

STAND. COM. REP. NO. 1324

Honolulu, Hawaii

**MAR 21 2025**

RE: H.B. No. 1291  
H.D. 2  
S.D. 1

Honorable Ronald D. Kouchi  
President of the Senate  
Thirty-Third State Legislature  
Regular Session of 2025  
State of Hawaii

Sir:

Your Committee on Commerce and Consumer Protection, to which was referred H.B. No. 1291, H.D. 2, entitled:

"A BILL FOR AN ACT RELATING TO AGRICULTURE,"

begs leave to report as follows:

The purpose and intent of this measure is to extend the offense of false labeling of Hawaii-grown coffee to include roasted coffee.

Your Committee received testimony in support of this measure from the Department of Agriculture, Hawaii Coffee Growers Association, Heavenly Hawaiian Farms, Hawai'i Farm Bureau, Hawai'i Food+ Policy, and one individual.

Your Committee finds that existing law requires all coffee products carrying a Hawaii geographical reference to disclose the location where the coffee was grown and, if a blend, indicate the percentage by weight of locally grown coffee and coffee grown elsewhere. These labeling requirements, however, do not include roasted coffee, despite most fraud, mislabeling, and misrepresentations of coffee occurring almost exclusively in roasted coffee products, thus creating a statutory loophole that allows the mislabeling of roasted coffee products containing little or no genuine Hawaii-grown beans. This measure aims to



close this loophole by extending the criminal offense of false labeling of Hawaii-grown coffee to roasted coffee products.

Your Committee has amended this measure by:

- (1) Inserting an effective date of July 1, 2050, to encourage further discussion; and
- (2) Making a technical, nonsubstantive amendment for the purposes of clarity and consistency.

As affirmed by the record of votes of the members of your Committee on Commerce and Consumer Protection that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 1291, H.D. 2, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 1291, H.D. 2, S.D. 1, and be referred to your Committee on Judiciary.

Respectfully submitted on  
behalf of the members of the  
Committee on Commerce and  
Consumer Protection,

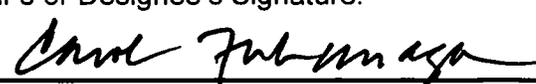


JARRETT KEOHOKALOLE, Chair



The Senate  
 Thirty-Third Legislature  
 State of Hawai'i

**Record of Votes**  
**Committee on Commerce and Consumer Protection**  
**CPN**

Bill / Resolution No.:* <b>HB 1291 HD2</b>	Committee Referral: <b>CPN, JDC</b>	Date: <b>3/19/25</b>		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <input type="checkbox"/> Pass, unamended 2312 <input checked="" type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
KEOHOKALOLE, Jarrett (C)	✓			
FUKUNAGA, Carol (VC)	✓			
MCKELVEY, Angus L.K.	✓			
RICHARDS, III, Herbert M. "Tim"				✓
AWA, Brenton	✓			
<b>TOTAL</b>	<b>4</b>			<b>1</b>
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: 				
Distribution:             Original     Yellow     Pink     Goldenrod File with Committee Report     Clerk's Office     Drafting Agency     Committee File Copy				

\*Only one measure per Record of Votes