

The Twenty-Sixth Legislature  
Regular Session of 2011

HOUSE OF REPRESENTATIVES  
Committee on Health  
Rep. Ryan I. Yamane, Chair  
Rep. Dee Morikawa, Vice Chair

State Capitol, Conference Room 329  
Tuesday, March 22, 2011; 9:00 a.m.

**STATEMENT OF THE ILWU LOCAL 142 ON S.B. 1086, SD1  
RELATING TO CONSUMER INFORMATION**

The ILWU Local 142 strongly supports S.B. 1086, SD1, which requires sliced, sandwich-style 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 to keep this manufacturing company viable.

For 160 years, Love's Bakery has put fresh sandwich bread on our table. It was only in the last decade that previously frozen bread took over a greater share of the market. However, the consumer was never informed that the previously frozen bread was baked on the mainland, then frozen and later thawed before sale. The consumer did not have the information needed to make an informed choice.

This lack of information has given previously frozen bread an unfair advantage over fresh bread.

S.B. 1086, SD1 will require that packaging of previously frozen and thawed sliced, sandwich-style bread be imprinted with the words "previously frozen." With this information, consumers can ask their own questions, then make an informed decision about which bread to purchase. 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?

Those opposed to the bill have said such labeling will "mislead consumers to think that these products are of lesser quality or worse, it is likely to be perceived as a warning." But it is equally misleading to have previously frozen bread sold alongside fresh bread, and customers allowed to assume that all the bread is fresh.

Those who support the bill have never said there is a health or safety reason for labeling the bread. We understand and accept that "freeze and thaw" programs are safe and considered a "best practice" in the industry. What S.B. 1086, SD1 will do, however, is help to level the playing field for sale of sliced, sandwich-style bread. Consumers will be provided information, then can decide which bread to buy.

The bill also addresses the issue of jobs in Hawaii. There is a market for all bakers and distributors to coexist once the playing field is level and fair competition can take place. Love's Bakery, which produces and distributes fresh bread, has more than 300 employees. Hawaii Foodservice Alliance has about half that number. Other local bakeries also employ many workers. We'd like to see them all continue doing business, retain their employees, and contribute to our economy.

A number of bakeries in Hawaii have expressed concerns about this bill because they freeze their own bread for shipment to other islands. We support these Hawaii companies and thus offered a proposal, which was accepted by the Senate, to restrict the labeling only to "sliced, sandwich-style bread." To exempt local bakeries even further, the requirement may be amended to apply only to bread "not produced in Hawaii."

We also request that line 19 of the first page of SD1 be amended by inserting the words "baked and" before the word "sliced" so that the sentence will read:

*"No person shall sell or offer to sell any uncooked thawed food, including baked and sliced, sandwich-style bread, which substantially resembles the physical appearances of the fresh food without a label [~~as hereinafter described,~~] notifying the [ ~~purchaser~~] consumer that [~~sueh~~] the food had been frozen and then thawed out...."*

With this amendment, the ILWU urges passage of S.B. 1086, SD1. Thank you for hearing this bill and considering our testimony on this matter.

# Hawai'i Alliance for Retired Americans

An affiliate of the Alliance for Retired Americans  
c/o AFSCME · 888 Millilani Street, Suite 101 · Honolulu, Hawaii 96813

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AFT Hawaii Retirees  
HGEA Retirees  
HSTA – Retired  
ILWU Retirees  
Kokua Council  
Machinists Union Retirees  
UPW Retirees  
ADA/Hawaii  
Hawaii Family Caregivers Coalition  
Kupuna Education Center

(Submitted by email to: [HLTestimony@Capitol.hawaii.gov](mailto:HLTestimony@Capitol.hawaii.gov) March 19, 2011)

Statement of Al Hamai, President, in support of SB1086, SD1, Relating to  
Consumer Information, Previously Frozen Sliced Bread

## **Hearing Of House Health Committee**

**March 22, 2011, 9 a.m. Conference Room 329**

Chair Ryan I. Yamane, Vice Chair Dee Morikawa and Committee Members,

The purpose of this bill is to require sliced sandwich-style bread that has been baked and then frozen to be labeled as “previously frozen.”

As consumers, we like to have information on the products we purchase for our family 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 were frozen. Approval of this bill will provide us with info to make informed consumer choices.

Similarly, we prefer our local eggs, which are labeled and are fresher than the imported ones, although they are a bit more expensive. Also we want to support our local producers, who provide work opportunities for our state residents.

Please approve SB1086, SD1.

Mahalo and Aloha.



Representative Ryan Yamane, Chair  
Representative Dee Morikawa, Vice Chair  
Committee on Health

HEARING      Tuesday, March 22, 2011  
                  9:00 am  
                  Conference Room 329  
                  State Capitol, Honolulu, Hawaii 96813

**RE:    SB1086, SD1, Relating to Consumer Information**

Chair Baker, Vice Chair Taniguchi, and Members of the Committee:

Retail Merchants of Hawaii (RMH) is a not-for-profit trade organization representing 200 members and over 2,000 storefronts, and is committed to support the retail industry and business in general in Hawaii.

**RMH opposes SB1086, SD1**, which requires sliced, sandwich-style 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".

As with other products for human consumption, bread making and handling procedures must conform to federal standards to ensure safety and quality. Adding yet another requirement will result in increased costs 1) to the manufacturer to produce a product specific to Hawaii; and 2) to consumers because added costs must be passed on.

With due respect to Hawaii's bakeries, it is unrealistic to not rely on imported sources of bread products to satisfy our residents' demands. A labeling requirement unique to Hawaii discourages interstate and international commerce, as well as national labeling uniformity. A unique label for product sold in Hawaii would require completely separate Hawaii-only inventories at manufacturing and distribution levels, at a substantial additional cost to the manufacturers and distributors, and ultimately, consumers.

We urge you to hold SB1086, SD1. Thank you for your consideration and for the opportunity to submit testimony.

Carol Pregill, President

RETAIL MERCHANTS OF HAWAII  
1240 Ala Moana Boulevard, Suite 215  
Honolulu, HI 96814  
ph: 808-592-4200 / fax: 808-592-4202



March 19, 2011

TO: Representative Ryan Yamane, Chair  
House Committee on Health  
Email: [HLTestimony@Capitol.Hawaii.gov](mailto:HLTestimony@Capitol.Hawaii.gov)  
Hawai'i State Capitol, Room 420, Honolulu, HI 96813

Representative Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
Email: [CPTestimony@Capitol.Hawaii.gov](mailto:CPTestimony@Capitol.Hawaii.gov)  
Hawai'i State Capitol, Room 420, Honolulu, HI 96813

FR: Glenn Cannon, President  
Brenda Ching, Executive Director  
Screen Actors Guild Hawai'i  
949 Kapiolani Blvd., Suite 105  
Honolulu, HI 96814

RE: **S.B. 1086 – Relating to Consumer Information**

We are writing in support of S.B. 1086, SD1, which would require a label to identify sliced, sandwich-style bread that is “previously frozen.”

As consumers, it is important we are given as much information as possible on the food items we purchase. Labeling breads that have been “previously frozen” gives consumers the information they need when making their decision on their purchases.

We support this bill as it would be the right thing to do and it would support local companies that provide good jobs to Hawai'i residents. We should encourage people to support and buy local products.

Thank you for the opportunity to submit testimony in support of S.B. 1086, SD1.

**SCREEN ACTORS GUILD**

949 KAPI'OLANI BLVD., SUITE 105, HONOLULU, HI 96814 ★ TEL. 808.596.0388 ★ FAX 800.305.8146 ★ SAG.org


Branch of Associated Actors and Artistes of America / AFL-CIO ★ Affiliate of International Federation of Actors



February 21, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

Fm: Chad Buck   
Owner  
Hawaii Foodservice Alliance LLC

Re: Opposition to SB1086 SD1

Foodservice Alliance LLC is a Hawaii owned company and provides jobs for 180 people with employees 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.**

**SB1086 SD1 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.**

#### **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 statement from the Director of the Department of Health 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.





**HAWAII GOVERNMENT EMPLOYEES ASSOCIATION**  
AFSCME Local 152, AFL-CIO

**RANDY PERREIRA**  
*Executive Director*  
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The Twenty-Sixth Legislature, State of Hawaii  
House of Representatives  
Committee on Health

Testimony by  
Hawaii Government Employees Association  
March 22, 2011

S.B. 1086, S.D. 1 - RELATING TO  
CONSUMER INFORMATION

The Hawaii Government Employees Association, AFSCME Local 152, AFL-CIO strongly supports the purpose and intent of S.B. 1086, S.D. 1, 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 Hawaii Government Employees Association is the State's largest labor union, representing more than 29,000 public employees. Our members work and live in communities throughout the State. The measure to require truthful labeling and advertising benefits consumers, local businesses and their employees, which will in turn positively impact our economy and community as a whole.

