

The Twenty-Sixth Legislature
Regular Session of 2011

HOUSE OF REPRESENTATIVES
Rep. Robert N. Herkes, Chair
Rep. Ryan I. Yamane, Vice Chair

State Capitol, Conference Room 325
Wednesday, February 23, 2011; 2:05 p.m.

**STATEMENT OF THE ILWU LOCAL 142 ON H.B. 1545
RELATING TO CONSUMER INFORMATION**

The ILWU Local 142 strongly supports H.B. 1545, which requires bread products that have been baked and then frozen to be labeled "previously frozen" and prohibits bread that has been frozen to be labeled or advertised as "fresh."

The ILWU represents almost 300 members who work at Love's Bakery in production, driver-sales, office clerical work, and the thrift stores. Many of them have worked at the bakery for many years under various owners. Today, the company is owned and managed by a local team that invested its own money. They have a vested interest in seeing that the company remains competitive and can keep this 160-year-old company viable.

Love's Bakery has struggled mightily to put fresh bread on our table. However, when Hawaii Food Alliance began bringing in bread baked on the mainland then frozen and later thawed, the consumer was not informed that this bread was previously frozen. Thus, the consumer did not have the information needed to make an informed choice.

This lack of information gives the previously frozen bread an unfair advantage.

The Legislature considered a bill in 2005 that would require "previously frozen" information be provided to the consumer. At that time, however, the requirement was watered down to signage on the store shelf listing all bread that was previously frozen. The bill passed, but was vetoed and not overridden.

Since 2005, Love's Bakery has lost 20-25% of its market share, likely related to the increase in volume of frozen bread on supermarket shelves. The advantage provided to previously frozen mainland bread that is not required to disclose its previously frozen status will likely continue to eat into market share for any local company that bakes fresh bread.

H.B. 1545 will only require that packaging of bread that is previously frozen be imprinted with the words "previously frozen." With this information, consumers can ask their own questions, then make an informed choice. Will previously frozen bread retain the same quality as fresh bread? What might happen if I re-freeze bread that was previously frozen? What kind of preservatives may be in the bread to extend the shelf life of previously frozen bread? How long has it been since the bread was baked?

H.B. 1545 addresses not only the issue of consumer information but also the issue of jobs in Hawaii. There are a number of bakeries in Hawaii who have expressed concerns about this bill because they freeze their bread for shipment to other islands. We support these Hawaii companies and offer an amendment to the bill that would: (1) impose the requirement for printing only on sliced, sandwich-style bread not produced in Hawaii and frozen then thawed before sale; and (2) place the language of the bill under HRS 328, Food, Drugs, Cosmetics. The bill as it currently reads is under HRS 486, Measurement Standards. A copy of the proposed amended language is attached.

With this amendment, the ILWU urges passage of H.B. 1545. Thank you for considering our testimony on this matter.

PROPOSED AMENDMENT TO H.B. 1545

RELATING TO CONSUMER INFORMATION.

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

SECTION 1. Chapter 328, Hawaii Revised Statutes, is amended by adding two new sections to be appropriately designated and to read as follows:

"S328- **Previously frozen bread; identification.** Sliced, sandwich-style bread that is not produced in the State of Hawaii but is baked, frozen, then thawed before sale shall be identified on its package with the words "previously frozen." The type size of the print on the package shall be no less than a twenty-four point font.

S328- **Fresh bread; advertising.** No bread shall be advertised or marketed with the term "fresh" unless the bread has been maintained in an unfrozen state at all times."

SECTION 2. New statutory material is underscored.

SECTION 3. This Act shall take effect on January 1, 2012.

February 23, 2011

TO: Rep. Robert Herkes, Chair
Committee on Consumer Protection and Commerce (CPC)

Senator Rosalyn Baker, Chair
Senate Committee on Commerce and Consumer Protection (CPN)

FROM: Melvin Chang, 1117 Clio Street, Honolulu, HI 96822

RE: H.B. 1545 and S.B. 1086 – Relating to Consumer Information

My name is Mel Chang and I worked at Love's Bakery from 1974 to 1981 and am now working as the Communications Director of ILWU Local 142. While at Love's I worked as a drivers/sales and am familiar with the marketing and sales of bakery products.

I fully support HB 1545 and SB 1086 which require labeling previously frozen bread. It is consistent with the US Food and Drug Administration's Compliance Policy Guide "Sec. 562.450 Identity of Foods - Use of Terms Such as Fresh, Frozen, Dried, Canned, Etc. (CPG 7120.06)" which requires proper labeling of frozen foods.

Consumer protection laws are good for the community and good for business because these laws promote fair trade by providing consumers with the information they need to make informed choices in the marketplace.

Fair trade requires that consumers have truthful and useful information about the products they buy and the food they consume. Unfortunately, the marketing, advertising, and labeling of these products can be misleading, deceptive, and dishonest by what is said about the products and also by what is NOT said about the products.

Package labels will often only promote the best qualities of the product and leave out important information consumers need to make good choices. "All natural, organic, fresh baked, home made, pure, healthy, natural flavoring, and free-range" are words often seen on product labels. Some of these terms are covered by government regulations, while some words have very loose standards. Did you know that a chicken can be labeled free-range if it spends 10 minutes a day outdoors and the rest of the day in a warehouse cage? USDA standards do not regulate the amount of time outdoors or the size and quality or the outdoor space.

The federal Food and Drug Administration is responsible for assuring that foods sold to U.S. consumers are safe, wholesome, and properly labeled. The State of Hawaii has already taken many steps to protect and inform consumers. Federal law requires content and nutritional labeling of prepared foods. Foods must be labeled with country of origin. Food must be appropriately labeled if previously frozen.

HB 1545 and SB 1086 makes it clear that previously frozen bread should be labeled as frozen as required by US FDA CPG 7120.06. Hawaii consumers have the right to know this vital piece of information.

February 23, 2011

TO: Rep. Robert Herkes, Chair
House Committee on Consumer Protection and Commerce (CPC)

Senator Rosalyn Baker, Chair
Senate Committee on Commerce and Consumer Protection (CPN)

FROM: Cecilia Calpito
Ewa Beach, Hawaii 96706

RE: H.B. 1545 and S.B. 1086 -- Relating to Consumer Information

I am writing in support of H.B. 1545, which will be heard by the House CPC Committee on Wednesday, and S.B. 1086, which will be heard by the Senate CPN Committee on Friday. The bills require the words "previously frozen" to be printed on the package of any bread that is previously frozen then thawed before sale.

I buy bread for myself and my family. As a consumer, I'd like to know if bread was baked someplace else, then shipped here frozen and allowed to thaw out before being sold. That information would help me decide what to buy. Otherwise it's misleading to have previously frozen bread side-by-side with fresh baked bread. The consumer may mistakenly think all of the bread is fresh. I may end up buying the frozen bread anyway, but give me the information I need to make an informed choice.

I also support this bill because it supports local companies that hire local people. As much as possible, we should buy local so that people in Hawaii can support themselves, their families, and our local economy.

I hope your committees will support these bills. Thank you very much.

TESTIMONY OF HERBERT OKAMURA
1421 Ekaha Avenue
Honolulu, HI 96816

TO: House Committee on Consumer Protection and Commerce
Rep. Robert N. Herkes, Chair
Rep. Ryan I. Yamane, Vice Chair

FROM: Herbert Okamura

RE: H.B. 1545

DATE: February 23, 2011

My name is Herbert Okamura, and I am a retiree of Love's Bakery. I worked as a driver for Love's for 43 years. In fact, most of my colleagues worked more than 40 years just like me because the company was a good place to work. They treated us well, maybe because we had a union to represent us. I was an ILWU steward for most of the years I worked for the bakery.

When I was working, I used to enjoy smelling the aroma of fresh baked bread early in the morning at the bakery. For many years, I worked on commission so I knew the stores, the customers, and the product well. We used to pride ourselves on providing fresh bread to the stores. That was part of the integrity of the company--to sell fresh bread to the people of Hawaii.

I support H.B. 1545 because it will make the people who sell bread that is previously frozen tell the public that the bread was frozen and defrosted. The customers should know. When I was a driver-salesman, I would actually tell our customers about the color codes that identified freshness. That may have been wrong, but I thought it was the customer's right to know. That's the same way I feel about frozen bread.

If I'm not going to eat my fresh bread right away, I put it in the freezer myself. When I defrost it, it's still pretty fresh because I froze it fresh. People who buy frozen bread think it's fresh so they think they can put it in the freezer and it will still be fresh when they take it out. But they don't know that it's been frozen once before so it won't be fresh when they defrost it a second time. Then they wonder why it mildews before they can eat it.

All I'm saying is that if a company is going to freeze then defrost bread before selling it, they should tell the customer what's happened to the bread. Otherwise, the customer will end up throwing out the bread, wasting food and their money. It's not asking for much to let the customer know what he's buying.

Please pass H.B. 1545. Thank you for letting me speak on this issue.

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HOUSE OF REPRESENTATIVES
Committee on Consumer Protection and Commerce
Rep. Robert N. Herkes, Chair
Rep. Ryan I. Yamane, Vice Chair

State Capitol, Conference Room 325
Wednesday, February 23, 2011; 2:05 p.m.

**STATEMENT OF CORY AIWOHI ON H.B. 1545
RELATING TO CONSUMER INFORMATION**

My name is Cory Aiwohi, and I support H.B. 1545.

I work as a driver-salesman for Love's Bakery. I have been with the company for 16 years. I feel that H.B. 1545 is important because I work in the bread industry and I know about the products that are being sold. Some bread is fresh, but others are brought in from the mainland frozen. Consumers are not aware about this. They think all bread is fresh because nobody told them otherwise.

This bill will make the companies selling frozen bread label the packages so that the consumer can be educated. If they're informed, the consumer will have full knowledge and can make a better decision about which bread to buy with their hard-earned money.

When I deliver bread to the stores, some of the customers ask me how come my bread tastes better. I tell them that some bread is frozen before it's shipped to Hawaii. The customers are shocked and said they never knew.

Some customers look at price and choose the least expensive bread. But most customers choose their bread by quality. Just like me, they think fresh is better. For me and my family of six kids, I choose fresh--and not just because I work for Love's Bakery. I know which bread is fresh and which bread is previously frozen. I think all consumers should know too.

Please pass H.B. 1545 so that consumers in Hawaii will have the facts. Thank you for considering my testimony.

February 23, 2011

TO: Rep. Robert Herkes, Chair
House Committee on Consumer Protection and Commerce (CPC)

Senator Rosalyn Baker, Chair
Senate Committee on Commerce and Consumer Protection (CPN)

FROM: R. C. Shiraki, Honolulu, HI 96822

RE: H.B. 1545 and S.B. 1086 -- Relating to Consumer Information

I am writing in support of H.B. 1545 and S.B. 1086 relating to consumer information, that would require the words "previously frozen" to be printed on the packaging of any bread that has been frozen and thawed before being put out for sale, and prohibits bread that has been previously frozen from being marketed as "fresh."

As a consumer, I would like to be able to evaluate the quality and freshness of the food that I buy and eat every day. Many people probably do not know that bread they purchase at the supermarket may have been frozen and thawed before sale. Previously frozen bread should not be deceptively made to appear as "fresh" as bread made and supplied by local companies and bakers. If not labeled as such, the buyer cannot distinguish previously frozen from fresh bread on the same shelf.

Consumers have the right to accurate information so we can compare and purchase the products we need and enjoy. We want to know where the fish was caught and if it is fresh or previously frozen. The same goes for bread. Better labeling helps us to know what we are buying.

Bread is only one of many products that are made locally, as well as brought into the state from elsewhere. As a resident of Hawaii, I believe legislation should support local companies that hire local people. Buying local helps the people of Hawaii be more self-sufficient and to build our economy.

I strongly urge you and your committees to support these bills. Mahalo.

February 23, 2011

TO: Rep. Robert Herkes, Chair
House Committee on Consumer Protection and Commerce (CPC)

Senator Rosalyn Baker, Chair
Senate Committee on Commerce and Consumer Protection (CPN)

FROM: Lynden Koerte 4018 Hoolepe St Lihue HI 96766

RE: H.B. 1545 and S.B. 1086 -- Relating to Consumer Information

I am writing in support of H.B. 1545, which will be heard by the House CPC Committee on Wednesday, and S.B. 1086, which will be heard by the Senate CPN Committee on Friday. The bills require the words "previously frozen" to be printed on the package of any bread that is previously frozen then thawed before sale.

I buy bread for myself and my family. As a consumer, I'd like to know if bread was baked someplace else, then shipped here frozen and allowed to thaw out before being sold. That information would help me decide what to buy. Otherwise it's misleading to have previously frozen bread side-by-side with fresh baked bread. The consumer may mistakenly think all of the bread is fresh. I may end up buying the frozen bread anyway, but give me the information I need to make an informed choice.

I also support this bill because it supports local companies that hire local people. As much as possible, we should buy local so that people in Hawaii can support themselves, their families, and our local economy.

I hope your committees will support these bills. Thank you very much.

February 23, 2011

TO: Rep. Robert Herkes, Chair
House Committee on Consumer Protection and Commerce (CPC)

Senator Rosalyn Baker, Chair
Senate Committee on Commerce and Consumer Protection (CPN)

FROM: Dorrie Michioka
4160 Hoala Street Apt 21G
Lihue, HI 96766

RE: H.B. 1545 and S.B. 1086 -- Relating to Consumer Information

I am writing in support of H.B. 1545, which will be heard by the House CPC Committee on Wednesday, and S.B. 1086, which will be heard by the Senate CPN Committee on Friday. The bills require the words "previously frozen" to be printed on the package of any bread that is previously frozen then thawed before sale.

I buy bread for myself and my family. As a consumer, I'd like to know if bread was baked someplace else, then shipped here frozen and allowed to thaw out before being sold. That information would help me decide what to buy. Otherwise it's misleading to have previously frozen bread side-by-side with fresh baked bread. The consumer may mistakenly think all of the bread is fresh. I may end up buying the frozen bread anyway, but give me the information I need to make an informed choice.

I also support this bill because it supports local companies that hire local people. As much as possible, we should buy local so that people in Hawaii can support themselves, their families, and our local economy.

I hope your committees will support these bills. Thank you very much.

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Committee on Consumer Protection and Commerce
Rep. Robert N. Herkes, Chair
Rep. Ryan I. Yamane, Vice Chair

State Capitol, Conference Room 325
Wednesday, February 23, 2011; 2:05 p.m.

**STATEMENT OF CAREY OSHIRO ON H.B. 1545
RELATING TO CONSUMER INFORMATION**

My name is Carey Oshiro. For the past 18 years, I have been a sales representative for Love's Bakery. Love's has been in business for 160 years, providing bread to the people of Hawaii and providing jobs to people like me.

I support H.B. 1545. Some people may think I support the bill because I work for Love's Bakery, and the frozen bread is our competition. It's true that bread that is mass-produced on the mainland has eaten into Love's Bakery's market share. It's true that previously frozen bread is cheaper to produce and often cheaper for the consumer.

But my biggest reason for supporting H.B. 1545 is for consumer awareness. In my job, I not only deliver the bread to the stores, but I stock shelves as well. That puts me in contact with a lot of consumers. The #1 question they ask me is: "Is this bread fresh?" So I tell them about the date on the tag or the color of the tag that tells them when it was baked. I also invite them to take a loaf of bread off my rack because that would be the freshest.

Most, if not all, customers aren't aware that some bread is fresh-baked in Hawaii while others are baked on the mainland then frozen before being shipped here. To the average customer, all bread looks the same so it should be the same. They don't realize that there is a difference. That's mainly because no one has told them. But when they know, they can make a better decision about what bread to buy.

Customer satisfaction is important to me. It should be important to everyone providing a product to the consumer. For many people, cost is not the deciding factor, but quality is. I hope you will help give the consumer information to make a good choice.

Thank you for considering my testimony in support of H.B. 1545.

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HOUSE OF REPRESENTATIVES
Committee on Consumer Protection and Commerce
Rep. Robert N. Herkes, Chair
Rep. Ryan I. Yamane, Vice Chair

State Capitol, Conference Room 325
Wednesday, February 23, 2011; 2:05 p.m.

**STATEMENT OF BARRETT HAYASHI ON H.B. 1545
RELATING TO CONSUMER INFORMATION**

My name is Barrett Hayashi. I am a sales representative for Love's Bakery and have worked there for the past 18 years. In my job, I distribute bread and other products from Love's Bakery to stores and restaurants, both big and small, on a daily basis. I am also the chairman of the ILWU bargaining unit, which represents almost 300 members. We are one of the oldest bargaining units in the ILWU.

I strongly support H.B. 1545 because I think it will help to level the playing field in the bread business.

Bread that is previously frozen is baked in large industrial bakeries on the mainland. The bread is "flash-frozen," then shipped to Hawaii, where it thaws out on the docks or in the back of the store. After thawing out, the bread is placed on store shelves right alongside Love's fresh bread.

To customers looking at the shelf, all the bread looks fresh. They can't tell the difference so they look at cost to help them decide what to buy. Since the mainland bread is produced in large volume, their prices may be better than ours. But when the customer takes the bread home, re-freezes it, then takes it out to eat, he'll find there's a difference between previously frozen bread and fresh-baked bread.

This bill will require bread that is previously frozen to say so on its packaging. It's the consumer's right to know. With the information, the consumer can make an informed choice to buy bread baked fresh in Hawaii or bread baked on the mainland, frozen, then thawed before sale. Some consumers won't care that the bread was frozen if the price is cheaper, but most will.

I also support the bill because it will help Love's Bakery remain competitive in the bread business and stay in business altogether. Love's Bakery is one of the last remaining manufacturing companies in Hawaii. It's a local company that hires local people who live and work in Hawaii. Our pay circulates in Hawaii's economy every time we buy goods and services for ourselves and our families. We support the State by paying income taxes and GET.

Even before the recent recession, the company was struggling. They asked for, and the workers gave them, concessions to keep the company going. We're just staying above water now.

The cost to implement H.B. 1545 should be nominal if the words "previously frozen" are printed right on the package. You could even delay the requirement to give the frozen bread companies a little time to use the bags they already have. But the bill must be passed to provide the consumer with information to make a good decision about buying fresh or buying "previously frozen."

Thank you for listening to my testimony in support of H.B. 1545. On behalf of myself and my co-workers, I hope your committee will pass this bill. Mahalo.

Testimony for HB1545 on 2/23/2011 2:05:00 PM

mailinglist@capitol.hawaii.gov [mailinglist@capitol.hawaii.gov]

Sent: Tuesday, February 22, 2011 12:42 PM

To: CPCtestimony

Cc: pgkOO@msn.com

Testimony for CPC 2/23/2011 2:05:00 PM HB1545

Conference room: 325

Testifier position: support

Testifier will be present: No

Submitted by: pamela green

Organization: Individual

Address:

Phone:

E-mail: pgkOO@msn.com

Submitted on: 2/22/2011

Comments:

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 22, 2011 3:49 PM
To: CPCtestimony
Cc: doromoto@msn.com
Subject: Testimony for HB1545 on 2/23/2011 2:05:00 PM
Attachments: 2011HB1545Sakamoto.rtf

Testimony for CPC 2/23/2011 2:05:00 PM HB1545

Conference room: 325
Testifier position: support
Testifier will be present: Yes
Submitted by: Dorothy Sakamoto
Organization: Individual
Address:
Phone:
E-mail: doromoto@msn.com
Submitted on: 2/22/2011

Comments:

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 22, 2011 9:47 PM
To: CPCtestimony
Cc: hamaia001@hawaii.rr.com
Subject: Testimony for HB1545 on 2/23/2011 2:05:00 PM

Testimony for CPC 2/23/2011 2:05:00 PM HB1545

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: Albert T. Hamai
Organization: Individual
Address:
Phone:
E-mail: hamaia001@hawaii.rr.com
Submitted on: 2/22/2011

Comments:
Chair Robert Herkes and Members of the House CPC,

As a consumer, I like to have information on the products I purchase for our consumption, such as whether they are frozen or fresh; whether they are produced here or elsewhere.

We like to have our bread freshly produced here, especially by companies like Love's that employ our residents, many, who are our friends and neighbors. We want to be able to quickly identify, which breads are fresh and which are frozen. Approval of this HB1545 will provide us consumers with info to make important informed choices.

In the same manner we prefer our local eggs, which are fresher than the imported ones, although they are a bit more expensive. We want to support our local producers, as much as possible.

Please approve HB1545.

Mahalo and Aloha,

Albert T. Hamai

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 22, 2011 4:00 PM
To: CPCtestimony
Cc: Lardizabal@local368.org
Subject: Testimony for HB1545 on 2/23/2011 2:05:00 PM

Testimony for CPC 2/23/2011 2:05:00 PM HB1545

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: Al Lardizabal
Organization: Hawaii Laborers' Union
Address:
Phone:
E-mail: Lardizabal@local368.org
Submitted on: 2/22/2011

Comments:

Chair Herkes and members of the committee. We strongly support this bill. It is more than just a food "bread" bill for consumption. It is about local "bread" and local people. By supporting local bread production,we support local people. And the wages they earn stay in Hawaii for all our benefit.

Hawaii is attempting to establish food security. This is one small way.


Mahalo for your consideration in passing this bill.



February 21, 2011

To: Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Cliff Tsuji
Representative Barbara Marumoto

From: Chad Buck 
Owner
Hawaii Foodservice Alliance LLC

Re: Opposition to HB1545

Foodservice Alliance LLC is a Hawaii owned company employing 180 people with staff in Oahu, Maui, Hilo, Kona, and Kauai.

HFA distributes national bakery brands including Oroweat, Thomas English Muffins, Sara Lee, and Kings Hawaiian.

In addition to the national brands, HFA also distributes bread and baked goods for the following local bakeries:

- Punaluu Bakery - Naalehu
- Anis's Bakery - Halawa
- Golden Coin - Honolulu
- Mauna Kea Bakery Company - Kalihi
- Watanabe Bakery - Mapunapuna
- Fresh Start Bakery - Waipahu.

All of the above listed programs and products handled by HFA are frozen, shipped then thawed for retailers, grocers, clubs or restaurants throughout the state.

All of these programs allowed each of these local bakeries to add jobs and expand their businesses from Naalehu to Honolulu.

HB1545 would cause HFA and all of the bakeries listed above to increase pricing, lower production and as a result, lay off employees.

All of these freeze and thaw programs for these local companies are according to specifications and standards based on scientific research and recommended as best practices for ensuring quality and freshness by the American Institute of Baking and the American Baking Association. These organizations are staffed with the leading industry experts and PHDs. All procedures are based on scientific research.



Unlike uncooked chicken, fish, pork or beef that require notification of previous freezing by law for health reasons, bakery goods are formulated and designed to freeze to preserve quality, especially in transportation. This is why there is **NO law in any state of the nation regarding labeling previously frozen bread or baked goods.**

The consumer's only references to "previously frozen" are in cases where there is a health reason. This proposed sticker or label, or sign, will mislead and discourage consumers from purchasing products from local companies, who created local jobs by following industry guidelines and standards to preserve quality and freshness.

Adding additional labeling will increase costs for every Hawaii consumer and mislead consumers to think that these products are of lesser quality or worse, it is likely to be perceived as a warning.

These frozen and thaw programs for local and mainland products in my company alone account for approximately **eleven million to twelve million units per year here in Hawaii.**

If you add on Hostess, Little Debbie's, Mary Ann's, Love's Bagels, Loves' English Muffins and the multitude of in-store grocery programs here in Hawaii, the number of frozen baked goods in Hawaii sold annually quickly multiplies.

Benefits of Competition:

In 2003, the Honolulu Advertiser featured an article comparing HFA's lower cost of bread and quoted me as saying "I sleep good at night knowing that I am driving down the prices for Hawaii consumers, because consumers in Hawaii take such a beating".

Today, if you shopped at Costco Kona, Kauai or Maui today, a double pack of my product would save you 35% off your purchase compared to a same size double pack of my competitors.

We do our very best, day in and day out to keep the prices of staple goods affordable for Hawaii's families, especially in times like we are living in today.

Rather than open thrift shops like others who try to recoup losses with coded products from grocers, HFA donates 100% of these items to the Hawaii Foodbank, River of Life and an assortment of organizations to feed Hawaii's hungry.

In 2010, HFA donated over a million dollars worth of these types of donations.

It is my guess that not every bakery in Hawaii is happy with our downward pressure on pricing or happy that we donate this amount of baked goods for free to those in need.



In 2005, the Director of the Hawaii State Department of Health testified that there was NO health reason to label previously frozen bread. The Director followed up in her written testimony that this bill could be a Hawaii bakery wanting protection from competition.

The Director's statement regarding protection from competition is what every grocer, retailer and club in this state believe is the real reason for this bill.

If this is the case, please consider that according to Hawaii Business Magazine's Top 250, in 2002, Loves revenue was \$37M. In 2010, Loves' revenue was posted at \$56M: Adding \$19M in revenue is great growth by any standard and hardly seems to merit needing protection from my Hawaii company and other local bakeries through legislation.

I think everyone would agree with the bill in regards to not allowing previously frozen products to state "fresh" or "fresh baked" on packaging. However this too might prove to be a challenge when the state's largest bakery freezes their own products for holiday preparation or when production runs are greater than immediate need.

While I agree that the word fresh should not be allowed on previously frozen bakery items, I firmly believe that this bill as written will:

- Hurt numerous local bakeries that have expanded their work forces and distribution areas through industry standard frozen programs
- Decrease jobs for Hawaii's workforce
- Stifle healthy competition that benefits consumers
- Increase Pricing to the Hawaii Consumer
- Restrain inter-state commerce and
- Conflict with Federal Law.

I respectfully ask this honorable committee to hold or significantly alter this bill to ensure that bread and baked goods pricing does not increase for the Hawaii consumer

Thank you for allowing me to testify on this important measure.



February 22, 2011

The Honorable Robert N. Herkes, Chair
Chair, House Consumer Protection & Commerce Committee
Hawaii State Capitol, Room 325
Honolulu, HI 96813

Dear Chairman Herkes:

On behalf of the American Frozen Food Institute (AFFI), I urge you to oppose House Bill 1545 (HB 1545). We believe the bread product labeling requirements called for in HB 1545 will saddle businesses and consumers with significant and unnecessary new costs without providing any actual health or nutritional benefits to Hawaiians.

AFFI is the sole national trade association dedicated to advocating on behalf of all segments of the frozen food industry before legislative and regulatory entities, the courts, the media and the public. AFFI's membership includes more than 500 companies that are committed to producing and distributing food products in accordance with strict standards of safety and quality.

HB 1545 requires bread products that are baked and then frozen prior to being sold to carry a prominent label indicating that the product was "previously frozen," a statement that provides no meaningful information to consumers.

Indeed, this requirement would mislead consumers into believing that frozen bread products are of lesser quality, which is simply not accurate. As evidence, I draw your attention to written testimony provided in 2005 by Hawaii Director of Health Chiyome Leinaala Fukino, M.D. given during consideration of a similar labeling proposal. Dr. Fukino stated that from "a health standpoint, we do not see a need to label thawed, baked goods, such as bread, cookies, and pies."

