

Honolulu, Hawaii

**MAR 24 2026**

RE: H.B. No. 2015  
H.D. 1  
S.D. 1

Honorable Ronald D. Kouchi  
President of the Senate  
Thirty-Third State Legislature  
Regular Session of 2026  
State of Hawaii

Sir:

Your Committee on Agriculture and Environment, to which was referred H.B. No. 2015, H.D. 1, entitled:

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

begs leave to report as follows:

The purpose and intent of this measure is to:

- (1) Clarify the labeling and advertising requirements for roasted coffee, instant coffee, and ready-to-drink coffee beverages based on where they were grown and processed; and
- (2) Define "regional origin".

Your Committee received testimony in support of this measure from the Department of Agriculture and Biosecurity, Hawai'i Farm Bureau, Hawai'i Farmers Union United, Hawai'i Food+ Policy, and two individuals.

Your Committee finds that accurate and honest labeling of local-grown coffee protects local farmers, preserves the integrity of the State's coffee brands, and ensures that consumers have clear information about the products they purchase. Setting clear labeling and advertising requirements for coffee grown and processed in the State is crucial to safeguarding the integrity of

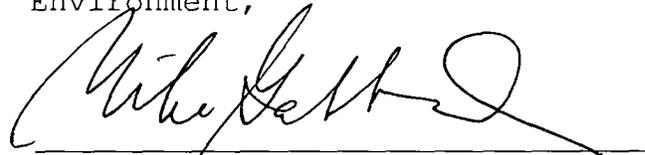


the local coffee industry. This measure strengthens the economic viability of the local coffee industry by preventing deceptive marketing and maintaining consumer trust.

Your Committee has amended this measure by inserting an effective date of July 1, 2050, to encourage further discussion.

As affirmed by the record of votes of the members of your Committee on Agriculture and Environment that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 2015, H.D. 1, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 2015, H.D. 1, S.D. 1, and be referred to your Committee on Commerce and Consumer Protection.

Respectfully submitted on  
behalf of the members of the  
Committee on Agriculture and  
Environment,



MIKE GABBARD, Chair



