

March 29, 2023



Rep. Mark M. Nakashima, Chair
Rep. Jackson D. Sayama, Vice Chair
Committee on Consumer Protection & Commerce
Thursday, March 30, 2023
2:00 pm
Via Videoconference

RE: **SB746 HD1** Relating to Coffee Labeling (**Support**)

Dear Chair Nakashima, Vice Chair Sayama & Committee Members,

The Chamber of Sustainable Commerce (CSC) testifies in strong support of SB746 HD1, which expands the coffee labeling and advertising requirements to include ready-to-drink coffee beverages and inner packages and inner wrapping labels, requires disclosure on the label of coffee blends of the respective geographic and regional origins and per cent by weight of the blended coffees, and prohibits use of the term "All Hawaiian" in labeling or advertising for roasted coffee or instant coffee not produced entirely from green coffee beans grown and processed in Hawaii.

As business owners who aim 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 SB746 HD1 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 elected officials in Hawaii have spent more than \$80M/year of taxpayer money building the "Hawaii" brand identity and marketing "Hawaii" to the world; then turn around and allow Hawaii's locally grown coffee to be diluted by lesser, cheaper, imported coffee and passed off to consumers as "Hawaii-grown". It is time to require clear and factual labeling regarding the percentage of Hawaii-grown coffee being sold.

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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