Thank you for the opportunity to testify in support of S.B. 1086, S.D. 1.

Respectfully submitted,

Nora A. Nomura  
Deputy Executive Director



March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

Re: Opposition SB1086 SD1

Chair Yamane,

We appreciate the opportunity to submit our testimony and express our opposition to proposed legislation effecting "fresh and frozen labeling" (SB1086 SD1).

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. We thank you for your consideration.

Respectfully,

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

Robert Gutierrez  
Times Supermarket  
Government Affairs Department.



March 21, 2011

The Honorable Ryan Yamane  
Chair, House Health Committee  
Conference Room 329  
Hawaii State Capitol  
415 South Beretania Street

**VIA-ELECTRONIC MAIL ONLY**

**RE: SB 1086 – OPPOSE**

Dear Chair Yamane:

On behalf of the Grocery Manufacturers Association (GMA<sup>1</sup>) I am writing to express our opposition to Senate Bill 1086 because it imposes unnecessary costs on bread products and creates an unfunded regulatory mandate for the State.

As currently proposed, SB 1086 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, SB 1086 serves as an interstate tariff by artificially

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<sup>1</sup> 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 Ryan Yamane  
Chair, House Health Committee  
March 21, 2011  
Page 2

increasing the price of bread products coming from the mainland without adding any value to the consumer.

SB 1086 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 SB 1086?

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 SB 1086 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, SB 1086 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 SB 1086.

Sincerely,

John Hewitt  
Western Region Director  
Grocery Manufacturers Association

March 21, 2011

To: House Committee on Health  
The Honorable Ryan I. Yamane, Chair  
The Honorable Dee Morikawa, Vice Chair

From: Susan Houghton, Director of Public Affairs and Government Relations

**Re: Safeway Comments for SB 1086 SD1: Relating to Consumer Information**

I am writing to notify you of Safeway's strong opposition to SB1086 SD1: Relating to Consumer Information.

As you are aware, Safeway operates 19 stores in Hawaii – including two that are currently under construction in Hilo and Honolulu.

I have attached secondary testimony from our Quality Assurance Manager, Nathan Smith, that illustrates that the proposed labeling of bread that has been previously frozen could actually imply to the consumer that the quality of the product was somehow inferior – when it is not.

As you will note by his testimony, the freezing process does not degrade the quality. Rather, the process of freezing bread and dough is now considered an industry norm – and can, in many cases, actually help prevent product from becoming stale or susceptible to mold.

We believe our customers have benefited from these standard industry processes. Our labeling and bread making procedures meet applicable federal standards – ensuring the very best quality for the Hawaii consumer.

I urge you to consider the wealth of businesses and industries that would be significantly impacted by passage of this legislation – as well as higher prices it could mean for the consumer. For that reason alone, we urge opposition.

Thank you for your consideration of our opinion on this important legislation. Please do not hesitate to contact me at (925) 467-2212 or our Hawaii District Manager, George Glukfeld at (808) 524-4554 if you desire further information.

Sincerely,

Susan M. Houghton  
Director of Public Affairs and Government Relations

February 8, 2011

To: Senate Committee on Commerce and Consumer Protection  
Re: SB 1086 + SB 1093

As the Quality Assurance Manager for Safeway's Bakery Business Unit, I wanted to share my opinion on the suggestion of labeling how a product is produced or processed along with the ingredient declaration.

For many years, bakeries have produced product that is frozen prior to distribution. Bakery products are often frozen either when production capacities are limited or when shipping distances are long. A common example would be the accumulation and freezing of hamburger and hot dog buns needed for high demand holidays such as Memorial Day, Independence Day, and Labor Day. Another example of the need to freeze bakery products is the increased use of centralized production facilities followed by long interstate transportation. Use of frozen products has expanded as the baking industry, similar to other industries, has consolidated with smaller less efficient and less profitable production facilities closing and moving production to larger high-speed locations.


It is important to point out that properly freezing bread and other bakery products does not result in a degradation of quality due to carefully controlled freezing and thawing conditions and dramatically improved ingredient technology that has evolved over the last decades.

Previously frozen bread is non-distinguishable to never been frozen product. In fact, freezing product is a preferred storage method to refrigerated storage or storage in an excessively warm environment. Bakery products "stale" (get firm) most quickly when held at refrigerated temperatures. These temperatures draw out the moisture resulting in dry, poor quality product in a short amount of time. Warm storage dramatically slows staling, however the products may more quickly mold. Freezing, however, has the effect of essentially stopping the staling and molding process. Natural enzymes developed in the late 1980's, have been found to eliminate any product degradation during the freezing and thawing process.

One such example is orange juice, where consumers must be informed if it is made from frozen concentrate. That product, when produced from frozen concentrate, is notably different from that which is produced from non-concentrated freshly squeezed juice. Another example is that consumers must be informed if their dairy products have been pasteurized or not. Pasteurization makes a notable change in the product as well is preferred by most consumers as a critical food safety processing step. In these cases it has become standard to include processing information on the packaging.

Application of a statement on the label that the product had been previously frozen could actually be interpreted as deceptive in that it would improperly imply product of a poorer quality than product that had never been frozen. The freezing process does not chemically change or in any other manner degrade quality when properly executed. I hope this information has been helpful to you – but from my perspective, there is absolutely no decrease in quality for the consumer with bread that has been previously frozen.

Sincerely,



Nathan L. Smith  
Quality Assurance Manager  
Safeway Inc. – Bakery Business Unit

## **morikawa2 - Grant**

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Monday, March 21, 2011 1:21 PM  
**To:** HLTtestimony  
**Cc:** Lardizabal@local368.org  
**Subject:** Testimony for SB1086 on 3/22/2011 9:00:00 AM

Testimony for HLT 3/22/2011 9:00:00 AM SB1086

Conference room: 329  
Testifier position: support  
Testifier will be present: No  
Submitted by: Al Lardizabal  
Organization: Hawaii Laborers' Union  
Address:  
Phone:  
E-mail: [Lardizabal@local368.org](mailto:Lardizabal@local368.org)  
Submitted on: 3/21/2011

**Comments:**

March 21, 2011

Chair Ryan Yamane and members of the committee: The Hawaii Laborers' Union strongly supports SB1086 SD1. There should be reality to advertising and display packaging in how a product is made and the ingredients it contains. Consumers have the right to know what they are purchasing. Thank you for the opportunity to submit this testimony.

March 21, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Ronan Kozuma, President  
Hawaii Teamsters and Allied Workers, Local 996  
*Email: [loc996@hawaii.rr.com](mailto:loc996@hawaii.rr.com)*  
*Address: 1817 Hart Street, Honolulu, HI 96819*

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen".

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen". That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was "previously frozen". That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.



March 21, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Patti Inoue

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.” I understand that the intent of this bill is to inform the consumers so that I can make a decision as to whether I want to buy “previously frozen” bread or not. I think that it is important for consumers to be informed so that they can make their own decisions on these matters.

I also support this bill because it may help to support local companies that provide good jobs to Hawaii residents. As much as possible, we should buy local so that people in Hawaii can support themselves, their families, and our local economy. I feel that it is important to support our local economy.

I hope your committee passes S.B. 1086, SD1. Thank you very much.

Sincerely,

Patti Inoue  
94-1429 Kahuli Street  
Waipahu, HI 96797

03-17-11

date

Dear Legislator:

My name is Bernard Almarza. I have worked at Love's Bakery for 6 years.

I support **S.B. 1086, SD1** because I think it's right for consumers to know what they're buying. But consumers won't know unless they're told.

Love's Bakery sells fresh, sliced sandwich-style bread. Other sliced bread on the store shelves may look fresh, but half the sliced bread sold in Hawaii is baked on the mainland, frozen then thawed before being put out for sale.

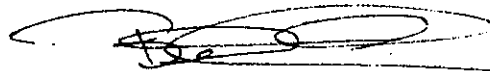
Consumers decide which bread to buy for different reasons. Some look at price, others look for freshness, still others want to support a local company. The package already tells them what's in the bread and who distributes it, although it doesn't always say where the bread was baked.

After having fresh baked bread on retail shelves for almost 160 years, Hawaii consumers assume that all sliced, sandwich-style bread is fresh and baked in Hawaii. But it's not and consumers have the right to know if bread is previously frozen. Then the consumer can make an informed decision about which loaf of bread to buy.

The purpose of S.B. 1086, SD1 is to label previously frozen bread to help consumers make an informed decision. I think that's only fair and right.

Thank you for considering my concerns.

Sincerely,



signature

Bernard Almarza

print name

PO Box 1871 Lehu'e

address

HI 96766

3-11-11

date

Dear Legislator:

My name is Lynette White. I have worked at Love's Bakery for \_\_\_\_\_ years.

I support **S.B. 1086, SD1** because I think it's right for consumers to know what they're buying. But consumers won't know unless they're told.

