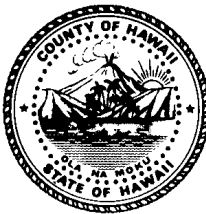


Karen Eoff
Council Vice Chair
Council District 8 - North Kona



Phone: (808) 323-4280
Fax: (808) 329-4786
Email: karen.eoff@hawaiicounty.gov

HAWAI'I COUNTY COUNCIL

County of Hawai'i
West Hawai'i Civic Center, Bldg. A
74-5044 Ane Keohokalole Hwy.
Kailua-Kona, Hawai'i 96740

February 12, 2020

House Committee On Consumer Protection & Commerce
Representative Roy M. Takumi, Chair
Representative Linda Ichiyama, Vice Chair

Re: **Testimony Supporting HB1886**; A BILL RELATING TO COFFEE LABELING
Hearing Date and Time: February 13, 2020 at 2:00 p.m., Conference Room 329

Dear Chair, and Members of the Committee:

On behalf of myself and constituents of Council District 8 in North Kona, I would like to express strong support for HB1886, relating to coffee labeling.

I support truth in labeling measures and the benefit that will be brought to consumers by bringing fair marketing and disclosure to the labeling of Hawaii grown coffee. It should be known to consumers that "blends" of coffee contains certain percentages of imported foreign product, in order to protect the reputation of Hawai'i grown coffee.

Deceptive labeling of coffee products reduces the income of Hawaii coffee farmers and reduces the demand for genuine Hawaii-grown coffee.

I strongly urge the enactment of HB1886. Thank you for your time and consideration.

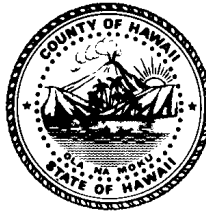
Sincerely,

A handwritten signature in cursive script that reads "Karen Eoff".

KAREN EOFF, Council Vice Chair
Council District 8, North Kona

KE.wpb

REBECCA VILLEGAS
Council Member
District 7, Central Kona



PHONE: (808) 323-4267
FAX: (808) 323-4786
EMAIL: Rebecca.villegas@hawaiicounty.gov

HAWAI'I COUNTY COUNCIL

*West Hawai'i Civic Center, Bldg. A
74-5044 Ane Keohokalole Hwy.
Kailua-Kona, Hawai'i 96740*

January 24, 2020

TESTIMONY OF REBECCA VILLEGAS
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL
ON HB 1886 HD1, RELATING TO COFFEE LABELING
Committee on Consumer Protection & Commerce
Thursday, February 13, 2020
2:00 p.m.
Conference Room 329

Aloha Chair Takumi, and Members of the Committee:

I thank you for the opportunity to oppose of HB 1886 HD1, relating to coffee labeling. My testimony is submitted in my individual capacity as a member of the Hawai'i County Council.

The purpose of this measure is to support Hawai'i's coffee growers to require coffee blends to disclose geographical and regional origins and percent by weight of the blended coffees, to prohibit using geographic origins of coffee labeling or advertising that contains less than 51% coffee by weight from the geographic origin, and to prohibit the use of the term "All Hawaiian" in labeling and/or advertising of coffee not produced entirely from beans grown or processed in Hawai'i. You have amended this measure by allowing a list of foreign grown coffee with percentage of weight to be shown on the label in lieu of the separate listing of regional coffee not grown in Hawai'i, are phasing in the minimum percentage of coffee requirements for the use of geographic origin in labeling or advertising of roasted or instant coffee blends, and you have changed the effective date to the year 2150. These amendments are against the initial intent of the proposed legislation and will result in delaying protection of our special Kona Coffee products. These amendments allows the continuing of degradation of the economic interests of Hawai'i coffee farmers.

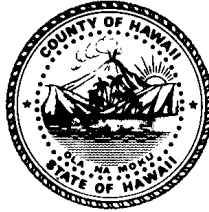
For the reasons stated above I oppose this amended version of this measure and urge the Committee on Consumer Protection & Commerce to oppose it as well. Should you have any questions, please feel free to contact me at (808) 323-4267.

Mahalo for your consideration.

REBECCA VILLEGAS
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL

Hawai'i County is an Equal Opportunity Provider and Employer.

Maile Medeiros David
Council District 6
Portion N. S. Kona/Ka'ū /Volcano



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HAWAI'I COUNTY COUNCIL

County of Hawai'i
West Hawai'i Civic Center, Bldg. A
74-5044 Ane Keohokalole Hwy.
Kailua-Kona, Hawai'i 96740

February 12, 2020

House Committee on Consumer Protection & Commerce
Representative Roy M. Takumi, Chair
Representative Linda Ichiyama, Vice Chair

Re: **Testimony Supporting HB1886**; A BILL RELATING TO COFFEE LABELING
Hearing Date and Time: February 13, 2020 at 2:00 p.m., Conference Room 329

Dear Chair, and Members of the Committee:

Aloha. On behalf of myself and the farming community constituents of Council District 6 (South Kona, Ka'ū, and Volcano Village), I strongly urge your favorable support of HB1886, relating to coffee labeling.

I support truth in labeling measures and the benefit that will be brought to consumers by bringing fair marketing and disclosure to the labeling of Hawaii grown coffee. It should be known to consumers that "blends" of coffee contains certain percentages of imported foreign product, in order to protect the reputation of Hawai'i grown coffee. In addition, 10% Hawai'i coffee blends mislead consumers.

Deceptive labeling of coffee products reduces the income of Hawaii coffee farmers and reduces the demand for genuine Hawaii-grown coffee.

I strongly urge the enactment of HB1886. Thank you for your time and consideration.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Maile David", is written in dark ink.

Maile David, Council Member

HB-1886-HD-1

Submitted on: 2/11/2020 6:10:51 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Chet Gardiner	Cassandra Farms	Support	No

Comments:

In addition to being a long-time connoisseur of fine coffee, I am a coffee farmer from the Kona region of the Big Island of Hawai'i. I am also the Vice President and a member of the Board of Directors of our Kona Coffee Farmers Association.

This is an issue of honesty in advertising and for us, survival.

Kona Coffee is primarily grown on small, often family operations. It is often more of a lifestyle choice and passion than a "business" - we mainly grow for love, not money. For us, the reputation of Kona Coffee, probably the best tasting coffee on the planet is an issue of basic survival for hundreds of Coffee farms in our region as well as a matter of pride.

The horrible taste of the "Blends" that are allowed to be labeled as "Kona", and that are consumed by people who have never had the pleasure of drinking real 100% Kona Coffee threatens our industry. People who love coffee and are willing to pay a premium for fine tasting coffee and then taste these "blends" inevitably retain extremely negative feelings about the entire Kona Coffee experience as well as an aversion to the idea of spending the money to buy REAL 100% Kona.

In other words, blends water down our Brand with their very bad tasting coffee.

We are asking for TRUTH in advertising. We are asking for honesty in Labeling. 10% "Kona" blends will NEVER taste good, are seriously inferior to 100% Kona and must not be allowed to use the Kona name.

Even bags containing 51% Kona coffee should include labeling warning folks that the rest IS NOT KONA.

No other state or region of the world, such as Jamaica (Blue Mountain), Idaho Potatoes, Champagne region of France, etc. that produce as rare a product with the high quality of Kona Coffee allows their brand to be degraded as Hawai'i has allowed Kona Coffee to be adulterated.

I urge passage of HB1886 as a start toward truth in labeling.

Thank you for the opportunity to weigh in on this matter.

HB-1886-HD-1

Submitted on: 2/11/2020 6:47:55 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Shultise	LavaRock Farm	Support	No

Comments:

I support this bill.

I have seen how 10% blends confuse the public. Labeling is confusing and the public has incorrect ideas as to what a blend is and how it is created.

Some have told me that "100% Kona is so strong that it has to be diluted".

Others think that Kona blends are blends from various Kona farms.

Most do not understand that 10% is often the cheapest Kona that can still be called Kona and the rest is foreign, fumigated coffee.

One blender adds the 90% blend as coffee he pays no more than \$2 a pound landed price.

He has testified two opposing points. The first that he has a 'proprietary formula' for his coffee. Then he testifies that at any given time he is changing providers so that he can't change his labels each time that happens. So either it is a secret recipe which you would assume comes from special provider, vrs he is buying from many sources, which makes the product less special.

These blends hurt Kona farmers because we take pride in our product. These blenders take our product and adulterate it only to make their profits. It does not help us farmers, it hurts us.

HB-1886-HD-1

Submitted on: 2/11/2020 8:26:59 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Bruce Maryanoff	Individual	Support	No

Comments:

"Testimony in strong support of HB1886 HD1 Relating to Coffee Labeling"

Dear Mr. Creagan and Members of the Committee:

We are submitting this written testimony **in STRONG SUPPORT of HB1886 HD1**. We have two working Kona coffee farms [Honalo Farm and Cynthiana Farm]. **We produce KONA typica coffee, an heirloom variety of *Coffea arabica***, a long-established and traditional coffee of Hawai'i.

We are testifying in **strong support of HB1886 – Relating to Coffee Labeling**. The current law says that blended coffee can be labeled "Kona Blend, Ka'u Blend, Maui Blend, Kauai Blend, Hilo Blend, etc." even if it contains as little as 10% of the actual coffee grown in that region. The rest can be "no-name" coffee from anywhere around the world. The new law would require at least 51% of the coffee used in blends to be from the named region and the remainder of the coffee origin/origins be identified.

Sadly, the new law does not require much information about the remaining 49% which could be inexpensive **Robusta coffee**, which comes from the plant *Coffea canephora* and is estimated to account for more than 40% of the world supply of coffee. The current bill, while it is a good start by requiring 51% Kona coffee, does not even require the 49% to be identified as *Arabica* or the much less expensive *Robusta*. But it is a good start and we are testifying in **strong support of HB1886 – Relating to Coffee Labeling**.

Please note that agricultural products from all over the world are, and have been, protected by laws that control their identity as to place of origin and unique

characteristics. Some notable examples include wines, cheeses, olive oils, specialty vinegars, spices, and condiments. Coffee produced in Kona and other notable Hawaiian appellations deserve to be treated in the same manner. The Kona brand must have its integrity protected to command the high respect that it garners in the broad coffee world.