In addition, Hawaii's current labeling system already provides standardized information for consumers, allowing for products to be labeled as "fresh." Taken in tandem with Dr. Fukino's testimony, AFFI fails to see why HB 1545 is necessary.

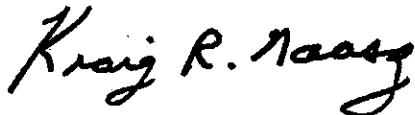
Supporting HB 1545 amounts to supporting an inter-state tariff. HB 1545 would increase the price of bread products coming from the mainland U.S. by requiring

additional labor and materials, while providing no health or nutritional benefit to consumers. During a period of continued economic uncertainty and hardship, Hawaiian consumers should not face the prospect of increased grocery bills.

AFFI members are dedicated to ensuring product safety and promoting consumer awareness, however we believe HB 1545 does nothing to help further these two critical goals.

AFFI welcomes the opportunity to further discuss this matter with you, and I invite you, or members of your staff, to contact AFFI Vice President of Government Affairs Kristin Pearson Wilcox at kwilcox@affi.com or (703) 821-0770.

Sincerely,

A handwritten signature in black ink that reads "Kraig R. Naasz". The signature is written in a cursive, slightly slanted style.

Kraig R. Naasz
President and CEO



The Association of Food, Beverage
and Consumer Products Companies

February 22, 2011

The Honorable Robert N. Herkes, Chair
Chair, House Consumer Protection & Commerce Committee
Hawaii State Capitol, Room 325
Honolulu, HI 96813

VIA-ELECTRONIC MAIL ONLY

RE: HB 1545 – OPPOSE

Dear Chair Herkes:

On behalf of the Grocery Manufacturers Association (GMA¹) I am writing to express our opposition to House Bill 1545 because it imposes unnecessary costs on bread products and creates an unfunded regulatory mandate for the State.

As currently proposed, HB 1545 requires “bread products that are baked and then frozen before sale shall be packaged with prominent labeling or printing that reads ‘previously frozen’.” To the best of GMA’s knowledge, this mandatory labeling requirement would be unique to Hawaii and require special labeling to occur. This labeling will require additional labor and materials which in turn will make otherwise healthy and wholesome food products more expensive to Hawaii consumers. In short, HB 1545 serves as an interstate tariff by artificially increasing the price of bread products coming from the mainland without adding any value to the consumer.

¹ Based in Washington, D.C., the Grocery Manufacturers Association is the voice of more than 300 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe.

Founded in 1908, GMA is an active, vocal advocate for its member companies and a trusted source of information about the industry and the products consumers rely on and enjoy every day. The association and its member companies are committed to meeting the needs of consumers through product innovation, responsible business practices and effective public policy solutions developed through a genuine partnership with policymakers and other stakeholders.

In keeping with its founding principles, GMA helps its members produce safe products through a strong and ongoing commitment to scientific research, testing and evaluation and to providing consumers with the products, tools and information they need to achieve a healthy diet and an active lifestyle.

The food, beverage and consumer packaged goods industry in the United States generates sales of \$2.1 trillion annually, employs 14 million workers and contributes \$1 trillion in added value to the economy every year.

The Honorable Robert N. Herkes, Chair
Chair, House Consumer Protection & Commerce Committee
February 22, 2011
Page 2 of 2

HB 1545 also raises some questions that include, but are not limited to:

- What does this labeling mean to the consumer?
- Does this labeling requirement create unnecessary confusion in the marketplace?
- Will this requirement conflict with federal labeling requirements?
- Who will pay for the enforcement of HB 1545?

The current system of food labeling provides standardized information to the consumers and adequately allows for product distinction by permitting bakery items to be labeled as "fresh." Furthermore, imposing the type of labeling contemplated in HB 1545 provides no meaningful information to the consumer. Rather, we believe it is intended to merely create the mistaken impression that the product is of lesser quality and artificially increase its cost. In fact, when a similar legislative measure was considered in 2005, Hawaii Director of Health Chiyome Leinaala Fukino, M.D., stated in written testimony that "From a health standpoint, we do not see a need to label thawed, baked goods, such as bread, cookies, and pies..."

Consumer knowledge and product safety is paramount to GMA and its members because it is the foundation of consumer trust and product loyalty. Unfortunately, HB 1545 will create unnecessary confusion in the marketplace, artificially increase product prices, and otherwise impose a punitive labeling requirement on otherwise healthy and wholesome bread products. As such, the Grocery Manufacturers Association must respectfully oppose HB 1545.

Sincerely,

John Hewitt
Western Region Director
Grocery Manufacturers Association



99-840 Iwaiwa St. Aiea, HI - Ph (808) 488.2193

Fax cover sheet
2 pages including cover

CPC COMMITTEE

Written Testimony
Opposition HB1545

Hearing 2/23/11
2:05PM
Conference Room 325



February 5, 2011

To: Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Angus McKelvey Representative Hermina Morita
Representative Joseph Souki Representative Cliff Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Max Tanaka
Ani's Bake Shop, Aiea

Opposition to The Bread Bill HB 1545

Ani's Bake Shop is a longtime Oahu small business. We were able to expand our business and hire new employees by servicing the neighbor islands through a frozen/thaw/serve program. As a result of our frozen program, we have many happy neighbor island customers!

This bill would cause us to lose business and have to lay off staff as we cut back our local operations.

Please vote NO on HB1545.

Thank you,

Max Tanaka
President
Ani's Bake Shop
Aiea

Big Island Ohana Cafe

339 Keawe Street, Hilo, Hawaii 96720 (808) 961-6381

February 20, 2011

To: Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

Fm: Eddie Kam
Owner
Big Island Ohana Cafe

Re: Opposition HB 1545

Dear Committee on Commerce and Consumer Protection,

These previously frozen bread and bakery products help us keep our quality high and our costs low. These items make great business sense for us and keep our customers happy.

These products are delivered and supported by local companies who create local jobs.

Requiring labeling or signage in stores would mislead consumers in to thinking that these products were second rate and hurt the companies that distribute them and local bakeries that utilize this industry standard in preserving freshness.

Please hold HB1545.

Thank you

Eddie Kam
Owner
Big Island Ohana Cafe





FOUR SEASONS RESORT
Maui at Wailea

Fax cover sheet
2 pages including cover

CPC COMMITTEE

Written Testimony
OPPOSITION HB1545

Hearing 2/23/11
2:05 PM
Room 325

TEL: (808) 874-8000

3900 Wailea Alanui Drive, Wailea, Maui, Hawaii, U.S.A., 96753



FOUR SEASONS RESORT

Maui at Wailea

February 18, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Brenden Lee
Head Purchaser
Four Seasons Resort, Wailea, Maui, Hawaii

Re: Opposition to HB1545

Dear Committee on Commerce and Consumer Protection,

Please hold HB1545.

We use previously frozen bread and baked goods to ensure a quality product for our customers. Product quality is of utmost importance to us.

We are serviced by a local company with local employees and appreciate the level of service and quality products that they supply us with.

Please hold HB1545.

Thank you

TEL: (808) 874-8000
3900 Wailea Alanui Drive, Wailea, Maui, Hawaii, U.S.A., 96753



Loco Moco ~ Kalua Pork ~ Lau Lau ~ Hawaiian Plate ~ Chicken Katsu ~ Burgers ~ and more!
331 Hookahi St # 201, Wailuku, Maui HI 96793-1465 Tel: (808) 242-7200

Fax cover sheet
2 pages including cover

CPC COMMITTEE

Written Testimony
Opposition HB1545

Hearing 2/23/11
2:05PM
Conference Room 325

 **Frankie's Cafe** 
Maui Style Local Food

Loco Moco - Kalua Pork - Lau Lau - Hawaiian Plate - Chicken Katsu - Burgers - and more!
331 Hookahi St # 201, Waikuku, Maui HI 96793-1485 Tel: (808) 242-7200

February 14, 2011

To: Representative Herkes, Chairman
Representative Yamane, Vice Chairman

Committee on Commerce and Consumer Protection

From: Dawn Fukutomi
Owner
Frankie's Cafe, Maui Hawaii

Re: Opposition to HB1545

Aloha!

I am writing as a small business owner on the island of Maui to ask you to please oppose HB1545.

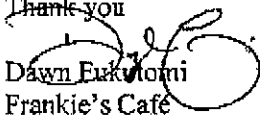
We utilize previously frozen bread and baked goods to ensure a quality product and value for our customers. We have enjoyed these types of items for years. These products keep our customers happy and keep our costs low.

We are serviced through a local company, with local employees.

Please help us keep our costs low and our quality high.

Please oppose HB1545. This bill would hurt business, jobs and decrease the variety of choices for quality baked goods

Thank you


Dawn Fukutomi
Frankie's Cafe
Maui, Hawaii



Fax cover sheet
2 pages including cover

Written Testimony
OPPOSED HB1545

Hearing 2/23/11
2:05 PM
Conference Room 325



FRESH START BAKERIES

DATE: February 2, 2011

TO: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke

Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection and Commerce

FROM: Fresh Start Bakeries, Inc. – Waipahu, Hawaii

SUBJECT: **Opposition to HB1545 Relating to Fresh & Previously Frozen Bread Labeling**

Dear Honorable Committee Members:

Fresh Start Bakeries, Inc. is a bread supplier to many of the largest restaurant companies in the world and has operated a bakery in Hawaii for over 30 years. Fresh Start Bakeries has received awards and certificates of excellence for our product quality, sanitation and product handling.

Our state-of-the-art plant in Waipahu provides baked goods to restaurant chains, foodservice, grocery and retail enterprises in the islands. We distribute either fresh or frozen product, in accordance with customer specifications.

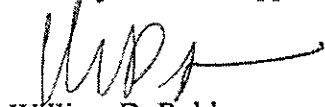
Fresh Start Bakeries opposes HB1545 for the following reasons:

Freezing baked goods is a standard industry practice worldwide to ensure product safety and preserve freshness when the time frame from bakery to consumer significantly diminishes the "fresh" shelf life of normal bread products.

Our existing labeling already meets all federal standards. Any additional labeling changes or requirements will result in an increase in the costs to the Hawaii consumer.

For these reasons, Fresh Start Bakeries is opposed to HB1545. We ask that the honorable committee hold HB1545.

Thank you for the opportunity to testify, and I remain respectfully yours,



William D. Robles
Vice President, Logistics & Customer Support

SUPPORT CENTER

145 SOUTH STATE COLLEGE BLVD. • SUITE 200 • PO BOX 9939 AIEA, HI 96822-9939 USA
TEL: 714/256-8900 • FAX: 714/256-8916
www.freshstartbakeries.com



Gold Coast Baking Company

February 20, 2011

<p>To: Representative Robert Herkes, Chair Representative Blake Oshiro Representative Rida Cabanilla Representative Gilbert Keith-Agaran Representative Angus McKelvey Representative Joseph Souki Representative Corinne Ching Representative Cynthia Thielen</p>	<p>Representative Ryan Yamane, Vice Chair Representative Tom Brower Representative Ken Ito Representative Sylvia Luke Representative Hermina Morita Representative Clift Tsuji Representative Barbara Marumoto</p>
---	--

Committee on Consumer Protection & Commerce

From: Dan Giraudo, President Gold Coast Baking Company 

Re: Opposition to HB1545 Relating to Previously Frozen Bread

Gold Coast Baking Company Opposes HB1545 for the following reasons:

Gold Coast produces several unique high quality baking products for the West Coast retail market. Retailers with stores on the mainland and in Hawaii requested we place these items in the Hawaii Market.

After due diligence and research, we decided the best way to ensure the quality and integrity of our product and provide a value for the Hawaii consumer was to produce these items in our state of the art facility. We ship the bread frozen to the island under a thaw and serve program. **This decision was based on the fact that no bakery in Hawaii could meet our quality standards.**

Our decision has given the Hawaii consumer a high quality product, a variety of choices and a value that otherwise would not be available to them.

All of our labeling meets Federal Standards. **Any additional labeling will only increase the cost and erode the value available to the Hawaii consumer.**

There is an abundance of thaw and sell programs on the mainland and I know of no requirement for labeling such as proposed in HB1545.

We ask the honorable committee to hold HB1545.

Thank you for the opportunity to testify.

Golden Coin Food Industries

1814 Colburn Street, Honolulu Hawaii 96819

Fax cover sheet
2 pages including cover

Written Testimony
OPPOSED HB1545

Hearing 2/23/11
2:05 PM
Conference Room 325

Golden Coin Food Industries

1814 Colburn Street, Honolulu Hawaii 96819

February 7, 2011

To: **Representative Robert Herkes, Chair** **Representative Ryan Yamane, Vice Chair**
Representative Blake Oshiro **Representative Tom Brower**
Representative Rida Cabanilla **Representative Ken Ito**
Representative Gilbert Keith-Agaran **Representative Sylvia Luke**
Representative Angus McKelvey **Representative Hermina Morita**
Representative Joseph Souki **Representative Cliff Tsuji**
Representative Corinne Ching **Representative Barbara Marumoto**
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Golden Coin Food Industries Oahu

Re: Opposition to The Bread Bill HB 1545

The process of freezing our product immediately after production allows us to service more customers throughout the state. The only way to meet our customer demands is by freezing products and thawing just before delivery. We cannot afford to lose business that would result from the passage of this bill.

I value the employees at Golden Coin Bakeries and do not want to be forced to cut back on operations and our labor force.

With this in mind, Golden Coin Foods is opposed to HB1545

We ask the honorable committee to HOLD HB1545

Thank you for the opportunity to testify.

John Uy, Vice President, Golden Coin Food Industries, Honolulu.





Hawaiian Isle Distributors

851 Eha Street, Suite C, Wailuku, Maui, Hawaii, 96793

Tel: 808.244-9019

Fax cover sheet
2 pages including cover

CPC COMMITTEE

Hearing 2/23/11
2:05PM
Conference Room 325

Written Testimony
Opposition HB1545



Hawaiian Isle Distributors

851 Eha Street, Suite C, Wailuku, Maui, Hawaii, 96793

Tel: 808.244-9019

February 14, 2011

To: Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Cliff Tsuji
Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Mark Ito
Branch Manager
Hawaiian Isle Distributors Maui

Opposition to Bread Bill HB 1545

Dear Committee on Commerce and Consumer Protection,

Please hold HB1545 on the grounds that this bill is anti-competitive and if made law, this bill would decrease the amount of baked good variety we now enjoy in the state and increase the price of baked goods to Hawaii consumers.

I have enjoyed these products for many, many years here on Maui.

These products are delivered and supported by local companies who create local jobs.

Please hold HB1545.

Thank you

Hirano Store

18-2445 Volcano Hwy, Glenwood, Hawaii 96711
Telephone: 808.968.6522

Fax cover sheet
2 pages including cover

CPC COMMITTEE

Written Testimony
Oppose HB1545

Hearing 2/23/11
2:05 PM
Room 325

Hirano Store

18-2445 Volcano Hwy, Glenwood, Hawaii 96711

Telephone: 808.968.6522

February 3, 2011

To: Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Cliff Tsuji
Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Eric Inouye
Owner, Hirano Store, Glennwood Hawaii

Opposition to The Bread Bill HB 1545

As a grocer in the town of Glennwood, I appreciate the value and quality that previously frozen bread and baked goods provide for my customers. Week after week, many of my customers choose these products for their families.

These brands have also encouraged competition from our vendors which is always good for my customers. This bill would encourage the monopolization of the industry by Loves Bakery. Monopolies drive up costs and drive down service levels and selection for the consumers.

Additional labeling would be meaningless and would probably mislead the consumer in to thinking that the product is second rate rather than the quality products that they really are. This bill would be a disservice to the Hawaii consumer.

Please vote NO on HB1545.

Thank you,



Eric Inouye
Owner
Hirano Store
Glennwood, Hawaii

Island Catering

"Integrity In The Art of Gourmet"

Fax cover sheet
2 pages including cover

CPC COMMITTEE

Written Testimony
HB1545

Hearing 2/23/11
2:05PM
Conference Room 325

129 Lahainaluna Road, Lahaina, Maui, HI 96761-2412 - (808) 667-5683

Island Catering

"Integrity In The Art of Gourmet"

February 14, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Committee on Commerce and Consumer Protection

From: Luis Fuentes
Island Catering
Maui, Hawaii

Re: Opposition to HB1545

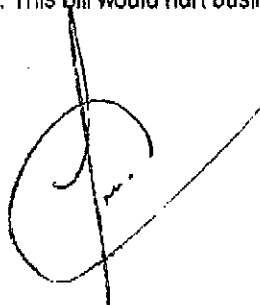
I am a small business owner on the Island of Maui and I would like to ask you to please oppose HB1545.

We have used previously frozen bread and baked goods for many years to ensure a quality product and value for our customers.

Please oppose HB1545. This bill would hurt business, jobs and decrease the variety of choices for quality baked goods

Thank you

Luis Fuentes
Island Catering
Maui, Hawaii



129 Lahainaluna Road, Lahaina, Maui, HI 96761-2412 - (808) 667-5683

J. Hara Store

Hwy 11, Kurtistown, HI 96760
808-966-5462



**Fax cover sheet
2 pages including cover**

CPC COMMITTEE

**Written Testimony
HB1545**

**Hearing 2/23/11
2:05PM
Room 325**

J. Hara Store

Hwy 11, Kurtistown, HI 96760
808-966-5462



February 16, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

From: Darlene Villena
J. Hara Store
Kurtistown, Hawaii

Re: Please OPPOSE SB 1086

Our Kurtistown customers appreciate the savings and quality that previously frozen breads and baked goods offer them. They all come with a 100% money back guarantee but the customers continue to purchase these products as their products of choice, week after week.

These items help provide local jobs for the local company providing them and savings to Hawaii consumers. Labels or signs would discourage sales and hurt competition.

Please hold SB1086.

Thank you.



Kahului Trucking & Storage, Inc.

Expect The Best with KT&S

Call Us! 808-877-5001

Fax cover sheet
2 pages including cover

CPC COMMITTEE

Written Testimony
Oppose HB1545

Hearing 2/23/11
2:05PM
Room 325



Kahului Trucking & Storage, Inc.

Expect The Best with KT&S

Call Us! 808-877-5001

February 17, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Mel Kawano
Kahului Trucking & Storage, Inc.

Opposition to HB 1545

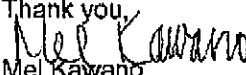
Dear Committee on Commerce and Consumer Protection,

SB1088 is unnecessary and will confuse and mislead consumers in to thinking that the industry standard somehow lessens the products quality. We have enjoyed these products on Maui and throughout the state for over a decade now. Making consumers think that now there is something wrong or that these products are sub par is misleading and unfair to the consumer.

Many of these products are healthier for the consumer like the double fiber products or the products with Omega 3 benefits. These products have to be made in state of the art bakeries not available here in Hawaii. Labeling these products will discourage people from buying them. Including the consumers who could benefit from them.

Additional labeling would be misleading and discourage competition and selection.

Please vote NO on HB1086.

Thank you,

Mel Kawano
Kahului Trucking and Storage, Inc.

Kaimomi Distributing Moloka'i

P.O. Box 8, Kaunakakai, HI 96748

Tel: 808-553-5833

**Fax cover sheet
2 pages including cover**

CPC COMMITTEE

**Written Testimony
OPPOSED HB1545**

**Hearing 2/23/11
2:05PM
Conference Room 325**

Kaimomi Distributing Moloka'i

P.O. Box 8, Kaunakakai, HI 96748

Tel: 808-553-5833

February 14, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Cliff Tsuji
Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Porter Hodgins
Kaimomi Distributing, Molokai

Re: **Opposition to HB1545**

Kaimomi Distributing services the remote island of Molokai. We offer a variety of bread and bakery products that have been previously frozen and thawed. Our customers have enjoyed these products for the last decade and have greatly appreciated the variety and pricing that we are able to offer them through these products.


Kaimomi Distributing on Molokai opposes HB 1545 for the following reasons:

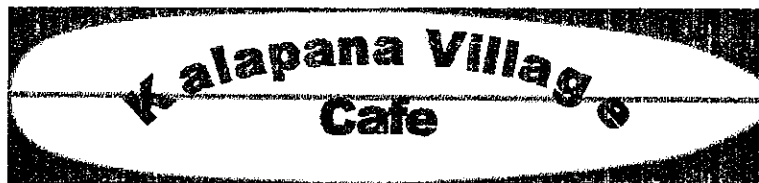
- All products are sold with an unconditional money back guarantee.
- All items that we offer under these programs are already labeled according to Federal Laws.
- Additional labeling requirements would only increase the cost of these products to our customers.
- Freight and handling costs to Molokai are already challenging - we cannot afford any additional, unnecessary costs.

For these reasons, we highly oppose HB 1545

Thank you for the opportunity to testify.

Respectfully,


Porter Hodgins



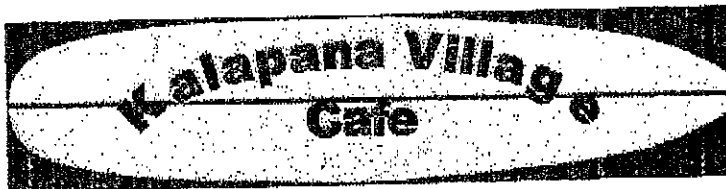
12-5037 Paho, Kalapana Rd. Paho, Hawaii 96778 ~ Tel: 808-965-0121

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2 pages including cover

CPC COMMITTEE

Written Testimony
Opposition HB1545

Hearing 2/23/11
2:05PM
Conference Room 325



12-5037 Pahoa, Kalapana Rd. Pahoa, Hawaii 96778 ~ Tel: 808-965-0121

February 20, 2011

To: Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Michael Silva
Owner
Kalapana Village Cafe

Re: Opposition HB 1545

Dear Committee on Commerce and Consumer Protection,

Please vote no on HB1545. We use previously frozen bread and bakery products because they provide a high quality product and keep costs low. Our customers enjoy these items visit after visit. These items make great business sense for us while keeping our customers happy.

Requiring labeling or signage in stores would confuse consumers in to thinking that these products were not as good other products. Many local bakeries here on the Big Island and throughout the islands freeze their products because it is an industry standard in preserving freshness.

Please hold HB1545.

Thank you

Michael Silva
Owner
Kalapana Village Cafe

A handwritten signature in black ink, appearing to be "Michael Silva", written over a horizontal line.

Kilauea General Store

Volcano Village

Fax cover sheet
2 pages including cover

CPC COMMITTEE

Written Testimony

HB1545

Hearing 2/23/11

2:05 PM

Room 325

Kilauea General Store

Volcano Village

808.967.7555

February 5, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Ola Tripp
Kilauea General Store, Volcano Village Big Island

Opposition to The Bread Bill HB 1545

Kilauea General Store provides many local families with previously frozen bakery products. These families continue to choose these products because they appreciate the lower pricing, quality and selection that these products have to offer. Without these products, which are provided by a local company, with local employees, our other vendor would have no reason to be competitive in pricing.

Additional labeling would be misleading and discourage competition and selection.

Please vote NO on HB1545.

Thank you,


Ola Tripp
Kilauea General Store
Volcano Village, Hawaii

Lava Rock Cafe

**Old Volcano Rd, Volcano, Island of Hawaii, HI 96785
808.967.8526**

Fax Cover Sheet
2 pages including cover

CPC Committee

Testimony Opposing HB1545

Hearing 2/23/11
2:05PM
Room 325

Lava Rock Cafe

Old Volcano Rd, Volcano, Island of Hawaii, HI 96785
808.967.8526

February 16, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Commerce and Consumer Protection

From: Ola Tripp
Lava Rock Cafe, Volcano Village Big Island

Re: Opposition HB 1545

Lava Rock Café sells previously frozen baked goods because they provide a great value and quality for our customers. If these items had any issues at all, I would be crazy to use them in our own products or sell them.

I see no reason whatsoever to legislate anything regarding previously frozen products unless your goal is to raise the prices to Hawaii consumers and help the state be monopolized by one bakery.

Additional labeling would costlly and confusing.

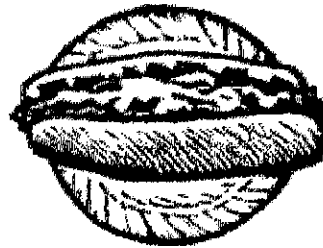
Please vote NO on HB1545.

Thank you,


Ola Tripp
Lava Rock Cafe
Volcano Village, Hawaii

Mr. Sub

129 Lahainaluna Rd. #101, Lahaina, Maui, HI 96761
Call Us! (808) 667-5683



Fax cover sheet
2 pages including cover

CPC Committee

Written Testimony
OPPOSED HB1545

Hearing 2/23/11
2:05PM
Conference Room 325

Mr. Sub

129 Lahainauna Rd. #101, Lahaina, Maui, HI 96761
Call Us! (808) 667-5683



February 14, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Committee on Commerce and Consumer Protection

From: Amy Fuentes
Mr. Sub Sandwiches
Lahaina, Maui, Hawaii

Re: Opposition to HB1545

Dear Committee on Commerce and Consumer Protection,

Please oppose HB1545.

We use previously frozen bread and baked goods to ensure a quality product for our customers. These products are great and allow us to keep our sandwiches fresh and tasty for our customers.

My business depends on the quality and value of these items.

Please oppose HB1545. This bill would hurt business, and jobs for local companies like mine.

Thank you

Amy Fuentes
Maui, Hawaii



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2 pages including cover**

CPC Committee

**Written Testimony
OPPOSED HB1545**

**Hearing 2/23/11
2:05PM
Conference Room 325**

The Men's Shop Inc.

111 E Puainako St, Ste 450,
Hilo, HI 96720

February 3, 2011

Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Kevin Akiyama
Owner, The Men's Shop, Hilo Hawaii

As a business owner, I see this bill as discouraging competition in the marketplace and driving the cost of a staple food item to Hawaii consumers.

As a person who enjoys Oroweat and Sara Lee products week after week at my choosing, I cannot imagine how a bill like this would protect me or anyone. If I didn't like the bread, I would get 100% of my money back from my grocer and choose another brand. I can, however, imagine how additional labeling would drive up pricing.

Please vote NO on HB1545.

Thank you,

Kevin Akiyama
Owner
The Men's Shop
Hilo, Hawaii





Menehune Bottled Water Company Inc.

330 Hoohana St # 7 , Kahului, HI 96732-3506 Tel: (808) 873-6022



Fax cover sheet
2 pages including cover

CPC Committee

Written Testimony
Opposition to HB1545

Hearing 2/23/11
2:05PM
Conference Room 325



Menehune Bottled Water Company Inc.

330 Hooohana St # 7 , Kahului, HI 96732-3506 Tel: (808) 873-6022



Opposition to HB 1545

February 12, 2011

To: Representative Herkes, Chairman
Representative Yamane, Vice Chairman

Committee on Commerce and Consumer Protection

From: Broox Hoyt
Maui General Manager
Menehune Bottled Water

Please oppose bill HB1545.

Dear Chairman Herkes and Vice Chairman Yamane,

Thank you for allowing me to testify.