Love's Bakery sells fresh, sliced sandwich-style bread. Other sliced bread on the store shelves may look fresh, but half the sliced bread sold in Hawaii is baked on the mainland, frozen then thawed before being put out for sale.

Consumers decide which bread to buy for different reasons. Some look at price, others look for freshness, still others want to support a local company. The package already tells them what's in the bread and who distributes it, although it doesn't always say where the bread was baked.

After having fresh baked bread on retail shelves for almost 160 years, Hawaii consumers assume that all sliced, sandwich-style bread is fresh and baked in Hawaii. But it's not and consumers have the right to know if bread is previously frozen. Then the consumer can make an informed decision about which loaf of bread to buy.

The purpose of S.B. 1086, SD1 is to label previously frozen bread to help consumers make an informed decision. I think that's only fair and right.

Thank you for considering my concerns.

Sincerely,

Lynette White  
signature

Lynette White  
print name

1414 Hahaione St. Honolulu HI 96816  
address

03-17-2011

date

Dear Legislator:

My name is PARIS RACCA. I have worked at Love's Bakery for 17 years.

I support **S.B. 1086, SD1** because I think it's right for consumers to know what they're buying. But consumers won't know unless they're told.

Love's Bakery sells fresh, sliced sandwich-style bread. Other sliced bread on the store shelves may look fresh, but half the sliced bread sold in Hawaii is baked on the mainland, frozen then thawed before being put out for sale.

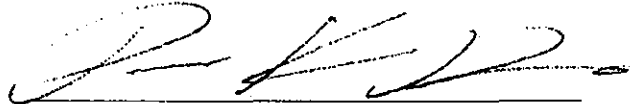
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The purpose of S.B. 1086, SD1 is to label previously frozen bread to help consumers make an informed decision. I think that's only fair and right.

Thank you for considering my concerns.

Sincerely,



signature

PARIS K RACCA

print name

3249 UIKI PL. LIHUE, HI 96766

address

3/17/11

date

Dear Legislator:

My name is Dan Tanimoto. I have worked at Love's Bakery for 3 years.

I support **S.B. 1086, SD1** because I think it's right for consumers to know what they're buying. But consumers won't know unless they're told.

Love's Bakery sells fresh, sliced sandwich-style bread. Other sliced bread on the store shelves may look fresh, but half the sliced bread sold in Hawaii is baked on the mainland, frozen then thawed before being put out for sale.

Consumers decide which bread to buy for different reasons. Some look at price, others look for freshness, still others want to support a local company. The package already tells them what's in the bread and who distributes it, although it doesn't always say where the bread was baked.

After having fresh baked bread on retail shelves for almost 160 years, Hawaii consumers assume that all sliced, sandwich-style bread is fresh and baked in Hawaii. But it's not and consumers have the right to know if bread is previously frozen. Then the consumer can make an informed decision about which loaf of bread to buy.

The purpose of S.B. 1086, SD1 is to label previously frozen bread to help consumers make an informed decision. I think that's only fair and right.

Thank you for considering my concerns.

Sincerely,

Dan Tanimoto

signature

Dan Tanimoto

print name

4165 Palamahu St. Lihue HI 96766

address

March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)  
Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)  
Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813

FROM: Evelyn Javillonar - P.O. Box 196  
Lanai, HI. 96765

RE: S.B. 1086 -- Relating to Consumer Information

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was "previously frozen." That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

*E. Javillonar*

March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
Email: [HLTestimony@Capitol.hawaii.gov](mailto:HLTestimony@Capitol.hawaii.gov)  
Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)  
Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813

FROM: Lisa Liberato-Ariola  
P. O. Box 3806, Lihue, HI 96766

RE: S.B. 1086 -- Relating to Consumer Information

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

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I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

*Lisa Liberato-Ariola*

March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

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House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Amber Garcia  
2850 Pa'a Street, Suite 200, Honolulu, HI 96819

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

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I hope your committee passes S.B. 1086, SD1. Thank you very much.



March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
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*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

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*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Brad Kincaid  
2850 Pa'a Street, Suite 200, Honolulu, HI 96819

RE: **S.B. 1086 -- Relating to Consumer Information**

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The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

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I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

March 15, 2011

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House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

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*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Christopher Clark  
2850 Pa'a Street, Suite 200, Honolulu, HI 96819

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.”

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I hope your committee passes S.B. 1086, SD1. Thank you very much.

March 15, 2011

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*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Anthony Tomihama  
2850 Pa'a Street, Suite 200, Honolulu, HI 96819

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

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I hope your committee passes S.B. 1086, SD1. Thank you very much.

March 15, 2011

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House Committee on Health  
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*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Bruce Tan  
2850 Pa'a Street, Suite 200, Honolulu, HI 96819

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

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I hope your committee passes S.B. 1086, SD1. Thank you very much.

March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

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House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Joey Sales  
2850 Pa'a Street, Suite 200, Honolulu, HI 96819

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

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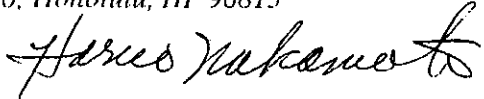
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March 15, 2011

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House Committee on Health  
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Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)  
Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813

FROM:

HARUO NAKAMOTO 

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

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I hope your committee passes S.B. 1086, SD1. Thank you very much.

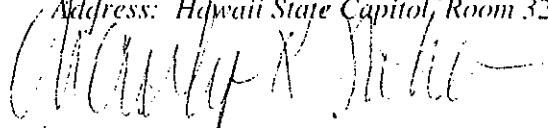
HARUO NAKAMOTO  
3198 JERVES ST.  
LITAE HI 96766

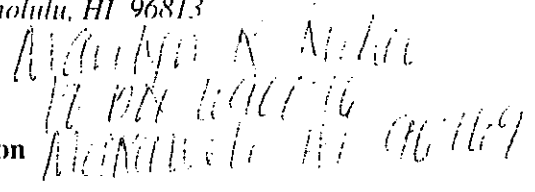
March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)  
Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813

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Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)  
Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813

FROM:





RE: S.B. 1086 -- Relating to Consumer Information

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I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

March 15, 2011

TO: Rep. Ryan Yamanie, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM:

*11255 Kete Puae I Wai, HI 96756*  
*Kiana N. Nye*

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

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I hope your committee passes S.B. 1086, SD1. Thank you very much.



March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)  
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Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)  
Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813

FROM: *J. Paulson Jr. - at Belm...*  
*1-800-344-1111*

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

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I hope your committee passes S.B. 1086, SD1. Thank you very much.

March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

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*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: *M. W. ...*  
RE: **S.B. 1086 -- Relating to Consumer Information**

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I hope your committee passes S.B. 1086, SD1. Thank you very much.

March 18, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
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*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Kirk Caldwell  
1099 Alakea St., Suite 1400  
Honolulu, Hawaii 96813

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.”

As a kid growing up in Hilo, I would walk home from Hilo Union School. When I got home, I would sometimes grab the whole loaf of Love’s sliced sandwich bread from the kitchen and take it outside to eat while playing by a fish pond. I would reach into the plastic red checkered bag and slice by slice peel off the crust, crunch up the white part in my fist, making it tight and bite-sized, and pop in into my mouth. The entire loaf would be gone in no time. The koi got the crust. My mom would get angry with me because there would be no bread for my sisters and brother and there were five of us.

The point of my story is not only that Love’s sliced sandwich bread tastes good, particularly when you are a growing kid and you come home from school hungry after playing kick ball. It also is that the bread is fresh and moist. The same cannot be said about previously frozen sandwich bread.

When I grew up and moved to Honolulu, I started buying my own sliced sandwich bread. While the Love’s red checkered bag always brought back fond memories of my days in Hilo, I would buy the cheapest loaf and more than one because I hated shopping. I would freeze the loaves when I got home and take slices out of the freezer as I needed them. The loaves of sliced bread on the store shelves all looked the same to me so I always assumed they were all fresh-baked. The problem was that when I took the bread out of the freezer and it thawed out, it was no longer soft and moist like the Love’s bread. It was dry and crumbly. Then I found out that the bread I was buying was from the mainland and frozen before being sent to Hawaii. The bread was then defrosted before being placed on shelves in stores in Hawaii. I also found out that by my freezing the

bread a second time, I was making it even more dry and crumbly. I didn't know this and there was no notice on the packaging that the bread I was buying was previously frozen. Had I known this, I would not have frozen it a second time.

As a consumer, I'd like to know if my bread was "previously frozen." That information will help me decide whether or not to buy the bread. Just like the policy behind label disclosures on other types of food products, consumers should be given information needed to make an **informed choice**.

I also support this bill because when we have a local product that is superior to similar products from the mainland due to freshness or other important qualities, it should be disclosed so that consumers are made aware of the differences. Then Hawaii's consumers can make a more informed choice regarding buying products that may cost a little more, but have other benefits. In making our decision, we will know not only that the product is fresher, but also that our decision supports jobs for Hawaii residents.

