

100% Hawaii Coffee

Certified with Aloha!



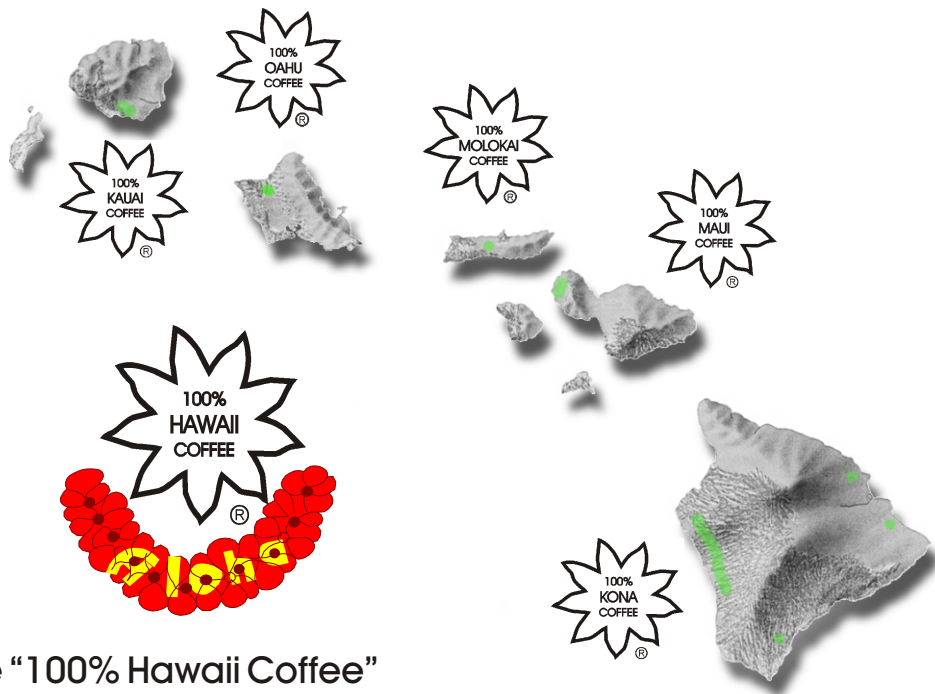
Hawaii's reputation for growing premium coffee is world renown.

Along with official inspection-certification, the new 100% Hawaii-grown trademarks assure buyers that the green coffee beans were indeed grown in Hawaii.

Hawaii Coffee's Premium Reputation

Hawaii's rich volcanic soil and tropical weather make Hawaii-grown coffee the best in the world! It's not the seed or the variety that makes it special, it's the perfect growing conditions found only in Hawaii. Through careful cultivation, Hawaii's coffee has gained a reputation for superior quality and taste.

To protect and assure the quality of Hawaii-grown coffee, the State of Hawaii Department of Agriculture and the Hawaii Coffee Association have received federal certification trademarks for green coffee beans. The trademarks identify the location in which the coffee was grown.



The "100% Hawaii Coffee" Certification identifies coffee grown anywhere in the Aloha State.

These certification marks assure that the green coffee beans were truly grown in the noted location.

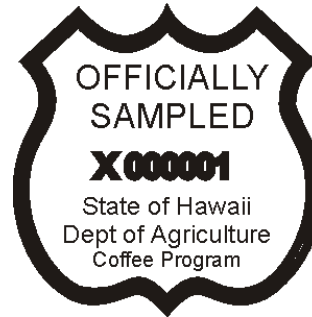
So, look for the mark of quality — and purchase 100% Hawaii-grown coffee beans. It's true brew!

The Mark of True Hawaii Brew






The law requires that all green coffee beans must be inspected and certified by the Hawaii Department of Agriculture. (Chapter 147, Hawaii Revised Statutes).

To assure that the green coffee beans you buy are from Hawaii:

1. Insist on a copy of the Inspection Certificate from your supplier.
2. Check that the tag on the coffee sack is intact and properly stamped with the Department of Agriculture "Officially Sampled" stamp.
3. Check that the lot number on the inspection certificate stamp imprint is the same as on the tag.
4. Look for the "100%" trademark (Note: Use of this mark is optional).



Why the Need for Federal Trademarks?

-  **To signify and assure that the product was grown in Hawaii.**
-  **While there are state laws pertaining to product origin, they apply in Hawaii only.**
-  **Federal registration grants exclusivity throughout the United States.**
-  **Registration of the trademarks is enforceable and violators may be exposed to payment of attorney's fees and the possibility of treble damages.**
-  **Federal registration enables the U.S. Customs Service to seize imported goods at ports of entry.**

For more information on
Hawaii coffee certification and trademarks
Contact:



Department
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STATE OF HAWAII

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Hawaii's coffee grade standards
are available on the internet at website:
www.hawaiiag.org/hdoa/adminrules.htm
(Chapter 143)