

GUIDELINES FOR HAWAII-GROWN COFFEE LABELING

In addition to all other labeling requirements, all roasted or instant coffee that is produced in whole or in part from Hawaii-grown coffee beans for retail or institutional sales shall meet the labeling and advertising requirements of §486-120.6, HRS, as amended. The following is a guideline for these requirements.

WORDING OF THE IDENTITY STATEMENT

- 100% Hawaii-grown coffee from a single geographic origin within the State of Hawaii:** The identity statement shall consist of the geographic origin (of the green coffee beans) followed by the word "coffee". The term "100%" may be used immediately preceding the geographic origin. The following examples are based upon the geographic regions defined in rules adopted under chapter 147. (In addition, if a geographic origin is used in labeling or advertising roasted or instant coffee, the green coffee beans used in that roasted or instant coffee must meet the grade standard requirements of rules adopted under chapter 147.)

Examples:	HAMAKUA COFFEE	or	100% HAMAKUA COFFEE
	KA'U COFFEE	or	100% KA'U COFFEE
	KAUAI COFFEE	or	100% KAUAI COFFEE
	KONA COFFEE	or	100% KONA COFFEE
	MAUI COFFEE	or	100% MAUI COFFEE
	MOLOKAI COFFEE	or	100% MOLOKAI COFFEE
	OAHU COFFEE	or	100% OAHU COFFEE
	HAWAII COFFEE	or	100% HAWAII COFFEE

- 100% Hawaii-grown coffee with the State of Hawaii designated as the geographic origin:** If the geographic origin is the State of Hawaii, the identity statement shall be as follows:

Examples:	HAWAII COFFEE	or	100% HAWAII COFFEE
	HAWAIIAN COFFEE	or	100% HAWAIIAN COFFEE

- 100% Hawaii-grown coffee consisting of coffee from several geographic origins in the State of Hawaii:** The identity statement shall consist of the percent coffee by weight of one of the Hawaii-grown coffees used, followed by the geographic origin of that Hawaii-grown coffee, and the terms "coffee" and "all Hawaiian" as follows:

Example: 30% KAUAI COFFEE ALL HAWAIIAN

- Coffee blend of Hawaii-grown coffees with coffee not grown in Hawaii:** The identity statement shall consist of the per cent coffee by weight of one of the Hawaii-grown coffees in the blend, followed by the geographic origin of that Hawaii-grown coffee, and the term "coffee blend" as follows:

Example: 20% OAHU COFFEE BLEND

TYPE SIZE REQUIREMENTS FOR THE IDENTITY STATEMENT. Provided that the quantity statement is in compliance with all labeling requirements, the quantity statement on the package determines the type size of the identity statement.

- If the net weight is **16 ounces or less:** The type size of the letters or characters in the identity statement shall be at least one and one-half times the type size required for the quantity statement or three-sixteenth inch in height, whichever is smaller.
- If the net weight is **over 16 ounces:** The type size of the letters or characters in the identity statement shall be at least one and one-half times the type size required for the quantity statement.
- If **upper and lower case letters** are used in the identity statement, the lower case letters shall meet this type size requirement.

PLACEMENT, PROMINENCE, AND INTERVENING MATERIAL

1. **Placement:** The identity statement shall be located in a position above the quantity statement on the principal display panel of the package.
2. **Prominence:** The identity statement shall be prominent, conspicuous, legible, and of a color that contrasts with the background.
3. **Intervening material prohibited:** No intervening material is allowed in the required wording of the identity statement. Words such as “estate”, “estate-grown”, “organic”, “organically grown”, “pure”, etc., or any other terms denoting a coffee style shall not appear as part of or within the identity statement, although they may appear elsewhere on the label apart from the identity statement.

LIST OF GEOGRAPHIC ORIGINS OF COFFEE. A listing specifying the geographic origins of the various coffees, both Hawaii-grown and imported, contained in the product may appear on the label. If included, this list shall consist of:

1. The term “**Contains:**” followed by
2. The **names of the different coffees in the blend** (that the manufacturer chooses to list) separated by commas and stated in descending order of percent by weight of the coffee in the blend.
3. The **percent by weight** may be shown for each type of coffee listed.
4. **Type size:** The type size used for this list shall not exceed one-half of the identity statement type size.
5. **Placement of the list:** If this list is to be included on the front of the label, then it must appear below the identity statement.

Examples:

40% KA’U COFFEE BLEND

Contains: 40% Ka’u Coffee, 30% Hamakua Coffee, 30% Columbian Coffee

30% OAHU COFFEE BLEND

Contains: Brazilian Coffee

50% MOLOKAI COFFEE ALL HAWAIIAN

Contains: 25% Kauai Coffee, 15% Kona Coffee, 10% Maui Coffee

ADVERTISING. The labeling standards established for Hawaii-grown coffee labeling shall be applicable to the advertising of roasted or instant Hawaii-grown coffee and coffee blends. In addition, when a Hawaiian origin is used in the advertising of roasted or instant coffee, the percentage of coffee used from that geographic origin must be disclosed.

OTHER REQUIREMENTS. As a food product, coffee is also subject to the labeling requirements of the Food and Drug Branch of the State Department of Health. Contact the Food and Drug Branch office on your island or the office on Oahu at (808) 586-4725 for information on requirements pertaining to the identity statement for flavored coffees, a statement of artificial or natural flavors added, placement and minimum type size of mandatory information (other than quantity declaration), ingredient statement, and the use of terms representing a geographical origin.

If there are any questions on the labeling of Hawaii-grown coffee or coffee blends, please contact the Measurement Standards Branch office on your island.

MEASUREMENT STANDARDS BRANCH OFFICES

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