We are testifying in **strong support of HB1886 – Relating to Coffee Labeling.**

Our reasons include:

1. **Misleading labeling is fraudulent** – consumers should be able to know what they are actually paying for.
2. **Use of the name without requiring the content exploits the region and deprives farmers of income.** Further, not even identifying the 49% as *Arabica* or not is also misleading. *Our legislature has /continues to support farmers in their fight against Coffee Borer Beetles [THANKYOU VERY MUCH] so please move forward with support of HB1886.*
3. **Low quality coffee is being sold under a prestigious name and results in lowering standards and damaging the brand.** Possible blending with *Robusta* coffee also damages the brand.

The blenders, many owned by large companies, strongly oppose this change because they are making a fortune selling inexpensive coffee that may not even be *Arabica* as "Kona" or "Ka'u" to unsuspecting customers. **This would never be allowed for California Wine, Wisconsin cheese, Kentucky Bourbon, Idaho potatoes, Georgia peaches, or any number of products worldwide.**

Hawai'i needs to step up and protect the brand integrity of its premier *Arabica* coffee brands that are grown throughout the islands. Thank you for your positive consideration and passage of **HB1886.**

Sincerely,

Bruce and Cynthia Maryanoff

cmaryanoff@comcast.net

Co-CEOs, Absolute Palate LLC

11 February 2020



Lions Gate, Inc
PO Box 761
Honaunau, HI 96726

Phone: 808-989-4883
Fax: 866-475-8602
sales@coffeeofkona.com
www.coffeeofkona.com

RE: SUPPORT for HB1886
RELATING TO COFFEE LABELING
Coffee Labeling; Blended Coffee; Percent of Coffee By Weight

Aloha Chair and Committee Members,

The ten-percent minimum blend law has long been a drag on Kona's flagship crop. Consumers who buy a Kona Blend often think they are getting a blend of different Kona coffees when in reality, they are drinking 90% foreign beans. It dilutes and reduces the reputation of our coffee in the specialty marketplace. If there is a place in the market for blends, it is at or above the 51% level, where Kona, Ka'u, Maui, Molokai or Kauai can rightly take the top percentage on the bag.

The blenders will continue to argue that we should "study" this issue. They will testify that coffee prices will crash should they stop buying Kona for blends. But this is not economic reality. Over the last two decades the market for Hawaii coffee has changed drastically and many growers now sell out their entire crop online. The global demand for Kona far exceeds supply and the value of our crop is at record highs. Selling direct-to market has made small farms financially viable.

To maintain these record prices, it's vital that the State protect our distinctive brand from those who wish to use the name simply for profit. We must protect our Hawaii-origin products.

Blenders will disingenuously argue that selling 10% blends allow more consumers to "taste" Kona. But our market is not the tourist market, nor is it Walmart. Such pricing comes at the expense of a sustainable living for our Hawaii growers. We operate in a global specialty coffee marketplace, one that wants 100% Kona.

My family has three generations who farm coffee and we support ourselves on 100% Kona. Your support makes a difference for hundreds of Hawaii farmers.

Mahalo nui loa!

Suzanne Shriner

President: Lions Gate Farms

President Emeritus: Kona Coffee Farmers Association

HB-1886-HD-1

Submitted on: 2/11/2020 9:05:17 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sharlene Gee	business (Bea's Knees Farm)	Support	No

Comments:

Dear Committee Chair Takumi and Members,

I am a Kona coffee farmer and a Kona Coffee Farmers Association member testifying in **strong support of HB1886 – Relating to Coffee Labeling**. Our farm is small, under five acres. My great-grandparents on down have been involved with growing Kona coffee.

If a coffee blend is called Hawaiian or other Hawaiian designation, over 51% of that product should be Hawaiian/Kona/etc. coffee. The Hawaii-related designations are names used because of their high reputations. It is fraudulent to use the name when only 10% of the coffee is what's on the label.

There should be more truth and transparency in labeling. The current requirements result in product that's confusing to consumers and cheapens and damages our brand of 100% Kona, Ka'u, other single geographic origins, and Hawaiian.

Hawaii must protect the integrity of its premier coffee brands grown throughout the islands. Thank you for your positive consideration and passage of **HB1886**.

Thank you.

Sharlene Gee, owner Bea's Knees Farm
Honalo, Kona District



Tom Jones, Chairman – Gyotaku **Greg Maples, Incoming Chair** – Pounders Restaurant
Paul Reynolds, Vice Chair – Outback Steakhouse **Dirk Koeppenkastrop, Secretary** – Il Gelato Hawaii
Tammy Fukugawa, Treasurer – TS Restaurant **Keli'i Gouveia, Past Chair** – Duke's Waikiki

Sheryl Matsuoka, Executive Director **Leila Morinaga**, Executive Assistant **Holly Kessler**, Director of Membership Relations

2019 - 20 Board of Directors:

Ben Dowling
Dan Reid
Dirk Koeppenkastrop
Don Murphy
Greg Maples
Harold Watanabe
Hide Dakurai
Jonathan Burger
Keli'i Gouveia
Mariah Brown
Michael Miller
Pat Kashani
Paul Yokota
Tambara Garrick
Tammy Fukagwa
Tom Jones
Tyler Roukema
Wade Hashizume

To: Roy M. Takumi, Chair
Linda Ichiyama, Vice Chair
Members of the Committee on Consumer Protection & Commerce

From: Victor Lim, Legislative Lead
Hawaii Restaurant Association

Subj: HB1886, HD 1 Relating to Coffee Labeling

Date: February 12, 2020

The Hawaii Restaurant Association representing over 3,500 restaurants here in Hawaii stand opposed to HB 1886 HD 1 that will change the current 10 % local bean requirement to 51 % for a Kona Blend.

Many of our local restaurant here have been using the Kona Blend that has a 10 % local bean content for 10 years, 20 years, and for some, over 50 years and supporting our local economy. A mover to 51 % local bean content will significantly increase the cost to our restaurants and also bring into question the availability of local beans.

This bill will greatly increase the cost to most of our restaurants and force many of them to move away from using our locally produced products, resulting in the opposite outcome of not being able to supporting our local agriculture and businesses.

We urge that this committee hold this bill and not pass it out. Thank you for allowing us to share our industry's point of view with you.

Allied Members:

Biff Graper
Dan Pence
Doug Harris
Gerda Tom
Jason Wong
Matt Rose
Michael Griffith
Naomi Azama
Sharon Shigemoto
Stevette Santiago

Advisory Board

Derek Conselva
Heather Pence
Jerry Agrusa
John Richards
Justin Yoshino
Kehau Giles
Lisa Tomihama
Peter Bellisario
Richard Turbin
Sidney Higa
Victor Lim



HB-1886-HD-1

Submitted on: 2/12/2020 11:19:37 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Heather Kimball	Hawaii County Committee of the Democratic Party of Hawaii	Support	No

Comments:

Aloha Representative Takumi, Representative Ichiyama, and members of the House Committee on Consumer Protection and Commerce. The Hawaii County Committee of the Democratic Party thanks you for the opportunity to testify in support of **HB1886, which would** require that a Hawaii Coffee Blend (or a blend identified as any regional coffee - Kona or otherwise - grown in Hawai'i) contain at least 51% of the coffee in the package actually be grown in the region specified on the label. It further, requires that the "non-Hawai'i grown" coffee also be identified on the label so consumers are fully informed as to the product they are purchasing.

The unique climatic and soil conditions of Hawaii are ideal for cultivation of coffee. The care, skill and cultivation practices of Hawaii coffee farmers, most of whom operate small family-owned farms, have resulted in recognition of Hawaii's coffees as among the world's premier specialty coffees. However, Hawaii is the only region in the world to permit the use of its regional names in labeling one of its heritage crops (coffee) with only 10% genuine content.

HRS 486-120.6 permits the use of the "Kona" name on packaging of a coffee blend having as little as 10% Kona-grown coffee and 90% from unidentified foreign countries. This existing statute allow consumers to be mislead into believing that packages containing 90% foreign-grown coffee are Hawaii-grown coffee—thereby damaging the reputation for quality which Hawaii coffee farmers have built over generations. For example, the writers of Consumers Reports in their review of Kona coffees confused "Kona Blends" with "Kona Coffee" and concluded that Kona coffee can be "second rate" on the basis of this common mistaken belief that "Kona Blends" are "Kona Coffee".

The Hawaii County Council in October 2014 unanimously adopted Resolution No. 501-14 asking that the Legislature enact legislation requiring a minimum of 51% genuine content for labeling or advertising blends of coffee grown in the State of Hawaii and that the origin of all coffee in such blends be prominently identified on the label. The Hawaii County Committee of the Democratic Party of Hawaii also resolved in 2016 to also support the 51% minimum.

The State of Hawaii should provide the same protections to its specialty crop as California provides to Napa Valley grape growers, as Idaho provides to Idaho potato farmers, and as Georgia provides to Vidalia onion farmers. We urge our state legislators to support our local Hawaii coffee farmers and their products.

Thank you for your consideration of our testimony.

Heather Kimball

Chair, Hawaii County Committee

Democratic Party of Hawaii



PO Box 168, Kealahou, HI 96750
808-929-9550

HAWAII HOUSE OF REPRESENTATIVES
COMMITTEE ON CONSUMER PROTECTION AND COMMERCE

February 13, 2020
2:00 PM
Conference Room 329

RE: Testimony in Support of HB1886 HD1 with amendments

Aloha Chair Takumi, Vice Chair Ichiyama and Members of the Committee,

I am Chris Manfredi, President of Hawaii Coffee Association.

The Hawaii Coffee Association's (HCA) mission is to represent all sectors of the Hawaiian coffee industry including growers, processors, roasters and retailers - located throughout the State of Hawaii and positioned throughout the supply chain.

The HCA supports HB1886 HD1 with an amendment.

The Hawaii Coffee Association supports the amendments made in HD1 that provide for a phased approach and the option to list coffees on the label that are not of Hawaiian origin.

We respectfully request that this measure be amended to include roasted coffee in the existing false-labeling statute HRS 708-871.5.

Specifically, we ask that subsection 1 of HRS 708-871.5 be amended to read:

(1) A person commits the offense of false labeling of Hawaii-grown coffee if the person knowingly transports, distributes, advertises, sells, or possesses with the intent to sell Hawaii-grown green coffee, cherry coffee, ~~[or]~~ parchment coffee, or roasted coffee that is falsely labeled with regard to the geographic origin of the Hawaii-grown coffee.

When this statute was originally enacted eight years ago, Hawaii's Department of Agriculture did not feel it had the capacity to enforce this law if applied to roasted coffee, and the bill was limited to green bean. Since then, advancements in technology have come to the fore that would make the tools necessary to enforce this law readily available.

