

Honolulu, Hawaii

MAR 06 , 2026

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

Honorable Nadine K. Nakamura
Speaker, House of Representatives
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Madame:

Your Committee on Consumer Protection & Commerce, 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 of this measure is to clarify the laws on labeling and advertising of certain coffee products that are grown and processed in the State and make necessary distinctions between the use of the terms "geographic origin" and "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; Kona Coffee Farmers Association; and two individuals.

Your Committee finds that geographic indications are signs or labels used on products that have a specific geographic origin and possess qualities or reputations that are due to that origin. For consumers, geographic indications inform consumers about a product's geographic origin and a quality or characteristic of the product linked to its place of origin.

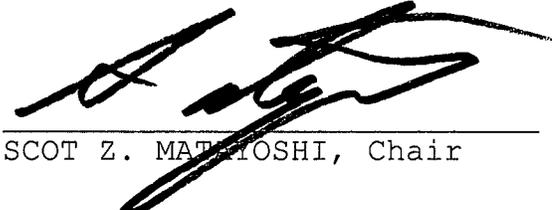
Your Committee further finds that coffee is an important agricultural crop of the State and a highly valued commodity in Hawaii and the fraudulent representation of a coffee's geographic



origin being from Hawaii diminishes the value of Hawaii-grown and Hawaii-processed coffee by harming its reputation. This measure strengthens existing labeling laws by clearly distinguishing between geographic origin and regional origin, which is essential to protect the reputation of coffee grown and processed in Hawaii, prevent deceptive marketing, and maintain consumer trust.

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. 2015, H.D. 1, and recommends that it pass Third Reading.

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



SCOT Z. MATSUMOTO, Chair