As a business person and as an individual who enjoys the variety and healthy choices of baked goods that are available in Hawaii through a freeze and thaw program, I am concerned that any labeling or signage would hurt local business and mislead customers in to thinking that something was inferior with these products.

These products are provided by a local company employing local people. This bill would hurt the company, local jobs.

Please oppose HB1545.

Thank you

MOUNTAIN VIEW MINI MART

**P.O. BOX 208
MOUNTAIN VIEW, HI 96771**

February 5, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on Consumer Protection & Commerce

From: Kelly Rapoza
Mountain View Mini Mart, Mountain View, Hawaii

Re: Opposition to The Bread Bill HB 1545

Aloha,

At Mountain View Mini Mart, we have seen our customers repeat their purchases of previously frozen bread and bakery items week after week. Our customers appreciate the value and the quality of the products, especially during these difficult economic times. Our customers don't need protection or additional labeling, they could change their mind at anytime and choose another brand and get their money back on the products they decided they no longer wanted, no questions asked.

This bill might confuse or mislead a consumer but it wont protect them, they have nothing to be protected from. They choose these items week after week.

This bill seems designed to protect a monopoly and ensure high prices to the Hawaii consumer.

Please vote NO on HB1545.

Thank you,

Kelly Rapoza
Mountain View Mini Mart
Mountain View, Hawaii



BURT KAMIGAKI / OCEAN VIEW STORE
OCEAN VIEW, HAWAII

Fax Cover Sheet
2 pages including cover

CPC Committee

Testimony Opposing HB1545

Hearing 2/23/11
2:05PM
Room 325

BURT KAMIGAKI / OCEAN VIEW STORE
OCEAN VIEW, HAWAII

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Ride Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Harmina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Burt Kamigaki
Ocean View Store, Ocean View Big Island

Date: January 26, 2011

Subject: Opposition to HB1545 Relating to Fresh and Previously Frozen Bread

Ocean View Store in Ocean View on the Big Island opposes HB1545 for the following reasons:


We offer a wide variety of bread and bakery products that have been previously frozen and thawed. Our customers enjoy these products and value the variety and pricing that we are able to offer them.

All products are sold with an unconditional money-back guarantee. Additional labeling requirements would only increase the cost of these products to our customers. We cannot afford any additional and unnecessary costs. Additional labels would mislead the consumer into thinking that the product was inferior.

For these reasons, we oppose HB1545.

Thank you for the opportunity to testify.

Respectfully,



Burt Kamigaki
Owner
Ocean View Store
Ocean View, Big Island

FAX

HB 1545

Committee on Consumer Protection & Commerce

for Hearing Feb. 23, 2011, 2:05 p.m.

Number of pages (incl. cover): 4



Date: January 26, 2011

To: Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Committee on Commerce and Consumer Protection

From: Bimbo Bakeries USA

Subject: **Opposition to HB1545 Relating to Fresh and Previously Frozen Bread**

Bimbo Bakeries USA is a leader of the baking industry in quality baked goods for the U. S. Marketplace.

In order to ensure that all of our customers receive the very best in quality control and competitive pricing, we demand that all of our goods are produced in our state of the art, award winning, company owned bakeries. As a result, several of the areas to which we provide baked goods are serviced under a frozen and thaw program. This practice allows us to guarantee the best quality for all of our customers throughout the nation.

Our Hawaii program is serviced under a thaw and serve program and has continued to grow from the very beginning due to increased demand for our quality products. Our freezing process is standard operating procedure in our industry to ensure product safety and preserve freshness for our customers.

We firmly believe that any additional labeling or signage would confuse the customer and most likely increase the cost to the Hawaii consumer.

With this in mind, Bimbo Bakeries USA is opposed to HB1545.

We respectfully ask the honorable committee to hold HB1545.

Thank you for the opportunity to testify.

Respectfully yours,

Richard W. Vail
Bimbo Bakeries USA
Vice President Sales



Fax cover sheet
2 pages including cover

CPC COMMITTEE

Written Testimony
OPPOSITION HBI545

Hearing 2/23/11
2:05 PM
Room 325

174 Lahainaluna Rd, Lahaina, Maui, Hawaii 96761
Toll Free U.S. & Canada: 1-800-433-6815 | Worldwide Direct: 1-808-667-9225 | Reservations Fax: 1-808-667-9293



Opposition to The Bread Bill HB 1545

February 14, 2011

Representative Robert Herkes, Chair

Representative Ryan Yamane, Vice Chair

Representative Blake Oshiro

Representative Rida Cabanilla

Representative Gilbert Keith-Agaran

Representative Angus McKelvey

Representative Joseph Souki

Representative Corinne Ching

Representative Cynthia Thielen

Representative Tom Brower

Representative Ken Ito

Representative Sylvia Luke

Representative Hermina Morita

Representative Cliff Tsuji

Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Rosanne Sample
The Plantation Inn Bed and Breakfast

Re: Opposition to HB1545

Aloha!

I am writing to ask you to please oppose/hold HB1545.

We utilize previously frozen bread and baked goods to ensure a quality product and value for our customers. We have enjoyed these types of items for years including previously frozen locally produced products from bakers throughout the islands.

Please oppose HB1545. This bill would hurt business, jobs and decrease the variety of choices for quality baked goods

Thank you

174 Lahainaluna Rd, Lahaina, Maui, Hawaii 96761
Toll Free U.S. & Canada: 1-800-433-6815 | Worldwide Direct: 1-808-667-9225 | Reservations Fax: 1-808-667-9293



Punaluu Bake Shop

Naalehu Big Island

Fax cover sheet
2 pages including cover

CPC Committee

Written Testimony
Opposition HB1545

Hearing 2/23/11
2:05 PM
Conference Room 325



P.O. Box 655 • Naalehu, Hawaii 96772 • Phone (808) 929-7343 • Fax (808) 929-8214 • www.punaluubakeshop.com

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Fm: Punaluu Bake Shop

Date: January 28, 2011

Subject: **Opposition to HB1545 Relating to Previously frozen bread labeling**

Punaluu Bake Shop Na'alehu on the Big Island opposes HB1545 for the following reasons:

Over the past several years, Punaluu Bake Shop has expanded our sales of our bread products out to Oahu and the neighboring islands of Kauai and Maui. We have done so through a frozen and thaw program. This frozen and thaw program has enabled us to increase production and sales for our company and staff here in Na'alehu while making customers happy throughout the state with our delicious products from the Big Island.

Like any baked product in our distribution system, all products come with a full, money back guarantee if the customer doesn't like the product for any reason. We have sold these products through this program for years and continue to see the consumers increase their demands for our goods! This program is good for business in Na'alehu and good for consumers throughout the islands of Hawaii. Additional labeling requirements would only confuse the customer and increase the cost of these products to our customers. Business in Na'alehu is challenging enough - we cannot afford any additional unnecessary costs.

With this in mind, the Punaluu Bake Shop is opposed to HB1545.

We ask that the honorable committee to hold HB1545.

Thank you for the opportunity to testify.

Amie Koss
Managing Partner



PUKALANI SUPERETTE

Phone:(808) 572-7616 • FAX:(808)-572-7733
15 Makawao Avenue • Pukalani • Hawaii • 96768

Fax Cover Sheet
2 pages including cover

CPC Committee

Testimony Opposing HB1545

Hearing 2/23/11

2:05PM

Room 325



PUKALANI SUPERETTE

Phone: (808) 572-7616 • FAX: (808)-572-7733
15 Makawao Avenue • Pukalani • Hawaii • 96768

Opposition to The Bread Bill HB 1545

February 14, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKeivey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Jerry Masaki
General Manager
Pukalani Superette

Please oppose bill HB 1545.

At Pukalani Superette, our customers enjoy the variety and quality of our previously frozen baked goods. These products have provided variety and many healthy versions of bakery products that would otherwise not be available to our customers.

Any labeling or signage would discourage and mislead our customers to thinking that something was inferior about these products when quite often, the quality is better than their other options.

These products are provided by a local company employing local people. This bill would hurt the company and local jobs.

Please oppose HB1545.

Thank you



Fax cover sheet
2 pages including cover

CPC Committee

Written Testimony
Opposition HB1545

Hearing 2/23/11
2:05PM
Conference Room 325



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on Consumer Protection & Commerce

From: Lloyd Fujino
Standard Bakery, Keauhou, Hawaii

Date: February 1, 2011

Subject: **Opposition to HB1545 Relating to Previously frozen bread labeling**

Aloha,

My name is Lloyd Fujino. I am the owner of Standard Bakery in Keauhou on the Big Island. We have served our island community here with quality baked goods for many years. Our customers depend on our quality products and value pricing to feed their families.

When I heard that the legislature was considering requiring previously frozen bread products to have special labeling, I immediately thought that the proposed bill had everything to do with trying to protect Loves Bakery from competition than anything to do with quality or consumer reasons. Some of the items I sell are previously frozen. My customers choose to continue to buy them for their families week after week. They appreciate the quality and the value that these previously frozen items provide for them. I appreciate the fact that I can keep them frozen to protect the quality and freshness. I can't imagine how any customer who continues to buy the same item week after week by their free choice needs to be protected from anything.

I worked for Loves Bakery as a manager here in West Hawaii. Most businesses would love to have a monopoly in their area of business. This bill would help Loves strengthen their monopoly here in Hawaii. Monopolies are never good for the consumer and the consumer doesn't need this bill.

With this in mind, Standard Bakery is opposed to HB1545.

We ask that the honorable committee to hold HB1545.

Thank you for the opportunity to testify.

Lloyd Fujino
Owner
Standard Bakery

FAX TO:

COMMITTEE ON CONSUMER PROTECTION & COMMERCE

HEARING 2/23/2011, 2:05PM

HB1545

Number of pages (including cover): 4



February 7, 2011

CONSUMER PROTECTION COMMITTEE

Attn: Representative Herkes, Chair
Representative Yamane, Vice Chair

Re: Opposition to HB1545

Mr. Chairman,

We appreciate the opportunity to submit our testimony and express our opposition to proposed legislation effecting "fresh and frozen labeling" (HB1545).

It is the opinion of Times Supermarket that this proposal creates an unnecessary burden given existing federal laws and health standards, currently in place. Furthermore, we believe that an additional "labeling" requirement will require retailers to educate customers on what "previously frozen" means and why a product they have been purchasing is now having an appearance of being second rate rather than "fresh".

Times Supermarket provides a variety of thaw and serve programs that offer our customers choices. Like any consumer, our customers value choice and they value cost savings, which this proposed legislation seeks to limit. Being mandated to display additional labeling is going to increase cost of production for suppliers, thereby forcing retailers to increase cost on a given product. In these economic times, it is important to Times Supermarket to be able to provide the products our customers demand, at the best possible cost.

It is important to understand that it is "choice" that also offers our customers access to products made in Hawaii with local supplies. While we have an extensive thaw and serve program we also provide locally baked products that don't require the same distribution logistics as our frozen foods vendors. Our customers require access to both which is why we believe that this mandate will disrupt the balance of offerings we provide.

In closing it is the opinion of Times Supermarket that this proposed legislation is an unnecessary duplication of maintaining consumer awareness on frozen products and would request a no vote on the legislation. We believe that the current method of health safety standards are well placed and well enforced to ensure our customers are not provided unsafe products.

Please feel free to contact me should you have any questions regarding this matter at (209) 957-2555, ext 153 or Bob Stout, President of Time Supermarket at (808) 831-0811. We thank you in advance for your consideration and we look forward to continuing the dialogue.

Respectfully,

A handwritten signature in black ink, appearing to read "Bob Gutierrez".

Bob Gutierrez

Director of Government Affairs, Times Supermarket



To: Representative Robert Herkes, Chair
 Representative Ryan Yamane, Vice Chair
 Representative Blake Oshiro
 Representative Tom Brower
 Representative Rida Cabanilla
 Representative Ken Ito
 Representative Gilbert Keith-Agaran
 Representative Sylvia Luke
 Representative Angus McKelvey
 Representative Hermina Morita
 Representative Joseph Souki
 Representative Cliff Tsuji
 Representative Corinne Ching
 Representative Barbara Marumoto
 Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Jerry Takata
 Takata Store, Hawi, Big Island

Date: January 26, 2011

Subject: ^{HB1545} **Opposition to ~~SB1088~~ and ~~SB1093~~ Relating to Fresh and Previously Frozen Bread**

^{HB1545}
 Takata Store in Hawi on the Big Island opposes ~~SB1088~~ for the following reasons:

We offer a wide variety of bread and bakery products that have been previously frozen and thawed. Over the past 10 years, our sales of previously frozen bakery items have grown. Our customers have enjoyed these products for the past decade and have greatly appreciated the variety and pricing that we are able to offer them.

All products are sold with an unconditional money-back guarantee. Additional labeling requirements would only increase the cost of these products to our customers. We cannot afford any additional and unnecessary costs. Additional labels would mislead the consumer into thinking that the product was inferior.

^{HB1545}
 For these reasons, we highly oppose ~~SB1088~~ and ~~SB1093~~.

Thank you for the opportunity to testify.

Respectfully,

Jerry Takata
 Owner
 Takata Store
 Hawi, Big Island



Waianae Store

85-863 Farrington Highway, Waianae, HI 96792
Tel: 808-696-7411

Fax cover sheet
2 pages including cover

CPC Committee

Written Testimony
Opposition HB1545

Hearing 2/23/11
2:05 PM
Conference Room 325



Waianae Store

85-863 Farrington Highway, Waianae, HI 96792

Tel: 808-696-7411

February 15, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Kit Okimoto
Owner
Waianae Store

Re: Please OPPOSE HB 1545

Waianae Store is a family business that has served the community in Waianae for many years. We sell previously frozen bread and baked goods because our customers enjoy the quality and the pricing.

These products are provided and serviced by a local company with local employees.

Signage or labeling would only confuse our customers and mislead them to thinking something was wrong with the product. Freezing baked goods is industry standard to maintain freshness. Even Kings Hawaiian ships their products from the mainland to Hawaii. Everyone loves Kings Hawaiian.

Additional labeling would mislead the Hawaii consumer and raise prices at a time that our customers need to save on their grocery bill.

Please vote NO on ~~HB 1545~~.

Thank you for the opportunity to testify.

WATANABE BAKERY LLC

2065 S. BERETANIA ST. STE 100, HON HI 96826
TEL: (808) 946-1074 FAX: (808) 946-1739 FAX



Fax cover sheet
2 pages including cover

CPC Committee

Written Testimony

HB1545

Hearing 2/23/11

2:05 PM

Room 325

WATANABE BAKERY LLC

2065 S. BERETANIA ST. STE 100, HON HI 96826
TEL: (808) 946-1074 FAX: (808) 946-1739 FAX



February 17, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Kosei Watanabe
Owner, Watanabe Bakery LLC

Re: **Opposition to The Bread Bill HB1545**

Watanabe Bakery specializes in local favorites and Japanese Style breads for customers throughout the state of Hawaii including Zippy's Restaurants, Tokyo Bento, and many grocers on all islands.

We follow strict guidelines and quality controls including freezing breads for transportation to provide best product for our demanding customers.

We are a small local business hoping to continue to grow and provide delicious products for our customers and jobs for our employees.

This bill will punish us and make our customers think that something is wrong with the bread because we would need a special label or sign. We do what bakery associations and industry standards demand for quality and freshness. Our customers love our breads. Please vote no on HB1545.

Thank you very much for hearing my testimony.

Kosei Watanabe

February 23, 2011

TO: Rep. Robert Herkes, Chair
House Committee on Consumer Protection and Commerce (CPC)

Senator Rosalyn Baker, Chair
Senate Committee on Commerce and Consumer Protection (CPN)

FROM: Patrick De Costa, Jr.
94-533 Lumiaina Street B-103
Waipahu 96797

RE: H.B. 1545 and S.B. 1086 -- Relating to Consumer Information

I am writing in support of H.B. 1545, which will be heard by the House CPC Committee on Wednesday, and S.B. 1086, which will be heard by the Senate CPN Committee on Friday. The bills require the words "previously frozen" to be printed on the package of any bread that is previously frozen then thawed before sale.

As a single father who was laid off during the current recession, I need to stretch every food dollar and make informed, healthful choices at the supermarket. While my budget may force me to buy the occasional loaf of cheaper, previously-frozen Mainland bread, I know that my family is more likely to finish a loaf that was fresh-baked locally

I also benefit as a consumer from knowing that my purchase supports the local economy and local workers.

That is why I also prefer to buy fresh, locally produced eggs which, thankfully, are clearly marked as such for my convenience.

But since frozen bread products are not properly labeled currently, I sometimes end up wasting a slice of my limited income on the inferior product by mistake.

Please empower Hawaii's consumers to make wise food choices--and help stimulate the local economy--by passing H.B. 1545 and S.B. 1086.

Thank you very much.

Fax Coversheet

For: Committee on Consumer Protection & Commerce

Hearing on Wednesday, February 23, 2011 at 2:05 pm

HB 1545

pages including cover: 4

February 16, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

From: **Darryl Fukutomi**
Former Loves Baking Employee
Maui, Hawaii 808-276-2429

Re: **Opposition to HB 1545**

Dear Committee on Consumer Protection and Commerce,

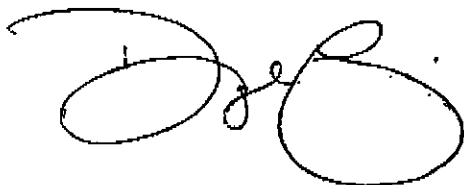
I am a former Loves Bakery employee and live here on Maui. I currently enjoy my job working for another bread company that supplies grocers and clubs with a variety of baked goods from the mainland and from a variety of locally owned Hawaii bakeries. Most of these products utilize recommended industry standards of freezing breads immediately after production to ensure quality and freshness during transportation. This process is very valuable, especially on the neighbor islands.

Being in the industry and involved with local bakeries and grocers, I am aware that HB1545 would hurt the local company that I work for and mislead Hawaii consumers in to thinking that something was inferior with these locally and mainland produced goods.

I have seen first hand how competition has helped the Hawaii consumer. I have also seen our competitor, Loves Baking grow tremendously over the past several years during our existence. According to Hawaii Business Magazine's Top 250, Loves grew from 37 million in 2002 to 56 million in revenue in 2010. This is tremendous growth for Loves Baking and I am happy for my friends who work there. Loves tremendous growth shows that they don't need protection through legislation.

In my humble opinion, this bill will hurt local companies and mislead Hawaii consumers. Please oppose HB1545.

Thank you for the opportunity to testify.

A handwritten signature in black ink, appearing to read 'Darryl Fukutomi', with a large, stylized flourish at the end.

Fax Coversheet

From: Mark Tonini
Former Hawaii Baking Manager

TO: CPC

RE: Hearing February 23, 2011 at 2:05 pm
HB 1545

pages including cover: 2

February 16, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on Consumer Protection & Commerce

From: **Mark Tonini**
Former Hawaii Baking Manager
Oahu, 808-381-5268

Re: **Opposition to HB 1545**

Dear Committee on Consumer Protection and Commerce,

The Honolulu Advertiser's Sunday cover story on June 22, 2003 quoted a baker at Hawaii Baking company stating that "they weren't using the proper ingredients".

As you know, a person or child with anaphylaxis could be in a life threatening situation if he or she ingested nuts or other allergens due to this confessed lack of ingredient integrity from a major bakery here in Hawaii.

As a result, some national brands moved their production to the west coast to ensure and protect ingredient integrity, quality assurance and cost savings for the Hawaii Consumer. These bakeries have invested in the technology, advanced equipment and safety controls to ensure safety and quality for all consumers.

As an industry expert here in Hawaii, it is common knowledge in local bakery and grocery circles that this bill is designed specifically to hurt any competition to Loves by misleading consumers with labeling that would make them think that the products are of lesser quality. Nothing could be further from the facts.

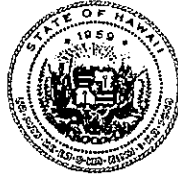
Freezing is a common practice recommended to all bakers by the American Baking Association, and the American Institute of Baking.

If ingredient integrity, product safety and value for Hawaii consumers is of interest to you, please oppose HB1545.



LATE TESTIMONY

NEIL ABERCROMBIE
GOVERNOR OF HAWAII



LORETTA J. FUDDY, A.C.S.W., M.P.H.
ACTING DIRECTOR OF HEALTH

STATE OF HAWAII
DEPARTMENT OF HEALTH
P.O. Box 3378
HONOLULU, HAWAII 96801-3378

In reply, please refer to:
File:

House Committee on Consumer Protection & Commerce
HB 1545, RELATING TO CONSUMER INFORMATION

Testimony of Loretta J. Fuddy, A.C.S.W., M.P.H.
Acting Director of Health

February 23, 2011
2:05 p.m.

- 1 **Department's Position:** We respectfully oppose the bill's amendments of Chapter 328.
- 2 **Fiscal Implications:** Increasing the number of items regulated as this bill does, implies a need for more
- 3 enforcement staff.
- 4 **Purpose and Justification:** This bill proposes amendments to the Hawaii Revised Statutes Chapter 328
- 5 which will add two new sections and will add previously frozen bread to a number of food items
- 6 regulated by the Department without increasing the number of enforcement personnel. The bill is
- 7 unnecessary from a health view point.

8 As to health in general, appropriate labeling can help to verify the identity and composition of a

9 food in instances when the food may be implicated in a food borne illness. Uncooked food that was

10 previously frozen and not thawed properly may contribute to a food borne illness. However, from a

11 health stand point, we do not see a need to label thawed bread products "previously frozen" or

12 prohibiting the use of the term "fresh" in the label or advertising of a bread product that was previously

13 frozen.

14 The Department of Health appreciates your interest in protecting consumers. However, with

present funding and manpower, we must focus our resources on higher risk areas of food safety that can

1 injure the public's health. The time and effort involved in determining labeling compliance for
2 previously frozen bread products that are sold thawed would place a significant burden on the Food and
3 Drug Branch staff and would direct us from our health focus. Even if new and additional resources were
4 received, they would be better spent focusing on the prevention of more significant health threats.
5 However, such increases are not part of the executive biennium budget. The health and well being of
6 the public will be better served if our time and effort remains focused on more significant health issues,
7 such as the proper handling and storage of raw seafood or the potential adulteration of food products
8 with bacterial or chemical contamination.

9 Thank you for the opportunity to testify.

Opposition to The Bread Bill HB 1545

To: *Representative Robert Herles, Chair*
 Representative Ryan Yamano, Vice Chair
 Representative Blake Oshiro
 Representative Tom Brower
 Representative Rida Cabanilla
 Representative Ken Ito
 Representative Gilbert Keith-Agaran
 Representative Sylvia Luke
 Representative Angus McCalvey
 Representative Hermina Morita
 Representative Joseph Souki
 Representative Chift Toyji
 Representative Carinne Ching
 Representative Barbara Morimoto
 Representative Cynthia Thielon

Committee on Consumer Protection & Commerce

From: *Rael Abalos*

Date: *1/31/11*

Regarding labeling of bread - all bills - HB1545, SB1086 & SB1093.

This bill is bad for Hawaii and bad for consumers. It is obvious that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times. STOP the bread bills. I am a resident of Papailoa

Thank you,

RA *AV* *1/31/11*
Rael Abalos

Opposition to The Bread Bill - SB 1093

Opposition to The Bread Bill HB 1545

To: *Representative Robert Herkes, Chair
Representative Ryan Yamano, Vice Chair
Representative Blaha Dobins
Representative Tom Brower
Representative Rita Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McCalkey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Maramoto
Representative Cynthia Thielen*

Committee on Consumer Protection & Commerce

From: *Glenn Abalos*

Date: *1/31/11*

Regarding labeling of bread - all bills - HB1545, SB1086 & SB1093.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times. STOP the bread bills. I am a resident of Keaau.

Thank you,

Glenn Abalos



2-1-11

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Opposition to The Bread Bill HB 1545

From: Hitoshi Asato

Date: Feb 4, 2011

I am a resident of Wahiawa, HI and a voter.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times. STOP HB1545.

Thank you,



Hitoshi Asato

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Opposition to The Bread Bill HB 1545

From: Lisa Asato

Date: Feb 4, 2011

I am a resident of Honolulu, HI and a voter.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times. STOP HB1545.

Thank you,



Lisa Asato

OPPOSE HB1545 Frozen bread labeling

To:

Committee on Consumer Protection & Commerce

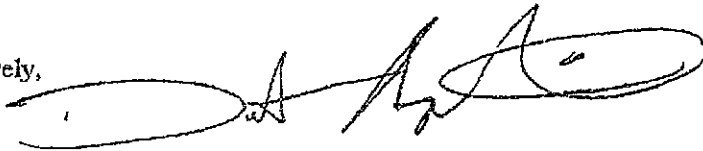
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Angus McKelvey Representative Hermina Morita
Representative Joseph Souki Representative Clift Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Cynthia Thielen

From: Dexter Agustin

Date: 2/5/11

I am a voter from Honolulu who doesn't think HB 1545 would be in the consumer's best interests. A "previously frozen" label would make a healthy food like whole wheat bread sound bad for us. It's hard enough to find healthy foods that we like to eat. Please don't put more limitations on those that are brought in. Please vote no on HB 1545.

Sincerely,



Dexter Agustin

Oppose to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on CPC

From: Gary Asato
Date: 2/6/11

Regarding labeling of bread - all three bills - HB1545, SB1086 & SB1093.

Hawaii has a reputation as having an anti-business climate. This bill shows why. The consumer is not complaining about frozen and thawed bread. The newspaper is reporting the benefits and not any harm coming from frozen and thawed bread. The Health Department is not telling us of any reason to be careful of frozen and thawed bread. There is no need here that could be "fixed" by a Frozen and Thawed label. Please oppose these bills to avoid unnecessary regulation.

Thank you,



To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey Representative Hermina Morita
Representative Corinne Ching Representative Barbara Marumoto
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Joseph Souki Representative Clift Tsuji
Representative Cynthia Thielen

Subject: **OPPOSE HB1545 Frozen bread labeling**

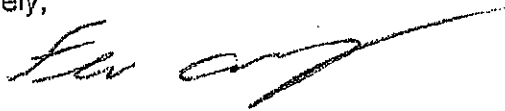
From: Fredie Anguay, Jr.

Date: 2/7/11

As a voter from Ewa Beach, I respectfully request that you do not spend any more time on bills like the bread labeling bill. Anyone who can read the current label will know that bread baked on the mainland must have been frozen in transit, like so many of the foods we eat here in Hawaii.

Please hold HB 1545.

Sincerely,



Fredie Anguay, Jr.

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Randy Asher

Date: 2/08/11

Subject: Opposition to HB 1545 Relating to Fresh and Previously Frozen Bread

As a resident of Oahu and a Hawaii consumer, I am concerned about the pending legislation regarding labeling for baked goods HB 1545.

