

STAND. COM. REP. NO. 1241

Honolulu, Hawaii

March 27, 2009

RE: S.B. No. 1223  
S.D. 1  
H.D. 1

Honorable Calvin K.Y. Say  
Speaker, House of Representatives  
Twenty-Fifth State Legislature  
Regular Session of 2009  
State of Hawaii

Sir:

Your Committee on Consumer Protection & Commerce, to which was referred S.B. No. 1223, S.D. 1, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO HAWAII MADE PRODUCTS,"

begs leave to report as follows:

The purpose of this bill is to protect consumers from false or misleading advertising and preserve the credibility of the "Made in Hawaii" label by:

- (1) Prohibiting the use of the phrase "Made in Hawaii" as an advertising or media tool for items unless the items meet specified criteria; and
- (2) Directing the Department of Agriculture (DOA) to convene a working group composed of interested stakeholders to:
  - (A) Identify labeling issues relating to the Hawaii-Made Products law; and
  - (B) Propose workable solutions including solutions for enforcement.

DOA, the Hawaii Food Industry Association, and Creations of Hawaii supported this bill.

SB1223 HD1 HSCR CPC HMS 2009-3333



As affirmed by the record of votes of the members of your Committee on Consumer Protection & Commerce that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 1223, S.D. 1, H.D. 1, and recommends that it be referred to the Committee on Finance.

Respectfully submitted on  
behalf of the members of the  
Committee on Consumer  
Protection & Commerce,



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ROBERT N. HERKES, Chair