This bill has been bantered about in the Legislature for years. And people have fun making jokes about it. Yet the merit and policy behind this bill is sound and deserves serious consideration. I hope the Legislature passes this bill this year. Thanks for your consideration.

March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Kevin Ishikane  
MGA, American Income Life  
98-1247 Ka'ahumanu St. Suite 318  
Aiea, HI 96701

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

I feel that the customer should have the right to know what they are purchasing. The fact that there is condensation in the packaging when the bread thaws out is an alarming concern. On a mass level of production in Hawaii, how is it possible to regulate mold and spoilage that people would be consuming?

Residents of Hawaii should be notified and have the right to decide to purchase "Hawaii Made Products". There should be a clear and visible label stating all products imported and all products locally made.

I hope your committee passes S.B. 1086, SD1. Thank you very much.

March 17, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTestimony@Capitol.hawaii.gov](mailto:HLTestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Anna Macugay  
1447 Liholoho St. Apt. 5F Honolulu, Hawaii 96822

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.”

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is “previously frozen.” That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was “previously frozen.” That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

## **morikawa2 - Grant**

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**From:** Mel Chang [melchang@hawaii.rr.com]  
**Sent:** Friday, March 18, 2011 5:03 PM  
**To:** HLTtestimony  
**Subject:** Testimony on SB1086

March 18, 2011

**TO:** Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

**FROM:** Mel Chang, 1117 Clio Street, Honolulu, Hawaii 96822

**RE:** **S.B. 1086 -- Relating to Consumer Information**

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

I fully support SB 1086, SD1 which require labeling previously frozen bread. There are only two of us in our household, so I usually freeze unused bread after a few days. According to most of the studies I have seen on food safety, freezing changes the quality and texture of bread by drying the bread and making it more crumbly. Refreezing previously frozen bread is acceptable but the bread will be even drier and less suitable for sandwiches and would need to be toasted or used for cooking.

SB 1086, SD1 would do consumers a great service by informing them when bread has been previously frozen. Consumers would then know how best to prepare and use the bread.

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, previously frozen bread is not marked as such and is often sold next to fresh bread. This misleads consumers into thinking both products are fresh and comparable when in fact the previously frozen bread is not the same and should be handled differently.

SB 1086, SD1 makes it clear that previously frozen bread should be labeled as such. Hawaii consumers have the right to know this vital piece of information.

**morikawa2 - Grant**

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**From:** Michael Howell [mrlowkey2009@gmail.com]  
**Sent:** Friday, March 18, 2011 6:50 AM  
**To:** HLTtestimony  
**Cc:** Daven  
**Subject:** S.B. 1086, SD1

House Committee on Health  
Rep. Ryan Yamane, Chair  
Hawaii State Capitol, Room 420  
Honolulu, HI 96813

Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)

Fax: 586-6151

After reading the proposed legislation, I've been made aware of something that I never thought would be on our store shelves, previously frozen bread.

This may be good business for the main land companies and provide an economical product for consumers here in Hawaii, but we owe it to those consumers to know for sure what they are buying.

I for one want my bread to be fresh baked. My wife and I do freeze our bread sometimes because we can't consume it quickly enough. Freezing previously frozen bread is something we would never want to do.

My wife and I do believe in smaller government and allowing the private markets to work, but this is one bill I can support whole heartedly.

Sincerely Michael Howell Toni Howell



**morikawa2 - Grant**

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**From:** ANDREW BAYANG [andrewbayang@gmail.com]  
**Sent:** Monday, March 21, 2011 12:23 AM  
**To:** HLTtestimony  
**Cc:** davenhermosura@altig.com  
**Subject:** S. B. 1086

March 15, 2011

**TO:** Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

**FROM:** Andrew Bayang  
*Email: [andrewbayang@gmail.com](mailto:andrewbayang@gmail.com)*  
*Address: 1709 Puowaina Dr #7, Honolulu, HI 96813*

**RE: S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.”

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is “previously frozen.” That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was “previously frozen.” That information will help me decide whether or not to buy the bread and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

Andrew Bayang  
808-389-4596

## **morikawa2 - Grant**

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**From:** Anthony Russo [trusso@hawaii.rr.com]  
**Sent:** Sunday, March 20, 2011 7:26 PM  
**To:** HLTtestimony; CPCtestimony  
**Cc:** Joanne Kealoha  
**Subject:** S.B.1086-Relating to Consumer Information

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

I am concerned that much of the bread sold in Hawaii is "previously frozen," having been baked on the mainland, shipped here, then thawed before being sold.

It is important to me, as a consumer, to know the "freshness" of what I am purchasing. Knowing that bread is "previously frozen" can help me determine how long it may keep and whether it can be refrozen. I believe such knowledge allows consumers to make informed choices.

Also, S.B. 1086 supports local companies that provide us with fresh products. Buying local and therefore fresh, also means supporting our local economy.

Please consider passing S.B. 1086 SD1.

Thank You,  
Lilian Yamasaki

**morikawa2 - Grant**

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Monday, March 21, 2011 8:24 AM  
**To:** HLTtestimony  
**Cc:** lynn.vasquez@gmail.com  
**Subject:** Testimony for SB1086 on 3/22/2011 9:00:00 AM

Testimony for HLT 3/22/2011 9:00:00 AM SB1086

Conference room: 329  
Testifier position: support  
Testifier will be present: No  
Submitted by: Lynn Vasquez  
Organization: The Slippah Foundation  
Address:  
Phone:  
E-mail: [lynn.vasquez@gmail.com](mailto:lynn.vasquez@gmail.com)  
Submitted on: 3/21/2011

Comments:  
I support S.B. 1086, SD1, requiring a label identifying "previously frozen"  
bread, baked out-of-state, frozen for shipping- thenthawed for sale.

Mahalo,

Lynn Vasquez

## **morikawa2 - Grant**

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Monday, March 21, 2011 7:19 AM  
**To:** HLTtestimony  
**Cc:** naloio2000@yahoo.com  
**Subject:** Testimony for SB1086 on 3/22/2011 9:00:00 AM

Testimony for HLT 3/22/2011 9:00:00 AM SB1086

Conference room: 329  
Testifier position: support  
Testifier will be present: No  
Submitted by: Sesnita Moepono  
Organization: Individual  
Address:  
Phone:  
E-mail: [naloio2000@yahoo.com](mailto:naloio2000@yahoo.com)  
Submitted on: 3/21/2011

**Comments:**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was "previously frozen." That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an informed choice.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

March 18, 2011

To: Rep. Ryan Yamane, Chair  
House Committee on Health

Rep. Robert Herkes, Chair  
House committee on Consumer Protection and Commerce

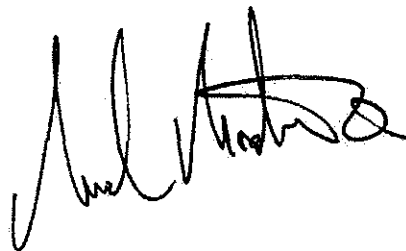
From: Michael Machado, P.O. Box 1287, Kapaa, HI. 96746

Re: S.B. 1086 – Relating to Consumer Information

I am writing in support of S.B. 1086 which deals with letting the public/consumer know exactly what they are buying when the choice of bread needs to be made. As with many other consumer products in the markets, I like to know if the product I am buying was previously frozen such in the case of fish, meat and poultry. I feel the same information concerning bread should also be given, as this product and its freshness is a major concern to me. Also I may decide to freeze my fresh bread and I don't want to re-freeze my bread.

With the ability to buy Fresh Island made bread, I feel this previously frozen bread is an alternative choice that the consumer has a right to make; yet they need to have full information of the product choices they may make, and not misled into buying a product that is not what it appears to be.

I hope your committees will support this bill and enable us, the consumers, to make a more informed decision at the supermarket. Thank you very much.

A handwritten signature in black ink, appearing to read "Michael Machado", is written in a cursive style.

3/17/11

date

Dear Legislator:

My name is Ian Christian. I have worked at Love's Bakery for 6 years.

I support **S.B. 1086, SD1** because I think it's right for consumers to know what they're buying. But consumers won't know unless they're told.

Love's Bakery sells fresh, sliced sandwich-style bread. Other sliced bread on the store shelves may look fresh, but half the sliced bread sold in Hawaii is baked on the mainland, frozen then thawed before being put out for sale.

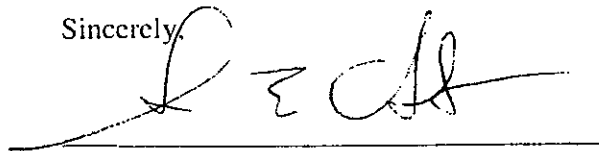
Consumers decide which bread to buy for different reasons. Some look at price, others look for freshness, still others want to support a local company. The package already tells them what's in the bread and who distributes it, although it doesn't always say where the bread was baked.