I don't feel that this bill would give me, the consumer, any additional protection under the law. My family and I consistently buy bread and other bakery products from local retailers. We know that these products come from the mainland, because they have mainland addresses and not Hawaii addresses on the bags. It is clear to us that the products have been kept fresh, by freezing them, shipping them and then thawing them. That is the same thing that we do with many product in our home, so I am fine with that. What matters to me is the taste and quality of the food. If I enjoy the products, I will buy them. I don't need an additional label to drive up the cost of my groceries.

For the above reasons, I ask that you vote NO on HB 1545.

I ask that the honorable committee to hold HB1545.

Thank you,



Randy Asher

The Bread bills are bad for business in Hawaii - Oppose to HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce


From: Eva Jene Asuncion

Date: Feb 8, 2011

My name is Eva Jene Asuncion and I am a resident of Makakilo. I am opposed to SB1086 / SB1093 and HB 1545 (The bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. Bread prices have decreased over the past several years - please keep our cost low. My family eats a lot of bread weekly - the quality, taste and variety is great, we have no problem with the bread being previously frozen.

STOP HB1545. This bread bill does nothing for me (consumer) and will only increase our prices because of additional cost to the bread distributors. Thank you for the chance to testify,


Eva Jene Asuncion

SAVE CONSUMERS MONEY, OPPOSE HB 1545

To:

REPRESENTATIVE ROBERT HERKES, CHAIR REPRESENTATIVE RYAN YAMANE, VICE
CHAIR
REPRESENTATIVE ANGUS MCKELVEY REPRESENTATIVE HERMINA MORITA
REPRESENTATIVE CORINNE CHING REPRESENTATIVE BARBARA MARUMOTO
REPRESENTATIVE BLAKE OSHIRO REPRESENTATIVE TOM BROWER
REPRESENTATIVE RIDA CABANILLA REPRESENTATIVE KEN ITO
REPRESENTATIVE GILBERT KEITH-AGARAN REPRESENTATIVE SYLVIA LUKE
REPRESENTATIVE JOSEPH SOUKI REPRESENTATIVE CLIFT TSUJI
REPRESENTATIVE CYNTHIA THIELEN

COMMITTEE ON CPC

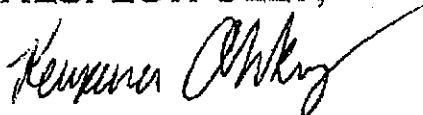
FROM: REUPENA AH-KEY

DATE: 2/9/11

**THE INFAMOUS BREAD BILL...I REMEMBER ALL OF THE
JOKES ABOUT THIS SILLY BILL WHEN IT WENT UP FOR
VOTE ON THE FLOOR. LET'S STOP THE ACTION THIS
YEAR BEFORE WE GET TO THAT POINT.**

**END THE SILLINESS, HOLD HB 1545. I AM A VOTER
IN WAIANAE.**

RESPECTFULLY,



REUPENA AH-KEY

OPPOSE HB1545 Frozen bread labeling

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Angus McKelvey Representative Hermina Morita
Representative Joseph Souki Representative Cliff Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Cynthia Thielen

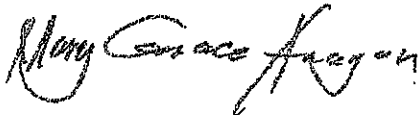
From: Mary Grace Aragon

When labeling of previously frozen bread first came before the legislature, a Honolulu Advertiser article stated that our local bakery froze breads for sale to restaurants as well as certain bread products, like hamburger and hot dog buns, for sale to grocery stores.

HOW COULD THE DEPARTMENT OF HEALTH POSSIBLY TELL WHICH HAMBURGER BUNS SHOULD BE LABELED AND WHICH SHOULDN'T?

Please spend your time on bills that are possible to enact. VOTE NO on HB 1545.

Sincerely,



Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair
Committee on CPC

Opposition to HB1545

From: Jonathan Amano

According to the Honolulu Advertiser:

LOVE'S BAKERY DOES FREEZE BREADS FOR SALE TO RESTAURANTS...AND HAMBURGER OR HOTDOG BUNS DURING HOLIDAYS.

And I assume that breads brought in from the mainland have been frozen, too. So we are safely consuming quality breads both in restaurants and from the grocery store that have been previously frozen. Certainly we do not need labels on **SOME** of these products.

Be fair to consumers as well as businesses and **STOP HB 1545.**

Sincerely,



PLEASE HOLD Frozen bread labeling HB1545

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinna Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Cliff Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

Committee on CPC

From: Dan Asuaio

At the same time that I read in the Honolulu Star-Advertiser that President Obama is reaching out to small businesses to be **innovative in creating jobs**, I see that our state legislature is doing the opposite by proposing new regulations on previously frozen baked products -- the very type of innovation that President Obama is encouraging. **Please reward businesses that bring healthy products to us and create jobs at the same time.**

I am a voter from Waipahu.

Stop the **unnecessary** regulation of HB 1545.

Respectfully submitted,



HB 1545 on Bread - OPPOSE

To: Senator Rosalyn Baker, Chair
Senator Brian Taniguchi, Vice Chair

Committee on CPC

My name is Cleo Asher. I oppose bread bill HB1545.

Do these bills increase jobs, lower costs for Hawaii residents or increase business growth in Hawaii? NO, they do not. This is the type of unnecessary regulation that our representatives should be quickly stopping. Please don't waste taxpayer money on these types of bills.

Consumers of Hawaii would be better served without HB1545. Please hold HB1545.

Thank you for the chance to testify,



Cleo Asher

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair
Committee on CPC

Opposition to HB1545

From: Zachary Ayson

I read in today's Star Advertiser about the state's ballooning debt and the need to find a fix. I think it's safe to say that adding uncalled for labeling of previously frozen baked goods, or any other excessive regulation, would not help us in the streamlining process.

Our State Department of Health can not afford to monitor labels on millions of loaves of bread each year.

Please avoid spending any more time on HB 1545. Vote NO.

Sincerely,



PLEASE HOLD Frozen bread labeling HB1545

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Joseph Souki Representative Clift Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Angus McKelvey Representative Hermina Morita
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Cynthia Thielen

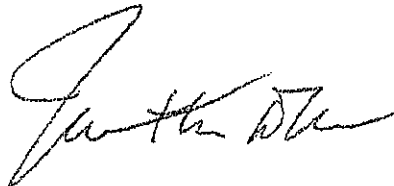
Committee on CPC

From: Andrew Andrew

I LOVE the increased variety of breads that we have now that they're brought to us from the mainland. Please don't do anything to take away all those choices!

Protect consumer's options. HOLD HB 1545. I am a resident of Pearl City.

Respectfully submitted,



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Date: 1/31/11


Subject: Opposition to HB 1545 Relating to Fresh and Previously Frozen Bread

As a resident of Pahoa and a Hawaii consumer, I am concerned about the pending legislation regarding labeling for bread, HB 1545.

I don't feel that this bill would give me, the consumer, any additional protection under the law. My family and I consistently buy bread and other bakery products from local retailers. We know that these products come from the mainland, because they have mainland addresses and not Hawaii addresses on the bags. It is clear to us that the products have been kept fresh, by freezing them, shipping them and then thawing them. That is the same thing that we do with many product in our home, so I am fine with that. What matters to me is the taste and quality of the food. If I enjoy the products, I will buy them. I don't need an additional label to drive up the cost of my groceries.

For the above reasons, I ask that you vote NO on HB 1545.

Thank you,



Mariann Bautista

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Herrina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Matsumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Brad Balberdi

Date: 1/31/11

Subject: Opposition to HB 1545 Relating to Fresh and Previously Frozen Bread

As a resident of Maui and a Hawaii consumer, I am concerned about the pending legislation regarding labeling for baked goods HB 1545.

I don't feel that this bill would give me, the consumer, any additional protection under the law. My family and I consistently buy bread and other bakery products from local retailers. We know that these products come from the mainland, because they have mainland addresses and not Hawaii addresses on the bags. It is clear to us that the products have been kept fresh, by freezing them, shipping them and then thawing them. That is the same thing that we do with many product in our home, so I am fine with that. What matters to me is the taste and quality of the food. If I enjoy the products, I will buy them. I don't need an additional label to drive up the cost of my groceries.

For the above reasons, I ask that you vote NO on HB 1545.

I ask that the honorable committee to hold HB1545.

Thank you,

Brad Balberdi



Opposition to The Bread Bill HB 1545

To: *Representative Robert Herbers, Chair
Representative Ryan Yamano, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Lake
Representative Angus MacKaloog
Representative Hermira Morita
Representative Joseph Souki
Representative Cliff Toyji
Representative Corinna Ching
Representative Barbara Maramoto
Representative Cynthia Thiele*

Committee on Consumer Protection & Commerce

From: *Sean Bechtel*
Date: *1/31/11*

Regarding labeling of bread - all bills - HB1545, SB1086 & SB1093.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times. STOP the bread bills. I am a resident of Hilo

Thank you,

Sean Bechtel

S. Bechtel 02101111

Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen
Committee on Consumer Protection & Commerce

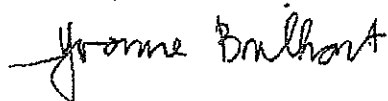
Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Cliff Tsuji
Representative Barbara Marumoto

From: Yvonne Brillhart
Subject: **Opposition to HB 1545 Frozen Bread**
Date: 2/4/11

I am a resident of Honolulu who doesn't understand why you want extra labeling on previously frozen baked goods. Doesn't freezing actually keep food from spoiling? That is certainly important to us in our island state, and gives us more variety of items that can be available to us in the grocery stores.

Please vote No on HB1545.

Sincerely,



Yvonne Brillhart

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair

Representative Angus McKelvey Representative Hermina Morita
Representative Corinne Ching Representative Barbara Marumoto
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Joseph Souki Representative Clift Tsuji
Representative Cynthia Thielen

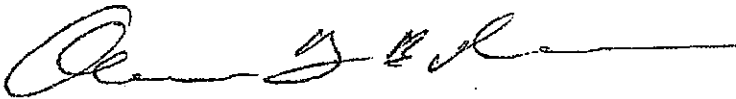
Subject: OPPOSE HB1545 Frozen bread labeling

From: Alan Baclaan

Date: 2/7/11

I remember that it wasn't too many years ago when I had to go to the mainland to get certain breads and pastries. Now the brand names that could only be mainland treats are available to us in Hawaii grocery stores because they have been frozen and brought to us to enjoy. Please don't discourage this variety with a label we don't need.

Sincerely,



Alan Baclaan

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Cliff Tsuji

Subject: OPPOSE HB1545 Frozen bread labeling

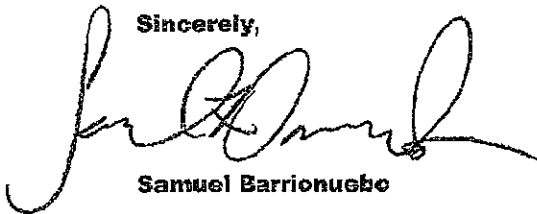
From: Samuel Barrionuevo

Date: 2/7/11

In the current state of our economy, we need financial protection and security more than we need labels on baked goods to tell us it was previously frozen. It would just cost more to comply with yet another restriction, and this one does not even do us any good. I can choose bread I like that's good for me without more labeling.

Please protect Hawaii consumers' pocketbooks from another price increase and hold HB 1545.

Sincerely,



Samuel Barrionuevo

OPPOSE HB1545 Bread labeling

To:

Representative Robert Herkes, Chair
Chair

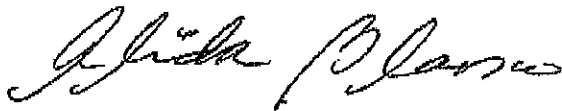
Representative Ryan Yamane, Vice

Committee on CPC

I live in Oceanview and vote in every election. I can remember when bread prices on the Big Island were even higher and there was less variety than there is now. Please keep prices lower by not adding regulations we don't need.

Please help Big Island consumers by voting no on HB 1545.

Sincerely,

A handwritten signature in cursive script that reads "Alida Blanco".

Alida Blanco

OPPOSE HB1545 Bread labeling

To:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Committee on CPC

I am a resident of Kailua-Kona writing to ask that you don't put restrictions on a healthy food that the Dietary Guidelines for Americans asks us to eat more of. We need to encourage more variety of whole grain baked products instead of adding unneeded regulations on them.

Please vote no on HB 1545.

Respectfully,



Armando F. Blanco Jr.

Re: No on Baked Goods Bill HB1545

To:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Coriune Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

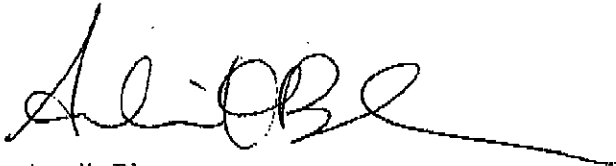
Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Cliff Tsuji

Committee on CPC

I live in Oceanview and I don't want to pay more for previously frozen bread that has to have special labeling to sell in Hawaii. That cost will be passed on to the consumer.

Please protect our grocery store bread prices. Vote NO on HB 1545.

Respectfully,



Aurelia Blanco

OPPOSE HB1545 Bread labeling

To:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Committee on CPC

I am a resident of Oceanview writing to ask that you don't put restrictions on a healthy food that the Dietary Guidelines for Americans asks us to eat more of. We need to encourage more variety of whole grain baked products instead of adding unneeded regulations on them.

Please vote no on HB 1545.

Respectfully,


Jackie Baysinger

Save consumers money, OPPOSE HB1545

To:

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thielen	

Committee on CPC

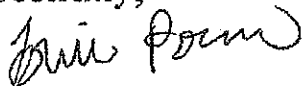
From: Louie Bravo

Not only do consumers not NEED labels on a perfectly good product like previously frozen bread, IT WOULD BE VIRTUALLY IMPOSSIBLE TO DETERMINE WHICH HOT DOG BUNS PRODUCED LOCALLY HAVE BEEN FROZEN AND "REQUIRE" LABELS.

According to the Honolulu Advertiser, our local bakery freezes some of the bread products it produces.

Save legislation for regulations that are POSSIBLE to enforce. Vote NO on HB 1545. I am a voter in Honolulu.

Respectfully,



Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Committee on CPC

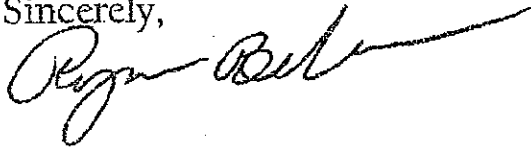
Opposition to HB1545

From: Reginald Billaber

At a time when both the public and private sectors are combing every department to root out duplication and unneeded services, we have this bill that would ADD unneeded requirements to bread labeling.

Please save us from unnecessary regulation with a NO vote on HB 1545.

Sincerely,



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Allan Cadaoas, Jr.

Date: 1/31/11

Subject: Opposition to HB 1545 Relating to Fresh and Previously Frozen Bread

As a resident of Hilo and a Hawaii consumer, I am concerned about the pending legislation regarding labeling for bread, HB 1545.

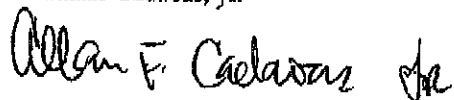
I don't feel that this bill would give me, the consumer, any additional protection under the law. My family and I consistently buy bread and other bakery products from local retailers. We know that these products come from the mainland, because they have mainland addresses and not Hawaii addresses on the bags. It is clear to us that the products have been kept fresh, by freezing them, shipping them and then thawing them. That is the same thing that we do with many product in our home, so I am fine with that. What matters to me is the taste and quality of the food. If I enjoy the products, I will buy them. I don't need an additional label to drive up the cost of my groceries.

For the above reasons, I ask that you vote NO on HB 1545.

I ask that the honorable committee to hold HBI545.

Thank you,

Allan Cadaoas, Jr.



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on Commerce and Consumer Protection

From: Daniel Cabiles

Subject: OPPOSE HB 1545 -Fresh and Previously Frozen Bread

Date: 1/31/11

I have been so impressed with the variety of bakery products that have shown up on the shelves over the past years, especially in Costco where I normally shop. Now that Hawaii only has one commercial bakery, we were falling behind on product variety. There is only so much that one bakery can bake. It makes perfect sense to bring in products from the mainland. They taste great and are priced right.

I don't need a label to tell which products are from the mainland and which are from Hawaii. I can tell right from the package. Please don't increase my costs, by requiring unnecessary labeling.

I understand that some of these bills will be heard in your committee. I am a resident of Maui, and I ask you to **HOLD HB 1545.**

Thank you for your attention to this matter,



Daniel Cabiles

Committee on CPC


To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Fm: Dandres Cabiles
Subject: Opposition to HB 1545 Relating to Fresh and Previously Frozen Bread
Date: 1/31/11

As a resident of Maui and a Hawaii consumer, I have been very pleased with the quality, variety, healthfulness and competitive prices that previously frozen bread provides me and my family. This bill could only increase cost and make it harder for me to find a wide variety of breads.

Please keep my grocery bills during these tough times! I ask that you vote NO on HB 1545.

Sincerely,



Dandres Cabiles

OPPOSITION TO THE BREAD BILL HB 1545

DATE: 2/2/11

TO: REPRESENTATIVE ROBERT HERKES, CHAIR
REPRESENTATIVE RYAN YAMANE, VICE CHAIR
REPRESENTATIVE BLAKE OSHIRO
REPRESENTATIVE TOM BROWER
REPRESENTATIVE RIDA CABANILLA
REPRESENTATIVE KEN ITO
REPRESENTATIVE GILBERT KEITH-AGARAN
REPRESENTATIVE SYLVIA LUKE
REPRESENTATIVE ANGUS MCKELVEY
REPRESENTATIVE HERMINA MORITA
REPRESENTATIVE JOSEPH SOUKI
REPRESENTATIVE CLIFT TSUJI
REPRESENTATIVE CORINNE CHING
REPRESENTATIVE BARBARA MARUMOTO
REPRESENTATIVE CYNTHIA THIELEN

COMMITTEE ON CONSUMER PROTECTION & COMMERCE

FROM: *Bonnie Chuck Rivera*

BCR

HONORABLE CHAIR HERKES,

I AM A RESIDENT AND VOTER IN HONOLULU, HAWAII. WE NEED YOUR HELP TO KEEP PRICES DOWN IN HAWAII.

COMPETITION AMONG BUSINESSES IS HEALTHY AND KEEPS COSTS LOW. THIS BILL ONLY ADDED UNNECESSARY RED-TAPE AND HURTS COMPETITION. THIS WILL DRIVE UP COSTS FOR CONSUMERS LIKE ME.

PLEASE DON'T SIGN ANY LEGISLATION THAT WILL RAISE MY PRICES AT THE GROCERY STORE.

SINCERELY,

Oppose to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on CPC

From: Tiffany Carlson
Date: 2/6/11

Regarding labeling of bread - all three bills - HB1545, SB1086 & SB1093.

Hawaii has a reputation as having an anti-business climate. This bill shows why. The consumer is not complaining about frozen and thawed bread. The newspaper is reporting the benefits and not any harm coming from frozen and thawed bread. The Health Department is not telling us of any reason to be careful of frozen and thawed bread. There is no need here that could be "fixed" by a Frozen and Thawed label. Please oppose these bills to avoid unnecessary regulation.

Thank you,

Tiffany Carlson

Date: 2/7/11

Subject: **OPPOSE HB1545 Baked Goods**

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
R e p r e s e n t a t i v e	C y n t h i a T h i e l e n

From: Michael Cadiente

If you feel that we need to be protected from previously frozen foods, you have lots more than baked goods to label. MANY of our foods are frozen to avoid spoiling before we consume them. Why are you singling out bread products? Please use your time more effectively.

Please stop HB1545.

Sincerely,



Michael Cadiente

Oppose HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

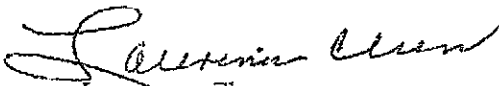
From: Lawrence Chun

Date: Feb 7, 2011

My name is Lawrence Chun and I am a resident of Aina Haina. I am opposed to HB 1545.

This bill is bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. The bread manufacturers will pass the additional cost of labeling on to me. My family eats a lot of bread weekly – the quality, taste and variety is great, we have no problem with the bread being previously frozen.

STOP HB1545. This bread bill does nothing for me and honestly, what benefit will passage of this bill bring. Nothing. Thank you for the chance to testify,


Lawrence Chun

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Opposition to The Bread Bill HB 1545

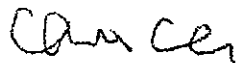
From: Chris Chun

Date: Feb 8, 2011

I am a resident of Hawaii Kai and a voter.

This bill is bad for Hawaii and bad for consumers. I would think that your committee would hear bills that would protect consumers and commerce, but this bill does neither. Please help me keep my costs down. STOP HB1545.

Thank you,



Chris Chun

Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Lillian Chun

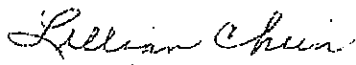
Date: 2/8/11

Regarding labeling of bread - HB1545

I have purchased both fresh and previously frozen bread, and do not see a difference between the two. I actually like the previously frozen bread better and have not experienced any problems. Why do we need legislation for something that is not an issue? It does not make sense to me when there are more pressing issues facing Hawaii.

Please stop this bill from going any further. I am a resident of Aina Haina.

Thank you,


Lillian Chun

Opposition to The Bread Bill HB 1545.

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Rodney Chang

Date: February 11, 2011

Regarding labeling of bread – all bills - HB1545, SB1086 & SB1093.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times.
STOP the bread bills. I am a resident of Honolulu.

Thank you,


Rodney Chang

FAX COVER

For:

HB 1545

Committee on Consumer Protection and Commerce

Hearing Feb. 23, 2011 at 2:05 p.m.

No. of pages, incl. cover: 4

February 16, 2011

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

From: Derrick Cabiles
Former Loves Employee
Wailuku, Maui, 808-357-0540

Re: Opposition to HB 1545

As a former Loves Baking employee, I know more about the industry than most. Please consider the following:

- Loves freezes their own breads whenever a production line is longer (produces more product) than the market demands for the coming days.
- The Honolulu Advertiser on August 31, 2003 quotes Mike Walters, Loves owner, stating that Loves freezes bread.
- Punaluu Baking in Naalehu on the Big Island freezes bread to maintain freshness while shipping to Oahu, Maui and Kauai grocers and clubs.
- Mauna Kea Baking on Oahu freezes their bread products to ship to all neighbor islands
- Golden Coin Industries on Oahu freezes their bread products to ship to all of the neighbor islands
- Ani's Bake Shop in Halawa freezes their products to maintain freshness and quality for neighbor island grocers.
- Fresh Start Bakeries in Waipahu freezes their baked goods for storage on Oahu and for distribution to the neighbor islands
- Many mainland bakeries including Kings Hawaiian freeze their products. These bakeries provide quality, variety and savings for the Hawaii consumer.

This is common practice recommended to all bakers by the American Baking Association, and the American Institute of Baking.

Please oppose HB1545. This bill will hurt local companies, hurt local grocers and raise prices needlessly for the Hawaii consumer.



**Opposition to HB 1545
Fresh and Previously Frozen Bread**

Committee on CPC

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Fm: John Casinas

As a resident of Maui, the last thing I need is more regulation, especially a bill like HB1545 that have no benefit for the consumer.

Instead, please give small businesses a chance by keeping regulations limited to only those that have a proven need.

Please vote NO on HB1545.

Sincerely,

John Casinas



HB 1545 on Bread - OPPOSE

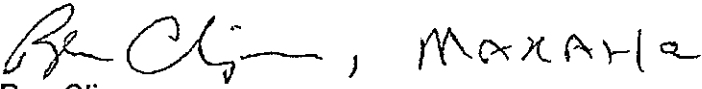
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Angus McKelvey Representative Hermina Morita
Representative Joseph Souki Representative Cliff Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

I am from Honolulu, and I'd like to recommend that if you want to protect consumers, you'd do more good by putting a "High Fat, High Salt" label on french fries than a "previously frozen" label on baked goods. But we don't need either of these labels to make healthy food choices. Please don't add to the confusion with a label that would make previously frozen whole wheat bread sound like an inferior choice to french fries.

Please vote no on HB1545.

Thank you for the chance to testify,


Ben Clinger

From: Conrad Cullio

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

Dear Honorable Chair Herkes,

As resident of Hilo, I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Hawaii.

Legislation that adds to the cost of products is no protection for me as a consumer. HOLD HB1545.

Thank you for this opportunity to be heard,

Conrad Cullio



HB 1545 on Bread ~ OPPOSE

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

My name is Laurie Chun. I am a registered and active voter in Pearl City.

I DO NOT support HB 1545. This is the type of unnecessary, red-tape, and useless regulation that our representatives should be quickly end. Please stop wasting taxpayer money and your valuable time on these types of bills. These bills neither increase jobs, lower costs for Hawaii residents, nor increase business growth in Hawaii. Please defeat HB 1545.

Sincerely,



Laurie Chun

Committee on Consumer Protection & Commerce

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Fm: James Delima

Oppose to HB 1545 on Bread

Date: 1/31/11

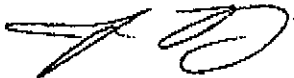
My name is James Delima. I am a resident of Haiku and a voter.

It makes no sense to require a Previously Frozen label on only bread and not bagels, english muffins, cookies, rolls, twinkies, cupcakes, cinnamon rolls, pita bread, etc. Either require it on all or none.

All of these additional requirements will surely drive up my grocery bill even more and that is something I cannot afford.

Please make our laws fair. Either apply the Frozen requirement to all bakery products, or none. Preferably, none!

Sincerely,



James Delima

Opposition to The Bread Bill HB 1545

Date: 2/2/11

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Fm: Melissa Dalbert-Weiss

Honorable Chair Herkes,

I am a resident and voter in Waianae. We need your help to keep prices down in Hawaii.

Competition among businesses is healthy and keeps costs low. This bill only added unnecessary red-tape and hurts competition. This will drive up costs for consumers like me.

Please don't sign any legislation that will raise my prices at the grocery store.

Sincerely,



Melissa Dalbert-Weiss

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Subject: OPPOSE HB1545 Frozen bread labeling

From: Benn Dyda

Date: 2/5/11

Isn't it better for us to be eating MORE whole grains? A previously frozen label on these foods might just be enough to discourage consumers from choosing them, when they really contribute to a healthy diet. Please don't add to the confusion with this label.

Please vote no on HB 1545.

Sincerely,



Benn Dyda

PLEASE HOLD Frozen bread labeling HB1545

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinne Cling
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Clift Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

Committee on CPC

From: Kenn Dyla

Does the Bread Bill cut spending?

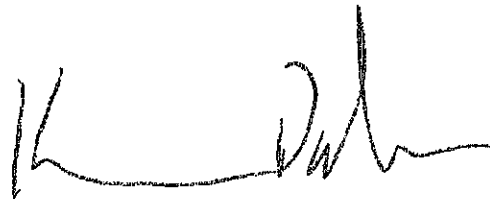
Does the Bread Bill create jobs?

NO – The Bread Bill would increase costs for retailers and therefore consumers.

NO – The Bread Bill could eliminate local jobs.

The Bread Bill is hurtful and unnecessary. Please vote no on HB 1545.

