

MAR 14 2007

---

---

## SENATE CONCURRENT RESOLUTION

REQUESTING THE DEPARTMENT OF AGRICULTURE TO STUDY LABELING  
REQUIREMENTS RELATING TO THE USE OF HAWAII-GROWN COFFEE  
NAMES.

1           WHEREAS, specialty agricultural crops, such as coffee,  
2 tropical fruit, macadamia nuts, chocolate, and vanilla,  
3 constitute one of the fastest expanding areas of agricultural  
4 production for the State; and

5  
6           WHEREAS, coffee requires a specific combination of sun,  
7 soil, and water, and is successfully grown in only a limited  
8 number of locations around the world; and

9  
10           WHEREAS, the Kona weather pattern of bright, sunny  
11 mornings, humid rainy afternoons, and mild nights create  
12 favorable coffee growing conditions; and

13  
14           WHEREAS, the care, skill, and cultivation practices of Kona  
15 coffee farmers, most of whom operate small family-owned farms,  
16 have built a reputation for quality among coffee consumers; and

17  
18           WHEREAS, the Kona coffee name only applies to coffee beans  
19 grown in North and South Kona, thus, coffee that is grown  
20 elsewhere in Hawaii cannot be called "Kona coffee"; and

21  
22           WHEREAS, under section 486-120.6, Hawaii Revised Statutes,  
23 the Kona coffee name is permitted to be used on a package of  
24 blended coffee that contains at least ten per cent coffee by  
25 weight from Kona; and

26  
27           WHEREAS, the origin and percentage of the other coffees  
28 contained in the package of blended coffee is not required to be  
29 listed on the package label or advertisement; and

30  
31           WHEREAS, as a result, a package of blended coffee could be  
32 labeled as "Kona coffee" even though it only contains ten per



1 cent of real Kona coffee and ninety per cent of coffee grown in  
2 foreign countries; and

3  
4 WHEREAS, the existing labeling requirements for Kona coffee  
5 causes consumer fraud and confusion, and degrades the "Kona  
6 coffee" name; and

7  
8 WHEREAS, furthermore, coffee roasters on the mainland are  
9 not bound by any labeling requirements relating to the use of  
10 Kona coffee or the "Kona coffee" name, which adds to consumer  
11 confusion; and

12  
13 WHEREAS, in the December, 2004, issue of *Consumer Reports*,  
14 a writer confused Kona coffee blends with Kona coffee, and  
15 mistakenly rated Kona coffee as "second rate" without  
16 differentiating between pure and blended Kona coffees; and

17  
18 WHEREAS, in 2005, United States Congressman Ed Case  
19 introduced H.R. No. 3535 to amend the Agricultural Marketing Act  
20 of 1946 to require country of origin labeling for macadamia  
21 nuts; and

22  
23 WHEREAS, similar legislation efforts for Hawaii-grown  
24 coffee, whether on the national or state level, could establish  
25 better truth-in-labeling standards for Hawaii-grown coffee and  
26 lessen coffee consumer confusion; now, therefore,

27  
28 BE IT RESOLVED by the Senate of the Twenty-fourth  
29 Legislature of the State of Hawaii, Regular Session of 2007, the  
30 House of Representatives concurring, that the Department of  
31 Agriculture is requested to study the existing labeling  
32 requirements relating to the use of the "Kona coffee" or other  
33 Hawaii-grown coffee names; and

34  
35 BE IT FURTHER RESOLVED that the Department of Agriculture  
36 is requested to:

- 37  
38 (1) Examine the existing labeling requirements relating to  
39 the use of the "Kona coffee" or other Hawaii-grown  
40 coffee names;  
41  
42 (2) Identify the problems with the existing labeling  
43 requirements for Hawaii-grown coffee;  
44



# S.C.R. NO. 102

1 (3) Develop stricter labeling requirements under state law  
 2 and department rules for the use of the "Kona coffee"  
 3 and other Hawaii-grown coffee names; and  
 4

5 (4) Develop ideas for a uniform national labeling standard  
 6 and requirements for coffee roasters to abide by for  
 7 the use of the "Kona coffee" or other Hawaii-grown  
 8 coffee names; and  
 9

10 BE IT FURTHER RESOLVED that the Department of Agriculture  
 11 is requested to submit a written report to the Legislature of  
 12 its findings and recommendations, including any proposed  
 13 legislation, no later than twenty days prior to the convening of  
 14 the 2008 Regular Session; and  
 15

16 BE IT FURTHER RESOLVED that certified copies of this  
 17 Concurrent Resolution be transmitted to the Chairperson of the  
 18 Board of Agriculture; the Dean of the College of Tropical  
 19 Agriculture and Human Resources, University of Hawaii; the  
 20 President of the Hawaii Farm Bureau Federation; the President of  
 21 the Hawaii Coffee Association; the President of the Kona Coffee  
 22 Council; the President of the Kona Coffee Farmers Association;  
 23 and any other statewide coffee organizations.  
 24  
 25  
 26

OFFERED BY:

Russell K. Koff

*Anna M. ...*

*David ...*

*Will ...*

*Jim ...*

*Chris ...*

*John ...*

*David ...*

*Charles ...*

