

STAND. COM. REP. NO.

1694

Honolulu, Hawaii

April 9, 2009

RE: S.B. No. 1223  
S.D. 1  
H.D. 2

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

Sir:

Your Committee on Finance, 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 and the Hawaii Food Industry Association supported this bill.

SB1223 HD2 HSCR FIN HMS 2009-3612

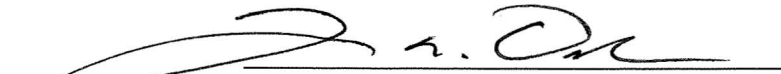


Your Committee has amended this bill by:

- (1) Changing the effective date to July 1, 3030, to encourage further discussion; and
- (2) Making technical, nonsubstantive amendments for clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Finance 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, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 1223, S.D. 1, H.D. 2.

Respectfully submitted on  
behalf of the members of the  
Committee on Finance,

  
MARCUS R. OSHIRO, Chair