Respectfully submitted,



**Opposition to HB 1545
Fresh and Previously Frozen Bread**

**To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair**
From: David Damasco

Do you remember back in 2003, when there was no Oroweat? Oroweat is my favorite bread and it just disappeared from the stores. I found out that it was baked by Hawaii Baking - that was the company that had all of the problems. I read in the paper that they were not even using the recipes and all sorts of other terrible stuff.

I was really glad to see that Oroweat decided to bake their bread in their high tech bakery on the mainland and bring it into Hawaii frozen. As a consumer, I feel that this is a much safer option for me.

I know that the company that brings the bread in would be hurt by HB1545, because "frozen" still has a negative connotation. We shouldn't be hurting competition at a time like this.

I strongly urge you to hold HB1545. We don't need it here. I am a voter and a resident of Maui.

Sincerely,



David Damasco

Subject: **OPPOSITION** to HB 1545 Bread Labeling

To: Committee on CPC

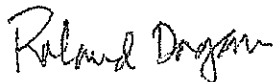
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
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Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thielen	

From Roland Dagan

I am writing to express my opposition to the bread labeling bill. Bread has been thoroughly regulated at both state and federal levels for both safety and quality. Adding yet another regulation will result in increased cost to manufacture a product specific to Hawaii. That cost will certainly be passed along to the Hawaii consumer.

Protect us from higher costs, not frozen bread. Hold HB 1545.

With aloha,



Roland Dagan

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on Consumer Protection & Commerce

Oppose to HB 1545, Frozen bread

I am shocked that the legislature is spending their precious time on this unnecessary bill. There are so many important issues before the legislature and CPC this year. Frozen bread is now a fixture on retail store shelves - you can tell by reading the label on the product to see where it is from. It is not a mystery. I personally love the bread that is produced in the mainland state of the art bakeries. Since there are no health issues to consumers, a label or sign would be very misleading. The CPC should be concerned that a sign or label would purposely mislead consumers.

Please vote NO on HB1545.

Respectfully submitted,

Kody Dacalio-Spenser



Date: 2/7/11

Subject: **OPPOSE HB1545 Baked Goods**

Committee on Consumer Protection & Commerce

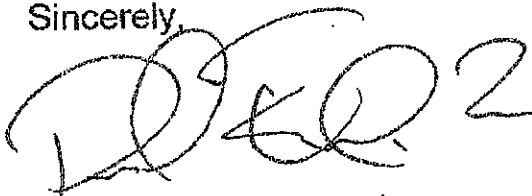
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
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Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Cliff Tsuji
Representative Cynthia Thiel	

From: Paul Espinda, Jr.

I could understand if you were considering a label to warn consumers about a potentially dangerous or inferior product, but previously frozen bread has actually been naturally preserved to maintain nutrient content and prevent deterioration. The consumer might even be more likely to benefit from a label that could warn if a food has not been previously frozen.

Please stop HB 1545 and use your valuable legislative resources on bills that have some potential to actually benefit consumers.

Sincerely,



Paul Espinda, Jr.

Subject: **OPPOSITION** to HB 1545 relating to Baked Goods

To: Committee on CPC

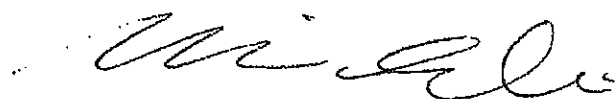
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
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Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Cliff Tsuji
Representative Cynthia Thielen	

From: Micah Ednilao

If you're going to increase obligations on small businesses, please choose something that helps the consumer, not labels on perfectly good previously frozen bread.

Previously frozen baked goods are delicious, and usually less expensive.

Don't waste any more time on BH1545.



Micah Ednilao

STOP HB1545

Committee on CPC

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Joseph Souki Representative Cliff Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Angus McKelvey Representative Hermina Morita
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Cynthia Thielen

From: Lance Fukuzono

Competition between businesses leads to lower prices for consumers. That protects consumers!

As a resident of Aiea, I ask that you don't support a bill that discourages competition in Hawaii. We need the competition. Don't let the bread bill pass out. HOLD HB 1545.

Sincerely, 

To:

Committee on Consumer Protection & Commerce

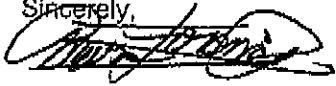
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair

Subject: OPPOSE HB1545 Frozen bread labeling

As a voter from Oceanside I respectfully request that you hold the frozen bread labeling bill.
We can get all the information we need to make good choices from current labels.

Please vote no on HB 1545.

Sincerely,

A handwritten signature in black ink, appearing to read "Marcelino Francis", written over a horizontal line.

Marcelino Francis

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

Dear Honorable Chair Herkes,

As resident of Pahoehoe, I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Hawaii.

Legislation that adds to the cost of products is no protection for me as a consumer. HOLD HB1545.

Thank you for this opportunity to be heard,



Ernantes Francis

To:

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Committee on CPC

**Don't use your valuable time with unnecessary bills
HOLD HB1545**

From: Adam Fox

When this bill came up in 2005, the Hawaii State Department of Health testified, "From a health standpoint, we do not see a need to label thawed, baked good, such as breads, cookies and pies, or to label dehydrated products."

If this bill is unnecessary, why are we spending time on it again?

As a voter in Honolulu, I ask you to HOLD HB1545.

Respectfully,



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Ryan Grace

Subject: OPPOSE HB 1545 -Fresh and Previously Frozen Bread

Date: 1/31/11

I have been so impressed with the variety of bakery products that have shown up on the shelves over the past years, especially in Costco where I normally shop. Now that Hawaii only has one commercial bakery, we were falling behind on product variety. There is only so much that one bakery can bake. It makes perfect sense to bring in products from the mainland. They taste great and are priced right.

I don't need a label to tell which products are from the mainland and which are from Hawaii. I can tell right from the package. Please don't increase my costs, by requiring unnecessary labeling.

I understand that some of these bills will be heard in your committee. I am a resident of Hilo, and I ask you to **HOLD HB 1545**

Thank you for your attention to this matter,

Ryan Grace

 2/07/2011

Date: 2/7/11

Subject: OPPOSE HB 1545 Baked Goods

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thielen	

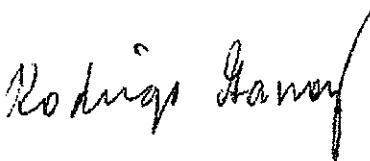
From: Rodrigo Ganoy

Is there any reason for considering a previously frozen label on baked goods other than to punish the innovative business that brought so many new products into Hawaii this way?

Please give consumers access to a wide variety of baked products at a reasonable cost and stop HB 1545.

Sincerely,

Rodrigo Ganoy



Save consumers money, OPPOSE HBI545

To:

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey Representative Hermina Morita
Representative Corinne Ching Representative Barbara Marumoto
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Joseph Souki Representative Clift Tsuji
Representative Cynthia Thielen

Committee on CPC

From: Tony Galang

As stated in the Honolulu Advertiser: LOVES BAKERY DOES FREEZE BREADS FOR SALE TO RESTAURANTS. IT ALSO MAY BAKE ENOUGH HAMBURGER OR HOTDOG BUNS IN ADVANCE AND FREEZE THEM TO MEET CONSUMER DEMAND DURING HOLIDAYS...

If we can't tell the difference between the hot dog buns that have been previously frozen and those that haven't, and all meet state and federal standards, more labeling will only increase costs.

If we can't tell the difference, how will the Department of Health keep this all straight??? Don't add unnecessary legislation, especially when we are trying to control spending.

This bill has no merit for the consumer. STOP SB 1086.

HOLD HB 1545. I am a resident of Ewa Beach.

Respectfully,



Oppose to HB 1545 on Bread

Committee on CPC

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

From: Roel Andrei Huertas

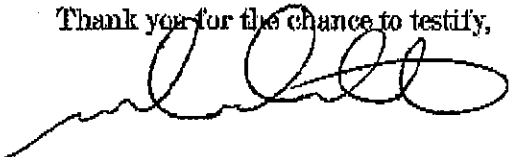
Date: 1/31/11

I am a resident of Maui and a voter. I oppose all of the bread bills (SB1086,SB1098, HB1545)

I recently became aware of this pending legislation, which forces predominately one vendor to add additional labeling to their product. That doesn't seem fair to me. As a consumer, I enjoy the bread that is shipped in from the mainland. I don't feel that I am being deceived by the retailers or distributors, because I can tell from the package that the product is not from Hawaii. When I buy a product, I am looking for taste, quality and cost, and I have found what I like in these mainland bread products.

Consumers of Hawaii would be better served without HB1545. Please help us to keep our grocery bills low! Vote NO for these bills.

Thank you for the chance to testify,



Roel Andrei Huertas

Opposition to Bread Bill HB 1545

<i>Representative Robert Herkes, Chair</i>	<i>Representative Ryan Yamane, Vice Chair</i>
<i>Representative Blake Oshiro</i>	<i>Representative Tam Brower</i>
<i>Representative Rita Cabanilla</i>	<i>Representative Ken Ito</i>
<i>Representative Gilbert Keith-Argarax</i>	<i>Representative Sylvia Lake</i>
<i>Representative Angus McKeibay</i>	<i>Representative Hermira Marita</i>
<i>Representative Joseph Souki</i>	<i>Representative Clift Tsuji</i>
<i>Representative Corinne Ching</i>	<i>Representative Barbara Marumoto</i>
<i>Representative Cynthia Thielen</i>	

Committee on Consumer Protection & Commerce

From: Rena Horio

Date: 2/4/11

Regarding opposition to labeling of bread.

I am a voter from Honolulu who doesn't understand why you would want to put restrictions on food that's healthy for us. There is nothing wrong with bread that was previously frozen on it's way to the grocery shelf. It may even be "fresher" by the time I actually buy it than bread that hasn't been frozen.

Please keep my options open and VOTE NO ON HB 1545.

Thank you,



Rena Horio

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Opposition to The Bread Bill HB 1545

From: Sheldon Hiramoto

Date: Feb 4, 2011

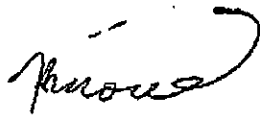
Regarding labeling of bread – all bills - HB1545, SB1086 & SB1093.

I am a resident of Honolulu, HI and a voter.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times.
STOP HB1545.

Thank you,



Sheldon Hiramoto

Frozen bread labeling - OPPOSE HB1545

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Angus Hekelvey Representative Hermina Herita
Representative Joseph Souki Representative Clift Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Cynthia Thielen

From: Micah Hanamaikai

Date: 2/5/11

I just read about the new 2011 Dietary Guidelines that were released this month -- a little late. They say to "increase intake of whole grains". Then I see that you're considering requiring a label that would make these products brought to us from off island have a label that might discourage us from eating whole grain breads. Of course breads brought in to us in Hawaii have to be refrigerated/frozen during transit to avoid spoiling, and so do many other foods. Please don't start requiring extra labeling that could cause us to eat less of the very foods that are good for us.

Please vote no on HB 1545.

Sincerely,



Micah Hanamaikai

To:

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey Representative Hermina Morita
Representative Corinne Ching Representative Barbara Marumoto
Representative Blake Oshiro Representative Tom Brower
Representative Wida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Joseph Souki Representative Clift Tsuji
Representative Cynthia Thielen

Committee on CPC

OPPOSE HB1545 Bread labeling

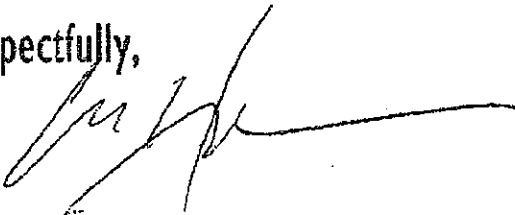
From: Cheyenne Hirota

Date: 2/9/11

Consumers are much smarter than we give them credit for. If I want to know where something is made, I look at the label. I've looked at the packaging in the bread aisle and can see which loaves are made on the mainland and which loaves are produced locally. I don't need a label and I don't need the additional cost that a label would add. Please help me to keep costs low, so I can stretch my paychecks.

Vote NO on HB 1545.

Respectfully,



Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair
Committee on CPC

Opposition to HB1545

From: Warney Hanamaikai

According to a Honolulu Advertiser article the last time this bill was considered,
OUR LOCAL BAKERY DOES FREEZE BREAD FOR SALE TO RESTAURANTS AND AT OTHER TIMES.

If a previously frozen label is needed on bread we consume, would our restaurant bread be required to provide such a label? I don't think so. It isn't needed, any more than it is needed in the grocery store aisle.

Let's be fair to all consumers and businesses. STOP HB 1545.

Sincerely,

Warney Hanamaikai

Re: No on Baked Goods Bill HB1545

To:

**Representative Robert Herkes, Chair
Vice Chair**

**Representative Angus McKelvey
Representative Corinne Ching
Marumoto**

**Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran**

**Representative Joseph Souki
Representative Cynthia Thielen**

Representative Ryan Yamane,

**Representative Hermina Morita
Representative Barbara**

**Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke**

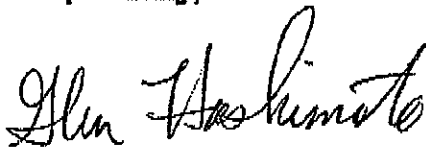
Representative Clift Tsuji

Committee on CPC

**I am a resident of Oceanview who does not need more labeling on
previously frozen bread. This is a common process in many places and
brings a wide variety of breads to our island.**

Please HOLD HB 1545.

Respectfully,



Glenn Hashimoto

Focus on bills we need, STOP HB1545

Representative Robert Herkes, Chair
 Representative Joseph Souki
 Representative Corinne Ching
 Representative Angus McKelvey
 Representative Blake Oshiro
 Representative Rida Cabanilla
 Representative Gilbert Keith-Agaran
 Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
 Representative Clift Tsuji
 Representative Barbara Marumoto
 Representative Hermina Morita
 Representative Tom Brower
 Representative Ken Ito
 Representative Sylvia Luke

Committee on CPC

From: Richard Ho

As a voter from Honolulu, I ask that you carefully consider the cost of this bill.

The State Department of Health can not effectively monitor the millions of loaves of bread that are sold in Hawaii. They noted themselves in the testimony from 2005 that the bill was unnecessary from a health perspective.

Don't add to our State debt by adding unnecessary legislation.

Please vote no on HB 1545.

Sincerely, *Richard Ho*

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Date: 1/31/11

Subject: Opposition to HB 1545 Relating to Fresh and Previously Frozen Bread

As a resident of Hilo and a Hawaii consumer, I am concerned about the pending legislation regarding labeling for bread, HB 1545.

I don't feel that this bill would give me, the consumer, any additional protection under the law. My family and I consistently buy bread and other bakery products from local retailers. We know that these products come from the mainland, because they have mainland addresses and not Hawaii addresses on the bags. It is clear to us that the products have been kept fresh, by freezing them, shipping them and then thawing them. That is the same thing that we do with many product in our home, so I am fine with that. What matters to me is the taste and quality of the food. If I enjoy the products, I will buy them. I don't need an additional label to drive up the cost of my groceries.

For the above reasons, I ask that you vote NO on HB 1545.

Thank you,

Jennifer M. Wabaki 02/02/11
Jennifer M. Wabaki 02/02/11

Opposed to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on Consumer Protection & Commerce

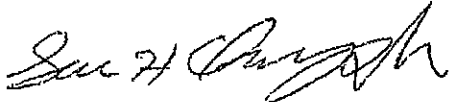
From: Sun Inayoshi

Date: 2/3/11

I'm a long time resident of Kaneohe and I eat lots of foods that have been previously frozen. Why require a label that makes it look like that's bad? I know that these previously frozen foods taste good and are good for me -- if I make good choices. Don't scare away businesses with lots of unneeded restrictions here in Hawaii.

Please vote No on HB 1545.

Thank you,

Sun Inayoshi 

Oppose to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on CPC

From:

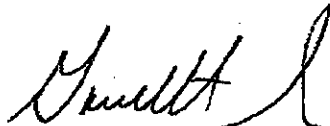
Garrett Iha

Date: 2/6/11

Regarding labeling of bread - all three bills - HB1545, SB1086 & SB1093.

Hawaii has a reputation as having an anti-business climate. This bill shows why. The consumer is not complaining about frozen and thawed bread. The newspaper is reporting the benefits and not any harm coming from frozen and thawed bread. The Health Department is not telling us of any reason to be careful of frozen and thawed bread. There is no need here that could be "fixed" by a Frozen and Thawed label. Please oppose these bills to avoid unnecessary regulation.

Thank you,



To:

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey Representative Hermina Morita
Representative Corinne Ching Representative Barbara Marumoto
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Joseph Souki Representative Clift Tsuji
Representative Cynthia Thielen

Committee on CPC

OPPOSE Unnecessary Spending, OPPOSE HB1545

From: Ellen Irvine

The Department of Health testified in 2005 that this bill was unnecessary from a health perspective. The retailers of Hawaii testified that it was unnecessary from a consumer protection perspective.

How much would it cost to implement this unnecessary legislation and monitor millions of loaves of bread in a time when the Department of Health is in a budget crisis?

Please stop all unnecessary spending.

As a resident of Kaneohe, I ask you to vote NO on hb 1545.

Respectfully,

Ellen K. Irvine

**Opposition to HB 1545
Fresh and Previously Frozen Bread**

Committee on CPC

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

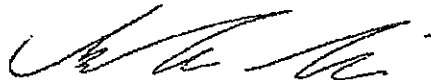
Fm: Charles Iuli

As a resident of Mililani, the last thing I need is more regulation, especially ones like HB1545 that have no benefit for the consumer.

With our state of the country and Hawaii, we should be encouraging businesses to provide creative solutions for consumers. This bill could punish creative solutions and attempt to keep the status quo...high prices provided by one source. What a shame. Don't support this type of anti-business, anti-growth bill. Please HOLD HB1545 and all similar bread bills.

Please vote NO on HB1545.

Sincerely,



Charles Iuli

Focus on bills we need, STOP HB1545

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinne Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Clift Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

Committee on CPC

From: John Jose III

Date: 2/9/11

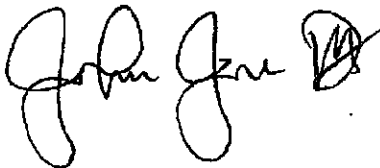
You're killing me! The frozen bread bill again???? I wrote in on this last time around. I can't believe with all of the public outcry, this bill has resurfaced. Please stop the craziness and focus on getting Hawaii back to work!

I am a resident of Waipahu.

Please vote no on HB 1545.

Sincerely,

John Jose III

A handwritten signature in black ink that reads "John Jose III". The signature is stylized and includes a small circular mark at the end.

The Bread bills are bad for business in Hawaii - Oppose to HB 1545

*To: Representative Robert Hertles, Chair
Representative Ryan Yunano, Vice Chair
Committee on Consumer Protection & Commerce*


From: Caroline Kajiwara

Date: 1/31/11

My name is Caroline Kajiwara and I am a resident of Mililani. I am opposed to the bread bills.

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. I have noticed a decrease in bread prices over the past years and I would like to see that continue. I buy bread each week for my family and we love the quality and freshness of the loaves that are coming in from the mainland. If you force them to add an additional sticker, it will only increase my cost!

STOP HB1545. Thank you for the chance to testify,


Caroline Kajiwara

The Bread bills are bad for business in Hawaii - Oppose to HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

Date: Feb 7, 2011

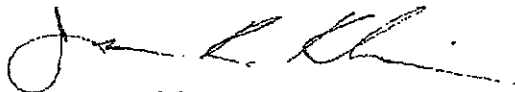
I am a resident of Kaneohe.
I am opposed to SB1086 / SB1093 and HB 1545 (the bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. Bread prices have decreased over the past several years – please keep our cost low.

The quality, taste and variety is great. We have no problem with the bread being previously frozen.

STOP HB1545. This bread bill does nothing for me (consumer) and will only increase our prices because of additional cost to the bread distributors.

Mahalo,



James Kashiwamura
Kaneohe, HI

Opposition to The Bread Bill HB 1545

Date: 2/8/11

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

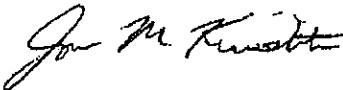
Fm: Jon Kinoshita

Honorable Chair Herkes,

I am a resident of Pearl City and am opposed to HB1545

I regularly eat breads that have been previously frozen and think that they are very good. A label on the bread would be misleading and would make people think that the bread is inferior. Additionally, the prices of the bread I buy will increase due to the labeling cost that will undoubtedly be passed on to me. This would not be in the best interest of Consumer Protection or Commerce.

Please don't sign any legislation that will raise my prices at the grocery store.



Jon Kinoshita

For: Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Yamane, Vice Chair

Representative Ryan

Subject: House Bill 1545 FROZEN BREAD LABEL OPPOSITION

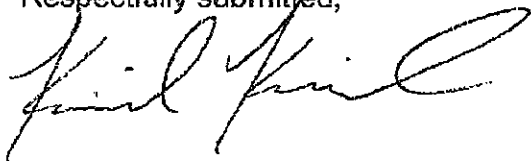
From: Kilihea Kaniho

Date: February 8, 2011

I remember when bread prices were even higher and there was little variety available on grocery store shelves. Please help keep prices lower by not adding costly regulations to baked product labeling that don't help the consumer.

I ask for your help in stopping House Bill 1545. Thank you.

Respectfully submitted,



Kilihea Kaniho

Salt Lake

February 8, 2011

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair

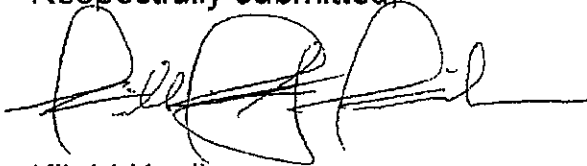
Representative Ryan Yamane, Vice Chair

Subject: Baked Goods Bill HB 1545 – NO

From: Kilohi Kaniho

Businesses in Hawaii are already some of the most taxed in the nation. This bill would further increase their costs. The costs of businesses just need to be passed onto consumers. If you want to protect consumers, protect them from this bill that would increase their bread costs. HOLD HB 1545.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Kilohi Kaniho', with a long horizontal line extending to the right.

Kilohi Kaniho

February 23, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce

FROM: Joanne Kealoha
Honolulu, HI 96816

RE: H.B. 1545

I support H.B. 1545, which will require companies selling previously frozen bread to mark their packaging with the words "previously frozen."

I am a consumer. I have to admit that I look at price when I shop for anything. A few years ago, I saw Cascade Pride bread on sale at Longs. It was on sale for a very good price so I bought it. To my disappointment, the bread was dry and didn't have much taste. Worse yet, it mildewed before the week was up. At the time, I had no idea that the bread was "previously frozen." Had I known that, I might not have purchased the bread at all, despite the low price.

Consumers want to know what they're buying. If bread was frozen then thawed out in the back of a store then put on the store shelf, the consumer should know this. If he or she wants to buy the bread even after knowing that it had been frozen, that is the consumer's decision. With the facts, the consumer can make an informed choice.

This bill will provide the consumer with the fact that bread has been previously frozen. It's similar to letting the consumer know that fish has been previously frozen or eggs are from the mainland. The consumer may still buy the previously frozen fish or bread or mainland eggs, probably because of the cost, but that will be the consumer's choice.

Please help us get the information we need to make our choice and pass H.B. 1545.
Thank you for considering my testimony.

To:

Representative Robert Herkes, Chair	Representative Ryan Yamano, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thielen	

Committee on CPC

OPPOSE Discrimination, OPPOSE HB1545

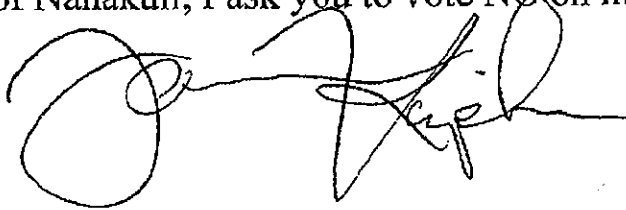
From: Jameson Kupihea

Date: 2/9/11

Consumers are much smarter than we give them credit for. If I want to know where something is made, I look at the label. I've looked at the packaging in the bread aisle and can see which loaves are made on the mainland and which loaves are produced locally. I don't need a label and I don't need the additional cost that a label would add. Please help me to keep costs low, so I can stretch my paychecks.

As a resident of Nanakuli, I ask you to vote NO on hb 1545.

Respectfully,



Save consumers money, OPPOSE HB1545

To:

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thielen	

Committee on CPC

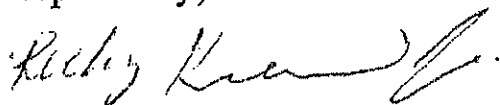
From: Ricky Kenui

Date: 2/9/11

This bill is the same bill that I opposed back in 2005. I couldn't believe that someone was pushing for labeling every single loaf of bread that had come in from the mainland. Isn't that illegal? I am amazed that with all the opposition, this bill is back again. Please use the taxpayer resources wisely and put an end to bills like this one that are unneeded, unwanted and add cost to our island living.

HOLD HB 1545. I am a resident of Pearl City.

Respectfully,



Ricky Kenui

Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

Date: Feb 9, 2011

I am a resident of Kaneohe and a voter.
I am opposed to SB1086 / SB1093 and HB 1545 (the bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, these bills will only increase the price of bread for consumers like me. My family eats a lot of bread and the quality, taste and variety is great. We have no problem with the bread being previously frozen.

STOP HB1545. This bread bill does nothing for me, the ultimate consumer and will only increase our prices because of additional costs to the bread distributors.

Thank you for the chance to testify.

Mahalo,



Tricia Kashiwamura

Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Date: 2/10/11

Regarding labeling of bread-- all bills - HB1545, SB1086 & SB1093.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times.
STOP the bread bills. I am a resident of Makakilo.

Mahalo,


Florence Kapali

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Frozen Bread - Oppose to HB 1545

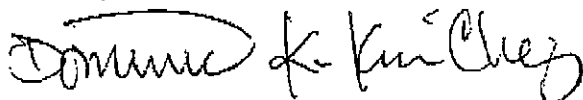
Dear Honorable Chair Herkes,

As a Hawaii consumer and live in Wailuku, I am writing to ask you to HOLD HB1545 when heard.

I see that this bill relating to frozen bread is written as a consumer protection bill. What are you protecting me against, great bread and lower prices?

Legislation that adds to the cost of products I buy is no protection at all. Please hold HB1545

Thank you for this opportunity to testify,



Dominic Kin Choy

Frozen bread labeling - OPPOSE HB1545

Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on Consumer Protection & Commerce

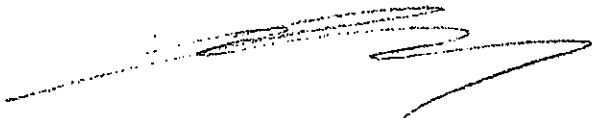
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey Morita	Representative Hermina
Representative Joseph Souki	Representative Clift Tsuji
Representative Corinne Ching	Representative Barbara Marumoto
Representative Cynthia Thielen	

From: Terrence Kelly

I am a resident of Honolulu who doesn't understand why you would want to require a previously frozen label on baked products. Freezing is a natural form of food preservation, and it's certainly better than adding lots of preservatives. Anyone who has eaten previously frozen bread knows that the quality is preserved. Please don't add confusing regulations.