The Hawaii Coffee Association is in discussions with a private-sector partner to create a database of radioisotope mapping for all major coffee producing regions in the state. With this database, coffee in green and *roasted* form may be routinely tested to prove if it is genuine or falsely labeled (e.g. counterfeit). The vast majority of coffee counterfeiting is perpetrated in roasted form because that is coffee's highest value in the supply chain. The statute, as currently written, ignores roasted coffee.

Counterfeit coffees introduced into the marketplace undermine the hard work of Hawaii's growers and producers across the state, who are forced to compete with fake products. These fakes are often priced lower than genuine Hawaiian coffee.

Moreover, these inferior fakes do not share the same quality attributes of the genuine product, further undermining Hawaii's reputation and brands.

The cost to produce coffee in Hawaii is among the highest in the world. The high cost of land, labor, inputs, regulatory compliance and transportation all help drive these costs. Farmers and processors work extremely hard to produce coffees that earn and retain price levels that keep them in business and their families fed. When someone cashes in on Hawaii's hard-fought reputation by offering fake product in a package labeled as being of Hawaiian origin, it undermines the work of our entire industry- including those who came before and those who will follow.

At more than \$50MM annually, Hawaii's coffee industry is the second-highest value crop produced in the state - second only to seed corn. Our industry's value is actually significantly higher because USDA statistics are measured at the wholesale green bean level and do not account for value-added products nor our contributions to tourism.

This measure enhances both Hawaii's consumer protections and commerce.

We respectfully ask you to pass HB1886 HD1 with the above-mentioned amendment.

Please accept our thanks on behalf of the legitimate hard-working coffee producers located throughout the State of Hawaii.



HAWAII TEAMSTERS & ALLIED WORKERS LOCAL 996

Affiliated with the International Brotherhood of Teamsters

Local996@hawaiiitemsters.com

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Telephone: (808) 847-6633
Fax: (808) 842-4575

WAYNE K.S. KAULULAAU
President/Principal Officer

RYAN YOSHIDA
Secretary – Treasurer

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Vice President

ANTHONY "BULLY" BADAYOS
Recording Secretary

WENDY NAILE
Trustee

JAMES "KIMO" LAROYA JR.
Trustee

WALTER FOX III
Trustee

Testimony to the House Committee Consumer Protection & Commerce

Thursday, February 13, 2020, 2 pm
Conference Room 325, State Capitol

Roy M. Takumi, Chair, Linda Ichiyama Vice Chair, Members of the
Committee on Consumer Protection & Commerce

RE: HB 1886 HD1– Relating to Coffee Labeling

The Hawaii Teamsters and Allied Workers, Local 996 stands OPPOSED to HB 1886 HD1 with these comments.

We do not support eliminating 10% coffee labeling requirement as it would consequentially have a negative impact on local businesses, consumers, and the employment of our 150 members who are directly employed by the Hawaii Coffee Company.

For generations, our members at the Hawaii Coffee Company have provided quality coffee products at an affordable price to residents, tourists, hotels, restaurants, and convenient stores etc. Many Teamster companies who transport and deliver products would also be affected as it would cause a reduction in production. Furthermore, if this legislation were to become law, the cost increase would directly be passed down to the consumer and reduce their option to buy local products. we seek to avoid increased costs for our members and other consumers as local households and already face the high cost of living

Thank you for the opportunity to testify on HB 1886 HD1Sincerely,

Cody Sula

Government Affairs Liaison

Hawaii Teamsters and Allied Workers, Local 996



HAWAII TEAMSTERS & ALLIED WORKERS LOCAL 996

Affiliated with the International Brotherhood of Teamsters

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Fax: (808) 842-4575

HB-1886-HD-1

Submitted on: 2/12/2020 12:04:39 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Roger Kaiwi	Kona Coffee Council	Oppose	Yes

Comments:

Aloha, my name is Roger Kaiwi . I'm here to representing The Kona Coffee Council and it's 200 plus members. I come today with 174 signed proxies to Oppse this bill. The Kona Coffee Council was the original Organization that represented the industry. We have now and also have for years opposed any changes to the blend law!

I have been part of this process for many years. I have watched my opponents pull arbitrary numbers out of thin air with little to no information to back them. I have also asked for an updated, fair, and unbiased Economic Impact Study to determine whether or not to administer any changes at all. I urge you to do the same and stop this process until we are ready to make educated decisions, not emotional decisions!

Roger Kaiwi

HB-1886-HD-1

Submitted on: 2/11/2020 8:39:01 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Luis F Aristizabal	Individual	Support	No

Comments:

Hawaii State Legislature

Agriculture Legislature,

I suport this bill for two reasons: 1- as a coffee grower, I want that customers enjoy the best quality of processed coffee. So, I want that our regions (Kona, Ka'u. etc) keep the reputation for produce good quality of coffee. If our coffee is mixed with other coffee (from elsewhere), the good quality could be affected. 2- As a customer, I like to pay for a specialty coffee that I can see the origin (country and region) in tthe label. In this way the marketing could be fair with both the producers and the customers.

Luis F. Aristizabal

Aloha Paisas Coffee LLC

808-498-3657

HB-1886-HD-1

Submitted on: 2/11/2020 8:32:55 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Cynthia Maryanoff	KCFA	Support	No

Comments:

"Testimony in strong support of HB1886 HD1"

Dear Mr. Creagan and Members of the Committee:

We submit this written testimony **in STRONG SUPPORT of HB1886 HD1**. On behalf of the more than 300 members of the **Kona Coffee Farmers Association**, we are submitting this written testimony. We have two working Kona coffee farms [Honalo Farm and Cynthiana Farm]. **We produce KONA typica coffee, an heirloom variety of *Coffea arabica*, a long-established and traditional coffee of Hawai'i.**

The new law does not require much information about the remaining 49% which could be inexpensive **Robusta coffee**, from the plant *Coffea canephora* estimated to account for more than 40% of the world supply of coffee. The current bill is a good start, requiring 51% Kona coffee, does not require 49% to be identified as *Arabica* or much less expensive *Robusta*.

Please note that agricultural products from all over the world are, and have been, protected by laws that control their identity as to place of origin and unique characteristics. Some notable examples include wines, cheeses, olive oils, specialty vinegars, spices, and condiments. Coffee produced in Kona and other notable Hawaiian appellations deserve to be treated in the same manner. The Kona brand must have its integrity protected to command high respect in the coffee world.

Our reasons for **strong support of HB1886 HD1**:

1. **Misleading labeling is fraudulent** – consumers should be able to know what they are actually paying for.

2. **Use of the name without requiring the content exploits the region and deprives farmers of income. Further, not even identifying the 49% as *Arabica* or not is also misleading. *Our legislature has /continues to support farmers in their fight against Coffee Borer Beetles [THANKYOU VERY MUCH] so please move forward with support of HB1886 HD1.***

3. **Low quality coffee is being sold under a prestigious name and results in lowering standards and damaging the brand. Possible blending with *Robusta* coffee also damages the brand.**

The blenders, many owned by large companies, strongly oppose this change because they are making a fortune selling inexpensive coffee that may not even be *Arabica* as "Kona" or "Ka'u" to unsuspecting customers.

Hawai'i needs to step up and protect the brand integrity of its premier *Arabica* coffee brands that are grown throughout the islands. Thank you for your positive consideration and passage of **HB1886**.

Sincerely,

Bruce and Cynthia Maryanoff

cmaryanoff@comcast.net

Co-CEOs, Absolute Palate LLC

11 February 2020

HB-1886-HD-1

Submitted on: 2/11/2020 8:50:11 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sylvia Dolena	Pele Lani Farm LLC	Support	No

Comments:

Please support and protect Kona coffee farmers.

Hawaii must BRAND it products as 100%. the real deal otherwise it dilutes not only our integrity but our economy.

HB-1886-HD-1

Submitted on: 2/11/2020 10:52:02 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Carolyn Witcover	Kona Coffee Farmers Association	Support	No

Comments:

I am a member of the Kona Coffee Farmers Association and I favor truth in labeling and providing consumers with information about the ingredients of the products they buy. When they purchase real kona coffee they literally add more dollars to the economy and enhance our image as a state of quality. Protecting the definition of "Kona" coffee is like protecting the definition of Maui onions. Coffee from a foreign source doesnt magically become Kona coffee just because it was packaged here.

Respectfully

Carolyn Witcover

HB-1886-HD-1

Submitted on: 2/12/2020 12:52:57 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Joachim Oster	ATHENA of HAWAI'I LLC	Support	No

Comments:

Dear Committee Chair and Members,

ATHENA of HAWAI'I is growing and selling Kona coffee since 14+ years. We are testifying in strong support of HB1886 – Relating to Coffee Labeling.

Plain and simple, permitting the sale of any agricultural product under a Hawai'ian name not containing at least 51% locally grown is undermining the economic feasibility of the farming business. Foreign produced commodities will ALWAYS be cheaper to import and repackage as i.e. Hawai'ian, Kona, Maui or Ka'u grown.

The argument that existing blend laws would keep current jobs is simply false because it doesn't take into account the lost income opportunities in farming, bankruptcies of otherwise profitable farm businesses, credibility of all other Hawaiian-Made products, lowering the real estate value of actual farm land, lost tax revenue of farm jobs, and loss of infrastructure in agricultural areas.

On a sidenote: It is inexcusable that the Hawaii Dept of Agriculture is never willing to support the most basic requirements for making farming economically possible in our state.

Mahalo nui loa,
Joachim Oster, coffee farmer and retailer ATHENA of HAWAI'I LLC, Kona, Hawai'i

HB-1886-HD-1

Submitted on: 2/12/2020 7:11:03 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Ken Love	Hawaii Tropical Fruit Growers	Support	No

Comments:

Hawaii tropical CFruit Growers wiht over 1200 members in the state is in full support of this long over due legislation. Every country and area protects their agriculture output and Hawaii should too. Minimum blends in Japan, arguably our most im portant customer start at 30% . Its about time we do whats pono

HB-1886-HD-1

Submitted on: 2/12/2020 7:27:46 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
pamela burrell	apollo kauai, zero waste kauai	Support	No

Comments:

I strongly support this bill.

our farmers work very hard ..cost of living is high. . Coffee grown here has earned respect by growing a delicious coveted product.

We should enhance pride in our unique coffee not cheapen it.

