

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 JUDICIARY

FEBRUARY 25, 2020  
2:00 P.M.  
CONFERENCE ROOM 325

**LATE**

HOUSE BILL NO. 1886 HD2  
RELATING TO COFFEE LABELING

Chairperson Lee and Members of the Committee:

Thank you for the opportunity to testify on House Bill 1886 HD2, 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.

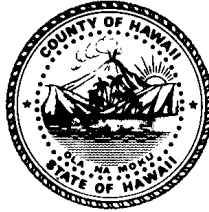
The Department supports the Hawaii coffee industry and offers comments.



The Department understands the amendments presented in the HD2 would apply the labeling laws to some raw forms of coffee not normally offered for retail sale. The Department defers to the coffee industry on the appropriateness of labeling non-retail forms of coffee. The Department further notes that there is no current industry enforcement standard or mechanism available to the Department to determine the actual content or origin of some of the forms of coffee contemplated in this measure. While the Department can enforce grading and labeling of green Hawaii-grown coffee, the Department needs to research the adoption and cost to implement new inspection/detection technology (such as Fourier Transform Infrared Spectroscopy, radioisotope technology) 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 ability to prove any fraudulent occurrence. Additionally, the Department will require resources for staffing and equipment once an enforcement method is identified and implemented.

Thank you for the opportunity to testify on this measure.

**Karen Eoff**  
Council Vice Chair  
Council District 8 - North Kona



Phone: (808) 323-4280  
Fax: (808) 329-4786  
Email: karen.eoff@hawaiiicounty.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 24, 2020

House Committee On Judiciary  
Representative Chris Lee, Chair  
Representative Joy A. San Buenaventura, Vice Chair

Re: **Testimony Supporting HB1886 HD2**; A BILL RELATING TO COFFEE LABELING  
Hearing Date and Time: February 25, 2020 at 2:00 p.m., Conference Room 415

Dear Chair, and Members of the Committee:

On behalf of myself and constituents of Council District 8 in North Kona, I reiterate my strong support for HB1886 HD2, relating to coffee labeling.

Truth in labeling measures that require full disclosure on the labeling of Hawai'i grown coffee protects its reputation. I support that truth in labeling requirements should be extended to green coffee and parchment coffee packaging.

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 HD2.** 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



February 23, 2020

Dear Chair Lee and Members of the Committee:

As President of the Kona Coffee Farmers Association (KCFA), and on behalf of the Association's more than 200 members, please accept my **strong support for HB1886** and a minimum of 51% genuine content for Hawaii coffee blends.

KCFA supports the provisions of the bill approved by the House Agriculture Committee (HD1), with the following suggested amendments to the phase-in dates:

**\*\*Change the dates for the initial phase-in to a 20% minimum in HRS 486-120.6(c)(2)(A) from "July 1, 2020, through June 30, 2021", to "January 1, 2021, to December 31, 2021";**

**\*\*Change the dates for the second phase-in step to a 30% minimum in HRS 486-120.6(c)(2)(B) from "July 1, 2021, to through June 30, 2022", to "January 1, 2022, through December 31, 2022"; and**

**\*\*Change the date for the third phase-in step to a 51% minimum in HRS 486-120.6(c)(2)(C) from "July 1, 2022", to "January 1, 2023".**

The KCFA has agreed to these date changes at the request of the Hawaii Coffee Association (HCA), in order to provide for a smooth transition for the phase-in. Further, the effective date for HB1886 should be changed from "July 1, 2150", to "July 1, 2020".

These two provisions inserted into HD2 by Consumer Protection & Commerce should be removed:

Section 3, appropriating an unspecified amount out of the State's general revenues, is unnecessary. Whether the minimum % of genuine content in Hawaii coffee blends is 10% or 51%, the resources needed for enforcement are the same;

Also the insertions of the phrase, "Hawaii-grown green coffee, cherry coffee, or parchment coffee" in various places in HD2 should be removed as completely out of place. HRS 486-120.6 addresses the labeling of packages of coffee offered for sale to consumers — not wholesale, raw coffee products. For example, HRS 486-120.6(a) (3) addresses the type-size required in identity statements on commercial products under federal law — identity statements that are not required for bulk wholesale products. Furthermore, in a number of contexts the use of these words makes no sense. See, for example, the language inserted into HRS 486-120.6(c)(6) suggesting that cherry coffee and parchment coffee are produced from green coffee beans. In fact, the opposite is true. It is green coffee that results from the processing of coffee cherry and coffee parchment. This language needs to be removed, and those sections need to be returned to the language of HD1.

Please support both consumers and Hawaii's coffee farmers. Please pass an effective bill establishing a minimum 51% genuine content for Hawaii coffee blends.

Colehour Bondera, President  
Kona Coffee Farmers Association



**HB-1886-HD-2**

Submitted on: 2/23/2020 12:50:42 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

Comments:

**STRONG testimony in support of 51%.**

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 farm families retain the value of the coffee they grow.

Mahalo!

Jacque

Farm Owner and Small Processor

**HB-1886-HD-2**

Submitted on: 2/23/2020 1:04:46 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Connie Young	Darden-Young Farm, LLC	Support	No

## Comments:

I support the new labeling standards for Kona Coffee Blends. If you use the name it needs to be at least 51% our Kona Coffee beans in the blend. Folks around the world are thinking that Kona isn't that special because of the blending ratio and the cheapening quality of the product over the years. Kona is the best if we actually market our products honestly and not water them down. Please vote for HB 1886

**HB-1886-HD-2**

Submitted on: 2/23/2020 9:09:54 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
bruce corker	Kona Coffee Farmers Association	Support	Yes

Comments:

Dear Chair Lee and Committee Members:

I am a coffee farmer in Holualoa in the North Kona District of Hawaii County and chair of the Kona Coffee Farmers Association's Legislative Committee.

**The Kona Coffee Farmers Association strongly support the fair labeling provisions of HB1886.**

I offer the following points for the Committee to consider:

**1—HAWAII IS OUT OF STEP:** For more than 25 years Hawaii has been the only state in the US and 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" from the State of Hawaii 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 and their Mainland owners. 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/hawaiiis-coffee-blend-law-deceives-consumers/>

Also, I suggest removal of the following from HD2: (1) the repeated insertion of the words “Hawaii-grown green coffee, cherry coffee, or parchment coffee” in various places in the draft. This language makes no sense in the context of HRS486-120.6 and indicates a misunderstanding of these terms with respect to coffee processing; and (2) the appropriation of an unspecified amount from the general revenues “for the labeling requirements program.” The cost of enforcing a 51% minimum would be the same as enforcing the current 10% minimum—no increase in resources would be required because of the provisions of this bill.