Please vote no on HB 1545.

Sincerely,



Terrence Kelly

Re: No on Baked Goods Bill HB1545

To:

**Representative Robert Herkes, Chair
Vice Chair**

**Representative Angus McKelvey
Representative Corinne Ching
Marumoto**

**Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran**

**Representative Joseph Souki
Representative Cynthia Thielen**

Representative Ryan Yamane,

**Representative Hermina Morita
Representative Barbara**

**Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke**

Representative Cliff Tsuji

Committee on CPC

**I am a resident of Kailua-Kona who does not need more labeling on
previously frozen bread. This is a common process in many places and
brings a wide variety of breads to our island.**

Please HOLD HB 1545.

Respectfully,



Billie Jay Keanu-Blanco

**Opposition to HB 1545
Fresh and Previously Frozen Bread**

**To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen**

**CPC Committee
From: Kahea Kalani**

Do you remember back in 2003, when there was no Oroweat? Oroweat is my favorite bread and it just disappeared from the stores. I found out that it was baked by Hawaii Baking - that was the company that had all of the problems. I read in the paper that they were not even using the recipes and all sorts of other terrible stuff.

I was really glad to see that Oroweat decided to bake their bread in their high tech bakery on the mainland and bring it into Hawaii frozen. As a consumer, I feel that this is a much safer option for me.

I know that the company that brings the bread in would be hurt by HB1545, because "frozen" still has a negative connotation. I don't want to see them go out of business. That would eliminate my options for my favorite breads and leave me with ONE BAKERY source in Hawaii. Yikes!

I strongly urge you to hold HB1545. We don't need it here. I am a voter and a resident of Hilo.

Sincerely,


Kahea Kalani

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair
Committee on CPC

Opposition to HB1545

From: Kristopher Kato

Competition belongs in the marketplace, not the legislature.

Protect Hawaii consumer resources; vote NO on HB 1545. I
am a resident of Aiea.

Sincerely,



To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair

Representative Blake Oshiro

Representative Tom Brower

Representative Rida Cabanilla

Representative Ken Ito

Representative Gilbert Keith-Agaran

Representative Sylvia Luke

Representative Angus McKelvey

Representative Hermina Morita

Representative Joseph Souki

Representative Clift Tsuji

Representative Corinne Ching

Representative Barbara Marumoto

Representative Cynthia Thielen

Subject OPPOSE HB1545 Frozen bread labeling

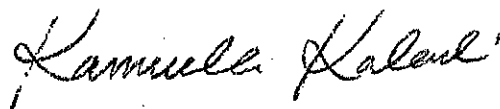
From: Kamuela Kalauli

How many Department of Health employees would it take to determine which locally produced hamburger buns have been FROZEN BY OUR LOCAL BAKERY (as a Honolulu Advertiser article states)?

Would they monitor every hot dog tray going out of the freezer for labels?
This bill would be impossible to monitor without an increase in Department of Health staff.

Keep state resources for legislation that is possible to monitor. STOP NO on HB 1545.

Sincerely,



Kamuela Kalauli

Subject: **OPPOSITION** to HB 1545 relating to Baked Goods

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Angus McKelvey

Representative Corinne Ching

Representative Blake Oshiro

Representative Rida Cabanilla

Representative Gilbert Keith-Agaran

Representative Joseph Souki

Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair

Representative Hermina Morita

Representative Barbara Marumoto

Representative Tom Brower

Representative Ken Ito

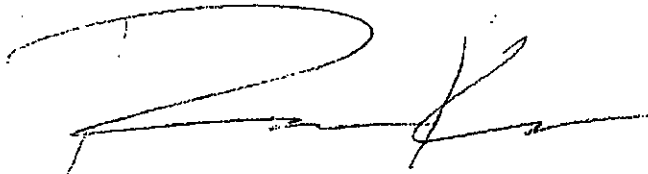
Representative Sylvia Luke

Representative Clift Tsuji

From: Reece Kakuda

Our state government has cut personnel to bare minimums in most departments, including the Department of Health. How could this understaffed Department possibly keep track of which hamburger buns have been frozen and require labels and which don't.

Don't consider legislation that's impossible to enforce; stop HB1545.

A handwritten signature in black ink, appearing to read 'Reece Kakuda', with a large, stylized flourish at the end.

Reece Kakuda

HOLD HB 1545 Previously Frozen bread labeling

Representative Robert Herkes, Chair
Committee on CPC

Representative Ryan Yamane, Vice Chair

From: Lawrence Kunishige

When this bill came up in 2005, the Hawaii State Department of Health testified, “The bill may also seek to protect certain Hawaii food processing companies and employees against competition from certain frozen mainland food products.”

I’m not an attorney, but that doesn’t seem right to me.

Please don’t allow this in our legislature. **HOLD HB 1545.**

Respectfully submitted,



Lawrence Kunishige

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Fm: Wayne Lapinid

Date: 1/31/11

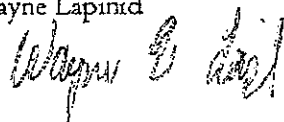
Subject: Opposition to HB 1545 Relating to Fresh and Previously Frozen Bread

I am a resident of Mililani and a voter. I am concerned that the legislature is hearing this anti-business bill. Word is that this bill is a protection bill for a local bakery against another local company. Which company is more important? Which jobs are most important? Is the legislature in a position to decide that? Should they be legislating that? I think not. All jobs in Hawaii are important, as are all businesses.

Let's focus on creating legislation that adds jobs, not legislation that adds red-tape! HOLD HB1545.

Thank you,

Wayne Lapinid



The Bread bills are bad for business in Hawaii - Oppose to HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

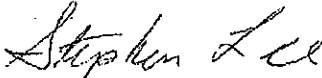
From: Stephen Lee

Date: Feb 7, 2011

My name is Stephen Lee and I am a resident of Honolulu, Hawaii. I am opposed to SB1086 / SB1093 and HB 1545 (The bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. Bread prices have decreased over the past several years - please keep our cost low. My family eats a lot of bread weekly - the quality, taste and variety is great, we have no problem with the bread being previously frozen.

STOP HB1545. This bread bill does nothing for me (consumer) and will only increase our prices because of additional cost to the bread distributors. Thank you for the chance to testify.


Stephen Lee

The Bread bills are bad for business in Hawaii - Oppose to HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

From: Karen Lee

Date: Feb 7, 2011

My name is Karen Lee and I am a resident of Honolulu, Hawaii. I am opposed to SB1086 / SB1093 and HB 1545 (The bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. Bread prices have decreased over the past several years - please keep our cost low. My family eats a lot of bread weekly - the quality, taste and variety is great, we have no problem with the bread being previously frozen.

STOP HB1545. This bread bill does nothing for me (consumer) and will only increase our prices because of additional cost to the bread distributors. Thank you for the chance to testify,


Karen Lee

The Bread bills are bad for business in Hawaii - Oppose to HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

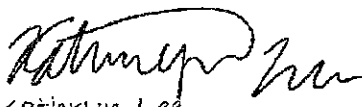
From: Kathryn Lee

Date: Feb 7, 2011

My name is Kathryn Lee and I am a resident of Honolulu, Hawaii. I am opposed to SB1086 / SB1093 and HB 1545 (The bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. Bread prices have decreased over the past several years - please keep our cost low. My family eats a lot of bread weekly - the quality, taste and variety is great, we have no problem with the bread being previously frozen.

STOP HB1545. This bread bill does nothing for me (consumer) and will only increase our prices because of additional cost to the bread distributors. Thank you for the chance to testify.


Kathryn Lee

Re: House Bill 1545 Opposition

For: CPC Committee

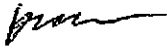
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hernina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thiesen	

Feb. 8, 2011

From: Duc Lu

Competition between businesses leads to lower prices for consumers. Why would you want to support a bill that discourages competition in Hawaii? We need the competition. Don't let HB 1545 see the day of light. HOLD the bread bill.

Respectfully,



Duc Lu

Re: SBI086 Opposition

Focus on bills we need, STOP HB1545

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinne Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Clift Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

Committee on CPC

From: Learthur Sanders Li

Date: 2/9/11

I know that all of the legislators started out with good intentions, but somehow the objectives have gone astray. Please focus on bills that make Hawaii a better place. Frozen bread is not first and foremost on people's minds, actually I don't think it is on their minds at all. From what I hear, this is a bill requested by the competition. There is no place for that type of legislation in our Hawaii State Legislature.

Please vote no on HB 1545.

Sincerely,



Learthur Sanders Li

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Frozen Bread - Opposed to HB 1545

Dear Honorable Chair Herkes,

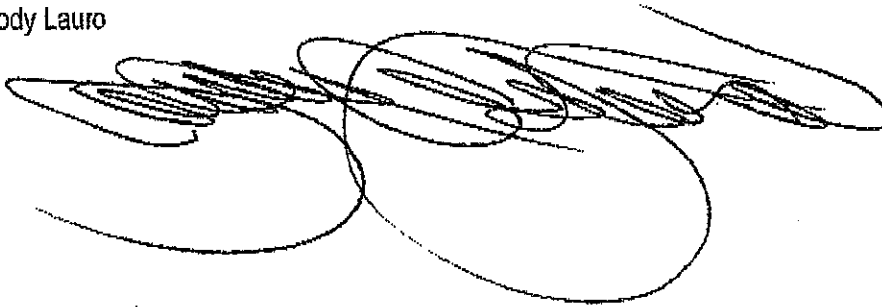
As a Hawaii consumer and live in Pahoa, I am writing to ask you to HOLD HB1545 when heard.

I see that these bills relating to frozen bread are written as a consumer protection bills. What are you protecting me against, great bread and lower prices?

Legislation that adds to the cost of products I buy is no protection at all. Please hold HB1545

Thank you for this opportunity to testify,

Jody Lauro

A large, stylized handwritten signature in black ink, appearing to be 'Jody Lauro', written over a large, light-colored scribble or background mark.

Re: HB1545 relating to Baked Goods **IN OPPOSITION**

To: Committee on CPC

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

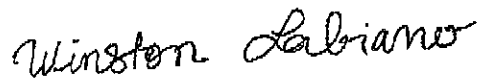
Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Cliff Tsuji

From: Winston Labiano

I live in Pahoa, and I freeze almost all my bread. I've found that the bread stays fresh longer without spoiling when it's frozen. I don't think previously frozen breads need more labeling.

Please **HOLD** HB 1545.

Respectfully,



Winston Labiano

Subject: **OPPOSITION** to HB 1545 relating to Bread Labels

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Ryan Yamano, Vice Chair

From: Joji Labiano

I live in Pahoa and work at a restaurant in Hilo. On the outer islands we have so many things that are refrigerated/frozen before they get delivered to our grocery store shelves. Please don't single out bread for a "previously frozen" label. This is an unnecessary restriction that can only make our breads more expensive.

I am respectfully asking that you **VOTE NO** on HB 1545.

A handwritten signature in cursive script that reads "joji Labiano". The signature is written in black ink and is positioned above the typed name.

Joji Labiano

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

Dear Honorable Chair Herkes,

As resident of Hilo, I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Hawaii.

Legislation that adds to the cost of products is no protection for me as a consumer. HOLD HB1545.

Thank you for this opportunity to be heard,



Jessica Leialoha

HOLD HB 1545 Previously Frozen bread labeling

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Committee on CPC

From: Kennedy Luis

The acting director of the Department of Health testified on Jan. 27, 2011 that HB 606 about milk labeling would

"... REQUIRE RESOURCES TO ADMINISTER, MONITOR, AND ENFORCE. THE DOH ALREADY HAS PRESENT DIFFICULTIES MEETING ITS CORE FUNCTIONS DUE TO A LACK OF RESOURCES."

Bread labeling would require similar significant resources to administer.

Please don't use your time and effort on a measure that can not be enforced.

Please HOLD HB 1545. I am a resident of Lihue.

Respectfully submitted,

Kennedy Luis



Hold inappropriate bill, STOP HB1545

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinne Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Cliff Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

Committee on CPC

From: Federico Lorenzo

Thank you for this opportunity to testify.

In 2005, when this bill was first introduced, the Hawaii State Department of Health testified, "THE BILL MAY ALSO SEEK TO PROTECT CERTAIN HAWAII FOOD PROCESSING COMPANIES AND EMPLOYEES AGAINST COMPETITION FROM CERTAIN FROZEN MAINLAND FOOD PRODUCTS."

Legislation is NOT supposed to intentionally hurt one company and benefit another.

HOLD HB 1545.

Sincerely,

Federico Lorenzo



NO LABELS, NO HB1545

To:

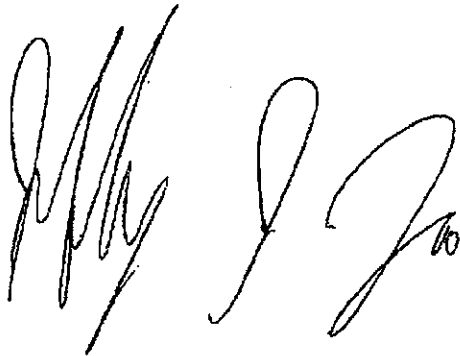
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair
Committee on CPC

From: Jeffrey Loo

Remember those hot dog buns at the last Labor Day picnic? Chances are they were previously frozen. And you weren't harmed eating them. There is no harm in eating previously frozen bread, and **NO GOOD REASON TO REQUIRE PREVIOUSLY FROZEN LABELING.**

END EXTRA LEGISLATION. Hold HB1545.

Respectfully,

A handwritten signature in black ink, appearing to read 'Jeffrey Loo', with a small '10' written at the end of the signature.

Subject: OPPOSITION to HB 1545 Bread Labeling

To: Committee on CPC

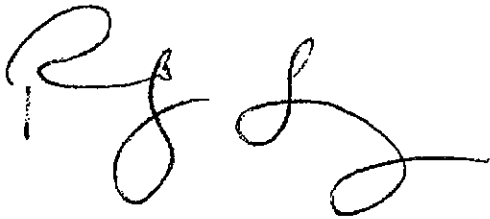
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Cliff Tsuji
Representative Cynthia Thielen	

From Randy Lopez

I am writing to tell you of my opposition to this labeling bill. Bread in our grocery stores meets all state and federal requirements for safety and quality. Including more regulations for labeling only for Hawaii will INCREASE the cost to our state government to monitor.

STOP this counter-productive bill, HB1545.

With aloha,

A handwritten signature in black ink, appearing to read 'Randy Lopez', with a stylized flourish at the end.

Randy Lopez

Committee on Consumer Protection & Commerce

To: Representative Robert Herkes, Chair
 Representative Ryan Yamane, Vice Chair
 Representative Blake Oshiro
 Representative Tom Brower
 Representative Rida Cabanilla
 Representative Ken Ito
 Representative Gilbert Keith-Agaran
 Representative Sylvia Luke
 Representative Angus McKelvey
 Representative Hermina Morita
 Representative Joseph Souki
 Representative Clift Tsuji
 Representative Corinne Ching
 Representative Barbara Marumoto
 Representative Cynthia Thielen

Fm: Chad Masumoto

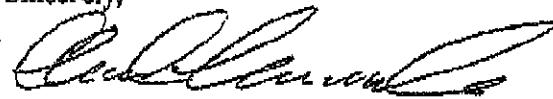
Oppose to HB 1545 on Bread
 Date: 1/31/11

As a resident of Mililani and a Hawaii consumer, I oppose the bread bills.

I am all for bills that will help consumers, but I think that this bill will hurt consumers. If the distributor or retailers are forced to put additional labels on their bread, it will increase the cost of the bread. I am one of the many happy consumers that buy the bread from the mainland. I know that it is from the mainland, and I don't need additional labels to tell me of that.

I urge you to hold HB1545 when it comes to your committee.

Sincerely,



Chad Masumoto

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Fm: Duk Jin Murata

Date: 1/31/11

Subject: Opposition to HB1545 Relating to Previously frozen bread labeling

As a resident of Mililani, I am looking to you to help stop this unnecessary bill. Frozen bread poses no health risk to consumers (per the Hawaii State Department of Health). In fact, newspaper articles have praised the new way of bringing product into Hawaii, because it provides a tasty product for less.

We should be encouraging businesses to find new and innovative way to provide product to consumers, not punish them for it. Hawaii needs more create solutions like this. Please HOLD HB1545 – it is not necessary.

With Aloha,

Duk Jin Murata



Committee on Consumer Protection & Commerce

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

From: Toby Misech

Oppose to HB 1545 on Bread

Date: 1/31/11

My name is Toby Misech. I am a resident of Hilo and a voter.

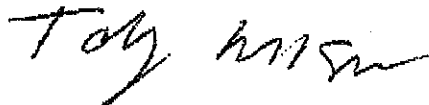
It makes no sense to require a Previously Frozen label on only bread and not bagels, english muffins, cookies, rolls, twinkies, cupcakes, cinnamon rolls, pita bread, etc. Either require it on all or none.

All of these additional requirements will surely drive up my grocery bill even more and that is something I cannot afford.

Please make our laws fair. Either apply the Frozen requirement to all bakery products, or none. Preferably, none!

Sincerely,

Toby Misech



Oppose to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on CPC

From: Emily Miller
Date: 2/6/11

Regarding labeling of bread - all three bills - HB1545, SB1086 & SB1093.

Hawaii has a reputation as having an anti-business climate. This bill shows why. The consumer is not complaining about frozen and thawed bread. The newspaper is reporting the benefits and not any harm coming from frozen and thawed bread. The Health Department is not telling us of any reason to be careful of frozen and thawed bread. There is no need here that could be "fixed" by a Frozen and Thawed label. Please oppose these bills to avoid unnecessary regulation.

Thank you,

Emi Miller

Oppose to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on CPC

From: Sarah Miller
Date: 2/6/11

Regarding labeling of bread - all three bills - HB1545, SB1086 & SB1093.

Hawaii has a reputation as having an anti-business climate. This bill shows why. The consumer is not complaining about frozen and thawed bread. The newspaper is reporting the benefits and not any harm coming from frozen and thawed bread. The Health Department is not telling us of any reason to be careful of frozen and thawed bread. There is no need here that could be "fixed" by a Frozen and Thawed label. Please oppose these bills to avoid unnecessary regulation.

Thank you,



Oppose to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on CPC

From:

Thora Miller

Date:

2/6/11

Regarding labeling of bread - all three bills - HB1545, SB1086 & SB1093.

Hawaii has a reputation as having an anti-business climate. This bill shows why. The consumer is not complaining about frozen and thawed bread. The newspaper is reporting the benefits and not any harm coming from frozen and thawed bread. The Health Department is not telling us of any reason to be careful of frozen and thawed bread. There is no need here that could be "fixed" by a Frozen and Thawed label. Please oppose these bills to avoid unnecessary regulation.

Thank you,



Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Kelly A. Moulson

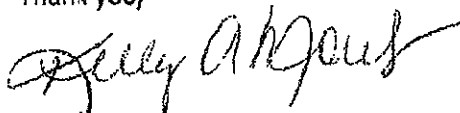
Date: 2/8/11

Regarding labeling of bread

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times.
STOP the bread bills. I am a resident of Kaimuki/Kahala.

Thank you,



Kelly A. Moulson
4578 Kalaniana'ole Highway
Honolulu, HI 96821

PLEASE HOLD Frozen bread labeling HB1545

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Joseph Souki Representative Clift Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Angus McKelvey Representative Hermina Morita
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Cynthia Thielen

Committee on CPC

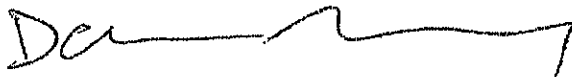
From: Darin Merry

Date: 2/9/11

I remember when this bill came up in 2005. I remember that there were over 200 testimonies against this bill. In 2006, there were 400 signatures against the bill. Why has this bill resurfaced again? I'm sure that many of the same legislators were around back in 2006. Please don't spend the taxpayers' money and your valuable time with unnecessary bills that are not wanted by the people.

Please vote no on HB 1545.

Respectfully submitted,



Darin Merry

Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Timothy Moulson
Honolulu, HI

February 10, 2011

Dear Senators,

It seems like this bill is designed to protect a Hawaii bakery that produces sub-standard product.

My restaurant company has conducted quality control inspections at Love's in an effort to "buy local" as we do many of our other products. Love's bakery failed every food safety inspection that we conducted and were forced to go elsewhere for our bread products, even at a higher price.

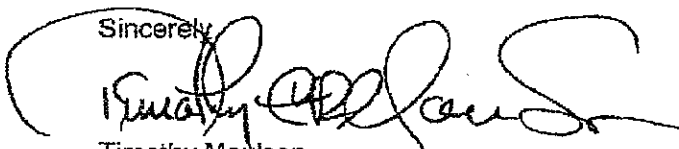
If a business decides to not update their facilities, or follow simple sanitation and production quality standards, they shouldn't try to hide behind legislation regarding fresh or frozen. Fresh or frozen has nothing to do with quality. Quality is determined by the ingredient integrity, proper baking standards and bakery sanitation. Freezing baked goods is encouraged by ALL national bakery institutions as a way to ensure safety and freshness, assuming of course that you start out with a quality product.

We use frozen product in all of our neighbor island restaurants as do other restaurant including McDonalds, Burger King and Jack in the Box.

Freezing bakery goods to preserve freshness is an industry standard that is designed to protect the consumer by providing the best quality and highest safety standards.

Please do not waste tax payer money on this needless and disingenuous legislation.

Sincerely,


Timothy Moulson

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

Dear Honorable Chair Herkes,

As resident of Pahoa, I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Hawaii.

Legislation that adds to the cost of products is no protection for me as a consumer. HOLD HB1545.

Thank you for this opportunity to be heard,



Rusty D. Matias

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

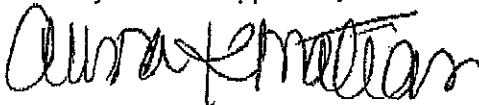
Dear Honorable Chair Herkes,

As resident of Pahoehoe, I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Hawaii.

Legislation that adds to the cost of products is no protection for me as a consumer. HOLD HB1545.

Thank you for this opportunity to be heard,



Aurora K. Matias

Subject: OPPOSITION to HB 1545 relating to Baked Goods

To: Committee on CPC

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Cliff Tsuji
Representative Cynthia Thielen	

From: Fertune Mesik

Consumer protection should extend to avoiding the clogging of our legislative system with gratuitous bills. We do NOT need more labeling on bread. Everything I need to know is already on the label.

Avoid legislative waste; hold HB 1545.

Fertune Mesik



HB 1545 on Bread - OPPOSE

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

My name is Clifford Marrotte. I am a resident of Hilo. I oppose all of the bread bills (SB1086, SB1093, HB1545).

Do these bills increase jobs, lower costs for Hawaii residents or increase business growth in Hawaii? NO, they do not. This is the type of unnecessary regulation that our representatives should be quickly stopping. Please don't waste taxpayer money on these types of bills.

Consumers of Hawaii would be better served without HB1545. As Chair of the CPC committee, I know that you have the power to stop these types of bills. We are counting on you!

Thank you for the chance to testify,



Clifford Marrotte

Opposition to The Bread Bill HB 1545

To: *Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce*

Date: *February 5, 2011*

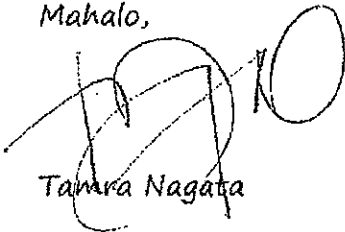
Regarding labeling of bread – ALL bills – HB1545, SB1086 & SB1093

I am a resident of Honolulu and consume bread weekly.

*These bills are unnecessary and will only make bread costs rise in this already
tough economy here in Hawaii.*

STOP ALL the bread bills!

Mahalo,

A handwritten signature in black ink, appearing to be 'Tamra Nagata', with a large, stylized flourish at the end.

Tamra Nagata

Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

Date: February 5, 2011

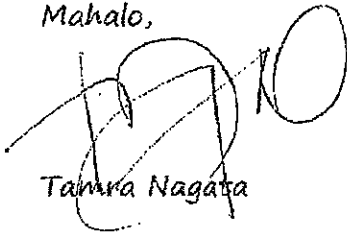
Regarding labeling of bread – ALL bills – HB1545, SB1086 & SB1093

I am a resident of Honolulu and consume bread weekly.

These bills are unnecessary and will only make bread costs rise in this already tough economy here in Hawaii.

STOP ALL the bread bills!

Mahalo,



Tamra Nagata

Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Date: 2/8/11

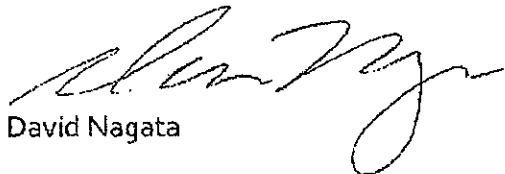
Regarding labeling of bread – all bills - HB1545, SB1086 & SB1093.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

The quality, taste and variety is great. We have no problem with the bread being previously frozen.

Please help keep costs down, especially during these tough economic times.
STOP the bread bills. I am a resident of Honolulu.

Mahalo,



David Nagata

Re: House Bill 1545 Opposition

For: CPC Committee

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Cliff Tsuji

Feb. 8, 2011

From: Stanley Nakama

We need the legislators on the CPC committee to protect the people of Hawaii. Protect us from unnecessary legislation, not frozen bread. The Health Department of Hawaii testified last time this bill was introduced, that there was no health issue from frozen and thawed bread. This is a common practice in many places, especially remote locations like Hawaii. Please put a stop to unnecessary bills and focus on real issues. HOLD HB 1545.

Respectfully submitted,



Stanley Nakama

Re: SBI086 Opposition

STOP HB1545

Committee on CPC

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinne Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Clift Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

From: Travis Nobriga

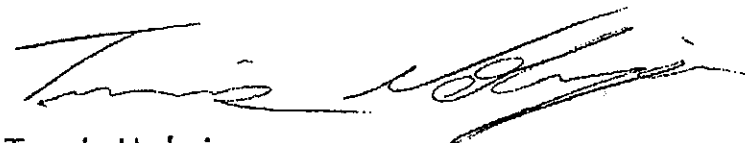
Date: 2/9/11

This bill was a joke last time around and there was public outcry about how unfair and unnecessary the bill was. Look back at the testimony from 2005 and you'll see that it was very lopsided. I hope this time, it ends quickly. Please hold SB 1086.

I am a resident of Waipahu.

Please vote no on HB 1545.