After having fresh baked bread on retail shelves for almost 160 years, Hawaii consumers assume that all sliced, sandwich-style bread is fresh and baked in Hawaii. But it's not and consumers have the right to know if bread is previously frozen. Then the consumer can make an informed decision about which loaf of bread to buy.

The purpose of S.B. 1086, SD1 is to label previously frozen bread to help consumers make an informed decision. I think that's only fair and right.

Thank you for considering my concerns.

Sincerely,



signature

Ian B Christian

print name

4567 E holo st, Kolohele HI.

address

96741

13/17/11  
date

Dear Legislator:

My name is Sharon Capuz. I have worked at Love's Bakery for 39 years.

I support **S.B. 1086, SD1** because I think it's right for consumers to know what they're buying. But consumers won't know unless they're told.

Love's Bakery sells fresh, sliced sandwich-style bread. Other sliced bread on the store shelves may look fresh, but half the sliced bread sold in Hawaii is baked on the mainland, frozen then thawed before being put out for sale.

Consumers decide which bread to buy for different reasons. Some look at price, others look for freshness, still others want to support a local company. The package already tells them what's in the bread and who distributes it, although it doesn't always say where the bread was baked.

After having fresh baked bread on retail shelves for almost 160 years, Hawaii consumers assume that all sliced, sandwich-style bread is fresh and baked in Hawaii. But it's not and consumers have the right to know if bread is previously frozen. Then the consumer can make an informed decision about which loaf of bread to buy.

The purpose of S.B. 1086, SD1 is to label previously frozen bread to help consumers make an informed decision. I think that's only fair and right.

Thank you for considering my concerns.

Sincerely,

Sharon Capuz  
signature

Sharon Capuz  
print name

P.O. Box 685 Lihue, HI  
address  
96764

3/17/11

date

Dear Legislator:

My name is Nestor Cabatani. I have worked at Love's Bakery for 2 years.

I support **S.B. 1086, SD1** because I think it's right for consumers to know what they're buying. But consumers won't know unless they're told.

Love's Bakery sells fresh, sliced sandwich-style bread. Other sliced bread on the store shelves may look fresh, but half the sliced bread sold in Hawaii is baked on the mainland, frozen then thawed before being put out for sale.

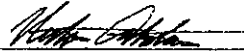
Consumers decide which bread to buy for different reasons. Some look at price, others look for freshness, still others want to support a local company. The package already tells them what's in the bread and who distributes it, although it doesn't always say where the bread was baked.

After having fresh baked bread on retail shelves for almost 160 years, Hawaii consumers assume that all sliced, sandwich-style bread is fresh and baked in Hawaii. But it's not and consumers have the right to know if bread is previously frozen. Then the consumer can make an informed decision about which loaf of bread to buy.

The purpose of S.B. 1086, SD1 is to label previously frozen bread to help consumers make an informed decision. I think that's only fair and right.

Thank you for considering my concerns.

Sincerely,



signature

Nestor Cabatani

print name

P.O. Box 602280

address



8/17/11

date

Dear Legislator:

My name is MARVIN RAMENTO I have worked at Love's Bakery for 8 years.

I support **S.B. 1086, SD1** because I think it's right for consumers to know what they're buying. But consumers won't know unless they're told.

Love's Bakery sells fresh, sliced sandwich-style bread. Other sliced bread on the store shelves may look fresh, but half the sliced bread sold in Hawaii is baked on the mainland, frozen then thawed before being put out for sale.

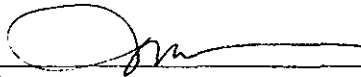
Consumers decide which bread to buy for different reasons. Some look at price, others look for freshness, still others want to support a local company. The package already tells them what's in the bread and who distributes it, although it doesn't always say where the bread was baked.

After having fresh baked bread on retail shelves for almost 160 years, Hawaii consumers assume that all sliced, sandwich-style bread is fresh and baked in Hawaii. But it's not and consumers have the right to know if bread is previously frozen. Then the consumer can make an informed decision about which loaf of bread to buy.

The purpose of S.B. 1086, SD1 is to label previously frozen bread to help consumers make an informed decision. I think that's only fair and right.

Thank you for considering my concerns.

Sincerely,



signature

MARVIN RAMENTO

print name

4032 LAUKONA ST. LITUE, HI 96766

address

March 16, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Kate Langthorn 91-1039 Laaulu St. #23E Ewa Beach HI 96706

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.”

I have recently discovered that over half the bread sold here is “previously frozen!” This means that the bread is originally baked on the mainland, is then frozen to be shipped to Hawaii and then thawed out again to be sold in the store here. This is very misleading considering all the sliced bread appears to be similar.

As a consumer, I'd like to know if my bread was “previously frozen.” That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**. Most people have no idea of the previously frozen bread on the shelves.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

March 21, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Darylene Acosta  
701 Huali Way, Kahului, HI 96732

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.”

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is “previously frozen.” That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was “previously frozen.” That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.



March 21, 2011

TO: Rep. Ryan Yamane, Chair (via email HLTtestimony@Capitol.hawaii.gov)  
House Committee on Health

FROM: Yoshito Takamine *Yoshito Takamine P.O. Box 608, Honolulu 96727*

RE: S.B. 1086 -- RELATING TO CONSUMER INFORMATION

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

The loaves of bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was "previously frozen." That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

Representative Ryan I Yamane, Chair  
Representative Dee Morikawa, Vice Chair  
House Committee on Health

**RE: SB 1086, SD 1 RELATING TO CONSUMER INFORMATION**

Chair Yamane, Vice Chair Morikawa and Members of the Committee:

Thank you for this opportunity to testify as a private individual **in support SB 1086, SD 1**. In reviewing testimonies previously submitted regarding this measure, I believe that many have blown this simple informative provision out of proportion.

Concerns were raised that this bill would cause unnecessary confusion to consumers by labeling “previously frozen” on sliced, sandwich-style bread. As a consumer, I find nothing confusing nor misleading about this information. In fact, I feel that it is the consumer’s right to know and identify what kind of process in which bread has undergone; regardless if it poses no threat to one’s health. It is this kind of “openness” in this measure that I support – similarly to transparency in government, which I fully support.

With that said, please allow for two words to be added to sliced, sandwich-style bread...”previously frozen.”

Your favorable consideration is greatly appreciated.

Kelly Ruidas  
Maui, HI

March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Daryl Barnett – C/O 91-1039 Laaulu Street., #22E Ewa Beach, 96706

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.”

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is “previously frozen.” That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was “previously frozen.” That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1.

Thank you very much.



Daryl Barnett, Director  
AIL-Public Relations

The Twenty-Sixth Legislature  
Regular Session of 2011

HOUSE OF REPRESENTATIVES  
Committee on Health  
Rep. Ryan I. Yamane, Chair  
Rep. Dee Morikawa, Vice Chair

State Capitol, Conference Room 329  
Tuesday, March 22, 2011; 9:00 a.m.

**STATEMENT OF CORY AIWOHI ON S.B. 1086, SD1  
RELATING TO CONSUMER INFORMATION**

My name is Cory Aiwohi, and I support S.B. 1086, SD1.

I work as a driver-salesman for Love's Bakery. I have been with the company for 16 years. I feel that S.B. 1086, SD1 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 my bread is sold fresh while other 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 S.B. 1086, SD1 so that consumers in Hawaii will have the facts. Thank you for considering my testimony.

The Twenty-Sixth Legislature  
Regular Session of 2011

HOUSE OF REPRESENTATIVES  
Committee on Health  
Rep. Ryan I. Yamane, Chair  
Rep. Dee Morikawa, Vice Chair

State Capitol, Conference Room 329  
Tuesday, March 22, 2011; 9:00 a.m.

**STATEMENT OF BARRETT HAYASHI ON S.B. 1086, SD1  
RELATING TO CONSUMER INFORMATION**

My name is Barrett Hayashi. I work as a sales representative for Love's Bakery and have been with the company 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 S.B. 1086, SD1 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, all bread on store shelves look fresh. They can't tell the difference so they look at cost to help them decide what to buy. Since mainland bread is produced in large volume, their prices may be cheaper 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 labeling bread that is "previously frozen." It's the consumer's right to know. With the information, the consumer can make an informed choice to buy the fresh bread baked 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 many 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, owned by local people who hire other local people who live and work in Hawaii. Our pay circulates back into Hawaii's economy every time we buy goods and services for ourselves and our families, and we all pay State income and GET taxes.



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.

I was reading through testimony provided to the Senate committee that heard this bill and came across one testimony that was critical of our company's quality standards. The person who wrote the testimony gave his name, but no other identifying information. If you believe his testimony, you'd think that Love's Bakery doesn't follow baking and sanitation standards and produces sub-standard products. In my view, that's just not true--and that's not only because I work for Love's Bakery.

