

JOSH GREEN, M.D.
Governor

SYLVIA LUKE
Lt. Governor



SHARON HURD
Chairperson
Board of Agriculture & Biosecurity

DEAN M. MATSUKAWA
Deputy to the Chairperson

State of Hawai'i
DEPARTMENT OF AGRICULTURE & BIOSECURITY
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**TESTIMONY OF SHARON HURD
CHAIRPERSON, BOARD OF AGRICULTURE AND BIOSECURITY**

BEFORE THE SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

**WEDNESDAY, MARCH 18, 2026
3:30 p.m.
CONFERENCE ROOM 224 & Videoconference**

**HOUSE BILL NO. 2015, HD1
RELATING TO COFFEE LABELING**

Chair Gabbard, Vice Chair Richards and Members of the Committee:

Thank you for the opportunity to testify on House Bill 2015, HD1 that clarifies the labeling and advertising requirements for coffee that is grown and processed in the State. Defines "regional origin". The Department of Agriculture supports this measure.

This measure clarifies wording from the original language in Section 486-120.6, Hawaii Revised Statutes to change the language from Hawaii-grown and Hawaii processed coffee; labeling or advertising requirements, to Hawaii-grown and processed coffee; labeling or advertising requirements. This measure strengthens existing labeling laws by clearly distinguishing between geographic origin and regional origin, which is essential for protecting the reputation of coffee that is grown and processed in Hawaii, preventing deceptive marketing, and maintaining consumer trust. For clarification that this is only referring to geographic region coffee that is both grown and processed in Hawaii.

Thank you for the opportunity to testify on this measure.



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March 18, 2026

HEARING BEFORE THE
SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

TESTIMONY ON HB 2015, HD1
RELATING TO COFFEE LABELING

Conference Room 224 & Videoconference
3:30 PM

Aloha Chair Gabbard, Vice-Chair Richards, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawai'i Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,800 farm family members statewide and serves as Hawai'i's voice of agriculture to protect, advocate, and advance the social, economic, and educational interests of our diverse agricultural community.

The Hawai'i Farm Bureau supports HB 2015, HD1, which clarifies the labeling and advertising requirements for roasted coffee, instant coffee, and ready-to-drink coffee beverages based on where they were grown and processed.

HFB has long supported accurate and honest labeling of Hawai'i-grown coffee to protect local farmers, preserve the integrity of Hawai'i's coffee brands, and ensure that consumers have clear information about the products they purchase. Clarifying statutory definitions and improving consistency in labeling requirements helps advance these shared goals.

HB 2015, HD1 represents a technical refinement of existing law and builds on prior legislative efforts to strengthen Hawai'i's coffee labeling framework. The Hawai'i Farm Bureau respectfully urges the Committee to support this measure.

Thank you for the opportunity to provide testimony.

Officers

Kaipo Kekona
State President



Christian Zuckerman
Vice-President

Maureen Datta
Secretary

Reba Lopez
Treasurer

Chapter Presidents

Kelii Gannet
Kohala, Hawai'i

East Hawai'i

Puna, Hawai'i

Ka'u, Hawai'i

Maureen Datta
Kona, Hawai'i

Gina Lind
Hāna, Maui

Mason Scharer
Haleakalā, Maui

Kaiea Medeiros
Mauna Kahālāwai,
Maui

Kaipo Kekona
Lahaina, Maui

Kilia Avelino-Purdy
Moloka'i

Negus Manna
Lāna'i

India Clark
North Shore, O'ahu

Christian Zuckerman
Wai'anae, O'ahu

Rachel LaDrig
Waimānalo, O'ahu

Vincent Kimura
Honolulu, O'ahu

Natalie Urminska
Kaua'i

Aloha Chair Gabbard, Vice Chair Richards, and Members of the Senate Agriculture and Environment Committee,

The Hawai'i Farmers Union is a 501(c)(5) agricultural advocacy nonprofit representing a network of over 2,500 family farmers and their supporters across the Hawaiian Islands. **HFU supports HB2015.**

HB2015 plays a crucial role in safeguarding the integrity and reputation of Hawaii's coffee industry by setting clear labeling and advertising requirements for coffee grown and processed in the state. By defining "regional origin," this bill helps to preserve the unique identity and heritage of Hawaii-grown coffee, ensuring that consumers can make informed choices based on authentic information. This transparency not only benefits consumers but also supports local farmers who work tirelessly to produce high-quality coffee that reflects the distinct characteristics of Hawaii's diverse landscapes.