**Please support Hawaii farmers and enact HB1886.**

Bruce Corker, Holualoa, Hawaii County



**HB-1886-HD-2**

Submitted on: 2/24/2020 6:11:22 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

Comments:

The board of directors pof Hawaii Tropical Fruit Growers, with over 1200 members statewide has voted to fully support HB188 and fair labeling to protect agriculture across Hawaii.

**HB-1886-HD-2**

Submitted on: 2/24/2020 6:38:21 AM

Testimony for JUD on 2/25/2020 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 **Judiciary 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.**

**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.**

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*.

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

24 February 2020

**HB-1886-HD-2**

Submitted on: 2/24/2020 6:57:42 AM

Testimony for JUD on 2/25/2020 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 **Judiciary 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

24 February 2020

**HB-1886-HD-2**

Submitted on: 2/24/2020 8:05:35 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

## Comments:

This is an extremely important bill for Kona Coffee Farmers. Increasing Kona coffee content to over 50% minimum, and clearly labeling the product will reduce consumer confusion in the market. I sell 100% Kona coffee in retail chains and elsewhere. I do sampling and am often in direct contact with consumers. There is real confusion, mistrust, and often disappointment from them about what is Kona, why 10% blends, and why such variances in quality. The future of a Hawaiian flagship agricultural product - Kona coffee - is at stake. We need to protect the Kona Brand, and Kona Coffee farmers. Increasing % of Kona content, and transparent labeling laws, will go a very long way toward this.

Mahalo for your support.

**HB-1886-HD-2**

Submitted on: 2/24/2020 8:39:50 AM

Testimony for JUD on 2/25/2020 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. Im the President Of The Kona Coffee Council , the oldest coffee organization with 200 plus members. We at the KCC are oppsed to HB1886! This is another attempt to use legislation to place undo burdens on processors , Roasters , and farmers. This is a very old issue and without vital information it makes NO economic sense to even consider change. We have been promised for years now that there would be a State funded Economic Impact study to determine what if any change would be needed. Without this we are risking a very sucessful Industry! Farmgate values are agian at a all time High , Cherry prices continue to rise , green coffee prices have demanded up to twenty five dollars a pound. We humbly ask you to oppose this bill!

Roger Kaiwi

**HB-1886-HD-2**

Submitted on: 2/24/2020 8:55:58 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

Comments:

I strongly oppose this bill.





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 over 1,000 Hawaii coffee farmers.

Mahalo nui loa!

Suzanne Shriner

President: Lions Gate Farms

President Emeritus: Kona Coffee Farmers Association

Board Member: Hawaii Coffee Association

**HB-1886-HD-2**

Submitted on: 2/24/2020 12:30:29 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Randyl Rugar	Sanctuary of Mana Ke`a Gardens	Support	No

Comments:

Support our Hawaiian Coffee Growers with truth in labeling...

# HAWAII COFFEE COMPANY™

1555 Kalani Street  
Honolulu, Hawaii 96817  
Ph: 808-847-3600  
Fax: 808-847-7900  
[www.hicoffeeco.com](http://www.hicoffeeco.com)



TO: Representative Chris Lee, Chair  
Representative Joy San Buenaventura, Vice Chair  
Members of the Committee on Judiciary

FROM: Gerard Bastiaanse  
President- Hawaii Coffee Company

RE: HB 1886 HD2 Relating to Coffee Labeling – In Opposition  
February 25, 2020; 2:00 p.m.; Conference room 325

The Hawaii Coffee Company strongly opposes HB 1886 HD2, which would change blend requirements for Kona coffees sold in Hawaii from a 10% Kona bean requirement to a 51% Kona bean requirement

We question the arbitrary 51% number and believe an economic impact study should be done before passing legislation. This bill would have a material, negative impact on the businesses and coffee consumers in our state.

By eliminating all 10% coffee blends, the overall demand for Kona coffee purchased from farmers by Hawaii Coffee Company, and other roasters, will significantly decline and will have a corresponding negative impact on the coffee cherry price. This reduction in the price Kona farmers receive for their coffee may challenge the commercial viability of many multi-generational farms.

The people of Hawaii enjoy high quality, affordable 10% Kona blend coffee every day. These products are served in restaurants as well as purchased in more traditional grocery or similar retailers. Eliminating 10% blends will force consumers to select another affordable alternative roasted on the mainland, by a mainland-based company, which includes no Hawaiian coffee or be prepared to pay an approximately 250-300% higher price.

This bill will reduce the volume of coffee purchased, roasted and packaged by Hawaii Coffee Company at our facility in Kalihi. As a result, the number of employees we currently employ would not be sustainable and a reduction in workforce would immediately occur. This would also have an adverse impact on the local suppliers we work with and the revenues to the state.

For these reasons, we ask that you hold this measure. Thank you.