Mahalo,

Pamela Burrell , Kalihiwai, Kaua'i

HB-1886-HD-1

Submitted on: 2/12/2020 7:58:05 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Megan Fox	Malama Kauaâ€™i	Support	No

Comments:

We must protect and support our agriculture industry

HB-1886-HD-1

Submitted on: 2/12/2020 8:30:17 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Guy Gostling	Kona Lisa Coffee	Support	No

Comments:

This bill is vitally important for our Hawai'i Coffee Industry. We must protect the quality and integrity of the coffee being sold and the Kona brand. It is common to receive feedback from Consumers that they are skeptical and unsure about buying Kona coffee for fear of what they might actually be getting. This must change. We must re-store consumer confidence in the Kona Brand. This will strengthen the industry and support farmers for generations to come. We have a gift in having the best coffee grown on the planet! It needs protection and the industry will flourish.

Mahalo,

Guy Gostling

HB-1886-HD-1

Submitted on: 2/12/2020 8:56:34 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Joseph Kohn MD	We Are One, Inc. - www.WeAreOne.cc - WAO	Support	No

Comments:

Support HB1886 HD1

Support local business not multinational corporate oppression.

www.WeAreOne.cc

HB-1886-HD-1

Submitted on: 2/12/2020 9:18:14 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Greg Esquitin	Aloha Breeze Kona Coffee	Support	No

Comments:

Aloha!

Its been too long and not it's time to go for this bill. 51% Kona Coffee will raise everyone's standards and fairness in our coffee industry. Let's do this!

Mahalo,

Greg Esquitin

Aloha Breeze Kona Coffee

HB-1886-HD-1

Submitted on: 2/12/2020 10:18:05 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Helmut Klauer	A'a Li'i Farm	Support	No

Comments:

50% is to low. It should be at least 75%

HB-1886-HD-1

Submitted on: 2/12/2020 12:18:34 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jesse	Kaiwi Farms	Oppose	No

Comments:

I oppose this bill because of the negative affect it will have on the industry as a whole. Cherry prices are the highest they've been in a long time. This is my livelyhood. I've been working coffee my whole life. It frustrates me that a group of retired people from the mainland, who don't even work their own land try to come and tell everyone else whats good for an industry that they've only been a part of for few years. At the very least an econimic study should be done to see the impact that such a drastic change would do. I sincerely hope this bill doesn't go through for the sake of me and my family.

HB-1886-HD-1

Submitted on: 2/12/2020 1:01:04 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Denmar Marcos	Hawaii Coffee Company	Oppose	No

Comments:

I'm currently working for Hawaii Coffee Company as a labor, and if this bill is passed, it is not only me who is going to be affected but other farmers and families that support and working in the coffee industry.

HB-1886-HD-1

Submitted on: 2/11/2020 9:30:29 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
lynne matusow	Individual	Support	No

Comments:

I strongly support this bill. As a consumer of 100% pure Kona coffee, I resent companies passing off 10% as the real thing. It is not. We need to protect our farmers, our industries, local businesses and stop fictitious products. Below are excerpts from a Civil Beat article on Feb. 11, 2020:

"One argument for tougher labeling laws is that other states do a better job of protecting food and agricultural products. And compared to other state laws, Hawaii's proposed 50% standard is modest.

["Under Vermont law](#), for instance, "Vermont maple syrup" has to be produced 100% in Vermont. "Idaho potatoes" [have to be grown in Idaho](#), and it's not OK even to imply otherwise on the label if it's not true. "Vidalia onions" [must be grown](#) in Vidalia, Georgia. "Wisconsin cheese" [has to be made](#) in Wisconsin.

"And not only does "Tennessee whiskey" [have to be made in Tennessee](#); it also has to be made a certain way — filtered through maple charcoal and aged in new, charred oak barrels.

"Wine is so important, meanwhile, that the U.S. Congress has stepped in. Federal law [mandates](#) that names of wine-growing regions can be used on labels only if at least 75% of the wine in the bottle comes from those places. But lawmakers in California have supplemented the federal law with tougher standards to protect [products like Napa wines](#)."

lynne matusow

HB-1886-HD-1

Submitted on: 2/11/2020 10:32:35 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sandra Scarr	Individual	Support	No

Comments:

To Rep. Takumi and the Committee,

I have been a coffee farmer in Kona for 20 years and am currently on the Board of the Kona Coffee Farmers Association. I strongly support passage of HB 1886 to raise the percentage of Hawaiian coffees in blends that use Hawaiian names on the labels.

This change in the blend law is critical to the protection of consumers and the reputation of our coffees. Consumers who buy the current 10% blends believe they are tasting Kona Coffee in the blend, when even expert coffee cuppers cannot detect Kona coffee in a blend with 90% foreign coffees. Whatever they taste in a current Kona Coffee Blend is NOT Kona coffee. It's consumer FRAUD, pure and simple.

Please support Hawaii coffee farmers and consumers of our fine coffees. With 51% in a blend, consumers will get a more honest taste of our world class brew.

Pass HB1886 OUT OF COMMITTEE, PLEASE.

Aloha,

Sandra Scarr

Holualoa

HB-1886-HD-1

Submitted on: 2/11/2020 11:05:14 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jacqueline Wikum	Individual	Support	No

Comments:

STRONG testimony in support.

Protect our Hawaii brand names and protect our coffee growers. It's consumer fraud to put 10% in a bag and call it Kona. Blenders are killing the golden goose and destroying our reputation. Increase the ratio to 51% and help our farmers.

Mahalo!

Jacque

HB-1886-HD-1

Submitted on: 2/11/2020 2:42:40 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Andrea Quinn	Individual	Support	No

Comments:

Dear Honorable Committee Members:

Please support HB1886. Rainforests around the world are being chopped down so that they can yield a mere growing season worth of coffee beans, after which the land is discarded since rainforest land is notoriously nutrient-poor. We consumers should have a right to know where our coffee comes from, so we can shop based on environmentally-conscientious preferences.

Thank you for the opportunity to present my testimony.

Andrea Quinn

Kihei, Maui

HB-1886-HD-1

Submitted on: 2/11/2020 4:14:36 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Keith Ranney	Individual	Support	No

Comments:

HB-1886-HD-1

Submitted on: 2/11/2020 6:16:25 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Cecelia Smith	Individual	Support	No

Comments:

PLEASE!!!

I strongly support this measure. **Your kokua is greatly wanted ! Please!**

mahalo and aloha,
Cecelia Smith
old Farmer
Honaunau mauka, south Kona

HB-1886-HD-1

Submitted on: 2/11/2020 8:32:02 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tom Leonard	Individual	Support	No

Comments:

HB-1886-HD-1

Submitted on: 2/11/2020 8:36:30 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Janelle Gomes	Individual	Support	No

Comments:

Aloha my name is Janelle Gomes and I am in full support of HB1886. I am a Kona Coffee Farmer who takes pride in our farm and our specialty coffee. We need to save the integrity of our variety of coffee and stop letting others use 10% and call it Kona or Hawaiian Coffee and charge a higher price for it.

The consumer is being tricked into thinking it is Kona or Hawaiian Coffee when in reality they are only getting 10% + whatever from where ever. My is false advertising!! This is misleading and this is wrong.

Being a small farm we spend alot of time and money making our SPECIALTY Coffee our 100% Kona Coffee and we are being screwed out of the profits to these companies who are selling fake Kona or Hawaiian coffee. This is not fair! This takes money away from our economy because we dont get the proceeds to spend here in our communities. I am not sure if you know or not but it is very expensive to run a coffee farm in Hawaii. Everything is done by hand and there is the CBB we have to fight and fire ants etc. (Very expensive products to help fight these things) and the processing etc. That is why Kona Coffee or Hawaiian Coffee is expensive. So these nuckleheads selling other coffees mixed with 10% Kona should not be able to use our labeling and charge what we charge they don't process the way we do they dont pick the way we do. I mean seriously....If I planted potatoes here in kona and mixed 1 Idaho potato in should I be able to call my bag of potatos Idaho Potatos???? NO!!! That is false and wrong. Anyhow please pass this into law. No other places do this, they have laws protecting their integrity of there product.

Mahalo for listening

Janelle Gomes

Absolutelykona.com

HB-1886-HD-1

Submitted on: 2/11/2020 8:50:12 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Koohan Paik	Individual	Support	No

Comments:

It is fraudulent to allow even 49% of coffee beans in a bag of Kona coffee by NOT Kona coffee! Please pass this law which would provide economic justice -- if only in half-measure -- to Hawaii's local farmers!

Testimony for HB 1886 HD1, Relating to Coffee Labeling

Aloha Committee on Consumer Protection & Commerce,

I write this testimony in opposition to this bill not because I don't agree with the principle of it, rather, I fear for the consequences of what might happen should it become law.

Ethically, it is easy to support an increase in the blend percentage minimum. Certainly, if someone uses a name of something, most of the something should be in the item. What's not to like about such a philosophy?

Unfortunately, we can't afford to be idealistic optimists, here, not after all these years living with the percentage minimum being at 10. The increase in content could have a severe, negative impact on Kona coffee farmers (because, let's be serious, this only really applies to Kona) and the price of green Kona coffee. We simply don't know what would happen. We should ask ourselves, though, if the potential negative outcomes are quite severe because if they are, this well-intentioned, innocent bill, could be disastrous.

The thought experiment is as follows. Let's assume that the majority of Kona coffee is sold through 10% Kona blends, as we're led to believe (although, I suspect even if a sizeable minority is sold through these channels that this scenario still holds). Let's also assume that most of the coffee produced for these blends comes from cherry farmers rather than estate farmers. These 10% blends sell so well because the price is low and they contain some locally grown Kona coffee. If the content is required to increase, the price will go up, too. If the price increase is too great for most consumers, then the 51% blends won't be purchased. If they aren't purchased, then the roasters won't continue to buy coffee cherries and green Kona coffee. If this happens, most of the farmers won't have a market for their coffee and they'll suffer for it. In addition, the glut of coffee on the market will push prices down for everyone.

The truth is, we don't know if this scenario will play out if we change the minimum percentage. An alternative scenario is that the world is very thirsty for Kona coffee at its current price and there's a large scarcity of it; increasing the blend percentage will have no real effect. Or, maybe, another scenario will play out. The question to ask must be "is the risk worth the reward?"

I don't know the answer to this question. None of us do because we don't know the risk. An economic study- the excuse that has long held up passage of a bill supporting a blend percentage increase - would probably lend valuable insight. Is the risk great enough to warrant some research, first?

My belief is, yes, because I think the doomsday scenario that hurts our farmers is the likely outcome. I could lay out the argument as to why I think so (and am happy to do so in a different forum as it is a complicated issue) but, in the end, it is just an educated guess.