Love's Bakery recently received an excellent rating from Roman Meal Company. We bake their bread locally and have to meet their high standards or we won't be allowed to continue baking Roman Meal bread. Love's Bakery has also consistently met other quality and food safety standards that allows us to bake and distribute bread to Costco, Sam's Club, and other retail outlets.

It's too bad that some people who oppose this bill try to make like we do not produce quality products. Even if we support this bill, we have never said that previously frozen bread is bad for you. We know that those bakeries have to meet rigid standards too.

All we're saying is that the customer has the right to know if bread has been previously frozen. It won't cost much more to print the words "previously frozen" right on the bag. The distributor says the words might mislead customers into thinking that something is wrong with previously frozen bread, that the labeling itself is a warning. But I think it's even more misleading to have previously frozen bread on store shelves right next to fresh bread and let people think that all the bread is fresh.

On behalf of myself and my co-workers, I am asking that you pass this bill to make things fair. Thank you for listening to my testimony.

The Twenty-Sixth Legislature  
Regular Session of 2011

HOUSE OF REPRESENTATIVES  
Rep. Ryan I. Yamane, Chair  
Rep. Dee Morikawa, Vice Chair

State Capitol, Conference Room 329  
Tuesday, March 22, 2011; 9:00 a.m.

**STATEMENT OF MEL TOM ON S.B. 1086, SD1  
RELATING TO CONSUMER INFORMATION**

My name is Mel Tom, and I support S.B. 1086, SD1. I work in the mechanic shop at Love's Bakery and have been there for four years.

I support this bill to label previously frozen bread, not because I work for Love's, but because I really believe the consumer has the right to know. If frozen bread is not labeled and based strictly on price, our competition may beat us. But if the bread is labeled and the consumer can compare apples to apples, the competition will be fair.

Without the labeling, consumers are in the dark. They'll just assume all bread is fresh. When they eat it, they can probably taste the difference. But that may be too late because they've already bought the bread. There are some people who will buy whichever bread is cheapest. But there are some, like me and my family, who buy bread for the taste and quality. We should be informed if bread has been previously frozen. It's not a health issue. It's a consumer information issue.

Help us to become wise consumers. Please pass S.B. 1086, SD1. Thank you for allowing me to testify.

The Twenty-Sixth Legislature  
Regular Session of 2011

HOUSE OF REPRESENTATIVES  
Rep. Ryan I. Yamane, Chair  
Rep. Dee Morikawa, Vice Chair

State Capitol, Conference Room 329  
Tuesday, March 22, 2011; 9:00 a.m.

**STATEMENT OF STEPHEN CARIAGA ON S.B. 1086, SD1  
RELATING TO CONSUMER INFORMATION**

My name is Stephen Cariaga, and I support S.B. 1086, SD1.

I have worked at Love's Bakery for nine years as a production foreman. My job is to oversee operations and relieve workers for breaks. We have workers to measure the ingredients, mix the dough, make sure the dough comes out of the machine properly, is baked just right, then sliced and packaged.

Love's Bakery is probably the largest industrial bakery in Hawaii. Those of us who work there are proud of our product. Our company has been baking bread for Hawaii's residents for almost 160 years. Like many of you here, I grew up eating Love's bread.

I'm from the old school. I believe that freshness counts when it comes to bread. Bread that's baked fresh and sold fresh--that's what I want for my family.

But if we don't know if a loaf of bread is fresh or previously frozen, it's hard for us to decide what to buy. The bread all looks the same on the store shelf so how does anyone know?

I think it's only right for the people who distribute previously frozen bread to say so on the packaging. That way, the consumer can make an informed choice. If I want freshly baked sandwich bread, I'll buy Love's. If I don't mind previously frozen bread, I may buy the competitor's bread, but I'll know that the bread may have been baked a while ago, probably somewhere on the mainland, and may have additional ingredients to give it a longer shelf life.

This bill will not only provide consumers with information they need to decide what to buy but will also keep competition fair between fresh-baked sandwich bread and previously frozen sandwich bread. Love's Bakery is a local company that employs more than 300 workers, who live and work in Hawaii, pay taxes, and support their families.

Putting a label onto bread that is "previously frozen" probably won't cost much and may not change some people's buying habits. But this bill is about the consumer's right to know. I hope you will pass S.B. 1086, SD1. Thank you for considering my testimony.

The Twenty-Sixth Legislature  
Regular Session of 2011

HOUSE OF REPRESENTATIVES  
Committee on Health  
Rep. Ryan I. Yamane, Chair  
Rep. Dee Morikawa, Vice Chair

State Capitol, Conference Room 329  
Tuesday, March 22, 2011; 9:00 a.m.

**STATEMENT OF CAREY OSHIRO ON S.B. 1086, SD1  
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 S.B. 1086, SD1. Some people may think I support the bill only because I work for Love's Bakery and 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 to support S.B. 1086 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 delivery rack because that will 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. And they don't realize this because no one has told them. But when they are told, they can make a better decision about which 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 consumers the information they need to make a good choice.

Thank you for considering my testimony in support of S.B. 1086, SD1.

TESTIMONY OF HERBERT OKAMURA  
1421 Ekaha Avenue  
Honolulu, HI 96816

TO: House Committee on Health  
Rep. Ryan I. Yamane, Chair  
Rep. Dee Morikawa, Vice Chair

FROM: Herbert Okamura

RE: S.B. 1086, SD1

DATE: March 22, 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 as bread men 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 S.B. 1086, SD1 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. But 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. 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 wasting their money. It's not asking for much to let the customer know what he's buying.

My parents always said to do what is right. It's only right to let the customer know. It's only right to support local companies. I hope you will pass S.B. 1086, SD1. Thank you for letting me testify.

TESTIMONY OF DOROTHY SAKAMOTO  
45-663 Luluku Road  
Kaneohe, HI 96744

TO: House Committee on Health  
Rep. Ryan I. Yamane, Chair  
Rep. Dee Morikawa, Vice Chair

FROM: Dorothy Sakamoto

RE: S.B. 1086

DATE: March 22, 2011

My name is Dorothy Sakamoto, and I am a retiree. I am speaking in favor of S.B. 1086, SD1 and what it proposes to do. From what I understand, the bill will require bread that is previously frozen then thawed out for sale to be identified as "previously frozen."

When I first heard about "previously frozen" bread, I had no idea that this was being done. I actually thought that all the bread on store shelves was fresh. I was shocked to find out that this was not the case.

Some people may think it doesn't make a difference. Bread is bread. But as a consumer and a mother, grandmother and great-grandmother, I can tell you it makes a big difference. Once you've eaten fresh bread that is baked locally and then you eat "previously frozen" bread that has been produced elsewhere, there is no doubt what you will prefer.

Some people may want to buy "previously frozen" bread because it's cheaper. If you have a large family, you might choose cost over quality or taste. There was a time when I also had to consider cost, but my family and I went right back to buying Love's bread because of the freshness. It's a few pennies more, but for my family, I think it's worth it.

For me to choose fresh bread, I need to know that it is fresh. Or that the other bread is not fresh but "previously frozen."

That's why I hope you will pass this bill. Consumers have the right to know what they are buying and make their own choices.

Thank you for listening to my testimony.

March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: Manarii Gauthier  
Email: [mana.papa@hotmail.com](mailto:mana.papa@hotmail.com)  
Address: P.O. Box 61502 Honolulu Hi 96839

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is “previously frozen.”

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is “previously frozen.” That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was “previously frozen.” That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

HOUSE OF REPRESENTATIVES  
REGULAR SESSION  
TWENTY-SIXTH LEGISLATURE

**COMMITTEE ON HEALTH**

Rep. Ryan I. Yamane, Chair  
Rep. Dee Monikawa, Vice Chair

Hearing: Tuesday, March 22, 2011  
Time: 9:00 a.m.  
Room: Conference Room 329

**TESTIMONY OF LOWELL CHUN-HOON**

**RE: S.B. 1086, SD 1, RELATING TO CONSUMER INFORMATION**  
**(TESTIMONY IN SUPPORT)**

Chair Yamane, Vice Chair Monikawa, Members of the Committee on Health:

My name is Lowell Chun-Hoon, and I am an attorney in private practice. I have lived in Hawaii during childhood and most of my adult life. I support the passage of S.B. 1086, S.D. 1.

Whether bread is truly locally baked or has been “previously frozen” is a matter of vital concern to me as a consumer. I rely upon my elected representatives to enact legislation that protects my interest in receiving authentic, comprehensive, and accurate information about products I purchase so that I can make intelligent and informed decisions as a consumer. I also believe that as a matter of fundamental fairness, products should compete in the marketplace based upon an accurate labeling of their ingredients and identity and should not be allowed to masquerade as something they are not.

I was astonished to learn recently that much of the bread available to us in Hawaii has actually been baked on the mainland, frozen, and then shipped to Hawaii and sold under labels bearing local mailing addresses. I find that allowing this practice borders upon an unfair and deceptive trade practice.