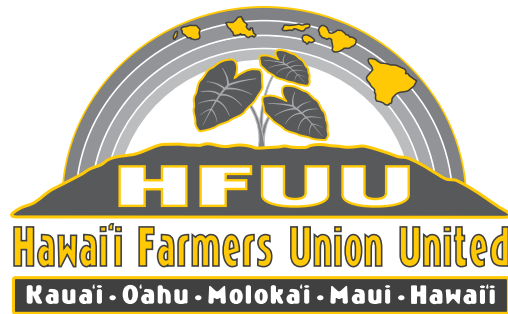
**Vincent Mina**  
President HFUU-HFUF

**Anny Bruch**  
Vice President &  
Kaua'i Chapter Pres.

**David Case**  
Secretary

**Annie Alvarado**  
Treasurer

~~~~~>~~~~~



P.O. Box 99, Wailuku, HI 96793-0099  
(808) 800-3974  
February 24, 2020

TESTIMONY OF HAWAII FARMERS UNION UNITED (HFUU)  
IN SUPPORT OF HB 1886, HD2 (RELATING TO COFFEE LABELING)  
BEFORE THE HOUSE COMMITTEE ON JUDICIARY  
FEBRUARY 25, 2020 AT 2PM IN CONFERENCE ROOM 325

**Christian Zuckerman**  
Wai'anae, O'ahu

**Vincent Kimura**  
Waimanalo, O'ahu

**Brynn Foster**  
North Shore, O'ahu

**Kaipo Kekona**  
Lahaina, Maui

**Bobby Pahia**  
Kahalawai, Maui

**John Dobovan**  
Haleakala, Maui

**Matthew  
Van Paepgheem**  
Hana, Maui

**Dash Kuhr**  
Kohala, Hawai'i

**Maureen Datta**  
Kona, Hawai'i

**Steve Lund**  
Puna, Hawai'i

**Drake Weinert**  
East Hawai'i

**Matt Drayer**  
Ka'u, Hawai'i

Aloha Chair Lee, Vice Chair San Buenaventura and Members of the Committee:

HFUU is a 501(c)(5) agricultural advocacy, nonprofit representing over 1,000 family farmers and their supporters organized as 13 Chapters in the four Hawai'i Counties. It is also the Hawaii State Chapter of the National Farmers Union, which at 118 years is the oldest national organization representing the family farmer. HFUU is proud to once again speak out in favor of consumer fairness and justice for the family farmer coffee producers of Hawaii.

The issue of fairness in the labeling of Hawaii's Origin Coffees has been before the Legislature for over 25 years. At our 2019 Convention HFUU's members unanimously approved the following as a part of our formal, statewide policy:

With respect to the labeling of Hawaii coffee "blends", we support the interim step of requiring a minimum of 51% Hawaii grown coffee be in the package and that the origin of all other coffees in the blend be listed on the package.

We are happy to see that HB1886, HD 2 will achieve these goals. Moreover, it now appears to embody a historic agreement among a wide coalition of coffee producers throughout Hawaii. The Hawaii Farmers Union United is therefore proud to support this hard fought, thoughtful and historic legislation. We urge the Judiciary Committee to pass it for consideration by the full House of Representatives.

Mahalo nui loa,

HAWAII FARMERS UNION UNITED

Vincent Mina, President

Dear Chair Lee and Committee Members

We are owners and Farmers of about 105 acres of Kona Coffee, we also have two retail stores that sell our coffee. Our name of our Company is Kona Mountain Coffee LLC and we started on 1998. It has been our experience being in retail and serving and helping Customers with their questions about Kona Coffee we find that they are very confused with the 10% blends and what it is mixed with. The taste of the 10% blends is not the true profile of Kona. Please help to bring some clarity to or Hawaii Coffee Business.

Thanks  
Bill Dwyer  
Kona Mountain Coffee  
President/CEO



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

HAWAII HOUSE OF REPRESENTATIVES  
COMMITTEE JUDICIARY

February 25, 2020  
2:00 PM  
Conference Room 325

**RE: Testimony in Opposition of HB1886 HD2**

Aloha Chair Lee, Vice Chair San Buenaventura 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 HD1 provides for a phased approach and the option to list coffees on the label that are not of Hawaiian origin.

The amendments made in the HD2 that applies the labeling laws in HRS §486-120.6 to green, cherry and parchment coffee would apply retail labeling to raw forms of coffee that are not offered for retail sale. It would be overwhelmingly burdensome to apply this law to green, cherry and parchment coffee.

**We ask this committee to revert to the HD1 and amend it 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 revert to HB1886 HD1 with the above-mentioned amendment.**

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



February 25, 2020

**LATE**

COMMITTEE ON JUDICIARY

Rep. Chris Lee, Chair  
Rep. Joy A. San Buenaventura, Vice Chair  
Members of the Committee

HB 1886, HD2  
RELATING TO COFFEE LABELING

Hawaii's Thousand Friends, a non-profit organization dedicated to ensuring that growth is reasonable and responsible and that planning and land use decisions protect natural and cultural resources and human health and are implemented in conformity with the law, supports HB 1886, HD2 that protects labeling of Hawaii grown coffee.

Hawaii's Thousand Friends supports this bill for the simple fact that if a coffee brand says that it's coffee is from an area in Hawaii then the majority of the coffee beans must be grown in that region.

The names of our local places including the name of our state have a mystic and lure that we as a state defend, hold in pride and have sold for years.

Our farmers, who produce a high quality coffee in a local region, deserve the right to defend their area brand by requiring that coffee sold under a local regional name contains a minimum of 51% coffee grown from that region. To require anything less is to not appreciate our coffee farmers and the value of their product.

Passage of HB 1886, HD2 helps ensure that a local name means something and that truth in advertising will help protect Hawaii's coffee farmers and their farms for future generations.



**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 3:01:16 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

Comments:

Aloha members of the House Committee on the Judiciary. 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

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 3:40:18 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By  | Organization  | Testifier<br>Position | Present at<br>Hearing |
|---------------|---------------|-----------------------|-----------------------|
| Helmut Klauer | A'a Li'i Farm | Support               | No                    |

Comments:



**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:**

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Dan Reid  
Dirk Koeppenkastrop  
Don Murphy  
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Harold Watanabe  
Hide Dakurai  
Jonathan Burger  
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Mariah Brown  
Michael Miller  
Pat Kashani  
Paul Yokota  
Tambara Garrick  
Tammy Fukagwa  
Tom Jones  
Tyler Roukema  
Wade Hashizume

To: Rep, Chris Lee, Chair  
Rep. Joy A. San Buenaventura, Vice Chair  
Members of the Committee on Judiciary

From: Victor Lim, Legislative Lead  
Hawaii Restaurant Association

Subj: HB1886, HD 2 Relating to Coffee Labeling

Date: February 24, 2020

**LATE**

The Hawaii Restaurant Association representing over 3,500 restaurants here in Hawaii stand opposed to HB 1886 HD 2 that will change the current 10 % local bean requirement to 51 % for a Kona Blend.

Many of our local restaurants here have been using the Kona Blend that has a 10 % local bean content for 10 years, 20 years, and for some like McDonald's here, over 50 years of supporting our local economy. A mover to 51 % local bean content will significantly increase the cost to our restaurants substantially that might cause many to not be able to support Hawaii's production. Another question is whether we even produce even enough local beans if we are to change the local content.

The unforeseen consequence of this bill is that it 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 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**

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Lisa Tomihama  
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Richard Turbin  
Sidney Higa  
Victor Lim





**LATE**

**TESTIMONY OF TINA YAMAKI  
PRESIDENT  
RETAIL MERCHANTS OF HAWAII  
February 25, 2020**

**Re: HB 1886 HD2 RELATING TO COFFEE LABELING**

Good afternoon Chairperson Lee and members of the House Committee on Judiciary. I am Tina Yamaki, President of the Retail Merchants of Hawaii and I appreciate this opportunity to testify.

The Retail Merchants of Hawaii (RMH) is a statewide not-for-profit trade organization committed to supporting the retail industry and business in general in Hawaii. The retail industry is one of the largest employers in the state, employing 25% of the labor force.

