

# Hawaii Coffee Association

- 7<sup>th</sup> annual conference and tradeshow
- “Hawaii’s specialty coffee in the global coffee crisis”
- July 21, 2002
- Lihue, Kauai

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# New Coffee Labeling Law §486-120.6 HRS

Hawaii Grown Roasted or Instant  
Coffee; Labeling Requirements.

“The truth in labeling law”

# Signed Into Law July 5, 2002

- New identity statement requirements for all packages of roasted or instant coffee offered or advertised for retail sale or display.
- Requirements for all advertising of roasted or instant coffee.
- Existing package labels will become noncompliant July 4, 2003.

# Packages That Contain 100% Hawaii-grown Coffee Beans

- The geographic origin of the Hawaii-grown beans followed by the word “Coffee”.
- The geographic origin may be preceded by the term 100%.

Example:

100% “Hawaiian origin” Coffee

# Blends of Beans From Several Hawaiian Geographical Origins

- The percent coffee by weight of one of the Hawaii-grown coffees followed by the geographic origin of that weight-specified coffee and the terms “Coffee” and “All Hawaiian”

Two examples:

- 85% “Hawaiian origin” Coffee
- 45% “Hawaiian origin” All Hawaiian

# It is a Violation

- To misrepresent, on a label or in advertising of a roasted or instant coffee, the percent coffee by weight of any coffee from a geographic origin or regional origin; or
- To use the term “All Hawaiian” on a label or in advertising of a roasted or instant coffee if the roasted or instant coffee is not produced entirely from green coffee beans produced in a geographic origin as defined in this chapter.

# Packages of Blends of Beans From Hawaiian and Foreign Origins

- The percent coffee by weight of one of the Hawaii-grown coffees used in the blend followed by the geographic origin of the weight-specified coffee and the term “Coffee Blend”.

Example:

- # % “Hawaiian origin” Coffee Blend

## It is a Violation

- To use a Hawaiian geographic origin in labeling or advertising, including in conjunction with a coffee style or in any other manner, if the roasted or instant coffee contains less than 10% coffee by weight from that Hawaiian geographic origin.

## It is a violation

- To use a Hawaiian geographic origin in advertising roasted or instant coffee, including advertising in conjunction with a coffee style or in any other manner, *without disclosing the percentage of coffee used from that Hawaiian geographic origin.*

## Package identity Statement

- Each word or character shall be of the same type size and shall be contiguous.
- The smallest letter or character on packages of 16 ounces or less net weight shall be  $1\frac{1}{2}$  times the type size required for the statement of net weight or  $\frac{3}{16}$  of an inch in height, whichever is smaller.

## Package Identity Statement cont.

- The smallest letter or character of the identity statement on packages of greater than 16 oz. net weight shall be  $1\frac{1}{2}$  times the type size required for the statement of net weight.
- Shall be conspicuously displayed without any intervening material in a position above the statement of net weight.
- Upper and lower case letters may be used interchangeably.

# Geographic Origin Listing

- The geographic origins of the various Hawaii-grown coffees and the regional origins of the various coffees not grown in Hawaii included in a blend may be shown on the label.
- If used, the list shall consist of the term “Contains:” Followed by, in descending order of percent by weight, and separated by commas, the respective geographic origin or regional origin of the various coffees in the blend that the manufacturer chooses to list.

## Geographic Origin Listing cont.

- Each geographic origin or regional origin may be preceded by the percent coffee by weight represented by that geographic origin or regional origin, expressed as a number followed by the percent sign.
- The type size used for this list shall not exceed half that of the identity statement.
- This list shall appear below the identity statement, if included on the front panel of the label.

## It is a violation

- To use a geographic origin in labeling or advertising a roasted or instant coffee, including in conjunction with a coffee style or in any other manner, *if the green coffee beans used in that roasted or instant coffee do not meet the grade standard requirements of rules adopted under chapter 147.*

# New Requirements

- Roasters, manufactures, or other persons who package roasted or instant coffee covered by this section shall maintain, *for a period of two years*, records on the volume and Hawaiian geographic origin or regional origin of coffees purchased and sold and any other records required by the department for the purpose of enforcing this section. Authorized employees of the department shall have access to these records during normal business hours.

# Sample Labels for Roasted Coffee (Identity Statement)

- 100% HAWAII COFFEE
- 30% KAUAI COFFEE ALL HAWAIIAN  
(Note: the 70% balance must come from Hawaiian origin)
- 30% KONA COFFEE ALL HAWAIIAN

Contains: 65% Kauai Coffee, (note: 1) in descending order,  
30% Kona Coffee, 2) comma separators,  
5% Molokai Coffee 3) size not >1/2 of identity stmt.)

# Sample Labels for Roasted Coffee (Identity Statement)

- 100% KAUAI COFFEE
- 80% MOLOKAI COFFEE ALL HAWAIIAN

Contains: 10% Kauai Coffee,  
5% Kona Coffee,  
5% Maui Coffee

(note: 1) in descending order,  
2) comma separators,  
3) size not  $>1/2$  of identity stmt.)

# Sample Labels for Roasted Coffee (Identity Statement)

- **30% KONA COFFEE BLEND**

(Note: the 70% balance could be foreign or Hawaiian, or a mix)

- **40% KA'U COFFEE BLEND**

Contains: 40% Ka'u Coffee,

30% Hamakua Coffee,

30% Colombian Coffee

- **30% OAHU COFFEE BLEND**

Contains: Brazilian Coffee

## Suggestion:

Before printing new package labels provide a sample mock up of what the new package will look like, as offered for sale, for review by the Package and Labeling Specialist

# Questions...

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# Definition

- “*Geographic origin*” means the geographic regions in which Hawaii-grown green coffee beans are produced, as defined in rules adopted under chapter 147; provided that the term “Hawaiian” may be substituted for the geographic origin “Hawaii”.

# Hawaiian Geographic Regions

- Hamakua
- Hawaii
- Ka'u
- Kaua'i
- Kona
- Maui
- Moloka'i
- Oahu

# Definition

- “Percent coffee by weight” is the percentage calculated by dividing the weight in pounds of roasted green coffee beans of one geographic or regional origin used in a production run of roasted or instant coffee, by the total weight in pounds of the roasted green coffee beans used in that production run of roasted or instant coffee, and multiplying the quotient by one hundred.