I suggest not passing this bill. Rather, help find a way to fund a study to explore the issue. Let's make this decision based on facts rather than dreams and supposition.

Respectfully Submitted,



Shawn Steiman, PhD

Coffee consultant and author of *The Hawai'i Coffee Book*

HB-1886-HD-1

Submitted on: 2/11/2020 9:44:04 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Julie Stowell	Individual	Support	No

Comments:

Please support Hawaii's Coffee Farmers. We need to help our own local economy, not the line the pockets of overseas corporations who use the name "Kona" on their coffee blends. 10% Hawaii coffee blends mislead consumers, damages the reputation of our coffee, and takes money from the pockets of farmers.

Do the right thing and support our local farmers.

Mahalo,

Julie Stowell, Laupahoehoe, Hawaii

HB-1886-HD-1

Submitted on: 2/11/2020 9:46:23 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
bruce corker	Individual	Support	Yes

Comments:

Dear Chair Takumi and Members of the Committee:

I am a coffee farmer in Holualoa in the North Kona District of Hawaii County and a board member of the Kona Coffee Farmers Association.

I strongly support the fair labeling provisions of HB1886.

I offer 3 points for the Committee to consider:

1—HAWAII IS OUT OF STEP: For more than 25 years Hawaii has been the only region anywhere in the world that authorizes by law the use of its geographic origin names in the labeling of agricultural products with as little as 10% of the content actually grown in the named region. It is long past time for Hawaii to provide its coffee farmers with the types of protections offered by other states to their specialty crop farmers—for example, Idaho’s protections for its potato farmers, California’s protections for Napa and Sonoma wine grape growers, and Vermont’s for maple syrup producers against misleading and fraudulent marketing.

2—10% BLENDS TAKE MONEY FROM COFFEE FARMERS: A 2018 United Nations study concludes that Hawaii origin brands, like Kona, do “not enjoy any strong protection of its name” and that as a result “downstream stakeholders [rather than farmers] reap the economic benefits of the fame of Kona.” Here is a link to the UN study: <http://www.fao.org/3/I8737EN/i8737en.pdf>

Also see the 2010 analysis of resource economist Marvin Feldman finding that as much as \$14.4 million each year may be flowing out of the pockets of Kona coffee farmers and into the “excess profits” of blenders. Here is a link--
<https://www.konacoffeefarmers.org/kona-labeling/economic-effects-of-blending-kona-coffee/> The Feldman study indicates that the average 5-acre Kona coffee farm loses almost \$20,000/year because of 10% blends.

3—CONSUMERS ARE BEING CHEATED: A significant number of consumer purchasers of Hawaii coffee “blends” are visitors to the islands and their spending is an important pillar of the state’s economy. When those tourists later learn (as a fair number of them do) that what they bought thinking it was Hawaii-grown coffee was in fact 90%

from somewhere else, their goodwill and affection for Hawaii is undercut. Consumers do not like being misled and cheated. See- <https://www.civilbeat.org/2019/12/hawaiis-coffee-blend-law-deceives-consumers/>

Please support Hawaii farmers and enact HB1886.

Bruce Corker, Holualoa, Hawaii County

HB-1886-HD-1

Submitted on: 2/11/2020 10:20:06 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Henri Etta Schmitz	Individual	Support	No

Comments:

HB-1886-HD-1

Submitted on: 2/12/2020 5:10:23 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Steven Costa	Individual	Support	No

Comments:

Please support this bill to keep Hawaii's farmers and specifically coffee growers viable. If it says grown and made in Hawaii, it should have Hawaiian grown coffee in it

HB-1886-HD-1

Submitted on: 2/12/2020 6:31:45 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Nedi McKnight	Individual	Support	No

Comments:

HB-1886-HD-1

Submitted on: 2/12/2020 7:19:41 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Patricia Blair	Individual	Support	No

Comments:

HB-1886-HD-1

Submitted on: 2/12/2020 7:25:59 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
David Hunt	Individual	Support	No

Comments:

This legislation is decades past due. Please PASS HB1886,

Support HAWAIIAN agriculture, Hawaiian Farmers - HAWAIIAN coffee growers - rather than those who seek to profit from their work and good name.

This bill is also about integrity and TRUTH in labeling & advertising.

HB-1886-HD-1

Submitted on: 2/12/2020 7:36:13 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Valerie Weiss	Individual	Support	No

Comments:

I am in strong support of honest labling and cannot understand why this not an automatic requirement.

HB-1886-HD-1

Submitted on: 2/12/2020 7:39:07 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jennifer Azuma Chrupalyk	Individual	Support	No

Comments:

HB-1886-HD-1

Submitted on: 2/12/2020 7:43:36 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lisa Hallett	Individual	Support	No

Comments:

Aloha, mahalo for reading my testimony. I am asking you today to please support HB1886! It is the least that we can do for farmers struggling with all the challenges they have to stay afloat and to keep their good products name pure. This product is such an iconic gift to buy for tourists and locals alike. I suppose the only reason why someone wouldn't pass this bill is because they're taking kickbacks Or campaign donations from the folks that are doing coffee blending and profiting. Please, let us lift up the agriculture of Hawaii.

Mahalo,

Lisa Hallett

Todd Andrews

Jessica Andrews

HB-1886-HD-1

Submitted on: 2/12/2020 8:06:47 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Megan Lamson Leatherman	Individual	Support	No

Comments:

Aloha House Representatives,

Mahalo for introducing, scheduling, and passing this crucial coffee-labelling bill!

We are in STRONG support of Bill HB1886 HD 1, a much needed and long-awaited attempt to label local coffee in a pono fashion.

Place names are of utmost importance here in Hawai'i nei – they provide insight into the natural and cultural history of the region and they tell stories from the past. Yet for many decades now, businessmen and retailers in the coffee industry have been using these names inaccurately and for their own monetary gain. One can now mix a small amount (as little as 10% !!) of Hawaiian coffee beans into bags of 90% “other location” beans and inaccurately label it Hawaiian, Kona, or Ka'u, etc. This is NOT okay and must be remedied as soon as possible. Food labelling is important because it lets consumers make up their own minds about what they choose to purchase, what they choose to support, what they want to enjoy for their morning cup of joe.

It is also critically important that we acknowledge the place or region where coffee beans were grown and this bill would help secure that, and the accuracy and honesty of coffee labelling. Kona coffee should be at least 51% of the contents of a bag marked “Kona Coffee” and sold for higher values than the other 10/90 mixes. Ideally, only true 100% Ka'u coffee would be labelled that way but at least 51% or more is at least the majority.

Our only amendment would be to not wait till 2050 to use the phrase “All Hawaiian” for 100% Hawaiian-grown coffee, perhaps 2024 or 2025 would be more reasonable. People do not need 30 years to change their lying labelling ways. The same should be true for any stickers of “Grown / Made in Hawai'i” – we need to add value to the products that are grown here locally and support our farmers, community members, and consumers.

Please join us in supporting this bill (HB 1886 HD 1). Mahalo for your time and consideration!

Sincerely,

Megan Lamson Leatherman, M.Sc. &

Patrick Leatherman (Edible Kona Landscapes)

Honalo, North Kona, Hawai'i

HB-1886-HD-1

Submitted on: 2/12/2020 8:15:21 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lucia You	Individual	Support	No

Comments:

HB-1886-HD-1

Submitted on: 2/12/2020 8:17:24 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Susan Stayton	Individual	Support	No

Comments:

Dear Committee Chair Takumi and Members,

I am a 30+ year resident of Kauai and an avid consumer of Hawaii coffee, residing on Kauai. I am writing to strongly urge you to support HB1886. The current law allows for consumer fraud in allowing blenders to use a "brand" name with as little as 10% of the specified coffee. You cannot legally call your California produced sparkling wine "Champagne" because there are laws protecting that "brand".

Coffee is a strong component of Hawaii economy. We need to protect our "brand" names to benefit consumers as well as Hawaii farmers.

Thank you for your consideration and passage of HB1886.

Mahalo,

Susan Stayton

Coffee Lover

Lawai, Kauai

HB-1886-HD-1

Submitted on: 2/12/2020 8:20:47 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kelly King	Individual	Support	No

Comments:

Please support integrity in local agriculture!

HB-1886-HD-1

Submitted on: 2/12/2020 8:51:41 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Diane Ware	Individual	Support	No

Comments:

Dear Committee Chair Takumi and Members,

I am a resident of Ka'u Moku and am testifying in **strong support of HB1886 – Relating to Coffee Labeling**. The current law says that blended coffee can be labeled "Kona Blend, Ka'u Blend, Maui Blend, Kauai Blend, Hilo Blend, etc" even if it has as little as 10% of the actual coffee grown in that region in it. The rest can be no-name coffee from anywhere around the world. The new law would require at least 51% of the coffee used be from the named region and the remainder of the coffee origin/origins be identified.

Please stop the practice of mislabeling our coffee for increased profit purposes. This negatively affects our small local farmers.

Sincerely,

Diane Ware

HB-1886-HD-1

Submitted on: 2/12/2020 8:53:17 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Keith Neal	Individual	Support	No

Comments:

I strongly support of HB1886 – Relating to Coffee Labeling.

The current law allows blended coffee to be labeled as 'Hawaiian' with as little as 10% of the actual coffee grown in the state or that state region. That is a travesty! This hurts Hawaiian coffee growers and perpetuates a fraud on consumers.

A new law must require at least 51% of the coffee from the named region and the remainder of the coffee origin(s) be clearly identified.

The reasons are important:

- Misleading labeling is fraudulent. Consumers must be able to trust coffee content labeling.
- The use of the geographical name without requiring the content exploits Hawaiian farmers and deprives farmers of income.
- Low quality/imported coffee being sold under our Hawaiian prestigious name results in lowering standards and damaging the brand.

Such content labeling is not allow in California for wine, Kentucky for Bourbon, Idaho for potatoes, Georgia for peaches, or any number of products worldwide. The European Union has taken a strong stand on regional labeling. The state of Hawaii needs to protect the brand integrity of its premier coffees that are grown throughout the islands.

All of Hawaii and Hawaiian coffee farmers benefit from passing a 51% minimum Hawaiian coffee content requirement for coffee labeled as 'Hawaiian'!

Mahalo,

Keith Neal
Waimea, Hawaii

HB-1886-HD-1

Submitted on: 2/12/2020 8:54:12 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Dave Kisor	Individual	Support	No

Comments:

I'm trying to live by the saying "think globally, act locally." I drink coffee and as such, my choice is Hawaiian grown. When I buy the beans, I like to know where they were grown. My first choice is Puna, where I live. Then Ka'u and then Honola'a. If I can't get any of these, then I'll consider Kona.