The Retail Merchants of Hawaii has concerns regarding HB 1886 HD 2 Relating to Coffee Labeling. This measure includes Hawaii-grown green coffee, cherry coffee, and parchment coffee in the coffee labeling requirements; requires coffee blend labels to disclose geographic and regional origins and percent by weight of the blended coffees; prohibits using geographic origins of coffee in labeling or advertising for roasted coffee, instant coffee, Hawaii-grown green coffee, cherry coffee, or parchment coffee that contains less than a certain percentage of coffee by weight from that geographic origin, phased in to a minimum of 51 per cent after 7/1/2022; prohibits use of the term "All Hawaiian" in labeling or advertising for roasted coffee, instant coffee, Hawaii-grown green coffee, cherry coffee, or parchment coffee not produced entirely from green coffee beans grown and processed in Hawaii; appropriates funds; and is effective 7/1/2150.

We have strong concerns regarding the phasing in of the minimum percentage of coffee required for the use of geographical regions. Hawaii's grown coffee like that of the famous Kona coffee is one of the more expensive coffee beans in the world. Currently consumers are aware of the percentage of locally grown coffee in the bags people are buying due to labeling. Manufacturers and retailers of local coffee know the price point that their consumers are willing to pay. By mandating that a minimum of 51% of locally grown coffee be included as coffee blends would significantly increase the cost of the product. This may be a deterrent for people to purchase locally grown coffee if prices are too high and find alternative brands that are not from local coffee growers. We need to help to promote and encourage local business and not deter people from purchasing local products.

Mahalo for this opportunity to testify.

**HB-1886-HD-2**

Submitted on: 2/25/2020 6:34:04 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By   | Organization                 | Testifier<br>Position | Present at<br>Hearing |
|----------------|------------------------------|-----------------------|-----------------------|
| Suellen Barton | Maui Farmers Union<br>United | Support               | No                    |

Comments:

**HB-1886-HD-2**

Submitted on: 2/25/2020 10:09:05 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By | Organization                                          | Testifier Position | Present at Hearing |
|--------------|-------------------------------------------------------|--------------------|--------------------|
| Harriet Witt | Hawaii Farmers Union<br>United - Haleakala<br>Chapter | Support            | No                 |

## Comments:

We protect our economy by protecting our local farmers. We protect our local farmers with a bill like this one. Please support it! Mahalo.

**HB-1886-HD-2**

Submitted on: 2/24/2020 8:36:29 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

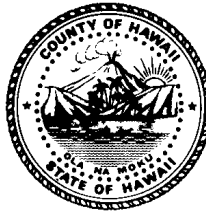
| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier<br/>Position</b> | <b>Present at<br/>Hearing</b> |
|---------------------|---------------------|-------------------------------|-------------------------------|
| Shannon Rudolph     | Individual          | Support                       | No                            |

Comments:

Support



REBECCA VILLEGAS  
Council Member  
District 7, Central Kona



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

February 21, 2020

TESTIMONY OF REBECCA VILLEGAS  
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL  
ON HB 1886 HD 2, RELATING TO COFFEE LABELING

Committee on Judiciary  
Tuesday, February 25, 2020  
2:00 p.m.  
Conference Room 325

Aloha Chair Lee, and Members of the Committee:

I thank you for the opportunity to support of HB 1886 HD 2, 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 by including Hawai'i grown green coffee, cherry coffee, and parchment coffee in the coffee labeling requirements. Requiring disclosure on the label of coffee blends of the respective geographic on regional origins and per cent by weight of the blended coffee. Including making it a violation of the coffee labeling law to use a geographic origin in labeling or advertising for roasted coffee, instant coffee, Hawai'i grown green coffee, cherry coffee, or parchment coffee blends that contain less than a certain percentage of coffee by weight from that geographic origin, and to phase in to a minimum of fifty one percent by July 1, 2022. These efforts will protect our local coffee growers and protect the reputation of our world famous Hawai'i grown coffees.

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

Mahalo for your consideration.

A handwritten signature in black ink, appearing to read "Rebecca Villegas".

REBECCA VILLEGAS  
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL

**HB-1886-HD-2**

Submitted on: 2/23/2020 9:03:55 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier<br/>Position</b> | <b>Present at<br/>Hearing</b> |
|---------------------|---------------------|-------------------------------|-------------------------------|
| Bob Smith           | Individual          | Support                       | Yes                           |

Comments:

Now is the time to bring honesty to Kona Blends. This measure is long overdue.  
Thanks.

**HB-1886-HD-2**

Submitted on: 2/23/2020 9:12:50 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

## Comments:

I strongly SUPPORT HB 1886!!! PLEASE,please, please!! As a farmer of over 31 years of 100% PURE Kona, Protect our precious geographical name by making a **Kona** Blend contain at least **51% REAL Kona**.

with aloha and Mahalo,

Cecelia Smith  
www.smithfarms.com  
Honaunau mauka, south Kona, Hawaii island

**HB-1886-HD-2**

Submitted on: 2/23/2020 9:18:47 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

## Comments:

We are members of the Kona Coffee Farmers Association and run a small farm in South Kona. We strongly support the 51% blend bill and ask you to stand up and protect our unique product. Blending is not fair to the farmer or the consumer. Those who deceive the consumer and falsely use the valued Kona name on their products should be stopped. Our Kona coffee should be protected by you in our state government, and help YOUR fellow citizens to protect and elevate the Kona coffee treasured product.

Mahalo,

Judy and Ed Shuster

Kona Kaffee Farm

**HB-1886-HD-2**

Submitted on: 2/23/2020 9:38:55 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|--------------|--------------|--------------------|--------------------|
| Eric Larsen  | Individual   | Support            | No                 |

## Comments:

It is my most fervent hope that this bill passes. My wife and I purchased an old Captain Cook coffee farm in October, 2018. We are in the process of restoring it to a working farm. There is nothing the state could do which would help us more than passing this piece of legislation. If my crop is protected against unscrupulous blenders it will increase in value. Basic economics at work.

It makes it easier for us to spend all this money and do all this work knowing that the state government is an ally. Please vote yes and pass this bill.

**HB-1886-HD-2**

Submitted on: 2/23/2020 9:53:41 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier Position</b> | <b>Present at Hearing</b> |
|---------------------|---------------------|---------------------------|---------------------------|
| Melanie Bondera     | Individual          | Support                   | No                        |

## Comments:

I SUPPORT HB1886 as a Kona Coffee farmer for 19 years who supported her family with this crop. I need the name of Kona not to be devalued by Kona blends. Please pass this bill to protect our collective regional treasure which can have so much positive community economic impact if not degraded by misleading marketing tactics. -Melanie Bondera, Kanalani Ohana Farm

**HB-1886-HD-2**

Submitted on: 2/23/2020 1:49:34 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

## Comments:

As a Kona coffee farmer for 20 years, I strongly support HB 1886,, to raise the percentage of Hawaiian coffee named on blend labels.

