

Honolulu, Hawaii

FEB 12 2025

RE: S.B. No. 1276  
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 S.B. No. 1276 entitled:

"A BILL FOR AN ACT RELATING TO AGRICULTURE,"

begs leave to report as follows:

The purpose and intent of this measure is to:

- (1) Expand the offense of false labeling of Hawaii-grown coffee to include roasted coffee; and
- (2) Impose a \$10,000 fine for each separate offense of false labeling of Hawaii-grown roasted coffee.

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

Your Committee finds that Hawaii's coffee industry is the State's second most lucrative agricultural crop. Hawaii-grown coffee is among the highest priced coffee sold anywhere in the world, due to its cost of production and reputation for outstanding quality. Because the demand for these products far exceeds available supply, counterfeiters falsely label less expensive coffees as originating from Hawaii and sell cheaper coffee at premium prices. Existing law imposes penalties for the



false labeling of Hawaii-grown coffee in cherry and parchment form. However, the false labeling of coffee occurs almost exclusively in roasted coffee. Roasted coffee falsely labeled as Hawaii-grown coffee is typically priced below the cost of genuine Hawaii-grown coffee, thus creating downward price pressure and value depreciation in the marketplace. This measure closes these existing statutory loopholes, strengthens consumer protections, and protects local farmers.

Your Committee has amended this measure by:

- (1) Inserting an effective date of July 1, 2050, to encourage further discussion; and
- (2) Making technical, nonsubstantive amendments 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 S.B. No. 1276, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 1276, 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,



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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>SB1276</b>	Committee Referral: <b>CPN, JDC</b>	Date: <b>2/4/25</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>3</b>	<b>1</b>	<b>0</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