I was in my house one day when a group of young people walked past when one of them stated a bit too loudly, probably intending for me to hear, "But they drink coffee!" Judging from his vacuous expression, I took them to be the drug addicts on the next block, probably not the ones who broke into my house and robbed me, but cut from the same cloth. I didn't respond, which was what he probably wanted, but at least none of the coffee drinkers I know are reduced to breaking and entering to buy their next cup of coffee. This isn't what the state wants to hear, but I just had to present it in the context of supporting local coffee growers.

HB-1886-HD-1

Submitted on: 2/12/2020 8:57:07 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Deniz Tek	Individual	Support	No

Comments:

Aloha,

I am a coffee grower in Kona. Please support HB1886 HD1, which will begin to provide protection for consumers against fraudulent labeling, will protect our heritage brand from further degradation, and protect coffee farmers from unfair financial loss.

Deniz Tek

HB-1886-HD-1

Submitted on: 2/12/2020 8:57:50 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Judith Shuster	Individual	Support	No

Comments:

We own a small coffee farm in South Kona. We believe the blending of Kona coffee has done serious damage to all our fellow coffee farmers. Blended coffee is not Kona coffee. However, requirements of 51% Kona will have a better chance for the hard working, family farms to preserve our "brand". People who taste blended coffee are not tasting "Kona". Who knows what they are tasting. This bill would make serious changes to our product in the taste for the consumer. When they think they are buying Kona coffee under the 10% law, they and the small farmers are misled. A 51% requirement will take our product more to the level of taste we enjoy at 100% and provide the consumer the right to know what they are actually purchasing. This is only fair to both parties.

HB-1886-HD-1

Submitted on: 2/12/2020 9:09:09 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Samantha Berberich	Individual	Support	No

Comments:

Aloha Committee Chair Takumi and Members,

As a Kona coffee lover, who for years purchased the 10% blend and didn't think it was all that great until I learned what true kona coffee tasted like (heaven), I support this bill. Consumers should be able to trust the labeling of products. Our farmers work hard and shouldn't have their product mislabeled. It lowers the standard and damages the brand. This isn't the case with other products (wine, bourbon, coffee from other locations). We shouldn't allow large corporations to take our name and use it to make money.

Mahalo for your time,

Sam Berberich

HB-1886-HD-1

Submitted on: 2/12/2020 9:16:54 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Phaethon Keeney	Individual	Support	No

Comments:

Aloha! Kona Coffee should be Kona Coffee, anything less is simply false advertising. Thank you for fixing this problem and helping Hawai'i's farmers stay productive and competitive, mahalo!

Phaethon Keeney

Honoka'a Hawai'i

HB-1886-HD-1

Submitted on: 2/12/2020 9:40:35 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mary Lacques	Individual	Support	No

Comments:

HB-1886-HD-1

Submitted on: 2/12/2020 9:54:29 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Nanea Lo	Individual	Support	No

Comments:

Dear Committee Chair Takumi and Members,

I am a (farmer, consumer, resident) and reside in (list your district - Kona, Kapaa, etc) testifying in **strong support of HB1886 – Relating to Coffee Labeling**. The current law says that blended coffee can be labeled "Kona Blend, Ka'u Blend, Maui Blend, Kauai Blend, Hilo Blend, etc" even if it has as little as 10% of the actual coffee grown in that region in it. The rest can be no-name coffee from anywhere around the world. The new law would require at least 51% of the coffee used be from the named region and the remainder of the coffee origin/origins be identified.

The reasons this is important are:

1. **Misleading labeling is fraudulent** – consumers should be able to trust the labeling.
2. **The use of the geographical name without requiring the content exploits the region and deprives farmers of income.**
3. **Low quality coffee is being sold under a prestigious name and results in lowering standards and damaging the brand.**

The blenders, many owned by large mainland companies, strongly oppose this change because they are making a fortune selling cheap low-quality coffee as "Kona" or Ka'u" to unsuspecting customers. **This would never be allowed for California Wine, Kentucky Bourbon, Idaho potatoes, Georgia peaches, Jamaican Blue Mountain coffee, or any number of products worldwide.**

Hawai'i needs to step up and protect the brand integrity of its premier coffee brands that are grown throughout the islands. Thank you for your positive consideration and passage of **HB1886**.

me ke aloha 'Ä• ina,

Nanea Lo

HB-1886-HD-1

Submitted on: 2/12/2020 10:13:09 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Shannon Rudolph	Individual	Support	No

Comments:

Waaaay past time for legislators to SUPPORT HAWAI'I FARMERS!!!!
STOP the decades of consumer fraud! ~ WTH???

If legislators had to work in a coffee field for ONE DAY, they would kick themselves for ignoring coffee farmers concerns for so long. Time for legislators to pass this watered down bill!

If legislators understood how badly they have treated Hawai'i coffee farmers they would support ONE HUNDRED PERCENT HAWAI'I COFFEE LABELING!

You're supposed to be 'our leaders' - for God's sake - get it together and support your constituents!

HB-1886-HD-1

Submitted on: 2/12/2020 11:06:22 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Susan Dursin	Individual	Support	No

Comments:

Chair Takumi, Vice-Chair Ichiyama and CPC Members:

I am asking your support for HB1886, which would protect the brand integrity of coffee grown in Hawaii. Two main arguments prevail. The first involves consumer protection; the second is about farmer protection.

Consumers around the world recognize the quality of coffee grown in Hawaii. Each region has its own special attributes, produced by soil and local climate. U.S. origin sets it apart from other coffees, which means something to many consumers. Labeling should reflect these distinctions. Misleading labels take advantage of consumers and may discourage them from buying coffee from Hawaii in the future.

Moreover, coffee farmers in Hawaii are being disadvantaged by current labeling of blends. The coffee business is challenging. It requires physical labor. It also requires serious investment in land and equipment. Labeling which capitalizes on the name but which is of different or lesser quality robs farmers of income. As a coffee farmer, I can say that while most of us love the lifestyle, we still need to put food on the table.

It has always seemed to me that we should trust in state government to protect the state's unique products and its farmers. Please vote yes on HB1886.

Susan Dursin

Captain Cook

HB-1886-HD-1

Submitted on: 2/12/2020 12:28:18 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Mark A. Koppel	Individual	Support	No

Comments:

Aloha

It is ridiculous that 10% Kona coffee labelled Kona. It cheapens the brand, and means less sales for our farmers.

This bill really should be 100% Kona coffee.

Mahalo

Mark Koppel

HB-1886-HD-1

Submitted on: 2/12/2020 12:34:24 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kawika `Brooks	Individual	Oppose	No

Comments:

I appose this bill because I get paid top dollar for my coffee its the best price ive seen in years and if the bill gets put through it will change the price i will get and effect how i support myfamily

HB-1886-HD-1

Submitted on: 2/12/2020 12:45:57 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kelamoku Leslie	Individual	Oppose	No

Comments:

I am currently a worker/ laboror at Hawaii Coffee Co. and i oppose this new bill for many reasons.If this bill was to be passed, there would be a lot of negative effects following these drastic changes in our blends and ways of proccesing our products. It could also result in prices being driven even higher than todays current prices. I have never seen the price for fresh cherry go up to such high numbers. i also fear that with these changes would also come the possibility of smaller businesses to shut down due to lack of product to supply for the consumers. these are a few reasons i oppose this new bill. Mahalo

HB-1886-HD-1

Submitted on: 2/12/2020 1:27:11 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
James Long	Individual	Support	No

Comments:

Aloha Chair Takumi and Committee Members,

As a consumer of coffee, a former longtime resident of Kona, currently living in Ka‘Ā« and having worked on several coffee farms, I whole-heartedly support the passing of HB1886 HD1. Current blend labeling is misleading and a grave injustice and disservice to the hard working coffee farmers and small family coffee farms. I urge you to pass HB1886 HD1 and I thank you for your time and consideration.

Mahalo,

James Long

Gardener

NÄ• ‘Ä• lehu, Ka‘Ā«, Hawai‘i

HB-1886-HD-1

Submitted on: 2/12/2020 1:42:54 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Michael deYcaza	Individual	Support	No

Comments:

End deceptive marketing.

HB-1886-HD-1

Submitted on: 2/12/2020 1:59:57 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Bridget Hammerquist	Individual	Support	No

Comments:

I strongly support HB1886. Hawaii needs to protect its agriculture and local growers will benefit from the mandatory disclosure, limiting others from claiming to sell "Kona, Kauai, Maui..." coffee if their product is less than 50% of the claimed coffee being sold.

Mahalo nui,

Bridget Hammerquist

DAVID Y. IGE
Governor

JOSH GREEN
Lt. Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512
Phone: (808) 973-9600 FAX: (808) 973-9613

PHYLLIS SHIMABUKURO-GEISER
Chairperson, Board of Agriculture

MORRIS M. ATTA
Deputy to the Chairperson

**TESTIMONY OF PHYLLIS SHIMABUKURO-GEISER
CHAIRPERSON, BOARD OF AGRICULTURE**

BEFORE THE HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE

**FEBRUARY 13, 2020
2:00 P.M.
CONFERENCE ROOM 329**

**HOUSE BILL NO. 1886 HD1
RELATING TO COFFEE LABELING**

Chairperson Takumi and Members of the Committee:

Thank you for the opportunity to testify on House Bill 1886 HD1, relating to coffee labeling. This bill proposes to amend Section 486-120.6, Hawaii Revised Statutes by requiring the geographic origins of various Hawaii-grown coffee and coffees not grown in Hawaii to be listed on the front panel of the coffee blend label and increase the minimum percentage requirement from 10 percent to 51 percent by weight of a Hawaii-grown coffee in a coffee blend, by phasing in the minimum percentage of coffee requirement for the use of a geographic origin in labeling or advertising of roasted or instant coffee blends as follows:

(A) From July 1, 2020, through June 30, 2021, a minimum of 20 percent coffee by weight from that geographic origin;

(B) From July 1, 2021, through June 30, 2022, a minimum of 30 percent coffee by weight from that geographic origin; and

(C) On or after July 1, 2022, a minimum of 51 percent coffee by weight from that geographic origin.

The Department supports the intent of this bill and offers comments.