Even expert coppers cannot taste Kona coffee in a blend with 90% foreign coffees. Consumers read "Kona Coffee Blend" on the label and believe what they taste is actually Kona coffee. This is consumer fraud. it is also bad for the reputation of our wold-class Kona coffee.

As a farmer who sells 100%Kona coffee, I prefer that our great coffee is not sold in blends, but 51% will at least give consumers a glimpse of the real coffee. Phasing in the blend percentage over 3 years will give the coffee market time to adjust to the changes.

Please pass HB 1886. we have fought for this change in the blend law for more than a decade. This year is a must-pass.

**HB-1886-HD-2**

Submitted on: 2/23/2020 2:27:27 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier<br/>Position</b> | <b>Present at<br/>Hearing</b> |
|---------------------|---------------------|-------------------------------|-------------------------------|
| Tom Leonard         | Individual          | Support                       | No                            |

Comments:



Dear Committee Chair Lee and Members,

My husband and I have been growing, processing and selling 100% Kona coffee for 21 years. We strongly support HB1886 HD1. 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-2**

Submitted on: 2/23/2020 9:00:26 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|--------------|--------------|--------------------|--------------------|
| Martha Lind  | Individual   | Support            | No                 |

## Comments:

My husband and I own and operate a coffee farm in Upcountry Maui. We urge you to support HB1886 to require blends of Hawaiian coffee to contain at least 51% of Hawaiian coffee. In addition, the origin of imported coffee used in the blend should be clearly indicated on the label. By allowing blends of 10% Hawaiian coffee and 90 % "Other" coffee to be called "Hawaiian coffee" damages the reputation of our wonderful HI coffees. In order to maintain the high quality of Hawaiian coffee, blends should contain at least 51 % Hawaiian coffee in order to be called "Hawaiian." Again, we urge you to support HB1886 and protect our Hawaiian origin product.

**HB-1886-HD-2**

Submitted on: 2/24/2020 6:16:41 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

Comments:

**"Testimony in strong support of HB1886 Relating to Coffee Labeling"**Dear **Judiciary Committee**:

We are submitting this written testimony in **STRONG SUPPORT** of **HB1886**. 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.

**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.**

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**.

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

24 February 2020



**HB-1886-HD-2**

Submitted on: 2/24/2020 6:20:22 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|--------------|--------------|--------------------|--------------------|
| David Cox    | Individual   | Support            | No                 |

## Comments:

As a Kona farmer I fully support HB1886. Keeping Hawaiian and Kona Coffee unique, and maintaining its high standard in the local and world marketplace, is vital to the continued success of the Hawaiian, and Kona coffee industry. Using a high proportion of lower quality imported beans in Hawaiina coffee blends is detrimental to the viability of the Hawaiian coffee industry, and misleading to the consumer.

**HB-1886-HD-2**

Submitted on: 2/24/2020 9:06:06 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier<br/>Position</b> | <b>Present at<br/>Hearing</b> |
|---------------------|---------------------|-------------------------------|-------------------------------|
| Denmar Marcos       | Individual          | Oppose                        | No                            |

Comments:

I strongly oppose this bill.

**HB-1886-HD-2**

Submitted on: 2/24/2020 9:10:23 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By    | Organization     | Testifier Position | Present at Hearing |
|-----------------|------------------|--------------------|--------------------|
| Kelamoku Leslie | coffee processor | Oppose             | No                 |

## Comments:

Aloha. My name is Kelamoku Leslie and I am currently employed at a coffee processing mill and I am opposing the new bill for the percent of blend to be increased to such a higher amount. I am against it for a few reasons. One reason being that if it does get passed and the new law is that the blend must contain 51% instead of 10% , it will have a huge amount located on all small businesses in the coffee industry and it will create more of a competitive state between companies rather than a partnership. It will also negatively affect my personal life as well in ways I wouldn't want to happen. Such as possibly losing my job and livelihood working here because standard are changing and converting resulting in industries needing to become more industrialized rather than family owned and ran. These are some teasing I oppose the new bill. Aloha.



**HB-1886-HD-2**

Submitted on: 2/24/2020 9:11:15 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

## Comments:

I Kawika Brooks would like to oppose this bill because it will drastically cut the income of what I am being paid to help support my family and to all the others out there trying to make a living growing coffee. And it would make it more difficult to keep up with the cost of maintaining my farm with all the equipment and products rising prices.

**HB-1886-HD-2**

Submitted on: 2/24/2020 9:16:32 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|--------------|--------------|--------------------|--------------------|
| Deniz Tek    | Individual   | Support            | Yes                |

## Comments:

As a small single estate coffee grower in Kona, I ask that you support HB1886. The current situation allowing 90% cheap foreign coffee to be used in coffee labeled "Kona Blend" :

1. Misleads consumers
2. Abuses our good name to generate profits for mainland owned blenders, while taking business away from local growers
3. Damages our heritage brand's reputation for quality

Please support HB1886.

Deniz Tek

**HB-1886-HD-2**

Submitted on: 2/24/2020 9:36:37 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By  | Organization            | Testifier Position | Present at Hearing |
|---------------|-------------------------|--------------------|--------------------|
| Jordan Kolton | The Coffee Store - Maui | Oppose             | No                 |

## Comments:

I write as a Maui-based artisan roaster specializing in Hawaii-grown coffees. I wish I could voice my support for a bill that supports farmers, improves transparency and protects our State's deserved reputation as a producer of the finest coffee.

This is not that bill.

This bill rightly targets the dishonest labeling practices of industrial-scale operations pumping out low quality 10% blends. At 10%, Hawaiian coffee contributes negligibly to the flavor of the coffee. It is a nakedly duplicitous marketing tactic to advertise a 10% blend at the expense of the local coffee's reputation.

However, blends are an integral part of the worldwide specialty coffee industry. As acknowledged in section 1(6), when crafted with care, blends can enhance flavor, extend the reach of scarce supply and expand markets by allowing for varied price points and appealing to varied palates. The question of what percentage to require before blends may be advertised with their Hawaiian component(s) on the label should be informed by an understanding of these benefits.

To that end, I submit that, while **10% is too low a proportion to merit the use of Hawaiian regional names on the labeling, 51% is too high a threshold**. A blend with 3 or 4 balanced components can be delicious, harmonious and a worthy vehicle for highlighting a regional coffee. I offer that **25% or 30% might be more appropriate thresholds**. Clearly labeled, blends advertising these proportions would honor the reputation of Hawaiian coffee while allowing a broader range of consumers to afford them.

In my roastery, our primary focus is single-origin Hawaiian coffee. We also offer select blends, all of which contain 30%, 40% or 50% Hawaiian coffee. We have developed these recipes over many years, and they enjoy loyal customer bases. HB1886 would force me to do one of the following:

