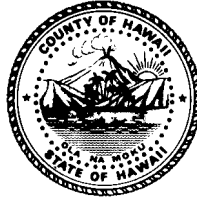


COUNTY OF HAWAI‘I



STATE OF HAWAI‘I

RESOLUTION NO. _____

A RESOLUTION REQUESTING THE HAWAI‘I STATE ASSOCIATION OF COUNTIES INITIATE AND SUPPORT AT THE HAWAI‘I STATE LEGISLATURE AND REQUEST THAT THE LEGISLATURE SCHEDULE COMMITTEE HEARINGS, GIVE FLOOR CONSIDERATION AND ADOPT INTO LAW THE PROVISION FOR TRUTH-IN-LABELING FOR HAWAIIAN- GROWN COFFEES.

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 and Kona coffee blends caused Consumer Reports magazine to rate Kona coffee as “second rate”; and

WHEREAS, on May 3, 2014, the Hawai‘i County Democratic Party Convention adopted Resolution No. 12 requiring a minimum of 51% Kona-grown coffee in any coffee package labeled as a “Kona Blend” and prominent identification on the label of the country or region of origin of the non-Kona portion in a blend; and

WHEREAS, nowhere on the labels of 10% Kona coffee blends are consumers advised that 90% of the coffee in the packages is imported, foreign-grown coffee; and

WHEREAS, the Hawai‘i State Senate and Representatives have not protected the regional coffees grown in the State of Hawai‘i – the only state in the United States capable of growing coffee; and

WHEREAS, it is essential that the Hawai'i State Legislature act immediately to stop the consumer fraud, deception and confusion that continues due to existing labeling requirements for Hawaiian-grown coffees of any region or district; and

WHEREAS, immediate legislative action is necessary to protect the reputation of Hawai'i-grown coffees as premier, specialty coffees from further degradation; 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 truth-in-labeling for Hawaiian-grown coffees; and

BE IT FINALLY RESOLVED, that the County Clerk shall forward copies of this resolution to the Honorable Mayor William C. Kenoi, the Hawai'i County Department of Research and Development, the Honorable Governor Neil S. Abercrombie, the Hawai'i State Department of Business, Economic Development and Tourism, and the President of the Hawai'i State Association of Counties.

Dated at _____, Hawai'i, this _____ day of _____, 20__.

INTRODUCED BY:

COUNCIL MEMBER, COUNTY OF HAWAI'I

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

ROLL CALL VOTE

	AYES	NOES	ABS	EX
EOFF				
FORD				
ILAGAN				
KANUHA				
KERN				
ONISHI				
POINDEXTER				
YOSHIMOTO				
WILLE				

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 _____.

ATTEST:

Reference: _____

COUNTY CLERK CHAIRPERSON & PRESIDING OFFICER

RESOLUTION NO. _____