The Department understands the amendments presented in the HD1 represent a compromise reached by the members of the Hawaii Coffee Association which represents all sectors of the Hawaii coffee industry located throughout the State of Hawaii. The Department supports the Hawaii Coffee industry and will need to research the adoption and cost to implement new inspection/detection technology (such as Fourier Transform Infrared Spectroscopy, radioisotope technology) needed to regulate the authenticity of roasted Hawaii-grown coffee labeling. An effective enforcement on roasted coffee will require a scientific method to determine the actual origin of the coffee and the Department currently lacks the manpower and resources to effectively prove any fraudulent occurrence.

Thank you for the opportunity to testify on this measure.

ichiyama1 - Kaishu

From: Lisa Maria <lisa.on.lanai@gmail.com>
Sent: Wednesday, February 12, 2020 6:31 AM
To: CPCtestimony
Subject: "Testimony in strong support of HB1886"

Categories: Green category

Aloha,

I prefer to buy coffee grown here and strongly support this bill, which supports local farmers and our economy.

Thank you for considering the importance of non-misleading local branding.

Lisa Galloway, PhD
Lana'i City, HI 96763

ichiyama1 - Kaishu

From: Kris Bordessa <kris.bordessa@gmail.com>
Sent: Wednesday, February 12, 2020 7:27 AM
To: CPCtestimony
Subject: HB1886

Categories: Green category

I want my visitors to be able to come to the island and confidently purchase coffee from Hawai'i. Many end up with a cheap blend, that is frankly, terrible. So they walk away thinking that Hawai'i coffee is bad. Please protect the integrity of coffee grown on all of our islands — please pass HB1886.

Aloha,
Kris

Kris Bordessa

Attainable Sustainable: The Lost Art of Self-Reliant Living (National Geographic Books, 2020)

ichiyama1 - Kaishu

From: Miles Mulcahy <konamiles@gmail.com>
Sent: Wednesday, February 12, 2020 7:31 AM
To: CPCtestimony
Subject: Support for HB1886

Categories: Green category

Aloha,

I want to voice my total support for **HB1886**. I have seen the name Kona Coffee deteriorate as many people are not impressed with a Kona Blend. I am therefore asking our legislators to support **HB1886** to let the public know that they are Not buying real Kona Coffee when they buy Kona Blend

Mahalo,

Miles Mulcahy
Captain Cook, Hawaii

808-938-3743

ichiyama1 - Kaishu

From: Ellen Scherr <scherrelle@hotmail.com>
Sent: Wednesday, February 12, 2020 8:01 AM
To: CPCtestimony
Subject: Coffee

Follow Up Flag: Follow up
Flag Status: Completed

Categories: Green category

Aloha yes that's it our Aloha our products. Made and grown here. Protect our brands that are real
Get [Outlook for Android](#)

ichiyama1 - Kaishu

From: Linda Caraway <linda2911@mac.com>
Sent: Wednesday, February 12, 2020 8:25 AM
To: CPCtestimony
Subject: Testimony in strong support of HB1886

Follow Up Flag: Follow up
Flag Status: Completed

Categories: Green category

I am a consumer and Kaua'i resident (from Kalaheo) testifying in **strong support of HB1886 – Relating to Coffee Labeling**. The current law says that blended coffee can be labeled "Kona Blend, Ka'u Blend, Maui Blend, Kauai Blend, Hilo Blend, etc" even if it has as little as 10% of the actual coffee grown in that region in it. The rest can be no-name coffee from anywhere around the world. The new law would require at least 51% of the coffee used be from the named region and the remainder of the coffee origin/origins be identified.

The reasons this is important are:

1. **Misleading labeling is fraudulent** – consumers should be able to trust the labeling.
2. **The use of the geographical name without requiring the content exploits the region and deprives farmers of income.**
3. **Low quality coffee is being sold under a prestigious name and results in lowering standards and damaging the brand.**

The blenders, many owned by large mainland companies, strongly oppose this change because they are making a fortune selling cheap low-quality coffee as "Kona" or Ka'u" to unsuspecting customers. **This would never be allowed for California Wine, Kentucky Bourbon, Idaho potatoes, Georgia peaches, Jamaican Blue Mountain coffee, or any number of products worldwide.**

Hawai'i needs to step up and protect the brand integrity of its premier coffee brands that are grown throughout the islands. Thank you for your positive consideration and passage of **HB1886**.

Mahalo,

Linda Caraway

Kalaheo, Kaua'i



ichiyama1 - Kaishu

From: babaku@aol.com
Sent: Wednesday, February 12, 2020 9:37 AM
To: CPCtestimony
Subject: HB1886 support

Categories: Green category

Aloha,

I have a traditional South Kona coffee farm and support labeling that requires 51% Kona to be able to call the product Kona, instead of the current blending rules.

Kona coffee is unique in its quality and higher production cost versus other regional coffees.

mahalo,

Doug Fox
Olelomoana, South Kona
babaku@aol.com

ichiyama1 - Kaishu

From: Cherie Kinchloe <cheriepaddle@gmail.com>
Sent: Wednesday, February 12, 2020 9:42 AM
To: CPCtestimony
Categories: Green category

Testimony in strong support of HB1886. I'm a consumer and I believe we should be told the truth when buying coffee. Please pass this bill!
Mahalo cherie kinchloe

From: jkcohawaii@aol.com
Sent: Wednesday, February 12, 2020 10:19 AM
To: CPCtestimony
Subject: TESTIMONY IN SUPPORT OF HB1886

Categories: Green category

Dear Committee Chair Takumi and Members,

I am a resident of Kona testifying in **strong support of HB1886 – Relating to Coffee Labeling**. The current law says that blended coffee can be labeled "Kona Blend, Ka'u Blend, Maui Blend, Kauai Blend, Hilo Blend, etc" even if it has as little as 10% of the actual coffee grown in that region in it. The rest can be generic, no-name, poor quality coffee from anywhere around the world. The new law would require at least 51% of the coffee used be from the named region and the remainder of the coffee origin/origins be identified.

The reasons this is important are:

1. **Misleading labeling is fraudulent** – consumers should be able to trust the labeling.
2. **The use of the geographical name without requiring the content exploits the region and deprives farmers of income.**
3. **Low quality coffee is being sold under a prestigious name and results in lowering standards and damaging the brand.**

The blenders, many owned by large mainland companies, strongly oppose this change because they are making a fortune selling cheap low-quality coffee as "Kona" or Ka'u" to unsuspecting customers. **This would never be allowed for California Wine, Kentucky Bourbon, Idaho potatoes, Georgia peaches, Jamaican Blue Mountain coffee, or any number of products worldwide.**

Hawai'i needs to step up and protect the brand integrity of its premier coffee brands that are grown throughout the islands. Thank you for your passage of **HB1886**.

Mahalo,

John Kitchen

40-year resident of Kona

Reply Reply All Forward

ichiyama1 - Kaishu

From: Robert Culbertson <dancingcloudrefuge@gmail.com>
Sent: Wednesday, February 12, 2020 10:44 AM
To: CPCtestimony
Subject: Strong support for HB 1886 (Coffee labeling)

Follow Up Flag: Follow up
Flag Status: Completed

Categories: Green category

Aloha!

Please help our Big Island farmers maintain the distinction and premium for 100% Kona coffee!
I strongly support **HB1886**.

Rob Culbertson
Paauilo, HI

ichiyama1 - Kaishu

From: Tony Radmilovich <radmilovich@yahoo.com>
Sent: Wednesday, February 12, 2020 11:19 AM
To: CPCtestimony
Subject: HB1886

Follow Up Flag: Follow up
Flag Status: Completed

Categories: Green category

I strongly support HB1886 to maintain 51% Hawaiian coffee in any brand blend sold commercially.

Thank you, Tony Radmilovich, Kailua-Kona, HI 96740

ichiyama1 - Kaishu

From: dolly wijas <dolly@ktg.agencymail.com>
Sent: Wednesday, February 12, 2020 11:30 AM
To: CPCtestimony
Subject: HB1886

Follow Up Flag: Follow up
Flag Status: Completed

Categories: Green category, Red category

It is important to pass the 51% requirement for Hawaii coffee as well as listing the ingredients of all coffee added to the mix. Hawaii's coffee is becoming more popular and we need it to be the main ingredient.

Mary Wijas
PO Box 377
Kilauea, HI 96754

dolly@ktg.agencymail.com

ichiyama1 - Kaishu

From: EveKauai . <eve3ibiz@gmail.com>
Sent: Wednesday, February 12, 2020 12:26 PM
To: CPCtestimony
Subject: Hawai'ian coffee should actually BE...Hawai'ian!!!

Follow Up Flag: Follow up
Flag Status: Completed

Aloha!

For many years I have wondered in bewilderment why so many coffees sold in stores here which appear to be Hawai'ian, are in actuality only 10% Hawai'ian-grown?! Personally, I read labels, so I stopped buying those coffees a long time ago which falsely claim to be Hawai'ian - but millions of consumers don't, so they continue to be bamboozled by blatantly false advertising; how can this be permitted??! It is a shocking oversight by the governing authorities who are supposed to be regulating this sort of thing. It also undercuts the prices and profits of authentic Hawai'ian coffee growers, who have to make a living wage whereas coffees imported from the so-called Third World are produced at low cost and can theoretically then be sold for a lot less. This needs to stop now.

MAHALO!

Eve Hands - Kaua'i
Paradise Production Studios, Inc.
(808) 346 7799

HB-1886-HD-1

Submitted on: 2/12/2020 2:14:22 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Thomas RaysonMD	Board Member Kona Coffee Farmers Association	Support	No

Comments:

Dear committee members

My name is Tom RAYSON and I'm a doctor as well as a coffee farmer here in Kona on the big Island. I strongly urge you to support house built in 1886 to have fair labeling in our Kona blend coffee. As it stands now one it's only 10% Kona coffee to call to kona blend. This is an out rage. Kona blend should have at least 50% Kona coffee in it. Please do not Knuckle under to the big distributors on the mainland who sell their coffee cheap because they called Kona blendd is Tom are are a YSON and I'm a doctor as well as a coffee farmer here in Kona on the big Island. I strongly urge you to support house built in 1886 to have fair labeling in our Kona blend coffee. Even though they have only 10% Kona coffee in it. This makes our local coffee not taste as good and people do not realize the value of the product we have here on the big Island. Kona coffee is unique. It's like Kentucky bourbon or Idaho potatoes or Georgia peaches or even blue Mountain coffee from Jamaica. Those products would never allow such a dilution up their fine name. Please protect our Kona coffee and support HB 1886 fair labeling so that Kona blend coffee still has more than 50% Kona coffee in it. That makes sense! Thank you for your time !