- Change the recipe to reach the 51% threshold. This would raise the price and change the taste of a popular product. I would expect lower sales and a commensurate drop in demand for the very coffees this bill purports to support.

- Omit Hawaiian origin designations from the packaging altogether. This would likely result in fewer new customers. Some customers who are new to Hawaiian coffee are introduced to it through blends with more attractive pricing. HB1886 effectively removes this stepping-stone for onboarding new Hawaiian coffee enthusiasts.
- Cheat. I would never cheat, but the industrial-scale producers whose shareholders depend on revenues from 10% blends would have millions of dollars worth of reasons to do so. They would reap the benefits of our industry's efforts to improve our product while they were causing further erosion of our reputation.

Establishing a new minimum threshold of Hawaiian coffee seems like a good and timely idea. While I disagree with a 51% minimum, I would support a bill that established a 25% or 30% threshold.

I support efforts to make the labeling of Hawaiian coffee honest and transparent. I would like here to express my personal preference for labeling rules that do not require an itemized listing of foreign-grown coffees. I would be willing to support rules that require listing 'Foreign-grown coffee' with its percentage per section 2 (1)(3)(b) (although it seems unnecessary and redundant). I would not support rules that require me to reveal proprietary recipes by listing the percentage from each foreign origin. Also, sometimes recipes need to be adjusted based on availability - this would make keeping compliant packaging stocks unwieldy and expensive were itemized listing of foreign-grown coffee required.

This testimony is submitted respectfully in the hope that the State of Hawaii strengthens its defense of our coffee's reputation and extends meaningful support to those of us who make our living in the local coffee industry. While I disagree with the 51% threshold and do not support requiring itemized listing of foreign-grown coffee, I support efforts to raise the 10% threshold and require honest transparent labeling.

As a small-scale specialty roaster, as a member of the community who works closely with many coffee farmers and as an artisan who is passionate about his work, I strive to elevate the Hawaii coffee industry. In its current form, HB1886 would work against my efforts. I hope to have the opportunity to support an amended version of this bill that addresses my concerns.

Thank you for your consideration. I welcome further contact.

-Jordan Kolton - Owner and Roastmaster, The Coffee Store - Maui

office@mauicoffee.com

(808) 868-2137



**HB-1886-HD-2**

Submitted on: 2/24/2020 9:50:48 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|--------------|--------------|--------------------|--------------------|
| Alan Wells   | Individual   | Support            | No                 |

## Comments:

As a member of the Kona Coffee Farmers Association and the Hawaii Organic Farming Association, I would like to go on record as being a supporter of HB 1886 relating to labeling of Kona Coffee. The blending of only 10% Kona coffee while being allowed to use the name Kona has damaged the value of the Kona brand and should be discontinued. Let's protect our Kona brand by making the requirement be 51% actual Kona coffee to the blends.

Thank you

Alan Wells

Konalicious Organic Coffee Farm

**HB-1886-HD-2**

Submitted on: 2/24/2020 10:09:58 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization       | Testifier Position | Present at Hearing |
|--------------|--------------------|--------------------|--------------------|
| Mark Wessels | Domain Kona Coffee | Support            | No                 |

Comments:

Dear Hawai'i Judiciary Committee,

**I wish to voice my strong support of HB1886 –Relating to Coffee Labeling.**

I am a small coffee farmer in Captain Cook in South Kona, Hawaii. My wife and I moved here in early 2018 and purchased a 3.5 acre farm planted with 1,800 coffee trees –we live and farm full time here in Captain Cook. We created a new brand, Domain Kona Coffee, and we currently market our coffee direct to consumers via our own website and on Amazon. I was in the wine business for the past 30 years before moving to Hawaii. I was surprised, shocked and frankly dumbfounded to learn that the current law says that blended coffee can be labeled "Kona Blend, Ka'u Blend, Maui Blend, Kauai Blend, etc" even if it has as little as 10% of the actual coffee grown in that region in it. The remaining 90% can and is unnamed coffee from anywhere around the world. Given my wine background, this is still hard for me to believe. It goes against any, and all, geographic integrity and identity. The concept of a place name (Kona) being used on a product that contains only 10% of its ingredients from that place is extremely **Fraudulent** and Misleading, additionally, it is counterintuitive and counterproductive. This is especially true for a place with a very highly regarded reputation for the quality of its coffee.

**Truth in labeling is vitally important to product integrity and value.** 10% blends greatly damage the integrity and value of Kona and all other Hawaiian coffees. **By continuing to allow these 10% blends the State of Hawaii is failing to protect the integrity of its coffee and its place names.** This encourages fraud and counterfeiting. It sends a clear signal that the State does Not care and will Not protect its commodities and brands. Kona Coffee and all other Hawaiian coffees are Brands – they must be protected – just as Napa wine or Rolex watches or BMW cars are legally protected against fraud and counterfeiting.

One of the world's Finest & Rarest coffees comes from America. It is grown in Hawaii – **only a tiny .01% of the world's coffee comes from Hawai'i.** Why should someone buy Hawaiian coffee ? Or more specifically, why should someone pay a high price Hawaiian coffee ? There is One reason – but there are two parts to this reason and these two parts are inseparable. The reason someone should buy coffee from Hawaiian and pay 3 to 4 times the price of most other coffees is because Hawaiian coffee is both

Fine & Rare. It is inconceivable to me that the state of Hawai'i does not protect this very valuable commodity. Please pass HB1886 which will 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 place name without requiring the content exploits the region, deprives farmers of income and devalues the product and place name.
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' unsuspecting customers. This would never be allowed for California Wine or all other wines from around the world, Kentucky Bourbon, Idaho potatoes, or any number of products worldwide. Hawai'i really 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,            Mark Wessels & Lelia Zenner    Domain Kona Coffee, Captain Cook, HI



**HB-1886-HD-2**

Submitted on: 2/24/2020 11:28:15 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

## Comments:

As a resident of the Big Island, I am keenly concerned with the need to promote our economy, especially our agricultural economy. There is no simpler, nor more just, way of doing this than to end the decades-long theft of profits from Kona coffee farmers through inaccurate labelling. No, 10% Kona beans in a bag of coffee is NOT Kona coffee. For that matter, 51% isn't either. However, 51% is a more than fair compromise, since it is over half.

Let's support our local coffee farmers, not the corporate blenders. Our government owes this decency to Hawaii farmers and Hawaii citizens -- and to consumers who deserve accuracy in labelling.

**HB-1886-HD-2**

Submitted on: 2/24/2020 11:50:49 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|--------------|--------------|--------------------|--------------------|
| Matt Binder  | Individual   | Support            | No                 |

Comments:

Aloha Legislators,

It is way past time to pass this legislation. The current law is harmful to the hard-working farmers who grow our wonderful coffee just so a few blenders can get rich off their efforts. The quality of Hawaiian grown coffee has nothing to do with the blenders and everything to do with the farmers. Please show us whose side you are on and support the farmers.

