



P.O. Box 253, Kunia, Hawai'i 96759
Phone: (808) 848-2074; Fax: (808) 848-1921
e-mail info@hfbf.org; www.hfbf.org

March 27, 2025

HEARING BEFORE THE
SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

TESTIMONY ON HB 48, HD2, SD1
RELATING TO AGRICULTURE

Conference Room 229 & Videoconference
9:30 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 48, HD2, SD1, which clarifies the labeling and advertising requirements for coffee that is grown and processed in Hawai'i. Ensuring accurate labeling for Hawai'i-grown coffee is critical to protecting local farmers, maintaining the integrity of the state's premium coffee brands, and providing consumers with transparent information about the origin of their coffee.

Hawai'i-grown coffee is globally recognized for its high quality and unique flavor profiles, making it one of the most valuable crops in the state. According to the Hawai'i Department of Agriculture, the estimated production value of Hawai'i-grown coffee for the 2023-2024 season was \$48.2 million, ranking it among the top agricultural commodities in the state. However, misleading labeling practices have continued to pose a challenge, allowing coffee blends with only a small percentage of Hawai'i-grown beans to be marketed in ways that confuse consumers and devalue local coffee.

HB 48, HD2, SD1 strengthens existing labeling laws by clearly distinguishing between **geographic origin** and **regional origin**, ensuring that coffee labeled with a Hawai'i geographic reference genuinely originates from the state. This distinction is essential to protecting the reputation of Hawai'i coffee, preventing deceptive marketing, and maintaining consumer trust. Farmers and processors who invest in producing high-quality, 100% Hawai'i-grown coffee should not have to compete with misleadingly labeled products that contain primarily foreign-grown beans.

Hawai'i's coffee industry is already facing significant challenges, including rising production costs, labor shortages, and threats from invasive pests such as coffee berry borer and coffee leaf rust. Ensuring that only authentic Hawai'i-grown coffee is marketed as such will help preserve the industry's value, support local farmers, and reinforce consumer confidence in Hawai'i coffee products.

We urge the committee to pass HB 48, HD2< SD1 to protect the integrity of Hawai'i-grown coffee and ensure fair and transparent labeling for consumers.

Thank you for the opportunity to testify on this measure.

HB-48-SD-1

Submitted on: 3/23/2025 2:28:08 PM

Testimony for CPN on 3/27/2025 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dylan P. Armstrong	Individual	Support	Written Testimony Only

Comments:

Mahalo for considering this timely and thoughtful measure.

LATE

HB-48-SD-1

Submitted on: 3/26/2025 6:41:15 AM

Testimony for CPN on 3/27/2025 9:30:00 AM

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

Comments:

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

I am writing in strong support of HB 48 and all of the amendements currently posted. This bill will help close any loopholes seen in current laws enacted to help reduce the counterfeiting of our Hawaii Origin coffees. Along with the addition of the terms "grown and processed" to the labeling requirements, it also distinguishes the difference between geographical and regional coffee. This terminology will further strengthen our current labeling laws.

Mahalo for your consideration of this measure, and giving us the opportunity to testify.