

March 20, 2023

Senator Jarrett Keohokalole, Chair
Senator Carol Fukunaga, Vice Chair
Committee on Commerce & Consumer Protection
Tuesday, March 21, 2023
9:55 am
Via Videoconference



RE: **HB259 HD1** Relating to Consumer Protection (**Support with Amendments**)

Dear Chair Keohokalole, Vice Chair Fukunaga & Committee Members,

The Chamber of Sustainable Commerce testifies in support (with amendments) of HB259 HD1, which prohibits using geographic origins of coffee in labeling or advertising for roasted or instant coffee that contains less than a certain percentage of coffee by weight from that geographic origin, phased in to a minimum of fifty-one per cent after 7/1/2025, prohibits use of the term "All Hawaiian" in labeling or advertising for roasted or instant coffee not produced entirely from green coffee beans grown and processed in Hawai'i.

As business owners who strive for a triple bottom line and know we can strengthen our economy without hurting workers, consumers, or the environment, we urge this committee to pass HB259 HD1 with amendments because it protects consumers from intentionally misleading packaging that undermines the value of the work and investment of local coffee farmers.

It is absurd that a state that has "invested" more than \$80M/year building its brand identity 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 "incremental truths", requiring only 20%-51% truthfully Hawaii grown coffee.

There are "truth-in-labeling" laws – and then there is HB259's "more-than-half-truthful-labeling". 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 20%-51% truthful labeling. Please **amend the bill to require 100% genuine Hawaii grown coffee when there are no other coffee regions included on the label except Hawaii's and require the factual percentage by region to be included on the label.**

Hawaii Legislative Council	Maile Meyer Na Mea Hawaii Honolulu	Russel Rudderman Island Naturals Hilo / Kona	Tina Wildberger Kihei Ice Maui	Joell Edwards Wainiha Country Market Kauai	Kim Coco Iwamoto AQuA Rentals, LLC Honolulu
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