Sincereley,

Matt Binder

Waimea

**HB-1886-HD-2**

Submitted on: 2/24/2020 11:48:19 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier<br/>Position</b> | <b>Present at<br/>Hearing</b> |
|---------------------|---------------------|-------------------------------|-------------------------------|
| Sherri Thal         | Individual          | Support                       | No                            |

Comments:

**HB-1886-HD-2**

Submitted on: 2/24/2020 12:09:48 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier<br>Position | Present at<br>Hearing |
|--------------|--------------|-----------------------|-----------------------|
| David Hunt   | Individual   | Support               | No                    |

Comments:

**HB-1886-HD-2**

Submitted on: 2/24/2020 12:15:47 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

Comments:

Please Support HB1886 HD2, only Hawaii grown coffee should be labeled as Hawaii grown coffee, mahalo!

**HB-1886-HD-2**

Submitted on: 2/24/2020 12:19:06 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|--------------|--------------|--------------------|--------------------|
| Howard Hill  | Individual   | Support            | No                 |

## Comments:

I am writing in to express my support for HB1886. For far too long a few large corporate businesses have been able to reap the benefit of the hard working Kona coffee farmers due to the lack of regulation concerning what is Kona coffee. i have seen Kona coffee for sale on the mainland as Kona blend without any explanation of what 'Kona Blend' really means.

Consumers wrongly assume that this product is a blend of Kona coffees rather than a product which contains a very small percentage of the world renowned 100% Kona coffee. The same applies to visitors and locals alike buying Kona blend in Hawaii at stores such as ABC and Longs, to name just 2.

This type of false labeling and marketing needs to end. By mandating a 51% real Kona coffee in any product labeled as such, this injustice to Kona coffee, coffee consumers, and Kona coffee farmers can be corrected.

Writing to you as a small acreage Kona coffee farmer, I support HB1886. Please pass this long overdue bill.

Howard Hill

Captain Cook, HI

**HB-1886-HD-2**

Submitted on: 2/24/2020 1:20:38 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By     | Organization | Testifier Position | Present at Hearing |
|------------------|--------------|--------------------|--------------------|
| elizabeth hansen | Individual   | Support            | No                 |

Comments:

We must Support Local farmers. Please assist!  
Mahalo

**HB-1886-HD-2**

Submitted on: 2/24/2020 1:52:01 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By   | Organization | Testifier Position | Present at Hearing |
|----------------|--------------|--------------------|--------------------|
| Ilene Grossman | Individual   | Support            | No                 |

Comments:

I support this bill to support our local coffee growers and producers.

thank you,

ilene grossman

kamuela, hi 96743



**HB-1886-HD-2**

Submitted on: 2/24/2020 1:53:32 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By   | Organization | Testifier Position | Present at Hearing |
|----------------|--------------|--------------------|--------------------|
| Tarah Bartlett | Individual   | Support            | No                 |

Comments:

Aloha,

I support HB 1886. Please give credit where credit is due. Kona coffee farmers deserve their labor, skill and livelihood to be honored with the proper labeling of TRUE Kona coffee. Keep Kona pure and true. Not only will this maintain the Kona quality standard, in the increasingly competitive feild of fine coffee but it will also allow our farmers to actually survive while they work to continue producing and maintaining the legacy of Kone Coffee.

Aloha,

Tarah Bartlett

**HB-1886-HD-2**

Submitted on: 2/24/2020 1:58:33 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

Comments:

Aloha

My name is Tom Rayson and I'm a physician and a local Kona coffee Farm. I strongly urge you to support HP 1886!

**HB-1886-HD-2**

Submitted on: 2/24/2020 1:58:40 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| <b>Submitted By</b> | <b>Organization</b> | <b>Testifier<br/>Position</b> | <b>Present at<br/>Hearing</b> |
|---------------------|---------------------|-------------------------------|-------------------------------|
| ROBERT DUERR        | Individual          | Support                       | No                            |

Comments:

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 2:30:31 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By    | Organization | Testifier<br>Position | Present at<br>Hearing |
|-----------------|--------------|-----------------------|-----------------------|
| Marilyn Creagan | Individual   | Support               | No                    |

Comments:

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 2:35:03 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By    | Organization | Testifier Position | Present at Hearing |
|-----------------|--------------|--------------------|--------------------|
| Ariel Willeford | Individual   | Support            | No                 |

Comments:

I support HB1886.

Farming quality Kona Coffee is no easy task. From the rugged terrain, pests (CBB, Nematodes, etc) along with the premium costs associated with proper care, farmers need all they can get in return just to keep it a viable crop. Farmers should not have to compete with large companies diluting and exploiting the Kona name built on the backs of the ones producing it. The farmers have earned the right to call it Kona Coffee, without the relationships built on trial and error, hard work, cooperation, and shared knowledge within this small community of farmers, Kona coffee would not exist.

Mahalo,

Ariel Willeford

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 2:54:03 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By     | Organization | Testifier<br>Position | Present at<br>Hearing |
|------------------|--------------|-----------------------|-----------------------|
| Christopher Dean | Individual   | Support               | No                    |

Comments:

**HB-1886-HD-2**

Submitted on: 2/24/2020 2:55:49 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By   | Organization | Testifier<br>Position | Present at<br>Hearing |
|----------------|--------------|-----------------------|-----------------------|
| Shannon Matson | Individual   | Support               | No                    |

Comments:

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 3:03:21 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

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

Comments:

More strict labeling requirements, as are being implemented by by important geographic regions of Europe for certain food products, is an important step for Hawaii agriculture, Hawaii coffee farmers and the Hawaii brand generally.

There are local incubators and accellerators that are emphasizing the Hawaii brand in an effort to help the above mentioned entities while also trying to increase the export value of genuine Hawaii products and distinguish them from mainland and internationally produced products that exploit the "Hawaii" brand.

Please pass this bill.

Mary Spadaro, Founder and Facilitator of Slow Money Hawaii



**HB-1886-HD-2**

Submitted on: 2/24/2020 3:03:46 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By  | Organization | Testifier<br>Position | Present at<br>Hearing |
|---------------|--------------|-----------------------|-----------------------|
| Karen Winslow | Individual   | Support               | No                    |

Comments:

**HB-1886-HD-2**

Submitted on: 2/24/2020 3:32:15 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By | Organization | Testifier<br>Position | Present at<br>Hearing |
|--------------|--------------|-----------------------|-----------------------|
| John NAYLOR  | Individual   | Support               | No                    |

Comments:

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 4:07:01 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier Position | Present at Hearing |
