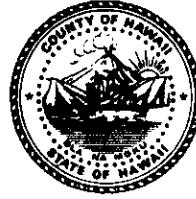


COUNTY OF HAWAI'I



STATE OF HAWAI'I

RESOLUTION NO. 18 06

**RESOLUTION TO THE HAWAI'I STATE LEGISLATURE TO REVISE AND CLARIFY HAWAI'I REVISED STATUTES SECTION 486-120.6, RECOMMENDING THAT ANY COFFEE LABELED "KONA COFFEE BLEND" SHALL CONTAIN A MINIMUM OF 75% KONA COFFEE AND SHALL BE LABELED ACCORDINGLY.**

**WHEREAS**, the Districts of North and South Kona on the Island of Hawai'i produce a premier, specialty coffee known around the world for its unique flavor and aroma; and

**WHEREAS**, it is critical to retain the character of this unique coffee for the economic survival of Kona's coffee farmers; and

**WHEREAS**, the Kona coffee industry is largely comprised of small coffee farmers who depend solely on their coffee harvest for their livelihood; and

**WHEREAS**, Hawai'i Revised Statutes Section 486-120.6 enables coffee to be labeled as "Kona Coffee Blend" when only 10% of the blend contains pure Kona Coffee; and

**WHEREAS**, the label "Kona Coffee Blend" often confuses consumers, who mistakenly believe they are buying a blend of several Kona-grown coffees rather than a blend of Kona coffee and other non-Kona coffee(s); and

**WHEREAS**, 10% of Kona coffee in a "Kona Coffee Blend" is insufficient to allow the unique flavor of Kona coffee to be tasted and appreciated, and therefore damages the value of Kona coffee and the reputation and economic interests of Kona's coffee farmers; and

**WHEREAS**, the Market Development Branch of the State Department of Business, Economic Development and Tourism has stated that Kona coffee growers and marketers are missing major opportunities for marketing in Asia, with emphasis on Mainland China (PRC) and Taiwan, because consumers in those countries are confused by "blends" and want to be assured that they are buying 100% Kona coffee; and

**WHEREAS**, it is essential that the State of Hawai'i strengthen its statutory requirements to protect the Kona Coffee Industry, with State legislation serving as a basis for Federal legislation to protect the "Kona Coffee" name in consumer outlets on the mainland United States and in foreign countries; and

**WHEREAS**, other States promote and encourage the geographic identity of their homegrown products (for example, Washington Apples, Florida Oranges, Vidalia Onions, Idaho Potatoes, and Napa Valley Wines).

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE COUNTY OF HAWAI'I**, that it encourages and recommends that the Hawai'i State Legislature amend Hawai'i Revised Statutes Section 482-120.6 to include the following provisions:

- 1) Allow the use of the name "Kona Coffee Blend" only in connection with coffee packaging containing 75% or more Kona coffee by weight; and
- 2) Require prominent identification on any package of "Kona Coffee Blend" to disclose, in descending order by weight, the percentage of any United States-grown coffee and, in the case of foreign coffee, to also include the country of origin. All identification shall be printed using print equal in size to the largest print on the package label.

**BE IT FINALLY RESOLVED**, that the County Clerk shall forward certified 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   December  , 2006.


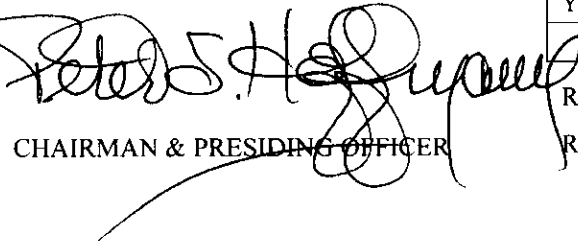
INTRODUCED BY:

  
 \_\_\_\_\_  
 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   December 20, 2006  .

ATTEST:

   
 COUNTY CLERK      CHAIRMAN & PRESIDING OFFICER

ROLL CALL VOTE

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

Reference:           C-23/Waived HSEDC            
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