

STAND. COM. REP. NO.

785

Honolulu, Hawaii

FEB 14 , 2025

RE: H.B. No. 534  
H.D. 2

Honorable Nadine K. Nakamura  
Speaker, House of Representatives  
Thirty-Third State Legislature  
Regular Session of 2025  
State of Hawaii

Madame:

Your Committee on Consumer Protection & Commerce, to which was referred H.B. No. 534, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO LABELING REQUIREMENTS,"

begs leave to report as follows:

The purpose of this measure is to prohibit the sale of processed ahi in retail establishments in the State without a label that states the country where the ahi was landed.

Your Committee received testimony in support of this measure from the Department of Land and Natural Resources; Hawaii Longline Association; Hawai'i Farm Bureau; Fishing Tales with Mike Sakamoto; Hawai'i Farmers Union; Chamber of Commerce Hawaii; and ten individuals. Your Committee received comments on this measure from the Department of Agriculture and three individuals.

Your Committee finds that the State is known for its high-quality ahi, which are caught under strict fishery management standards. However, ahi poke sold at retail establishments is dominated by previously frozen, carbon monoxide treated fish that is imported from foreign sources. This causes confusion to the consumer, who, as a result of deceptive advertising tactics such as "freshly made," and "locally prepared," are misled into believing the product is fresh or locally caught. This measure

2025-1577 HB534 HD2 HSCR HMSO



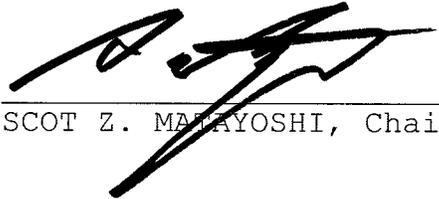
provides a mechanism by which consumers may be assured of the ahi's origin.

Your Committee has amended this measure by:

- (1) Moving the provisions of this measure under the enforcement purview of the Department of the Attorney General and the Office of Consumer Protection;
- (2) Specifying that the labeling requirements apply to any raw ahi product that is an ingredient in a processed food item, not to processed ahi;
- (3) Clarifying that the retail establishments subject to this labeling requirement are establishments that:
  - (A) Are licensed under the Perishable Agricultural Commodities Act of 1930; and
  - (B) Purchase over \$230,000 of fresh or frozen produce per calendar year; and
- (4) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Consumer Protection & Commerce that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 534, H.D. 1, as amended herein, and recommends that it be referred to your Committee on Finance in the form attached hereto as H.B. No. 534, H.D. 2.

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



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SCOT Z. MATAYOSHI, Chair