HB2015 strengthens the economic viability of the local coffee industry by preventing misleading practices that can undermine trust and devalue Hawaii coffee in the global market. Coffee producers and processors who adhere to the state's high-quality standards deserve recognition and protection. With this bill, Hawaii's coffee can continue to command respect and premium pricing, providing farmers with the necessary resources to invest back into their operations and sustain their livelihoods.

Mahalo for the opportunity to testify.

Hunter Heavilin
Advocacy Director
Hawai'i Farmers Union



March 16th, 2026

To: Chair Gabbard, Vice Chair Richards, and the Senate Committee on Agriculture and Environment

Subject: **HB2015**, HD1 Relating to Coffee Labeling

Aloha,

Hawai'i Food+ Policy writes in strong support of HB2015. As an organization committed to strengthening local agriculture and supporting our farmers, we believe this measure is a vital step toward ensuring consumer transparency and protecting the integrity of Hawai'i's world-renowned coffee industry. We would like to specifically comment on the current draft and reiterate our recommendations for further strengthening this bill:

1. Support for HD1 Amendments (Reverting the "And/Or" Language)
 - a. We strongly support the amendment made by the House Committee on Agriculture & Food Systems to revert to the existing "grown or processed" language. This prevents a potential loophole where companies roasting foreign coffee within the State could avoid labeling requirements simply because the coffee was "processed" in Hawai'i. Protecting our local growers requires ensuring that foreign-grown coffee is always clearly identified, regardless of where it is roasted.
2. Recommendation: Increase Minimum Percentage Requirements for Blends.
 - a. While we support the bill's goal of distinguishing between geographic origin (Hawai'i-grown) and regional origin (foreign-grown), we continue to recommend establishing a higher minimum percentage of Hawai'i-grown coffee before a product can use a local region's name in its primary title. To align with our mission of reducing reliance on imported foods, the "Hawai'i" brand should be reserved as a premium mark for products that are primarily local, rather than those that are mostly "Foreign-grown Coffee"
3. Recommendation: Include Made-to-Order Beverages
 - a. Currently, Section 2 of the bill explicitly excludes made-to-order beverages from the definition of "ready-to-drink coffee beverages." We urge the Committee to expand the bill's scope to include these drinks. Consumers at a cafe deserve the same level of transparency regarding the origin and percentage of the coffee they are purchasing as those buying prepackaged bags.

By adopting these recommendations, the Legislature can more effectively support Hawai'i's capacity to feed itself and ensure our local growers are not undercut by deceptive marketing. We urge the Committee to pass HB2015 with these additional protections for our local food system.

Mahalo,

Carlin McFadden & the Food+ Policy Team #fixourfoodsystem

The Food+ Policy internship develops student advocates who learn work skills while increasing civic engagement to become emerging leaders. We focus on good food systems policy because we see the importance and potential of the food system in combating climate change and increasing the health, equity, and resiliency of Hawai'i communities.

In 2026, the cohort of interns are undergraduate and graduate students and young professionals working in the food system. They are a mix of traditional and nontraditional students, including parents and veterans, who have backgrounds in education, farming, public health, nutrition, and Hawaiian culture.

HB-2015-HD-1

Submitted on: 3/15/2026 6:07:12 AM

Testimony for AEN on 3/18/2026 3:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Johnnie-Mae L. Perry	Individual	Support	Written Testimony Only

Comments:

I, Johnnie-Mae L. Perry, Support

2015 HB RELATING TO COFFEE LABELING.

"food nutritional value on packages..."

HB-2015-HD-1

Submitted on: 3/17/2026 6:42:35 AM

Testimony for AEN on 3/18/2026 3:30:00 PM

Submitted By	Organization	Testifier Position	Testify
Glen Kagamida	Individual	Support	Written Testimony Only

Comments:

SUPPORT! MAHALO!