

RESOLUTION NO. 500 14**A RESOLUTION REQUESTING THE HAWAI‘I STATE ASSOCIATION OF COUNTIES TO URGE THE HAWAI‘I STATE LEGISLATURE TO ADOPT PROVISIONS FOR TRUTH-IN-LABELING FOR HAWAI‘I-GROWN COFFEES.**

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

**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 Hawai‘i Revised Statutes Section 486-120.6 and recommend that any coffee labeled “Kona Coffee Blend” shall have a minimum of 75% Kona coffee and shall be labeled accordingly; and

**WHEREAS**, on January 18, 2007, House Bill No. 72, which incorporated the recommendations of Resolution No. 18-06, was introduced in the State House of Representatives, and on January 19, 2007, an identical bill (Senate Bill No. 661) was introduced in the State Senate; and

**WHEREAS**, in January 2007, the Hawai‘i State Democratic Party made House Bill No. 72 and Senate Bill No. 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, SD1, HD1, which stated, in part, the following:

1. Existing labeling requirements for Kona coffee causes consumer fraud.
2. Existing labeling requirements for Kona coffee degrades the “Kona coffee” name.
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 stating the country or region of origin of the non-Kona portion; 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 Legislature has not protected the regional coffees grown in the State of Hawai‘i – the only state in the United States capable of growing coffee for commercial purposes; 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 Hawai'i-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 it hereby requests the Hawai'i State Association of Counties to urge the Hawai'i State Legislature to adopt provisions for truth-in-labeling for Hawai'i-grown coffees.

**BE IT FINALLY RESOLVED** that the County Clerk shall forward copies of this resolution to the Honorable Mayor William P. 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

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:

COUNTY CLERK    CHAIRPERSON & PRESIDING OFFICER

ROLL CALL VOTE

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

Reference: C-997/AWESC  
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