

LATE \*Testimony submitted late may not be considered by the Committee for decision making purposes.

**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

**LATE**

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

**BEFORE THE HOUSE COMMITTEE ON AGRICULTURE AND FOOD SYSTEMS**

**WEDNESDAY FEBRUARY 11, 2026  
9:30 a.m.  
CONFERENCE ROOM 325 & Videoconference**

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

Chair Chun, Vice Chair Kusch and Members of the Committee:

Thank you for the opportunity to testify on House Bill 2015 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 about this bill.

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February 11, 2026

HEARING BEFORE THE  
HOUSE COMMITTEE ON AGRICULTURE & FOOD SYSTEMS

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

Conference Room 325 & Videoconference  
9:30 AM

Aloha Chair Chun, Vice-Chair Kusch, 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**, which clarifies existing coffee labeling and advertising requirements to reduce confusion and improve transparency regarding the origin of coffee products sold in Hawai'i.

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 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.



February, 9th 2026

To: Chair Chun, Vice Chair Kusch and the House Committee on Agriculture & Food Systems

Subject: **HB2015**, Relating to State Enterprise Zones

Aloha,

Hawaii Food+ Policy is writing to express our strong support for HB2015. As an organization dedicated to strengthening local agriculture and supporting our local farmers, we believe this bill is a necessary step toward ensuring transparency for consumers and protecting the integrity of Hawai'i's coffee industry.

While we support the bill's goal of clarifying the distinction between geographic origin (Hawai'i-grown) and regional origin (foreign-grown), we would like to offer two specific recommendations to further strengthen this legislation:

1. **Increase Minimum Percentage Requirements for Blends:** The bill currently references minimum percentage requirements for blends to use a Hawai'i geographic origin in their name. To better align with our mission of reducing reliance on imported foods, we recommend establishing a higher minimum percentage of Hawai'i-grown coffee (above the current standards) before a product can use a local region's name in its primary title. This will ensure that the "Hawai'i" brand remains a premium mark for truly local products.
2. **Include Made-to-Order Beverages:** Currently, Section 2 of the bill specifically excludes made-to-order beverages from the definition of "ready-to-drink coffee beverages". We recommend expanding the bill to include these beverages. Consumers who purchase coffee at a cafe should have the same right to transparency regarding the origin and percentage of the coffee they are drinking as those who purchase prepackaged bags.

By addressing these points, the legislature can better support Hawai'i's capacity to feed itself and ensure that our local growers are not undercut by misleading labels on foreign-grown products.

Mahalo,

Carlin McFadden & the Food+ Policy Team  
#fixourfoodsystem

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**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.



**LATE**

## COMMENTS ON 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 providing comments to 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.

A significant language change is included in this rule:

§486-120.6(a)2 "...not less than the minimum per cent coffee by weight required under subsection (d) (2), and coffee not grown  
~~or~~ **and** processed in Hawaii"

While appearing minor, as written, changing "or" to "and" in this instance could create a loophole where companies who roast foreign coffee in Hawaii do not need to meet the labeling requirements contained in the rest of the statute. We would ask that the original language be maintained with "or".

Furthermore, there is a strong emphasis on "Hawaii-Processed" in the language. If we are seeking to protect our growers, the processing location for Hawaii-Grown coffee should not matter. Nor should the processing location for foreign-grown beans used in Hawaii blends. The "-Processed" statement could be removed from the Bill, and strengthen the clarity of the final statute.

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

Mahalo nui loa!

A handwritten signature in black ink, appearing to read "Suzanne Shriner".

Suzanne Shriner  
Vice President