Sincerely,



Travis Nobriga

February 9, 2011

Subject: **OPPOSITION** to HB 1545 relating to Baked Goods

To: Committee on CPC

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair

Representative Angus McKelvey Representative Hermina Morita

Representative Corinne Ching Representative Barbara Marumoto

Representative Blake Oshiro Representative Tom Brower

Representative Rida Cabanilla Representative Ken Ito

Representative Gilbert Keith-Agaran Representative Sylvia Luke

Representative Joseph Souki Representative Clift Tsuji

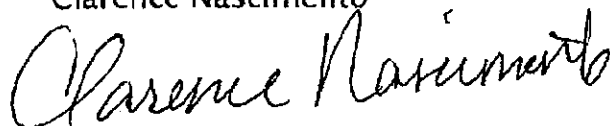
Representative Cynthia Thielen

From: Clarence Nascimento

It wasn't too many years ago when I could not even find diet sliced bread in Hawaii. Now it's easily available. I hope you can encourage more choices like this to be made available to consumers, not restrict this variety with needless regulations.

Keep our choices open. Stop HB 1545.

Clarence Nascimento

A handwritten signature in black ink that reads "Clarence Nascimento". The signature is written in a cursive style with a large, prominent initial 'C'.

Frozen bread labeling - OPPOSE HB1545

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair

Representative Blake Oshiro

Representative Tom Brower

Representative Rida Cabanilla

Representative Ken Ito

Representative Gilbert Keith-Agaran Representative Sylvia Luke

Representative Angus McKelvey

Representative Hermina Morita

Representative Joseph Souki

Representative Clift Tsuji

Representative Corinne Ching

Representative Barbara Marumoto

Representative Cynthia Thielen

From: Ryan Nomura

Additional labeling requirements and the extra manpower it would take for the Department of Health to monitor compliance, are beyond our current budget.

There is no benefit in passing legislation that is impossible to monitor.

Please HOLD HB 1545.

Sincerely,



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545



Dear Honorable Chair Herkes,

As resident of Hilo, I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Hawaii.

Legislation that adds to the cost of products is no protection for me as a consumer. HOLD HB1545.

Thank you for this opportunity to be heard,


Jasrin K. Nethon 

OPPOSE HB1545 Bread labeling

To:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Committee on CPC

I am a resident of Oceanview writing to ask that you don't put restrictions on a healthy food that the Dietary Guidelines for Americans asks us to eat more of. We need to encourage more variety of whole grain baked products instead of adding unneeded regulations on them.

Please vote no on HB 1545.

Respectfully,



Annie Navarro

Subject: OPPOSITION to HB 1545 Bread Labeling

To: Committee on CPC

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thielen	

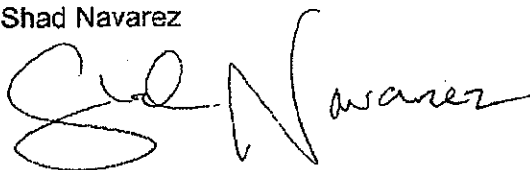
From Shad Navarez

Where is the state of Hawaii going to get the funds to monitor labeling of previously frozen breads? **ACCORDING TO THE HONOLULU ADVERTISER, SOME LOCALLY BAKED HAMBURGER BUNS ARE FROZEN AND OTHERS ARE NOT.** How many state employees would it take to determine if the correct packages are being labeled? **THIS BILL WOULD BE IMPOSSIBLE TO ENFORCE.**

Please HOLD HB1545.

With aloha,

Shad Navarez



From: Brett Nahaku-Horio

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

There are so many things that are refrigerated/frozen before they get delivered to our grocery store shelves in Hawaii. Why would you single out bread for a "previously frozen" label? This is just another unnecessary restriction on small business in Hawaii.

Please spend your time and our resources on things that are NEEDED. Vote NO on HB1545. I am a resident of Aiea.

Respectfully,



Brett Nahaku-Horio

To:

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thielen	

Committee on CPC

OPPOSE HB1545 Bread labeling

From: Wayne Nakamura

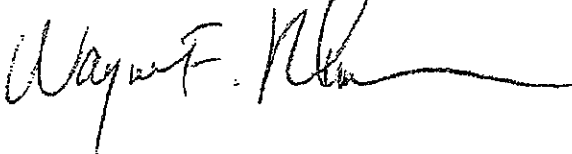
According to a Honolulu Advertiser article:

"Loves Bakery does freeze breads for sale to restaurants. It also may bake enough hamburger or hotdog buns in advance and freeze them to meet consumer demand during holidays..."

WITH OUR STATE'S ONLY COMMERCIAL BAKERY ALSO FREEZING BREAD, WHAT WILL THIS BILL ACCOMPLISH?

Please HOLD HB 1545. I live in Lihue, Kauai.

Respectfully,



OPPOSE HB1545 Bread labeling

To:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Committee on CPC

I live in Oceanview and buy lots of foods that have been previously frozen, as do most of us on the outer islands. I love the variety of breads that we have now. *Please don't add restrictions that will mean fewer breads will be brought to the Big Island.*

Please vote no on HB 1545.

Sincerely,



Jolei Naihe

Re: No on Baked Goods Bill HB1545

To:

**Representative Robert Herkes, Chair
Vice Chair**

**Representative Angus McKelvey
Representative Corinne Ching
Marumoto**

**Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran**

**Representative Joseph Souki
Representative Cynthia Thielen**

Representative Ryan Yamane,

**Representative Hermina Morita
Representative Barbara**

**Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke**

Representative Cliff Tsuji

Committee on CPC

**I am a resident of Oceanview who does not need more labeling on
previously frozen bread. This is a common process in many places and
brings a wide variety of breads to our island.**

Please HOLD HB 1545.

Respectfully,



John Naihe Jr.

Re: No on Baked Goods Bill HB1545

To:

Representative Robert Herkes, Chair
Yamane, Vice Chair
Representative Angus McKelvey
Morita
Representative Corinne Ching
Marumoto
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Luke
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan
Representative Hermina
Representative Barbara
Representative Tom Brower
Representative Ken Ito
Representative Sylvia
Representative Clift Tsuji

Committee on CPC

I live and vote in Oceanview where I store bread in my freezer so it stays fresh longer. I don't need more labeling to tell me bread has been previously frozen. That can only make the cost higher.

Please help us with cost control. Stop HB 1545.

Respectfully,



Madeline Naihe

Re: No on Baked Goods Bill HB1545

2.8.2011

For:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Cliff Tsuji

Committee on CPC

From: Dean Ortiz, Jr.

Most consumers in Hawaii know how fast a loaf of bread on the kitchen counter goes bad. Everything grows well in our warm, humid climate, including bacteria. Freezing food keeps it at a temperature which inactivates bacteria so they don't multiply. Consumers don't need a warning label for frozen bread.

Please concentrate on more substantive issues and HOLD HB 1545.

Respectfully,

A handwritten signature in black ink, appearing to read "Dean Ortiz, Jr.", written in a cursive style.

Dean Ortiz, Jr.

Opposition to The Bread Bill HB 1545

To: *Representative Robert Herkes, Chair*
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

Date: *February 9, 2011*

Regarding labeling of bread - ALL bills - HB1545, SB1086 & SB1093

This bill is bad for Hawaii and bad for consumers. It is very clear that these bills would only increase costs for retailers and in turn to consumers.

Frozen bread tastes great, the quality is just like freshly baked bread and there is a great variety of breads to choose from. I have NO problem with previously frozen bread as I cannot tell the difference between fresh & frozen bread.

Please keep costs down & jobs in Hawaii, especially during these tough economic times. STOP the bread bills.

Mahalo,

Derek Okimoto
Derek Okimoto

Opposition to The Bread Bill HB 1545

To: *Representative Robert Herkes, Chair*
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

Date: *February 9, 2011*

Regarding labeling of bread - ALL bills - HB1545, SB1086 & SB1093

This bill is bad for Hawaii and bad for consumers. It is very clear that these bills would only increase costs for retailers and in turn to consumers.

Frozen bread tastes great, the quality is just like freshly baked bread and there is a great variety of breads to choose from. I have NO problem with previously frozen bread as I cannot tell the difference between fresh & frozen bread.

Please keep costs down & jobs in Hawaii, especially during these tough economic times. STOP the bread bills.

Mahalo, *Elaine Okimoto*
Elaine Okimoto

Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

Date: February 9, 2011


Regarding labeling of bread - ALL bills - HB1545, SB1086 & SB1093

This bill is bad for Hawaii and bad for consumers. It is very clear that these bills would only increase costs for retailers and in turn to consumers.

Frozen bread tastes great, the quality is just like freshly baked bread and there is a great variety of breads to choose from. I have NO problem with previously frozen bread as I cannot tell the difference between fresh & frozen bread.

Please keep costs down & jobs in Hawaii, especially during these tough economic times. STOP the bread bills.

Mahalo,


FRANCIS Y OKIMOTO

NO LABELS, NO HB1545

To:

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair
Committee on CPC

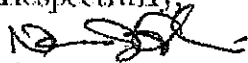
According to the testimony January 27, 2011 before the
Committee on Health concerning H.B.606 RELATING TO
MILK LABELING, Loretta Fuddy, the Acting Director of
Health, stated that

**"The new regulatory function regarding labeling will
require resources to administer, monitor, and enforce. The
DOH already has present difficulties meeting its core
functions due to a lack of resources."**

This bill would be prohibitively expensive to monitor. Save
our resources for bills that have some potential benefit to
the consumer. Hold HB1545.

I am a voter from Kapaa, Kauai.

Respectfully,


Dennis J. Oshiro

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabauilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus Makaloooy
Representative Hermina Morita
Representative Joseph Seuli
Representative Clift Tonji
Representative Corinao Ching
Representative Barbara Maramba
Representative Cynthia Thielon

Committee on Consumer Protection & Commerce

Opposition to The Bread Bill HB 1545

From: Michael Patton

Date: 1/31/11

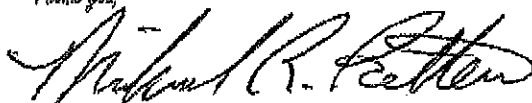
Regarding labeling of bread - all bills - HB1545, SB1086 & SB1093.

I am a resident of Mountainview, HI and a voter.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times. STOP HB1545.

Thank you,



Michael Patton

The Bread bills are bad for business in Hawaii - Oppose to HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

From: Joshua Pang-Ching

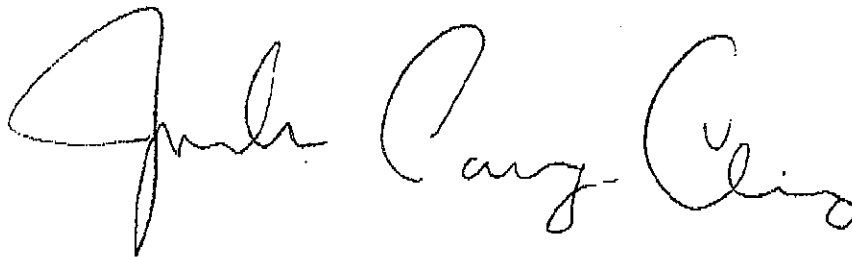
Date: 1/31/11

My name is Joshua Pang-Ching and I am a resident of Hilo. I am opposed to SB1086 / SB1093 and HB 1545 (The bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. I have noticed a decrease in bread prices over the past years and I would like to see that continue. I buy bread each week for my family and we love the quality and freshness of the loaves that are coming in from the mainland. If you force them to add an additional sticker, it will only increase my cost!

STOP HB1545. Thank you for the chance to testify,

Joshua Pang-Ching

A handwritten signature in black ink that reads "Joshua Pang-Ching". The signature is written in a cursive, flowing style.

Oppose to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on CPC

From: *FRENO PIAS*
Date: 2/6/11

Regarding labeling of bread - all three bills - HB1545, SB1086 & SB1093.

Hawaii has a reputation as having an anti-business climate. This bill shows why. The consumer is not complaining about frozen and thawed bread. The newspaper is reporting the benefits and not any harm coming from frozen and thawed bread. The Health Department is not telling us of any reason to be careful of frozen and thawed bread. There is no need here that could be "fixed" by a Frozen and Thawed label. Please oppose these bills to avoid unnecessary regulation.

Thank you,



RE: NO ON BAKED GOODS BILL HB1545

2.8.2011

FOR:

REPRESENTATIVE ROBERT HERKES, CHAIR
YAMANE, VICE CHAIR
REPRESENTATIVE ANGUS MCKELVEY
MORITA
REPRESENTATIVE CORINNE CHING
MARUMOTO
REPRESENTATIVE BLAKE OSHIRO
REPRESENTATIVE RIDA CABANILLA
REPRESENTATIVE GILBERT KITTI-AGARAN
LUKE
REPRESENTATIVE JOSEPH SOUKI
REPRESENTATIVE CYNTHIA THIELEN

REPRESENTATIVE RYAN
REPRESENTATIVE HERMINA
REPRESENTATIVE BARBARA
REPRESENTATIVE TOM BROWER
REPRESENTATIVE KEN ITO
REPRESENTATIVE SYLVIA
REPRESENTATIVE CLIFT TSUJI

COMMITTEE ON CPC

FROM: JOHN LESTER PASCUAL

IN THESE HARD ECONOMIC TIMES, WE NEED TO CUT DOWN ON
NEEDLESS GOVERNMENT EFFORTS SUCH AS REQUIRING MORE
LABELING ON FROZEN BAKED GOODS. AS A HAWAII CONSUMER, I
AM COUNTING ON YOU TO ELIMINATE SUCH NON-ESSENTIAL
LEGISLATION.

I RESPECTFULLY REQUEST THAT YOU HOLD HB 1545.

THANK YOU,

JOHN LESTER PASCUAL



STOP HB1545

Committee on CPC

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinne Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Clift Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

From: Tracie Padama-Kinere

As legislators, we expect you to do everything you can right now to cut costs in government.

The Bread Bill is an unnecessary bill (per the State Department of Health), that will only increase the cost of government.

Please vote no on HB 1545.

I am a resident of Pearl City.

Sincerely,

A handwritten signature in black ink that reads "Tracie Padama-Kinere". The signature is written in a cursive style with a large initial 'T' and a long, sweeping underline.

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey	Representative Hermina Morita
Representative Joseph Souki	Representative Clift Tsuji
Representative Corinne Ching	Representative Barbara Marumoto
Representative Cynthia Thielen	

Subject: OPPOSE HB1545 Frozen bread labeling

From: Jhony Pagala

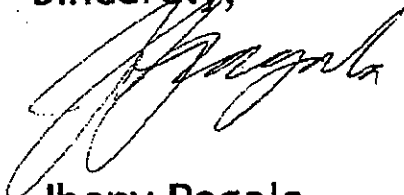
“The bill may also seek to protect certain Hawaii food processing companies and employees against competition from certain frozen mainland food products.”

This was the testimony of the Hawaii State Department of Health when the bill was heard in 2005.

This type of legislation has no place in our great state.

I respectfully ask that you HOLD HB 1545.

Sincerely,



Jhony Pagala

OPPOSE HB1545 Frozen bread labeling

To:

Committee on Consumer Protection & Commerce

Representative Robert Perkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey	Representative Hermina Morita
Representative Joseph Souki	Representative Cliff Tsuji
Representative Corinne Ching	Representative Barbara Marumoto
Representative Cynthia Thielon	

From: Joey Palenia

Consumers in many states get pre-frozen bread without additional labeling requirements. Please don't add special-to-Hawaii excessive regulations to our local businesses.

The consumer would not benefit from HB 1545. Please VOTE NO.

Sincerely,



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Oppose to HB 1545, Frozen bread

Dear Chair Herkes,

As a Maui consumer and a resident, I am writing to urge you to VOTE NO on HB 1545.

This legislation is just plain wrong. I buy the mainland bread and I love it. This bill seems to be straight from the local bakery to discourage sales of their competitor's bread. What would this bill protect me against? A one-time purchase of a new type of bread that they think isn't as good as their bread? Every one knows that products come with a guarantee, so I could get my \$3 back if I really wanted to. The ironic part is that once people buy the mainland bread, they keep buying it and don't switch back! That's the real reason for the bill.

This bill doesn't protect the local consumer at all - it would only raise their prices. The only entity that this bill protects is the company that owns the bakery. Don't let Hawaii pass this type of discriminatory legislation.

STOP HB 1545.

Respectfully submitted,


Romeo Palalay


To:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

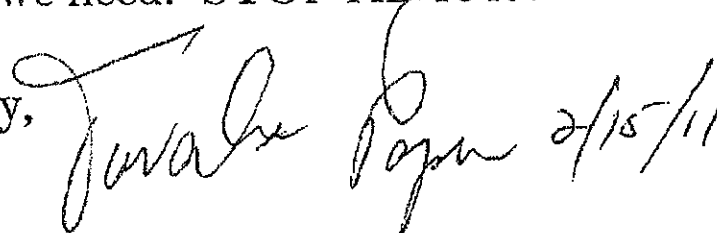
Committee on CPC

OPPOSE Unnecessary Spending, OPPOSE HB1545

From: 
Dan Papu

Have you had bread served at a restaurant that's steaming hot and seems fresh from the oven? It's probably been previously frozen. And no warning label is required; the freezing preserves nutrients and quality.

Please spend your time and our resources on something we need. STOP HB 1545.

Respectfully,  2/15/11

STOP HB1545

Committee on CPC

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinne Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Clift Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

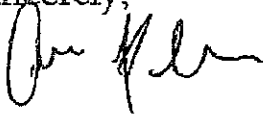
From: Alvin Pilar

Back in 2005, the State Department of Health testified,
**“The bill may also seek to protect certain Hawaii food
processing companies and employees against competition
from certain frozen mainland food products.”**

This doesn't seem like the right way to do business.

Please foster competition in our state, not hinder it. Stop HB 1545.

Sincerely,



From: Darrell Pojas

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Hawaii.

Legislation that adds to the cost of Hawaii products is no protection for me as a consumer. HOLD HB1545.

Thank you for this opportunity to be heard.


Darrell Pojas

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

HB 1545 on Bread - OPPOSE

I live in Mililani and write to you today to oppose SB1086. This bill does not build jobs or the economy, in fact it just adds unnecessary red tape and regulation. Frozen bread is not a health issue – many people freeze bread at their home to preserve freshness. It seems that this is an anti-business bill that will just increase the cost of bread in Hawaii.

Please help to lower costs, not add an extra layer of waste. Please vote NO on HB1545.

Sincerely,



Stephanie Quinn

Save consumers money, OPPOSE HB1545

To:

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey Representative Hermina Morita
Representative Corinne Ching Representative Barbara Marumoto
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Joseph Souki Representative Cliff Tsuji
Representative Cynthia Thielen

Committee on CPC

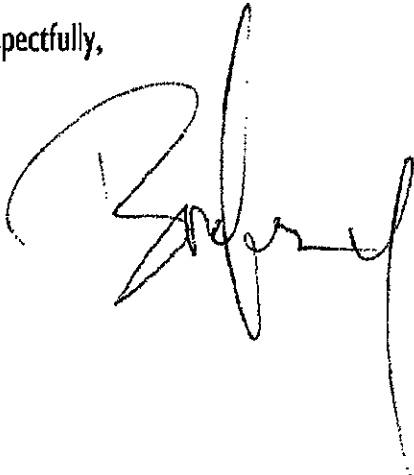
From: Vioma Bryan Rekis

This bill to add more labeling to previously frozen bread is silly. Any bread product on our grocery store shelves -- whether previously frozen or not -- has met all state and federal guidelines that ensure quality and safety to the consumer.

We don't need more labeling that can only add to the cost. I am a voter in Pearl City.

Please HOLD HB 1545.

Respectfully,



Representative Robert Herkes, Chair

Representative Ryan Yamane, Vice Chair
Committee on CPC

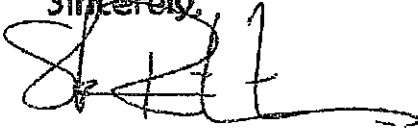
Opposition to HB1545

From: Steve Richards

Our state resources are stretched very thin. Requiring monitoring of which breads have been previously frozen and have been labeled correctly would easily exceed the Department of Health's limited resources.

Protect Hawaii consumer resources; vote NO on HB 1545.

Sincerely,



PLEASE STOP Frozen bread labeling HB1545

Representative Robert Herkes, Chair
Committee on CPC

Representative Ryan Yamauc, Vice Chair

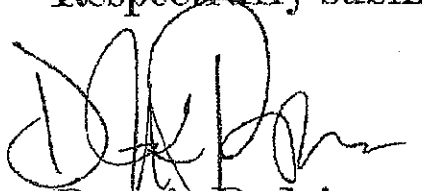
From: Dennis Rodrigues

Date: 2/9/11

When this bill came up in 2005 and 2006, there were hundreds of testimonies against the bill and only two for it. I can't understand why this bill is up again. It was clear from the testimony back then that the bill was an anti-competition bill and unnecessary per the State Health Department. Consumers are happy with their current choices and are not asking for this type of labeling to increase their bread costs.

Please stop unfair bills such as HD 1545.

Respectfully submitted,



Dennis Rodrigues

Opposition to The Bread Bill HB 1545

Committee on CPC

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus Mokalvey
Representative Hermira Morita
Representative Joseph Saali
Representative Clift Tanyi
Representative Corinne Ching
Representative Barbara Marunoto
Representative Cynthia Thielke

From: Albert Sim

Date: 1/31/11

Regarding labeling of bread - HB1545.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times. STOP the bread bills. I am a resident of Kahalaui.

Thank you,

Albert N. Sim

Albert Sim

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

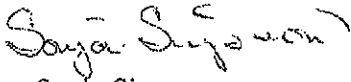
From: Sonja Simpson

Subject: **OPPOSE HB 1545 Frozen Bread**

Date: 2/4/11

I live in Honolulu and I vote every election, but I don't understand why the federal government is telling us to eat more whole grain foods, and now the state government is proposing a label on baked goods that would say "previously frozen" as if that's bad. Please don't make it harder to get a variety of whole grain baked goods here in Honolulu to choose from.

Please vote NO on HB1545.


Sonja Simpson

The Bread bills are bad for business in Hawaii - Oppose to HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

From: Richard Sakamoto, DDS
Hawaii Kai, Hawaii

Date: Feb 7, 2011

Dear Representatives,

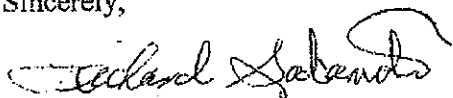
I am opposed to SB1086 / SB1093 and HB 1545 (The bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. Bread prices have decreased over the past several years – please keep our cost low. We enjoy the bread and bakery goods we purchase from the store – previously frozen or not – it's all good.

STOP HB1545. This bread bill does nothing for me and will only increase our prices because of additional cost to the bread distributors.

Please focus on issues of importance to the State of Hawaii, such as our children's education.

Sincerely,



Richard Sakamoto, DDS



Re: No on Baked Goods Bill HB1545

2.8.2011

For:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Committee on CPC

From Brandon Shelton:

If Hawaii is going to pull out of our economic downturn, we will need to create more jobs. That does not happen by following the status quo. We need to explore new ways of doing things, including bringing products into our state. Please don't hamper this process by non-essential regulation such as HB 1545. The consumer does not benefit when fewer jobs are available. Please allow businesses to grow unhindered.

Hold HB 1545.

A handwritten signature in black ink, appearing to be 'Brandon Shelton', written over a horizontal line.

Brandon Shelton

Re: No on Baked Goods Bill HB1545

2.8.2011

For:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Committee on CPC

From Gregory Sagarang:

I was so happy when new bakery items started appearing on our grocery store shelves a few years ago. I know the only way to bring special baked goods here from the mainland is by freezing them. Please don't discourage the variety we have now, or add so many restrictions that they become more expensive.

Consumers don't need HB 1545.

With aloha,



Gregory Sagarang

STOP HB1545

Committee on CPC

Representative Robert Herkes, Chair
Representative Joseph Souki
Representative Corinne Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Clift Tsuji
Representative Barbara Marumoto
Representative Hermina Morita
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

From: Kawika Souza

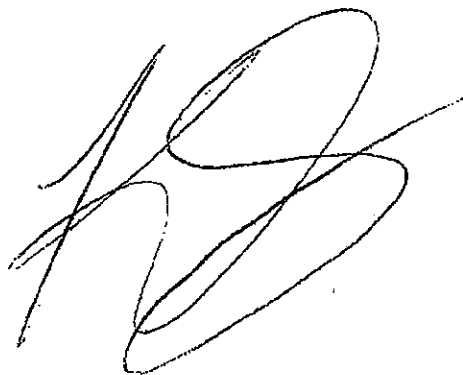
Date: 2/8/11

I am really surprised that this bill has surfaced again. Last time hundreds of people wrote in and testified about the bill. The bill was clearly unnecessary per the State Dept of Health. There wasn't any testimony proving why the bill was even needed. Please don't spend our time on bills like this. I am a resident of Waipahu.

Please vote no on HB 1545.

Sincerely,

Kawika Souza

A handwritten signature in black ink, appearing to be 'KS' with a large flourish underneath.

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Kcn Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Ann Sakamoto, DVM

February 9, 2011

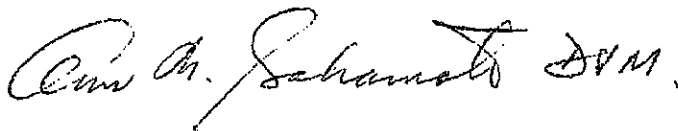
HB 1545 on Bread - OPPOSE

I oppose HB1545.

This bill doesn't increase jobs, lower costs for Hawaii residents or increase business growth in Hawaii. This bill is the type of unnecessary regulation that our representatives should be stopping. Please don't waste taxpayer money on these types of bills.

The Hawaii consumers would be better off without HB1545. Please stop HB1545.

Thank you for the chance to testify,



Ann M. Sakamoto, DVM



Oppose to HB 1545 on Bread

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on CPC

From: Charlotte Sakamoto, Hawaii Kai Oahu

February 9, 2011

Dear Representatives,

Why are you wasting any time on HB1545? This bill has no benefit to the people of Hawaii. Nobody is complaining about frozen and thawed bread. The Health Department is not telling us of any reason to be careful of frozen and thawed bread. There is no reason for a "frozen and thawed" label.

Please oppose these bills to avoid unnecessary regulation.

Thank you,


Charlotte Sakamoto

HOLD HB 1545 Previously Frozen bread labeling

**Representative Robert Herkes, Chair
Committee on CPC**

Representative Ryan Yamann, Vice Chair

From: Henry Solina

Date: 2/9/11

Every dollar I make is valuable to me. I don't want to pay extra money for my weekly bread purchases for a frozen bread label. I can tell where the product is made by looking at the packaging.

Keep my grocery bill low, HOLD HB 1545.

Respectfully submitted,


Henry Solina

PLEASE STOP Frozen bread labeling HB1545

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Committee on CPC

From: Jeffery Siaris

**I know that Loves, Hawaii's only commercial bakery,
freezes bread consistently.**

**I don't think there is any way that the Department of
Health would be able to monitor compliance of this
proposed legislation.**

Please stop HD 1545.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Jeffery Siaris', written in a cursive style.

