



Chair Mike Gabbard  
Vice-Chair Clarence K. Nishihara  
Senate Committee on Agriculture & Environment  
Monday, March 21, 2022  
1:00 PM  
Conference Room 224 & Videoconferencing  
Written Testimony Only

**RE: Support of HB1517 HD2 with Amendments - 100% Truthful Coffee Labels**

Dear Chair Gabbard, Vice-Chair Nishihara & Committee Members,

Thank you for the opportunity to testify on behalf of the Chamber of Sustainable Commerce in support of HB1517 HD2 with amendments. As business owners who believe in strengthening our economy without hurting employees, communities and the environment, we urge this committee to amend HB1517 HD2 to immediately require 100% honesty in coffee labeling.

If one only reads the testimony in opposition to this bill, one would have the false impression that this bill prohibits companies from selling 10% Kona coffee blends; but, in fact, this bill simply requires companies be slightly more truthful to their customers regarding percentages of locally grown coffees versus imported coffees being used in their blends.

France requires sparkling wine be 100% from grapes grown in the Champagne region in order to use the word “Champagne” on the label; Idaho requires 100% of the potatoes in the package be grown in that state to use the name “Idaho Potatoes”; Vermont requires that 100% of the contents be from Vermont to label a product as “Vermont Maple Syrup”.

It is absurd that a state that has “invested” more than \$80M/year building its brand and marketing Hawaii to the world, would turn around and tell its local coffee farmers that a 100% requirement for labeling is out of reach for them — that they should be content with a 51% minimum requirement.

There are “truth-in-labeling” laws — and then there is HB1517’s “more-than-half-truthful-labeling” house draft. Where else could a commercial industry be so powerful that it could force state lawmakers to compromise on “truth” itself? We urge you to protect truth in labeling, not half-truths in labeling or 51% truthful labeling; please amend the bill to require 100% genuine Hawaii grown coffee when no other coffee regions except Hawaii’s are on the label.

<b>Hawaii Legislative Council</b>	Kim Coco Iwamoto AQuA Rentals, LLC Honolulu	Elle Cochran Maui Surfboards Maui	Russel Ruderman Island Naturals Hilo / Kona	Joell Edwards Wainiha Country Market Kauai	Maile Meyer Na Mea Hawaii Honolulu
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