|--------------|--------------|--------------------|--------------------|
| Lanny Sinkin | Individual   | Support            | No                 |

Comments:

Simple fairness would call for restricting the use of the "Kona Coffee" designation to coffee that is at least 50% grown and processed in the islands.

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 4:50:56 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization | Testifier<br>Position | Present at<br>Hearing |
|--------------|--------------|-----------------------|-----------------------|
| Barbara Best | Individual   | Support               | No                    |

Comments:

this supports consumer fairness & justice for coffee producers in Hawaii.

mahalo

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 5:11:37 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By         | Organization | Testifier<br>Position | Present at<br>Hearing |
|----------------------|--------------|-----------------------|-----------------------|
| Mary Whispering Wind | Individual   | Support               | No                    |

Comments:

**HB-1886-HD-2**

Submitted on: 2/24/2020 5:31:55 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By   | Organization        | Testifier Position | Present at Hearing |
|----------------|---------------------|--------------------|--------------------|
| Kathryn Hickey | Sunshower Farms LLC | Support            | No                 |

## Comments:

Aloha Legislators,

I am the owner of an 8 acre family-owned Kona coffee farm in Holualoa.

We are not a perfect farm by any means, but we do our best to grow, process, store, roast and package our coffee to "specialty" standards. Our coffee, like many other small Kona farms, is *special* and unique amongst the landscape of all of the coffee in the world and deserves to be judged accordingly. It does not deserve to be painted with the broad brush of poor coffee that the "Kona" blends allow.

We offer tours and cuppings on our farm to educate tourists about Kona coffee (and specialty coffee more generally). When our customers find out that the "kona" coffee they have tried in the past might have only been a 10% blend (or maybe even not Kona at all) they are surprised! Customers already expect a labeling law like this to be a requirement! Most are surprised that the law does not require 100% Kona to be labeled as Kona.

What that should teach us is that the current 10% law is, at best, misleading and, at worst, outright consumer fraud. And who suffers? In my opinion, the whole supply chain from farmers to consumers - but mostly the farmers.

It is already *so hard* to make a profit coffee farming - and there should be no reason for that. There's a high demand for Kona coffee and that demand is VERY inelastic - or in other words, the supply going down and the price going up will not change demand all that much. People will still want Kona coffee no matter what. Our farmers should be able to charge whatever they need to charge to make a living and they *cannot* do that when they have to compete on price with blenders who do not have the same cost of production.

The only beneficiaries of the current 10% labeling law are the blenders, who have, for DECADES, been defrauding the public and driving down the price and reputation of Kona coffee. Your vote in favor of HB1886 has the power to correct that injustice, help Hawaii's farmers who desperately need it, and to protect the reputation of one of our most beloved and treasured exports for years to come. Please do not let us down.

Mahalo,

Kate Hickey

Sunshower Farms LLC

**HB-1886-HD-2**

Submitted on: 2/24/2020 6:58:51 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By | Organization | Testifier<br>Position | Present at<br>Hearing |
|--------------|--------------|-----------------------|-----------------------|
| Lois Crozer  | Individual   | Support               | No                    |

Comments:



**HB-1886-HD-2**

Submitted on: 2/24/2020 7:55:28 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By  | Organization | Testifier Position | Present at Hearing |
|---------------|--------------|--------------------|--------------------|
| David S. Case | Individual   | Support            | No                 |

## Comments:

Aloha Chair Lee, Co-Chair San Beunaventura and Members of the House Judiciary Committee--

It is about time coffee "blending" made it to the Judiciary Committee. It is a matter of injustice when consumers are duped into thinking that a 10% Kona "blend" is actually something like real Kona coffee. It is also an injustice when hard-working Hawaii Origin Coffee farmers in Ka'u, Maui, Kauai and elsewhere are forced to sell their carefully grown and processed Origin coffee for less than full market price, because they have to compete with inferior, so-called blends. Please, stop this duplicate injustice and pass HB1886, HD2 for approval by the full House.

Mahalo nui loa,

David Case

**HB-1886-HD-2**

Submitted on: 2/24/2020 9:42:40 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By  | Organization | Testifier<br>Position | Present at<br>Hearing |
|---------------|--------------|-----------------------|-----------------------|
| tlaloc tokuda | Individual   | Support               | No                    |

## Comments:

Kona Coffee should be Kona Coffee, not mixtures of coffee from around the world. I support HB1886. Please pass this bill and keep Kona (Kau) Coffee Kona/Kau!

**HB-1886-HD-2**

Submitted on: 2/24/2020 9:47:13 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By  | Organization | Testifier<br>Position | Present at<br>Hearing |
|---------------|--------------|-----------------------|-----------------------|
| Steven Forman | Individual   | Support               | No                    |

Comments:

**HB-1886-HD-2**

Submitted on: 2/24/2020 10:24:33 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By  | Organization | Testifier<br>Position | Present at<br>Hearing |
|---------------|--------------|-----------------------|-----------------------|
| Barbara Barry | Individual   | Support               | No                    |

Comments:

Aloha,

I strongly support HB1886HD2  
Mahalo,

,

**LATE**

**HB-1886-HD-2**

Submitted on: 2/24/2020 11:07:56 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

| Submitted By | Organization      | Testifier<br>Position | Present at<br>Hearing |
|--------------|-------------------|-----------------------|-----------------------|
| autumn ness  | Beyond Pesticides | Support               | No                    |

Comments:

**HB-1886-HD-2**

Submitted on: 2/24/2020 11:49:27 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By  | Organization | Testifier<br>Position | Present at<br>Hearing |
|---------------|--------------|-----------------------|-----------------------|
| Julie Stowell | Individual   | Support               | No                    |

## Comments:

Please support our local Coffee Farmers. Stop the corporate coffee blenders from stealing profits from our our Big Island Community. Support HB1886.

**HB-1886-HD-2**

Submitted on: 2/25/2020 4:52:07 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By | Organization | Testifier<br>Position | Present at<br>Hearing |
|--------------|--------------|-----------------------|-----------------------|
| Gary Hooser  | Individual   | Support               | No                    |

Comments:

Strong support of the HD1 with amendments as proposed in the Kona Coffee Farmers Association testimony (submitted separately).

**HB-1886-HD-2**

Submitted on: 2/25/2020 8:56:11 AM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By    | Organization | Testifier<br>Position | Present at<br>Hearing |
|-----------------|--------------|-----------------------|-----------------------|
| Dennis F Lokmer | Individual   | Support               | No                    |

Comments:



**HB-1886-HD-2**

Submitted on: 2/25/2020 12:13:02 PM

Testimony for JUD on 2/25/2020 2:00:00 PM

**LATE**

| Submitted By    | Organization | Testifier<br>Position | Present at<br>Hearing |
|-----------------|--------------|-----------------------|-----------------------|
| valerie Lasciak | Individual   | Support               | No                    |

Comments:

I strongly support this Bill