I have absolutely nothing against, and I support free and open competition on the marketplace among products. When I want to economize, I purchase mainland products if they are less expensive than local products, and I think everyone should have the right to do so. But I am appalled that some bakeries have been evading their fundamental duty to advertise their products honestly and forthrightly by remaining silent on the origin of their products. If the origin of the product is not openly and accurately stated, I am denied my right of choice between local and mainland products, and between frozen and freshly baked items. That freedom of consumer choice is not an expendable luxury—but an essential ingredient of a fair economy—and an indispensable democratic right. Please do not let this evasion continue and please do require honest labeling of products by all companies. I am grateful for your consideration and urge the passage of SB 1086, SD 1.



March 15, 2011

TO: Rep. Ryan Yamane, Chair  
House Committee on Health  
*Email: [HLTtestimony@Capitol.hawaii.gov](mailto:HLTtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 420, Honolulu, HI 96813*

Rep. Robert Herkes, Chair  
House Committee on Consumer Protection and Commerce  
*Email: [CPCtestimony@Capitol.hawaii.gov](mailto:CPCtestimony@Capitol.hawaii.gov)*  
*Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813*

FROM: J. Kimo Collins, Regional General Agent  
American Income Life  
*Email: [johncollins@altig.com](mailto:johncollins@altig.com)*  
*Address: 94-428 Mokuola St., Waipahu, HI 96797*

RE: **S.B. 1086 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, which will require a label to identify sliced, sandwich-style bread that is "previously frozen."

The loaves of sliced bread on the store shelves look the same so I always assumed they were all fresh baked. But I just found out that half of the bread sold is "previously frozen." That means it was probably baked on the mainland, frozen before being shipped here, then allowed to thaw out before being sold.

As a consumer, I'd like to know if my bread was "previously frozen." That information will help me decide whether to buy the bread or not and, if I do, how long it will keep and whether I can freeze it again. Consumers should be given information we need to make an **informed choice**.

I also support this bill because it supports local companies that provide good jobs to Hawaii residents. 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 committee passes S.B. 1086, SD1. Thank you very much.

March 16, 2011

To: Representative Ryan Yamane, Chair  
Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti  
Representative Chris Lee  
Representative Faye P. Hanohano  
Representative Jo Jordan  
Representative John Mizuno  
Representative Jessica Wooley  
Representative Corinne Ching  
Representative Kymberly Marcos Pine

Committee on Health

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

Re: **Opposition to SB 1086 SD1**

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

- **Loves freezes their own breads** when 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 SB1086 SD1. **This bill will hurt local companies, hurt local grocers and raise prices needlessly for Hawaii con-**

March 21, 2011

To: Representative Ryan Yamane, Chair  
Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti  
Representative Chris Lee  
Representative Faye P. Hanohano  
Representative Jo Jordan  
Representative John Mizuno  
Representative Jessica Wooley  
Representative Corinne Ching  
Representative Kymberly Marcos Pine

From: **Stephen Freitas**

Re: **Opposition to SB 1086 SD1**

Dear Committee on Health

**Please oppose SD1086 SD1.**

**This bill KILLS JOBS and RAISES  
PRICES for Hawaii consumers.**

Thank you.

March 21, 2011

To: Representative Ryan Yamane, Chair  
Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti  
Representative Chris Lee  
Representative Faye P. Hanohano  
Representative Jo Jordan  
Representative John Mizuno  
Representative Jessica Wooley  
Representative Corinne Ching  
Representative Kymberly Marcos Pine

From: **Rena Horio**

Re: **Opposition to SB 1086 SD1**

Dear Committee on Health

**Please oppose SD1086 SD1.**

**This bill KILLS JOBS and RAISES  
PRICES for Hawaii consumers.**

Thank you.

March 16, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

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

Re: **Opposition to SB 1086 SD1**

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 SB1086 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 SB1086 SD1.

Thank you for the opportunity to testify.

March 16, 2011

To: Representative Ryan Yamane, Chair  
Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti  
Representative Chris Lee  
Representative Faye P. Hanohano  
Representative Jo Jordan  
Representative John Mizuno  
Representative Jessica Wooley  
Representative Corinne Ching  
Representative Kymberly Marcos Pine

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

Re: **Opposition to SB 1086 SD1**

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 was 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 SB1086 SD1.**

To:

Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

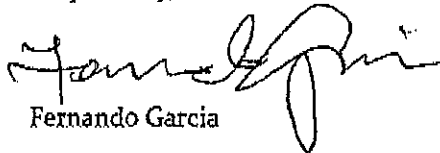
Rep Kymberly Marcos Pine

Subject: **OPPOSE SB1086 SD1 Frozen Bread Labeling**

I am a resident of Hilo and I assume that a bread whose label says it's baked on the mainland has been frozen while in transit to Hawaii. Requiring additional labeling that is only for Hawaii will just make our bread more expensive.

Please help consumers keep bread costs down. Vote NO on SB1086 SD1.

Respectfully,

  
Fernando Garcia

*Opposition to The Bread Bill - SB1086 SD1*

To: *Health Committee*  
*Rep Ryan Yamane, Chair*  
*Rep Della Au Belatti*  
*Rep Chris Lee*  
*Rep John Mizuno*  
*Rep Corinne Ching*  
*Rep Dee Morikawa, Vice Chair*  
*Rep Faye Hanohano*  
*Rep Jo Jordan*  
*Rep Jessica Woley*  
*Rep Kimberly Marcos Pine*

From: *Caroline Kajiwara*

Date: *3/21/11*

*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 SB1086 SD1. Thank you for the chance to testify.*

  
*Caroline Kajiwara*



To:

Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

From: Fredie Anguay, Jr.

Subject: OPPOSE SB 1086 SD1 Frozen Bread Labeling

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 SB 1086 SD1.

Sincerely,



Fredie Anguay, Jr.

Subject: OPPOSITION to Bill SB 1086 SD1 Bread Labeling

To: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

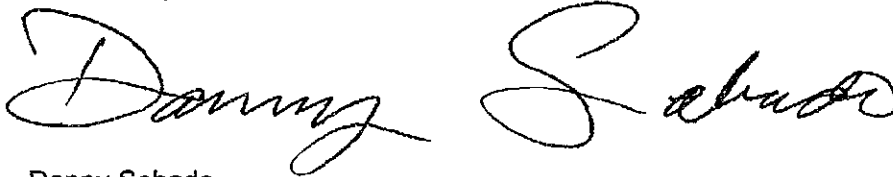
From Danny Sabado

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 SB 1086 SD1.

With aloha,

A handwritten signature in black ink that reads "Danny Sabado". The signature is written in a cursive, flowing style.

Danny Sabado

Re: OPPOSITION to Bill SB 1086 SD1 Bread Labeling

To: Economic Revitalization & Business Committee

Re: No on Baked Goods Bill SB 1086 SD1

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Chung

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kimberly Marcos Pine

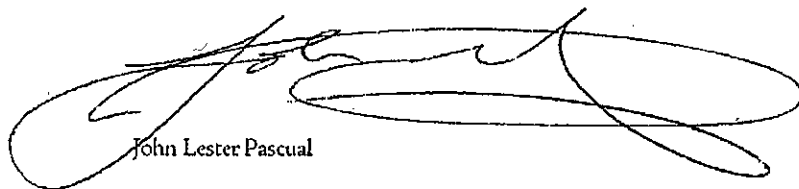
Health Committee

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 SB 1086 SD1.

Thank you,



John Lester Pascual

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Date: March 19, 2011

I am a resident and voter in Honolulu, HI.

This bill is a waste of taxpayers 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 businesses and the economy in Hawaii.

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

STOP SB1086 SD1.

Mchalo,

Derek Okimoto



Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kimberly Marcos Pine

Date: March 19, 2011

I am a resident and voter in Honolulu, HI.

Consumers like me are not complaining about frozen and thawed bread. In fact, the newspaper is reporting some of the benefits and that there is no harm coming from frozen and thawed bread.

Mainland branded bread tastes good, provides a nice variety of breads for my family & we do not see any need of a "fix" here. This will only increase my costs in this already tight economy.

**Please don't sign any unnecessary legislation that will only raise my prices at the grocery stores.**

**STOP SB1086 SD1.**

Mahalo,



Ruth Tanaka

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Date: March 19, 2011

I OPPOSE The Bread Bill - SB1086 SD1.

My family enjoys bread from the Mainland bakeries. This bill only adds unnecessary regulation that will drive up costs for Hawaii consumers like me.

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

**STOP SB1086 SD1.**

Mahalo,



David Nagata

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Date: March 19, 2011

I am a resident and voter in Honolulu, HI.

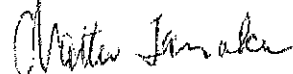
Consumers like me are not complaining about frozen and thawed bread. In fact, the newspaper is reporting some of the benefits and that there is no harm coming from frozen and thawed bread.

