
A BILL FOR AN ACT

RELATING TO COFFEE.

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

1 SECTION 1. The legislature finds that, for over thirty
2 years, Hawaii has been the only region in the world that
3 statutorily regulates the uses of its geographic names, such as
4 "Kona", "Maui", and "Kau", on labels of its specialty
5 agricultural products but requires that only ten per cent of the
6 product originate in the geographic area indicated. The low ten
7 per cent requirement directly damages and degrades the
8 reputation of world-famous Hawaii-grown coffees and inhibits the
9 economic interests of Hawaii coffee farmers. The legislature
10 notes that a 2018 publication entitled "Strengthening
11 sustainable food systems through geographical indications: An
12 analysis of economic impacts" by the Food and Agriculture
13 Organization of the United Nations and the European Bank for
14 Reconstruction and Development concluded, among other things,
15 that Kona coffee "does not enjoy any strong protection of its
16 name" from the State and, as a result, downstream stakeholders,



1 rather than farmers, "reap the economic benefits of the fame of
2 Kona."

3 The purpose of this Act is to support Hawaii's coffee
4 growers by:

5 (1) Directing the department of agriculture to conduct an
6 independent study to assess the economic impact of
7 Hawaii's coffee labeling laws on local coffee farmers
8 and the local coffee industry; and

9 (2) Appropriating funds to the department of agriculture
10 to conduct the economic impact study.

11 SECTION 2. (a) The department of agriculture shall
12 conduct an independent study to assess the economic impact on
13 local coffee farmers and the local coffee industry from
14 potential changes to coffee labeling requirements established in
15 section 486-120.6, Hawaii Revised Statutes. Analysis shall
16 include studying the impacts of a change to a minimum coffee
17 blend ratio of fifty-one per cent and one hundred per cent.

18 (b) The economic impact study shall include an analysis of
19 impacts from the perspective of Hawaii coffee industry
20 stakeholders located within the physical boundaries of the
21 State.



1 (c) The department of agriculture shall consult with
2 coffee farmers, including the Hawaii Coffee Association, Kona
3 Coffee Farmers Association, and other stakeholders in the coffee
4 industry for the purposes of conducting the study.

5 (d) The department of agriculture shall complete the study
6 no later than January 1, 2024, and shall submit a report of its
7 findings and recommendations, including any proposed
8 legislation, to the legislature no later than twenty days prior
9 to the convening of the regular session of 2024.

10 SECTION 3. There is appropriated out of the general
11 revenues of the State of Hawaii the sum of \$100,000 or so much
12 thereof as may be necessary for fiscal year 2022-2023 for the
13 economic impact study required by section 2 of this Act.

14 The sum appropriated shall be expended by the department of
15 agriculture for the purposes of this Act.

16 SECTION 4. This Act shall take effect on July 1, 2022.



H.B. NO. 1517
H.D. 2
S.D. 2
C.D. 1

Report Title:

Department of Agriculture; Coffee Labeling Economic Impact
Study; Appropriation

Description:

Directs the department of agriculture to conduct an independent study to assess the economic impact on local coffee farmers and the local coffee industry from potential changes to coffee labeling requirements. Appropriates funds for the independent study. (CD1)

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2022-3278 HB1517 CD1 HMSO

