

**JOSH GREEN, M.D.**  
Governor

**SYLVIA LUKE**  
Lt. Governor



State of Hawai'i  
**DEPARTMENT OF AGRICULTURE & BIOSECURITY**  
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**SHARON HURD**  
Chairperson  
Board of Agriculture & Biosecurity

**DEAN M. MATSUKAWA**  
Deputy to the Chairperson

**TESTIMONY OF SHARON HURD  
CHAIRPERSON, BOARD OF AGRICULTURE AND BIOSECURITY**

**BEFORE THE HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE**

**TUESDAY, FEBRUARY 24, 2026  
2:00 p.m.  
CONFERENCE ROOM 329 & Videoconference**

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

Chair Matayoshi, Vice Chair Grandinetti 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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February 24, 2026

HEARING BEFORE THE  
HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE

**TESTIMONY ON HB 2015, HD1**  
**RELATING TO COFFEE LABELING**

Conference Room 329 & Videoconference  
2:00 PM

Aloha Chair Matayoshi, Vice-Chair Grandinetti, 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  
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Reba Lopez  
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Mason Scharer  
Haleakalā, Maui

Kaiea Medeiros  
Mauna Kahālāwai,  
Maui

Kaipo Kekona  
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Moloka'i

Negus Manna  
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Wai'anae, O'ahu

Rachel LaDrig  
Waimānalo, O'ahu

Vincent Kimura  
Honolulu, O'ahu

Natalie Urminska  
Kaua'i

Aloha Chair Matayoshi, Vice Chair Grandinetti, and Members of the House Consumer Protection & Commerce 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



**SUPPORT FOR HB2015**

**RELATING TO COFFEE LABELING**

Consumer Protection; Coffee Labeling; Hawai'i-Grown and -Processed Coffee; Geographic Origin; Regional Origin

Aloha Chair, Vice Chair, and Esteemed Committee Members,

The Kona Coffee Farmers Association is in **support of HB2015**. The KCFA represent over 200 farms and agribusinesses in the Kona districts and our mission is to protect the economic interests of our growers.

We appreciate the Committee's commitment to Hawaii Agriculture, and support of our coffee growers.

Mahalo nui loa!

Suzanne Shriner  
Vice President

**HB-2015-HD-1**

Submitted on: 2/20/2026 7:18:25 PM

Testimony for CPC on 2/24/2026 2:00:00 PM

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

Comments:

I, Johnnie-Mae L. Perry, Support

2015 HB RELATING TO COFFEE LABELING.

**HB-2015-HD-1**

Submitted on: 2/21/2026 3:57:25 PM

Testimony for CPC on 2/24/2026 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Glen Kagamida	Individual	Support	Written Testimony Only

Comments:

SUPPORT! MAHALO!