

JOSH GREEN, M.D.  
GOVERNOR  
KE KIA'ĀINA



GOV. MSG. NO. 1344

EXECUTIVE CHAMBERS  
KE KE'ENA O KE KIA'ĀINA

June 27, 2025

The Honorable Ronald D. Kouchi  
President of the Senate,  
and Members of the Senate  
Thirty-Third State Legislature  
State Capitol, Room 409  
Honolulu, Hawai'i 96813

The Honorable Nadine Nakamura  
Speaker, and Members of the  
House of Representatives  
Thirty-Third State Legislature  
State Capitol, Room 431  
Honolulu, Hawai'i 96813

Aloha President Kouchi, Speaker Nakamura, and Members of the Legislature:

This is to inform you that on June 27, 2025, the following bill was signed into law:

H.B. NO. 496, H.D. 2,  
S.D. 1, C.D. 1

RELATING TO MĀMAKI TEA.  
**ACT 242**

Mahalo,

A handwritten signature in black ink that reads "Josh Green M.D.".

Josh Green, M.D.  
Governor, State of Hawai'i

Approved by the Governor

on JUN 27 2025

HOUSE OF REPRESENTATIVES  
THIRTY-THIRD LEGISLATURE, 2025  
STATE OF HAWAII

**ACT 242**  
**H.B. NO.** 496  
H.D. 2  
S.D. 1  
C.D. 1

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## A BILL FOR AN ACT

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RELATING TO MĀMAKI TEA.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1       SECTION 1. The legislature finds that māmaiki (Pipturus  
2    albidus) is a plant that is endemic to the Hawaiian islands,  
3    meaning that the Hawaiian islands are the only place in the  
4    world where māmaiki grows naturally. Māmaiki is found across the  
5    entire Hawaiian island chain from the island of Kauai to the  
6    island of Hawaii and flourishes at elevations between four  
7    hundred feet and six thousand feet.

8       The legislature further finds that māmaiki tea is a growing  
9    agricultural commodity and believes that the implementation of  
10   labeling requirements would ensure the viability of Hawaii-grown  
11   māmaiki tea.

12       Accordingly, the purpose of this Act is to protect  
13   Hawaii-grown māmaiki tea by:

14       (1) Prohibiting the use of certain words and misleading  
15           Hawaiian imagery, place names, and motifs on the label  
16           of a consumer package that contains or includes tea or  
17           dried leaves from the plant *Pipturus albidus*, unless



1           one hundred per cent of the tea or dried leaves were  
2           cultivated, harvested, and dried in the State; and  
3       (2)   Appropriating funds for one staff position for the  
4           department of agriculture to support enforcement of  
5           labeling regulations.

6       SECTION 2. Chapter 486, Hawaii Revised Statutes, is  
7   amended by adding a new section to part V to be appropriately  
8   designated and to read as follows:

9       "§486-       Māmaki tea; labeling requirements.   (a)   No  
10   label on a consumer package that contains or includes tea or  
11   dried leaves from the plant Pipturus albidus shall contain:

12       (1)   The words "Māmaki", "Hawaii", or "Hawaiian", or any  
13       variation of these terms; or

14       (2)   Misleading Hawaiian imagery, place names, or motifs,  
15   unless one hundred per cent of the tea or dried leaves were  
16   Hawaii-grown.

17       (b)   Any nonconsumer package that contains tea or dried  
18   leaves from the plant Pipturus albidus grown in the State and  
19   introduced into intrastate or interstate commerce shall bear on  
20   the package a label stating that the package contains  
21   Hawaii-grown māmaki tea by using the words "Hawaii-grown māmaki



1 tea". This label shall be required in addition to all other  
2 labeling requirements specified in this chapter.

3 (c) Any person keeping, offering, displaying, exposing for  
4 sale, or soliciting for sale any tea or dried leaves from the  
5 plant Pipturus albidus subject to and labeled in accordance with  
6 subsection (a) shall make available to the administrator, upon  
7 demand, documented proof that the tea or dried leaves were  
8 Hawaii-grown.

9 (d) The department may establish and administer a  
10 voluntary certification mark program for purposes of compliance  
11 under this section.

12 (e) Any person or the department may sue for injunctive  
13 relief to compel compliance with this section.

14 (f) Any person who violates this section shall be subject  
15 to penalties under section 486-32.

16 (g) For the purposes of this section:

17 "Consumer package" has the same meaning as in section 486-  
18 1.

19 "Hawaii-grown" means a plant that is cultivated, harvested,  
20 and dried within the State of Hawaii.



1       "Nonconsumer package" has the same meaning as in section  
2       486-1."

3       SECTION 3. There is appropriated out of the general  
4 revenues of the State of Hawaii the sum of \$65,000 or so much  
5 thereof as may be necessary for fiscal year 2025-2026 and the  
6 same sum or so much thereof as may be necessary for fiscal year  
7 2026-2027 to establish one full-time equivalent (1.0 FTE)  
8 measurement standards inspector V position to support  
9 enforcement of labeling regulations pursuant to this Act.

10       The sums appropriated shall be expended by the department  
11 of agriculture for the purposes of this Act.

12       SECTION 4. This Act does not affect rights and duties that  
13 matured, penalties that were incurred, and proceedings that were  
14 begun before its effective date.

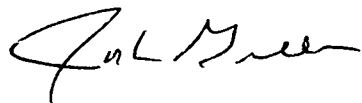
15       SECTION 5. New statutory material is underscored.

16       SECTION 6. This Act shall take effect on July 1, 2025.



H.B. NO. 496  
H.D. 2  
S.D. 1  
C.D. 1

APPROVED this 27th day of June , 2025

A handwritten signature in black ink, appearing to read "Ike" followed by a stylized flourish.

GOVERNOR OF THE STATE OF HAWAII

HB No. 496, HD 2, SD 1, CD 1

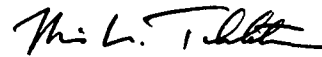
THE HOUSE OF REPRESENTATIVES OF THE STATE OF HAWAII

Date: April 30, 2025  
Honolulu, Hawaii

We hereby certify that the above-referenced Bill on this day passed Final Reading in the House of Representatives of the Thirty-Third Legislature of the State of Hawaii, Regular Session of 2025.

A handwritten signature in black ink, appearing to read "Nadine K. Nakamura", with a long horizontal flourish extending to the right.

Nadine K. Nakamura  
Speaker  
House of Representatives


A handwritten signature in black ink, appearing to read "Brian L. Takeshita", with a stylized flourish at the end.

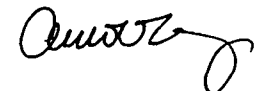
Brian L. Takeshita  
Chief Clerk  
House of Representatives

**THE SENATE OF THE STATE OF HAWAI'I**

Date: April 30, 2025  
Honolulu, Hawai'i 96813

We hereby certify that the foregoing Bill this day passed Final Reading in the Senate  
of the Thirty-Third Legislature of the State of Hawai'i, Regular Session of 2025.

  
President of the Senate

  
Clerk of the Senate