hawai'i coffee from counterfeiting, the Legislature enacted Act 211 in 2023. This law requires all coffee products carrying a Hawai'i geographical reference to disclose the location where the coffee was grown and indicate the percentage by weight of locally grown coffee and coffee grown elsewhere. It also specifies that coffee products claiming to be 100% Hawai'ian must be grown and processed entirely in Hawai'i.

The current law focuses on green (unroasted) coffee, leaving a loophole allowing misleading labeling of roasted coffee containing little or no genuine Hawai'i-grown beans. HB 1291, HD2 closes this gap and strengthens consumer protections by ensuring that roasted coffee labeled as Hawai'i-grown truly originates from Hawai'i farms.

Thank you for this opportunity to provide comments on this measure.



Food+ Policy Internship 2025

food@purplemaia.org

LATE

LATE

3/17/25

Subject: HB 1291 HD2, *Relating to offenses of false labeling of Hawai'i-grown roasted coffee.*

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Senate Committee on Commerce and Consumer Protection,

Hawai'i Food+ Policy is in support of HB 1291. Hawai'i is renowned for its unique and high-quality coffee. The distinct flavor profiles and growing conditions found in our islands contribute to a product that is sought after globally. However, this reputation also makes Hawai'i-grown coffee vulnerable to misrepresentation. When consumers purchase coffee labeled as "Hawai'i-grown," they expect authenticity and quality. False labeling undermines this expectation and threatens the livelihoods of local farmers who invest time, resources, and passion into cultivating their crops.

The economic implications of false labeling are significant. Local coffee farmers rely on their reputation and the premium prices associated with authentic Hawai'i-grown coffee. When inferior or non-Hawaiian coffees are falsely labeled as such, it creates unfair competition that can drive down prices for genuine products. This bill imposes a \$10,000 fine for each offense of false labeling related to roasted coffee, which serves as a strong deterrent against deceptive practices. By enforcing strict penalties, we can help safeguard the financial stability of our local agricultural community.

Beyond economic factors and consumer protection, HB 1291 plays a vital role in preserving the integrity of Hawai'i's agricultural identity. Our state has worked hard to cultivate a brand synonymous with quality and authenticity in agriculture. Allowing false labeling to persist tarnishes this brand and diminishes the value associated with genuine Hawai'i-grown products.

In conclusion, we urge you to support HB 1291 as it addresses critical issues surrounding false labeling in the roasted coffee market. This legislation will protect local farmers' livelihoods, enhance consumer trust, and preserve the integrity of Hawai'i's agricultural identity. Together, let us take a stand against deception in our marketplace and ensure that Hawai'i-grown coffee remains a symbol of quality and authenticity. We kindly appreciate your consideration.

Mahalo,
The Hawaii Food+ Policy Team

The Food+ Policy internship develops student advocates who learn work skills while increasing civic engagement to become emerging leaders. We focus on good food systems policy because we see the importance and potential of the food system in combating climate change and increasing the health, equity, and resiliency of Hawai'i communities.

In 2025, the cohort of interns are undergrads and graduate students from throughout the UH System. They are a mix of traditional and nontraditional students, including parents and veterans, who have backgrounds in education, farming, public health, nutrition, and Hawaiian culture.

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HB-1291-HD-2

Submitted on: 3/18/2025 3:06:02 PM

Testimony for CPN on 3/19/2025 10:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Frank Schultz	Individual	Support	Written Testimony Only

Comments:

I support this initiative.