Mahalo

Thomas Rayson MD

Farmer and board member coming to Coffee Farmer's Association

82-5999 Coffee PI

captain Cook HI 96704

cell 920 527-8817

HB-1886-HD-1

Submitted on: 2/12/2020 10:22:37 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Steve Sakala	Kona Chapter Hawaii Farmers Union United	Support	No

Comments:

Aloha Honorable Committee Members,

Thank you for accepting my late testimony. As a farmer, it is often not until late in the evening do I have a chance to check email and hearing notices. I write this committee in **STRONG SUPPORT** of HB1886. I am not a coffee farmer yet many of my fellow community members are. The fact they have had to fight for over 28 years to have their crop protected speaks to the heavy influence of processors and blenders in the political process. It is now time to make this right and bring more money to the local coffee farmers' hands. No other state allows their agriculture products to be blended down to 10% and still called by its geographic location. Please pass this common sense bill to protect the strong brand of Hawaii in agriculture.

Mahalo,

Steve Sakala - Owner & Operator of Honaunau Farm

HB-1886-HD-1

Submitted on: 2/12/2020 11:26:05 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Colehour Bondera	Kona Coffee Farmers Association	Support	No

Comments:

Aloha Chair and Committee Members:

Thank you for hearing this important piece of legislation.

As the President of the Board of Directors of Kona Coffee Farmers Association, representing nearly 200 farms, it is with respect that I ask that you support the efforts.

This will result in Hawaii coffee farmers being better understood, and their products being perceived by said consumers when making their choices to seek coffee as clearly labeled, and not simply thinking that coffee is from Hawaii when in fact the minor percentage is not even detectable in taste.

Further the taste of blended coffees with only 10% means that it is not possible to know if the product is distinguishable from alternatives or not. Hawaii can and should protect itself and support farmers more in that regard.

Please support folks like myself, a second generation farmer, to survive with agricultural products that are true to to their names/labels.

Look forward to continuing to work with the legislature and HDOA in order to be truthful in labelling and to keep consumers provided with accurate information in labels. Since 51% is a minimum to state that a product is a majority as labelled, let us agree to aim for that goal in all coffee that carries Hawaiian place names.

Sincerely,

Colehour Bondera, President

Kona Coffee Farmers Association

HB-1886-HD-1

Submitted on: 2/12/2020 8:43:45 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jacen Ham	HKCC LLC	Oppose	No

Comments:

By allowing blenders to buy Kona Coffee, the price of Kona Coffee remains high. The blending market supports small farmers that sell cherry and green bean. It's likely that without the support of blenders supply would overwhelm the demand.

Disrupting the blended market could severely impact the price of Kona Coffee which is at an all time high and currently the highest of any geographic region in the world.

There is absolutely no evidence that the blending market degrades the Kona Coffee Brand. There is evidence to the contrary, that the blending market financially supports Kona Coffee sellers. If this bill were to proceed, I would recommend an economic impact study to project the effect on the market.

As a custom processor many of the farmers I mill for depend on this market for survival.

Thank you for your time.

Jacen Ham

Holualoa Kona Coffee Company

ichiyama1 - Kaishu

From: Bill Dwyer <billdwyerjr@gmail.com>
Sent: Thursday, February 13, 2020 6:13 AM
To: CPCtestimony
Subject: HB1886

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Committee Chair Takumi and Members.

I am A farmer and sell our coffee at our retail and on our website . Our Farm and Home are in Kona. I am testifying in strong support of HB1886 relating to coffee labeling. We have been in business over 20 years in Kona. Having two retail stores , one in Kona and one in Honolulu and we always continue to deal with consumers who are very confused on the 10% Kona Blend products that are in the market. We only sell 100% Kona, Please help us to continue to our Kona protect the Kona coffee farms to past on to future Generations like Napa wines.

Thank you

--

Bill Dwyer
President / CEO
Kona Mountain Coffee LLC.
808 329-5005

HB-1886-HD-1

Submitted on: 2/12/2020 2:26:45 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tanya Aynessazian	Individual	Support	No

Comments:

Mahalo for the opportunity to submit testimony. I am in favor of this bill which supports Hawaii coffee growers by requiring that at least 51% of the coffee blend is actually grown in the state to be considered Hawaii grown. Non-Hawaii grown coffees should not be able to benefit from Hawaii coffee branding and definitely should be labeled as such. Consumers have the right to know what exactly they are purchasing. Mahalo.

HB-1886-HD-1

Submitted on: 2/12/2020 2:44:45 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Polli Oliver	Individual	Support	No

Comments:

Dear Committee Chair Takumi and Members,

I am writing in **strong support of HB1886**. I live on Kauai where, when sugar left the island, coffee started being grown in earnest. I support this bill because I believe it is time for lawmakers to protect the integrity of Hawaii's coffee products. Unless a product has 51% or more of Hawaii grown coffee, it should not be labeled as "Hawaiian Coffee"! I as a consumer, I want to be able to trust that what I read on a label is true and accurate. This is not the case with most coffee labels.

Thank you in advance for your sincere consideration of this important issue.

Mahalo,

Polli Oliver,- coffee lover,

Koloa, Kauai

Dear Committee Chair Takumi and Members,

My husband and I have been growing, processing and selling 100% Kona coffee for 21 years. We strongly support HB1886. Requiring 51% of the coffee in a bag labeled Kona blend and requiring the origin of the remainder of the coffee be listed will greatly benefit Hawaii's Kona coffee farmers. The same applies for all regions of coffee grown in Hawaii.

For too long, the State has allowed misleading labeling of coffee and that has been detrimental to Hawaii's coffee farmers. Not only has it kept the price of coffee low, it has fooled the consumer into thinking that a 10% blend of Kona coffee represents the flavor of Kona coffee. This results in the loss of future sales. The blenders make more money while degrading the reputation of our superior coffee.

Please support the growers of fine Hawaii coffees and pass this bill.

Mahalo,
Clare & Phil Wilson
Huahua Farm
Holualoa, Hawaii

Member, KCFA

HB-1886-HD-1

Submitted on: 2/12/2020 4:35:16 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Korynn Grenert	Individual	Support	No

Comments:

Fair-trade coffee and access to information about what is in the coffee (as well as all products) that we are consuming is very important, and with a higher percentage of coffee needed to make the cut with this new bill it will support our Hawai'i farmers and businesses.

HB-1886-HD-1

Submitted on: 2/12/2020 8:41:52 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
tlaloc tokuda	Individual	Support	No

Comments:

Strong support of HB1886 – Relating to Coffee Labeling

Dear Committee Chair Takumi and Members,

I am a hobby farmer, consumer, resident and reside in Kona and am testifying in **strong support of HB1886 – Relating to Coffee Labeling**. The current law says that blended coffee can be labeled "Kona Blend, Ka'u Blend, Maui Blend, Kauai Blend, Hilo Blend, etc" even if it has as little as 10% of the actual coffee grown in that region in it. The rest can be no-name coffee from anywhere around the world. The new law would require at least 51% of the coffee used be from the named region and the remainder of the coffee origin/origins be identified.

The reasons this is important are:

1. **Misleading labeling is fraudulent** – consumers should be able to trust the labeling.
2. **Use of the name without requiring the content exploits the region and deprives farmers of income.**
3. **Low quality coffee is being sold under a prestigious name and results in lowering standards and damaging the brand.**

The blenders, many owned by large mainland companies, strongly oppose this change because they are making a fortune selling cheap low-quality coffee as "Kona" or Ka'u" to unsuspecting customers. **This would never be allowed for California Wine, Kentucky Bourbon, Idaho potatoes, Georgia peaches, Jamaican Blue Mountain coffee, Kona Gold :), or any number of products worldwide.**

Hawai'i needs to step up and protect the brand integrity of its premier coffee brands that are grown throughout the islands. Thank you for your positive consideration and passage of **HB1886**.

Mahalo,

Tlaloc Tokuda, Kailua Kona, 96740 . HI

HB-1886-HD-1

Submitted on: 2/12/2020 7:05:02 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Sandra Fujita	Individual	Support	No

Comments:

I support HB1886 HD1. The brand integrity of Hawaii coffee must be protected. There are too many mislabeled, misleading brands of coffee out there. I have purchased their inferior coffee and I am not happy I wasted my money on fake Kona coffee.

HB-1886-HD-1

Submitted on: 2/12/2020 10:49:38 PM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
jeanne wheeler	Individual	Support	No

Comments:

Please pass this bill to help our Kona coffee farmers provide a quality product!

HB-1886-HD-1

Submitted on: 2/13/2020 6:46:46 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Bronsten Kossow	Individual	Support	No

Comments:

Coffee grown at a location should be known. I support HB1886 and please consider this bill!

Mahalo,

Bronsten Kossow

ichiyama1 - Kaishu

From: Cynthia K. Hathaway <doorways@aloha.net>
Sent: Wednesday, February 12, 2020 9:45 PM
To: CPCtestimony
Subject: Support HB1886

Aloha,

As a local consumer, I want to know what I'm purchasing. Honest information on packaging is not asking for much.

I want my friends who visit from afar to take home quality products that represent Hawaii. I want our money supporting local farmers.

Please pass HB1886.

Thank you.

Cynthia Hathaway

Keaau, Hawaii

ichiyama1 - Kaishu

From: Midori Trent <midorimstrent@gmail.com>
Sent: Wednesday, February 12, 2020 6:54 PM
To: CPCtestimony
Subject: "Testimony in strong support of HB1886"

Follow Up Flag: Follow up
Flag Status: Completed

Protect Hawai'i growers and keep our name strong
A minimum of 51% of actual Hawaiian grown beans must be required to reference label
any coffee as Hawaiian.
Mahalo!
Midori & Yuri Trent
(808) 225-8686

ichiyama1 - Kaishu

From: Gerlinde Schmidt <gerlinde@hawaii.edu>
Sent: Wednesday, February 12, 2020 9:00 PM
To: CPCtestimony
Subject: HB 1886

Aloha,

I am in strong support of HB1886 – Relating to Coffee Labeling!

Mahalo,
Gerlinde Morris
Hilo, HI

HB-1886-HD-1

Submitted on: 2/13/2020 9:16:19 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Uilani Naipo	Individual	Support	No

Comments:

LATE

HB-1886-HD-1

Submitted on: 2/13/2020 10:09:26 AM

Testimony for CPC on 2/13/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Trinette Furtado	Individual	Support	No

Comments: