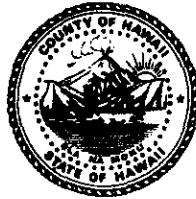


COUNTY OF HAWAI'I



STATE OF HAWAI'I

RESOLUTION NO. 417 07

A RESOLUTION REQUESTING THE HAWAI'I STATE LEGISLATURE TO SCHEDULE COMMITTEE HEARINGS, GIVE FLOOR CONSIDERATION AND ADOPT INTO LAW THE PROVISIONS OF HOUSE BILL 72 AND SENATE BILL 661 TO PROVIDE TRUTH-IN-LABELING FOR KONA COFFEE.

WHEREAS, on December 20, 2006 the Hawai'i County Council adopted Resolution No. 18-06 requesting the Hawai'i State Legislature to revise and clarify HRS 486-120.6 and recommend that any coffee labeled "Kona Coffee Blend" shall have a minimum 75% Kona Coffee and should be labeled accordingly; and

WHEREAS, on January 18, 2007, a bill incorporating the recommendations of Hawai'i County Council Resolution No. 18-06 was introduced in the State House of Representatives (House Bill No. 72) and on January 19, 2007, an identical bill was introduced in the State Senate (Senate Bill 661); and

WHEREAS, on May 26, 2006 the Hawai'i State Democratic Party adopted a resolution recommending truth-in labeling measures for Kona Coffee; and

WHEREAS in January 2007 the Hawai'i State Democratic Party made House Bill 72 and Senate Bill 661 part of the Party's legislative package; and

WHEREAS, on April 27, 2007, the Hawai'i State Legislature adopted Senate Concurrent Resolution No. 102 in which the Legislature made factual findings that:

1. Existing labeling requirements for Kona coffee causes Consumer Fraud;
2. Existing labeling requirements for Kona coffee degrades the "Kona coffee" name; and
3. Confusion as to the difference between Kona coffee blends and Kona coffee caused Consumer Reports magazine to rate Kona coffee as "second rate"; and

WHEREAS, it is essential that the Hawai'i State Legislature act immediately to stop the consumer fraud, deception and confusion that is now being caused by existing labeling requirements for Kona coffee; and

WHEREAS, immediate legislative action is necessary to protect Kona coffee's reputation as a premier specialty coffee from further degradation; and

WHEREAS, House Bill 72 and Senate Bill 661 remain on the legislative docket for legislative consideration in the 2008 legislative session; now, therefore,

BE IT RESOLVED BY THE COUNCIL OF THE COUNTY OF HAWAI'I that the Hawai'i State Legislature is requested to schedule committee hearings, give floor consideration and adopt into law the provisions of House Bill 72 and Senate Bill 661 to provide truth-in-labeling for Kona Coffee; and

BE IT FINALLY RESOLVED, that the County Clerk shall forward copies of this resolution to Mayor Harry Kim, the Hawai'i County Department of Research and Development, Governor Linda Lingle, the Hawai'i State Department of Business, Economic Development and Tourism, and all members of the Hawai'i State Legislature.

Dated at Kona , Hawai'i, this 20th day of November , 2007.

INTRODUCED BY:


 COUNCIL MEMBER, COUNTY OF HAWAI'I

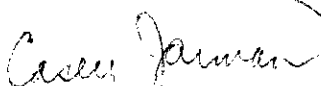
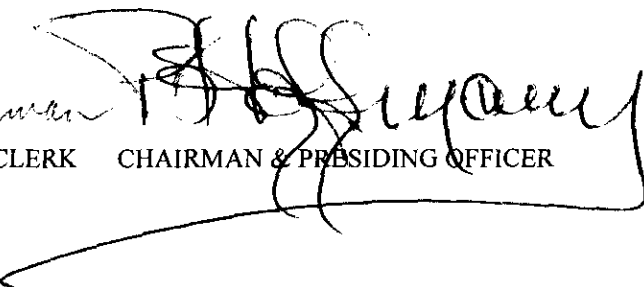
COUNTY COUNCIL
 County of Hawai'i
 Hilo, Hawai'i

ROLL CALL VOTE

I hereby certify that the foregoing RESOLUTION was by the vote indicated to the right hereof adopted by the COUNCIL of the County of Hawai'i on November 20, 2007 .

	AYES	NOES	ABS	EX
FORD	X			
HIGA	X			
HOFFMANN	X			
IKEDA	X			
JACOBSON	X			
NAEOLE	X			
PILAGO	X			
YAGONG			X	
YOSHIMOTO	X			
	8	0	1	0

ATTEST:

 
 COUNTY CLERK CHAIRMAN & PRESIDING OFFICER

Reference: C-799/Waived PWIRC
 RESOLUTION NO. 417 07