Jeffery Siaris

Re: HB1545 relating to Baked Goods **IN OPPOSITION**

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Ryan Yamane, Vice Chair

Representative Angus McKelvey Representative
Hermina Morita

Representative Corinne Ching Representative
Barbara Marumoto

Representative Blake Oshiro

Representative Tom Brower

Representative Rida Cabanilla Representative
Ken Ito

Representative Gilbert Keith-Agaran

Representative Sylvia Luke

Representative Joseph Souki

Representative Clift Tsuji

Representative Cynthia Thielen

From: Eric Shishido

I used to wonder why there were so many delicious pastries and breads in mainland grocery chains that we didn't have here. Now I know that it was because we hadn't started bringing them in frozen yet. Please don't set up more hurdles for businesses that bring us this variety.

Please **stop** HB 1545.

Respectfully,



Eric Shishido

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Subject: **OPPOSE HB1545 Frozen bread labeling**

From: Trent Smithson

“The bill may also seek to protect certain Hawaii food processing companies and employees against competition from certain frozen mainland food products.”

This was the testimony of the Hawaii State Department of Health when the bill was heard in 2005.

This type of legislation has no place in our great state.

I respectfully ask that you HOLD HB 1545.

Sincerely,

A handwritten signature in black ink, appearing to read 'Trent Smithson', with a long horizontal flourish extending to the right.

Trent Smithson

Subject: OPPOSITION to HB 1545 Bread Labeling

To: Committee on CPC

Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey
Representative Hermina Morita
Representative Corinne Ching
Representative Barbara Marumoto
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Joseph Souki
Representative Clift Tsuji
Representative Cynthia Thielen

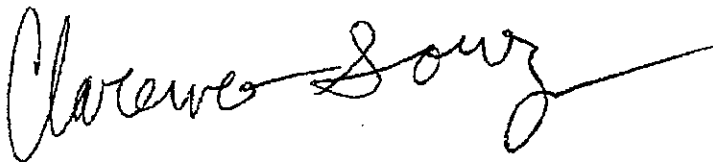
From Clarence Souza

I am writing to ask for your help in killing the frozen baked goods bill. Every item of baked goods in Hawaii is labeled to meet both state and federal requirements. This bill is both excessive and unneeded.

I am a resident of Waipahu.

Please protect us from non-essential legislation that clogs our system. **STOP HB1545.**

With aloha,

A handwritten signature in black ink that reads "Clarence Souza". The signature is written in a cursive, flowing style with a long horizontal line extending to the right.

Clarence Souza

Frozen bread labeling - OPPOSE HB1545

Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on Consumer Protection & Commerce

Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Representative Joseph Souki
Representative Corinne Ching
Representative Cynthia Thielen

Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

From: Kaipo Siaris

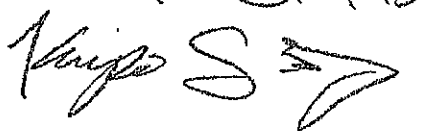
I am a resident of Honolulu who doesn't understand why this bill is being pushed again when there is no health reason for the bill.

Back in 2003 when the Advertiser wrote about frozen and thaw bread, they reported that the President of Loves Bakery indicated that LOVES FREEZES BREAD ALSO.

With our state's only commercial bakery also freezing bread, what will this bill accomplish?

Please vote no on HB 1545.

Sincerely,

KAIPO SIARIS


**Opposition to HB 1545
Fresh and Previously Frozen Bread**

Committee on CPC

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

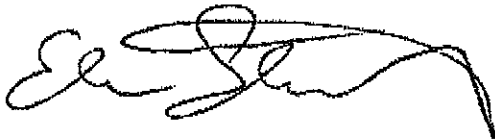
Fm: Elvin Shields

As a resident of Kailua Kona, the last thing I need is more regulation, especially ones like HB1545 that have no benefit for the consumer.

Instead, please give small businesses a chance by keeping regulations limited to only those that have a proven need.

Please vote NO on HB1545.

Sincerely,



Elvin Shields

HB 1545 on Bread - OPPOSE

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

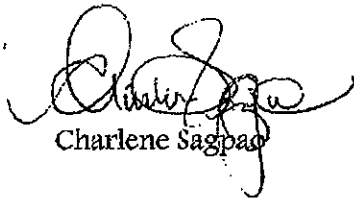
Committee on Consumer Protection & Commerce

My name is Charlene Saggao, I am a resident of Kapolei, Hawaii. I oppose all of the bread bills (SB1086, SB1093, HB1545).

Do these bills increase jobs, lower costs for Hawaii residents or increase business growth in Hawaii? **NO!** This is the type of unnecessary red-tape and useless regulation that our representatives should be quickly stopping. Please stop wasting taxpayer money on these types of bills.

Consumers of Hawaii would be better served without HB1545. As Chair of the CPC committee, I know that you have the power to stop these types of bills. We are counting on you!

Thank you for the chance to testify,



Charlene Saggao

Subject: OPPOSITION to HB 1545 Bread Labeling

To: Committee on CPC

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Joseph Souki	Representative Clift Tsuji
Representative Cynthia Thielen	

From Danny Sabado

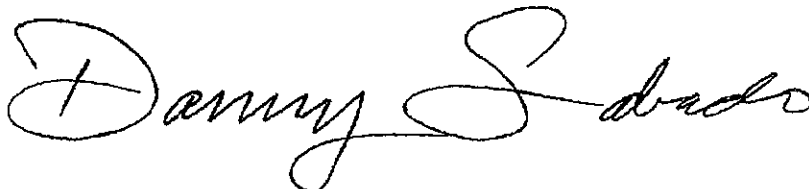
I am writing to you today to ask you to HOLD the superfluous bread labeling bill. Our bread is both safe and delicious and meets all state and federal guidelines. If baked products brought into our state (which must be frozen to avoid spoiling) need to have labels different than all other bread the manufacturer bakes, their cost will rise. The end result will be HIGHER COSTS FOR HAWAII CONSUMERS.

I live in Waipahu.

Protect us from another cost increase. STOP HB 1545.

With aloha,

Danny Sabado



Opposition to The Bread Bill HB 1545

Date: 2/3/11

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey	Representative Hermina Morita
Representative Joseph Souki	Representative Clift Tsuji
Representative Corinne Ching	Representative Barbara Marumoto
Representative Cynthia Thielen	

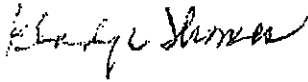
Fm: Gladys Thomas

Please don't burden Hawaii businesses with unnecessary regulations. We have a bad enough reputation as being small business unfriendly. This bill would just add to the restrictions businesses have to follow here, but not on the mainland. We don't need to scare away more small businesses!

I live in Pearl City.

Vote NO on SB 1086.

Sincerely,



Gladys Thomas

Opposition to The Bread Bill HB 1545

Date: 2/3/11

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Kelth-Agaran	Representative Sylvia Luke
Representative Angus McKelvey	Representative Hermina Morita
Representative Joseph Souki	Representative Clift Tsuji
Representative Corinne Ching	Representative Barbara Marumoto
Representative Cynthia Thielen	

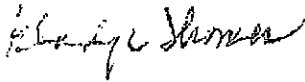
Fm: Gladys Thomas

Please don't burden Hawaii businesses with unnecessary regulations. We have a bad enough reputation as being small business unfriendly. This bill would just add to the restrictions businesses have to follow here, but not on the mainland. We don't need to scare away more small businesses!

I live in Pearl City.

Vote NO on SB 1086.

Sincerely,



Gladys Thomas

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey	Representative Hermina Morita
Representative Joseph Souki	Representative Clift Tsuji
Representative Corinne Ching	Representative Barbara Marumoto
Representative Cynthia Thielen	

Subject: OPPOSE HB 1545 Frozen bread labeling

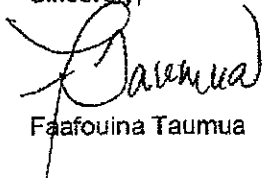
From: Faafouina Taumua

Date: 2/5/11

I'm a voter from Aiea who believes that it's healthier for us to be eating more whole grain breads, as the federal government keeps telling us. Why would you put a discouraging label on the large variety of these products that are brought in to Hawaii frozen and reach our grocery store shelves without getting stale in transit? Please don't discourage the business that brings these products to us!

Please vote no on HB 1545.

Sincerely,



Faafouina Taumua

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Cliff Tsuji

Subject: OPPOSE HB1545 Frozen bread labeling

From: Steven Tanaka

Date: 2/7/11

In the current state of our economy, we need financial protection and security more than we need labels on baked goods to tell us it was previously frozen. It would just cost more to comply with yet another restriction, and this one does not even do us any good. I can choose bread I like that's good for me without more labeling.

Please protect Hawaii consumer's wallets from another price increase and hold HB 1545.

Sincerely,

Steven Tanaka



Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Tammy Tamai

Date: 2/8/11

Regarding labeling of bread – HB1545

This bill is bad for Hawaii and would only increase costs for retailers and therefore consumers.

Please don't add to the cost of living and help me keep my costs down, especially during these tough economic times. STOP the bread bills. I am a resident of Honolulu.

Thank you for your attention.

Aloha,



Opposition to The Bread Bill HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Tammy Tamai

Date: 2/8/11

Regarding labeling of bread – HB1545

This bill is bad for Hawaii and would only increase costs for retailers and therefore consumers.

Please don't add to the cost of living and help me keep my costs down, especially during these tough economic times. STOP the bread bills. I am a resident of Honolulu.

Thank you for your attention.

Aloha,



February 9, 2011

Re: HB1545 relating to Baked Goods **IN OPPOSITION**

To: Committee on CPC

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

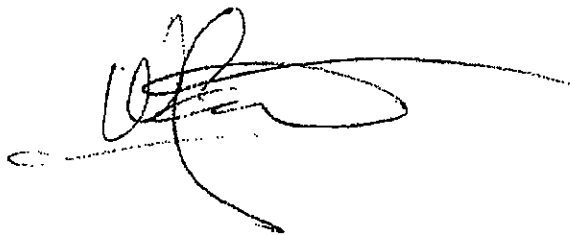
Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

From: Willie Tanuvasa

This consumer doesn't want to eat the same type of bread all the time, so I freeze different kinds, then I can take the type I want out when I'm ready to eat it. I know there is nothing wrong with frozen bread. I don't need more labeling on the bread to tell me that it was frozen.

Please HOLD HB1545.

Willie Tanuvasa

A handwritten signature in black ink, appearing to be 'Willie Tanuvasa', with a long horizontal flourish extending to the right.

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Opposition to The Bread Bill HB 1545

Date: Feb 11, 2011

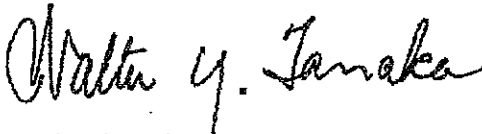
Regarding labeling of bread – all bills - HB1545, SB1086 & SB1093.

I am a resident of Honolulu, HI and a voter.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times.
STOP HB1545.

Mahalo,


Walter Tanaka

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Opposition to The Bread Bill HB 1545

Date: Feb 11, 2011

Regarding labeling of bread -- all bills - HB1545, SB1086 & SB1093.

I am a resident of Honolulu, HI and a voter.

This bill is bad for Hawaii and bad for consumers. It is clear that these bills would only increase costs for retailers and therefore consumers.

Please help me keep my costs down, especially during these tough economic times.
STOP HB1545.

Mahalo,



Ruth Tanaka

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Committee on CPC

Opposition to HB1545

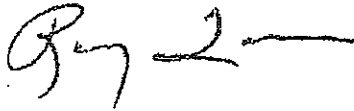
From: Roy Taira

According to a Honolulu Advertiser article the last time this bill was considered,
**OUR LOCAL BAKERY DOES FREEZE BREAD FOR SALE TO
RESTAURANTS AND AT OTHER TIMES.**

If a previously frozen label is needed on bread we consume, would our restaurant
bread be required to provide such a label? I don't think so. It isn't needed, any more
than it is needed in the grocery store aisle.

Let's be fair to all consumers and businesses. **STOP HB 1545.**

Sincerely,

A handwritten signature in black ink, appearing to read "Roy Taira", with a horizontal line extending to the right.

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Committee on CPC

Opposition to HBI545

From: Voloaga Tui

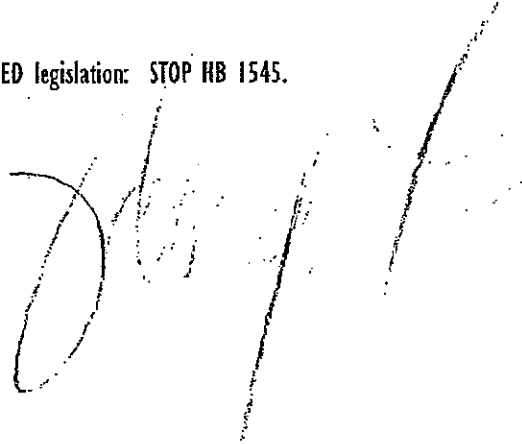
The Honolulu Advertiser states that

"Loves Bakery does freeze breads for sale to restaurants. It also may bake enough hamburger or hotdog buns in advance and freeze them to meet consumer demand during holidays..."

Evidently some of the locally baked hamburger buns we eat have been frozen and some have not. All meet state and federal standards for quality and safety. We do NOT need additional labels on those products that have been previously frozen.

Decrease UNNEEDED legislation: STOP HB 1545.

Sincerely,



To:

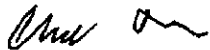
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Angus McKelvey Representative Hermina Morita
Representative Joseph Souki Representative Clift Tsuji
Representative Corinne Ching Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on Consumer Protection & Commerce

Frozen Bread - Oppose HB 1545

What are you trying to warn us about by considering a "previously frozen" label on baked goods? We live on an island, so LOTS of our food is previously frozen during transportation before it's prepared or eaten here. And that's actually GOOD -- it keeps food from spoiling.

I am a resident of Wahiwa. Please spend your time on things that are needed. Vote no on HB 1545.

Thank you for this opportunity to testify,



Chanell Tubon

HB 1545 on Bread - OPPOSE

To: Senator Rosalyn Baker, Chair
Senator Brian Taniguchi, Vice Chair


Committee on CPC

My name is Isiah Teruya. I am a resident of Kahului. I oppose all of the bread bills (SB1086, SB1093, HB1545).

Do these bills increase jobs, lower costs for Hawaii residents or increase business growth in Hawaii? NO, they do not. This is the type of unnecessary regulation that our representatives should be quickly stopping. Please don't waste taxpayer money on these types of bills.

Consumers of Hawaii would be better served without HB1545. Please hold HB1545.

Thank you for the chance to testify,



Isiah Teruya

Subject: **OPPOSITION** to HB 1545 relating to Baked Goods

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Angus McKelvey

Representative Corinne Ching

Representative Blake Oshiro

Representative Rida Cabanilla

Representative Gilbert Keith-Agaran

Representative Joseph Souki

Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair

Representative Hermina Morita

Representative Barbara Marumoto

Representative Tom Brower

Representative Ken Ito

Representative Sylvia Luke

Representative Clift Tsuji

From: Clarence Tadeo

Consumers need you to do things that **NEED** to be done. This is not the time to put forth superfluous bills, like this one on labeling for previously frozen baked products. We have all the information on current labels we need to choose great bread.

Eliminate HB 1545.



Clarence Tadeo

Subject: OPPOSITION to HB 1545 Bread Labeling

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Ryan Yamane, Vice Chair

From: Tumato Tadeo

I am a resident of Pahoa who doesn't understand why we would need extra labeling on previously frozen baked goods. Doesn't freezing actually keep food from spoiling? That is especially important to us on the Big Island, and gives us more variety of items that can be available in the grocery stores.

Please vote No on HB 1545.

With aloha,

Tumato Tadeo

A handwritten signature consisting of two overlapping loops followed by a horizontal line extending to the right.

Subject: OPPOSITION to HB 1545 Bread Labeling

To: Committee on CPC

Representative Robert Herkes, Chair

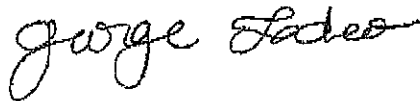
Representative Ryan Yamane, Vice Chair

From George Tadeo

I love in Pahoehoe and I LOVE the increased variety of breads we have now that they're brought to us from the mainland. Please don't do anything to take away all those choices!

I respectfully ask you to protect outer island consumer's options. HOLD HB1545.

With aloha,



George Tadeo

From: Brian Unten

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

Dear Honorable Chair Baker,

As resident of Maui, I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Maui.

Legislation that adds to the cost Maui products is no protection for me as a consumer. HOLD HB1545

Thank you for this opportunity to be heard,


Brian Unten

PLEASE STOP Frozen bread labeling HB1545

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair
Committee on CPC

From: John Ueda

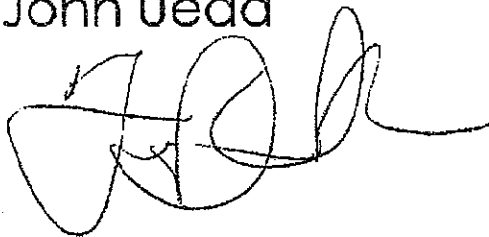
I know that Loves, Hawaii's only commercial bakery, freezes bread consistently.

I don't think there is any way that the Department of Health would be able to monitor compliance of this proposed legislation.

Please stop HD 1545.

Respectfully submitted,

John Ueda

A handwritten signature in black ink, appearing to be 'John Ueda', written in a cursive style.

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen
Committee on Consumer Protection & Commerce

Oppose to HB 1545, Frozen bread

Dear Chair Herkes,


As a resident of Mountainview and Hawaii consumer, I am writing to urge you to **VOTE NO** on HB 1545 when it is heard by your committee.

This legislation is just plain wrong. I buy the mainland bread and I love it. This bill seems to be straight from the local bakery to discourage sales of their competitor's bread. What would this bill protect me against? A one-time purchase of a new type of bread that they think isn't as good as their bread? Every one knows that products come with a guarantee, so I could get my \$3 back if I really wanted to. The ironic part is that once people buy the mainland bread, they keep buying it and don't switch back! That's the real reason for the bill.

This bill doesn't protect the local consumer at all - it would only raise their prices. The only entity that this bill protects is the company that owns the bakery. Don't let Hawaii pass this type of discriminatory legislation.

STOP HB 1545.

Respectfully submitted,



Santos Vicens

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair

Subject: **OPPOSE HB1545 Frozen bread labeling**

I am a resident of Pepeekeo, and I assume that a bread whose label says it's baked on the mainland has been frozen on it's way to my grocery store. I don't need more labeling to tell me that. It will only make bread here more expensive.

Please help consumers keep bread costs down. Stop HB 1545.

Sincerely, *Brian Villasista*

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

HB 1545 on Bread - OPPOSE

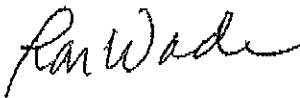
My name is Ron Wade. I am a resident of Kailua-Kona. I oppose HB1545.

This bill doesn't increase jobs, lower costs for Hawaii residents or increase business growth in Hawaii. This bill is the type of unnecessary regulation that our representatives should be stopping. Please don't waste taxpayer money on these types of bills.

The Hawaii consumers would be better off without HB1545. Please stop HB1545.

Thank you for the chance to testify,

Ron Wade



Frozen bread labeling - OPPOSE HB1545

Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on Consumer Protection & Commerce

Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey	Representative Normina Morita
Representative Joseph Souki	Representative Cliff Tsuji
Representative Corinne Ching	Representative Barbara Marumoto
Representative Cynthia Thielon	

From: Jennifer Wiemer

I am a resident of Honolulu who doesn't understand why this bill is being pushed again when there is no health reason for the bill.

Back in 2003 when the Advertiser wrote about frozen and thaw bread, they reported that the President of Loves Bakery indicated that LOVES FREEZES BREAD ALSO.

With our state's only commercial bakery also freezing bread, what will this bill accomplish?

Please vote no on HB 1545.

Sincerely,



Save consumers money, OPPOSE HB1545

To:

Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Committee on CPC

From: John Williams

The state's only commercial bakery freezes bread, but not all bread.

Many of the local bakeries freeze bread if they are transporting it to a neighbor island.

Much of the bread from the mainland is frozen.

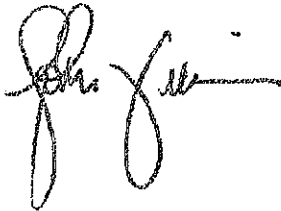
Many of the bakery products in retail stores are freeze and serve.

Many restaurants receive freeze and thaw bread and serve it to their customers.

How will the Department of Health keep this all straight??? Don't add unnecessary legislation, especially when we are trying to control spending.

HOLD HB 1545.

Respectfully,



Focus on bills we need, STOP HB1545

Representative Robert Herkos, Chair
Representative Joseph Souki
Representative Corinne Ching
Representative Angus McKelvey
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair
Representative Clift Tsuji
Representative Barbara Marumoto
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Representative Ken Ito
Representative Sylvia Luke

Committee on CPC

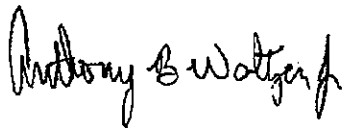
From: Anthony Waltjen

The State Department of Health can not effectively monitor the millions of loaves of bread that are sold in Hawaii. They noted themselves in the testimony from 2005 that the bill was unnecessary from a health perspective.

Don't add to our State debt by adding unnecessary legislation.

Please vote no on HB 1545.

Sincerely,



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: *Lisa Watanabe*

HB 1545 on Bread - OPPOSE

I oppose HB1545.

This bill doesn't increase jobs, lower costs for Hawaii residents or increase business growth in Hawaii. This bill is the type of unnecessary regulation that our representatives should be stopping. Please don't waste taxpayer money on these types of bills.

The Hawaii consumers would be better off without HB1545. Please stop HB1545.

Thank you for the chance to testify,

Lisa Watanabe
Lisa Watanabe

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Lyle Yamashita

Date: 1/31/11

Subject: **Opposition to HB1545 Relating to Previously frozen bread labeling**

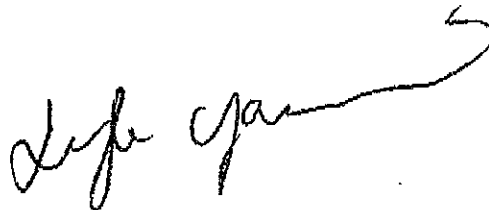
I am writing to express my concern regarding HB 1545, the frozen bread bill.

This bill does not help Hawaii consumers, in fact it will hurt them by driving up the cost of bread products in Hawaii. Let's find legislation that encourages Hawaii business and the economy instead of adds red tape and regulation.

Help us to keep our Hawaii bread prices low. Stop HB 1545.

With Aloha,

Lyle Yamashita

A handwritten signature in black ink, appearing to read "Lyle Yamashita", with a long, sweeping flourish extending to the right.

The Bread bills are bad for business in Hawaii - Oppose to HB 1545

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on Consumer Protection & Commerce

From: Terence Q.L. Young, DDS

Date: Feb 7, 2011

Dear Representatives,

I am opposed to SB1086 / SB1093 and HB 1545 (The bread bills).

The bread bills are bad for small business and competition in Hawaii. If passed, the bills will only increase the price of bread for consumers. Bread prices have decreased over the past several years – please keep our cost low. My family eats a lot of bread weekly – the quality, taste and variety is great, we have no problem with the bread being previously frozen.

STOP HB1545. This bread bill does nothing for me (consumer) and will only increase our prices because of additional cost to the bread distributors. Thank you for the chance to testify,

Sincerely,



Terence Q.L. Young, DDS

February 9, 2011

Re: HB1545 relating to Baked Goods **IN OPPOSITION**

To: Committee on CPC

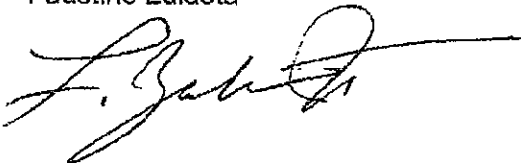
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey Representative Hermina Morita
Representative Corinne Ching Representative Barbara Marumoto
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito
Representative Gilbert Keith-Agaran Representative Sylvia Luke
Representative Joseph Souki Representative Clift Tsuji
Representative Cynthia Thielen

From: Faustino Zulueta

I am a very particular consumer. If this bill stopped just one manufacturer from bringing his bread into our islands, it would decrease our choices, and maybe by taking my favorites away.

Don't let HB1545 make it harder for good products to come to Hawaii. Vote NO.

Faustino Zulueta

A handwritten signature in black ink, appearing to read 'F. Zulueta', with a long horizontal flourish extending to the right.

To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

From: Caryn Yee

HB 1545 on Bread - OPPOSE

Dear Representatives,

My name is Caryn Yee, I currently live in Kalama Valley. I STRONGLY oppose HB1545.

I grew up in Waimanalo, eating grilled cheese and peanut butter sandwiches on white bread. My mom would often put bread in the freezer so it would not mold. When I moved to Los Angeles for college, I was amazed at the variety of breads available there. Who knew there could be so many types of wheat bread?!?

We live on an island – it's no big secret that most of our consumables are imported from the mainland or other sources. We are very fortunate now that Hawaii has a large variety of breads available – due to shipping in breads from mainland bakeries. Based on the taste, price and quality of the breads and other baked goods, this is a WIN-WIN situation for us.

This bread bill makes no sense. It will merely increase costs due to additional packaging, labeling and labor, and no-added-value to the consumer.

Please don't waste your time (our elected officials) and don't waste taxpayer money on these types of bills.

The Hawaii consumers would be better off without HB1545. Please stop HB1545.

Sincerely,



Caryn Yee

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice
Chair

Representative Blake Oshiro

Representative Tom Brower

Representative Rida Cabanilla

Representative Ken Ito

Representative Gilbert Keith-Agaran Representative Sylvia Luke

Representative Angus McKelvey

Representative Hermina Morita

Representative Joseph Souki

Representative Clift Tsuji

Representative Corinne Ching

Representative Barbara Marumoto

Representative Cynthia Thielen

Subject: OPPOSE HB1545 Frozen bread labeling

From: Randal Yamamoto

It is a common practice here in Hawaii as well as on the mainland to pre-freeze both locally baked products and those of other states. No other state requires additional labeling for these products. Hawaii does not need the added cost these labels would contribute to bread prices.

Please protect Hawaii consumers from excessive unneeded regulation. STOP HB 1545.

I am a resident of Hanamaulu.

Sincerely,



To: Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro
Representative Tom Brower
Representative Rida Cabanilla
Representative Ken Ito
Representative Gilbert Keith-Agaran
Representative Sylvia Luke
Representative Angus McKelvey
Representative Hermina Morita
Representative Joseph Souki
Representative Cliff Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Cynthia Thielen

Committee on Consumer Protection & Commerce

Bread - Opposed to HB 1545

Dear Honorable Chair Herkes,

As resident of Hilo, I am writing to ask you to HOLD HB1545 when heard.

These bills are a waste of taxpayer money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive business and the economy in Hawaii.

Legislation that adds to the cost of products is no protection for me as a consumer. HOLD HB1545.

Thank you for this opportunity to be heard,

Raymond Yamane - Weber 2/2/11