
A BILL FOR AN ACT

RELATING TO AGRICULTURE.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Supporting Hawaii agriculture assists hard-
2 working local farmers and helps preserve agricultural jobs. It
3 is estimated that eighty-five per cent of the State's consumer
4 goods are imported. Raising the level of Hawaii's food self-
5 sufficiency increases the State's food security by protecting
6 against transportation disruptions. Buying local also keeps
7 money flowing through the State, directly and indirectly
8 supporting the State's residents.

9 Established as a Hawaii nonprofit corporation in 2009, 4 Ag
10 Hawaii is a collaborative private-public sector partnership
11 focused on sustainable agricultural economic developments. The
12 partnership is committed to raising the awareness of the
13 importance of agriculture and expanding the agricultural
14 industry in Hawaii. The 4 Ag Hawaii partnership instituted the
15 "Buy Local, It Matters" slogan campaign, which aims to encourage
16 residents to support Hawaii farmers by making conscious
17 decisions to purchase locally produced agricultural products.



1 The purpose of this Act is to appropriate funds to 4 Ag
2 Hawaii to expand its statewide program for all segments of
3 Hawaii's agriculture, which will serve a public purpose by
4 helping the State move towards improved food security.

5 SECTION 2. There is appropriated out of the general
6 revenues of the State of Hawaii the sum of \$500,000 or so much
7 thereof as may be necessary for fiscal year 2011-2012 as a grant
8 pursuant to chapter 42F, Hawaii Revised Statutes, to the 4 Ag
9 Hawaii nonprofit corporation to enhance the "Buy Local, It
10 Matters" campaign through:

- 11 (1) Expanded print, television, and radio media exposure;
- 12 and
- 13 (2) Participation with the Hawaii tourism authority,
- 14 Hawaii visitors and convention bureau, Hawaii
- 15 Restaurant Association, and necessary county private
- 16 and public agricultural organizations.

17 The sum appropriated shall be expended by the department of
18 agriculture for the purposes of this Act.

19 SECTION 3. This Act shall take effect on July 1, 2011.

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H.B. NO. 1275

Report Title:

Agriculture; 4 Ag Hawaii; Buy Local, It Matters; Grant-in-Aid

Description:

Provides a grant to the 4 Ag Hawaii nonprofit corporation to expand its "Buy Local, It Matters" campaign.

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