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## [Paradise in a Cup of Coffee? \(/full-blog/2011/04/paradise-in-cup-of-coffee.html\)](#)

<http://hawaii.gov/hdoa/add/soq/soq-gallery/Kona%20Coffee%20Gallery.jpg>

by **Chad Riney, Staff Member**

“Over the last decade, the Kona Coffee belt, a 20-mile strip of plantations along [Hawaii’s] west coast, has become the Napa Valley for coffee devotees, complete with farm tours and tastings.” Maura Egan, *Naughty by Nature*, N.Y. Times Style Magazine, March 26, 2010, [http://www.nytimes.com/2010/03/28/t-magazine/28well-hawaii.html?\\_r=1&pagewanted=1](http://www.nytimes.com/2010/03/28/t-magazine/28well-hawaii.html?_r=1&pagewanted=1). It is no surprise that Hawaii has regulated this valuable industry in an attempt to protect it. Hawaiian law requires that the packaging of locally grown coffee indicate both where in Hawai’i the coffee was grown and the percentage by weight of the contents of Hawaiian coffee. HRS §486-120.6. In addition, it is unlawful to label a Hawaiian region as a source of the product when the percent by weight is less than ten percent. *Id.*

The laws attempt to protect and preserve the industry’s reputation. The labeling requirement is essentially a disclosure requirement; consumers will know how much Hawaiian coffee they are

getting and from where it comes. The baseline requirement, ten percent, for labeling the coffee as a blend prevents dishonest coffee producers from claiming their product to be Hawaiian. But the question is whether these requirements are actually effective in preserving the prestige of Hawaiian coffee.

The Kona Coffee Farmers Association makes a pretty strong argument that these laws do not effectively meet their goals. They claim that the labeling laws are used deceptively for promoting coffee by including the minimal amount of Kona coffee. *See Kona Coffee Facts*, Kona Coffee Farmers Association, [http://www.konacoffeefarmers.org/Kona\\_Coffee\\_Facts.asp](http://www.konacoffeefarmers.org/Kona_Coffee_Facts.asp) (last visited Jan. 26, 2011). The Association is not opposed to the blending of coffee, they are concerned foreign coffee producers can use the Kona name to market their lower grade coffee. *See id.*


The institution of labeling requirements is undeniably a step in the right direction towards nourishing the Hawaiian coffee industry. However, changes must be made in order to prevent low-grade coffee producers from entering the market on Kona's coattails.

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 **Mahim** 8 years ago · 0 Likes

In the horse racing world there is a ton of information and different systems available to improve handicapping. Throughout years of reading and research the only true way to become very successful at handicapping boils down to 3 key principles. With knowledge, the ability to adapt to different situations, and discipline to do the work spending time on your selections you will dominate any track you come across. There are so many factors that can affect any given race that some races you can look at a hundred different times and still be dumbfounded.

 **Kona Coffee Farmer** 8 years ago · 0 Likes

Mahalo for posting this article! The core issue is that it's not the blending of coffees from various coffee regions--that's what roasters do. The fact that the Hawaiian state law allows to omit what the other 90% containing in the package actually are, is the deceptive practice, causing brand erosion of the name 'Kona'.

Not even a claim is needed like "Contains 90% coffee from other regions". Federal labeling law even states that a minor ingredient of a product is not allowed to be pushed deceptively into the foreground of the label or product description.

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