Mainland branded bread tastes good, provides a nice variety of breads for my family & we do not see any need of a "fix" here. This will only increase my costs in this already tight economy.

**Please don't sign any unnecessary legislation that will only raise my prices at the grocery stores.**

**STOP SB1086 SD1.**

Mahalo,



Walter Tanaka

# Save consumers money, OPPOSE SB1086 SD1

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

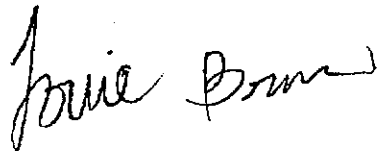
From: Louie Bravo

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 SB1086 SD1. I am a voter in Honolulu.

Respectfully,





To:

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Trent Smithson

Subject: **OPPOSE SB1086 SD1 Frozen Bread Labeling**

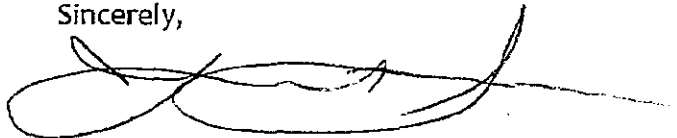
**"The bill may also seek to protect certain Hawaii food processing companies and employees against competition from certain frozen mainland food products."**

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 SB1086 SD1.

Sincerely,



Trent Smithson

For: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

From: Kilihea Kaniho

Subject: Senate Bill SB 1086 SD1 Frozen Bread Label OPPOSITION

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 Senate Bill SB 1086 SD1. Thank you.

Respectfully submitted,



Kilihea Kaniho

**PLEASE HOLD Frozen bread labeling SB 1086 SD1**

**Rep Ryan Yamane, Chair  
Chair**

**Rep Della Au Belatti**

**Rep Chris Lee**

**Rep John Mizuno**

**Rep Corinne Ching**

**Rep Dee Morikawa, Vice**

**Rep Faye Hanohano**

**Rep Jo Jordan**

**Rep Jessica Woley**

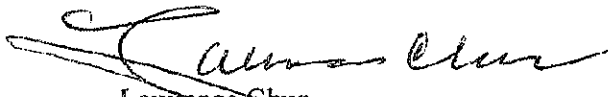
**Rep Kymberly Marcos Pine**

**Health Committee**

My name is Lawrence Chun and I am a resident of Aina Haina. I am opposed to SB 1086 SD1

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 SB 1086 SD1 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

**Rep Ryan Yamane, Chair**  
**Chair**  
**Rep Della Au Belatti**  
**Rep Chris Lee**  
**Rep John Mizuno**  
**Rep Corinne Ching**

**Rep Dee Morikawa, Vice**  
**Rep Faye Hanohano**  
**Rep Jo Jordan**  
**Rep Jessica Woley**  
**Rep Kymberly Marcos Pine**

**Health Committee**

From: Lillian Chun

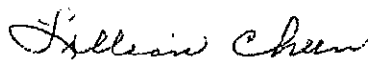
Date: 3/19/11

**Regarding labeling of bread - SB 1086 SD1**

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

## SB 1086 SD1 on Bread - OPPOSE

**Rep Ryan Yamane, Chair**  
**Chair**

**Rep Della Au Belatti**

**Rep Chris Lee**

**Rep John Mizuno**

**Rep Corinne Ching**

**Rep Dee Morikawa, Vice**

**Rep Faye Hanohano**

**Rep Jo Jordan**

**Rep Jessica Woley**

**Rep Kymberly Marcos Pine**

### **Health Committee**

**My name is Laurie Chun. I am a resident of Pearl City.**

**Do these bills increase jobs, lower costs for Hawaii residents or increase business growth in Hawaii? I don't think so. 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.**

**Thank you for the chance to testify,**



Laurie Chun

Re: Bill SB 1086 SD1 Relating to Baked Goods: **IN OPPOSITION**

To:

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

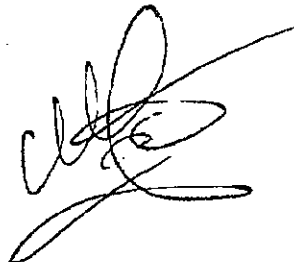
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

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 SB 1086 SD1.

Willie Tanuvasa



**HOLD SB1086 SD1 Previously Frozen bread labeling**

Rep Ryan Yamane, Chair  
Kymberly Marcos Pine  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Health Committee

Rep Dee Morikawa, Rep  
Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley

From: Lawrence Kunishige

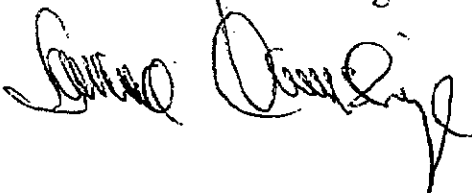
When this bill came up in 2005, the Hawaii State Department of Health testified, "The bill may also seek to protect certain Hawaii food processing companies and employees against competition from certain frozen mainland food products."

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

Please don't allow this in our legislature. HOLD SB1086 SD1.

Respectfully submitted,

Lawrence Kunishige



Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

## Opposition to SB1086 SD1

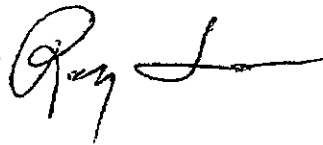
From: Roy Taira

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 SB1086 SD1.**

Sincerely,





Frozen Bread Labeling - OPPOSE SB1086 SD1

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

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 SB1086 SD1.

Sincerely,



**Focus on bills we need, STOP SB1086 SD1**

Rep Ryan Yamane, Chair  
Chair

Rep Dee Morikawa, Vice

Rep Della Au Belatti

Rep Faye Hanohano

Rep Chris Lee

Rep Jo Jordan

Rep John Mizuno

Rep Jessica Woley

Rep Corinne Ching

Rep Kymberly Marcos Pine

**Health Committee**

From: Anthony Waltjen

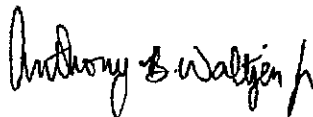
The State Department of Health can not effectively monitor the millions of loaves of bread that are sold in Hawaii. They noted themselves in the testimony from 2005 that the bill was unnecessary from a health perssperspective.

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

Please vote no on SB1086 SD1.

Sincerely,

Anthony Waltjen



Rep Ryan Yamane, Chair

Rep Dee Morikawa, Vice  
Chair

Rep Della Au Belatti

Rep Faye Hanohano

Rep Chris Lee

Rep Jo Jordan

Rep John Mizuno

Rep Jessica Woley

Rep Corinne Ching

Rep Kymberly Marcos Pine

Health Committee

## Opposition to SB1086 SD1

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 SB1086 SD1. Vote NO.

Sincerely, *Zachary Ayson*

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Date: March 18, 2011

I am a resident and voter from Kaneohe, HI.

This bill only adds unnecessary regulation that will drive up costs for consumers like me & the rest of Hawaii residents.

We need to do everything possible to keep our cost of living manageable in Hawaii.

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

**STOP SB1086 SD1.**

Sincerely,



Tricia Kashiwamura

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Fm: Tiffany Carlson

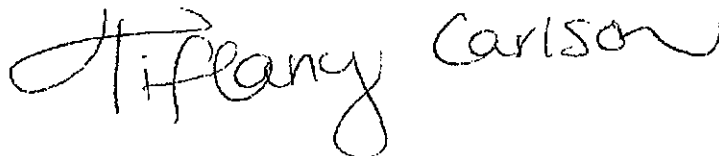
I am a resident and voter in Kaimuki, Oahu. We need your help to keep prices down in Hawaii.

Competition among businesses is healthy and keeps costs low. We need to do everything possible to allow competition between businesses in Hawaii. This bill only added unnecessary regulation and hurts competition. That will drive up costs for consumers like me and my family.

**Please don't sign any legislation that will raise my prices at the grocery store and potentially harm competition in Hawaii. STOP SB1086 SD1.**

Sincerely,

Tiffany Carlson

A handwritten signature in black ink that reads "Tiffany Carlson". The signature is written in a cursive, flowing style.

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Fm: Eva Jene C Asuncion

I am a resident and voter from Makakilo.  
We need your help to keep prices down.

Competition among businesses is healthy and keeps costs low. We need to do everything possible to allow competition between businesses in Hawaii. This bill only added unnecessary regulation and hurts competition. That will drive up costs for consumers like me and my family.

**Please don't sign any legislation that will raise my prices at the grocery store and potentially harm competition in Hawaii. STOP SB1086 SD1.**

Sincerely,



Eva Jene C Asuncion

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

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 SB 1086 SD1.

Sincerely,



Michael Cadiente

Subject: **Oppose SB 1086 SD1 Baked Goods**

Subject: OPPOSITION to Bill SB 1086 SD1 Bread Labeling

To: Health Committee

Rep Ryan Yamane, Chair  
Vice Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Marcos Pine

Rep Dee Morikawa,  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly

From Clarence Souza

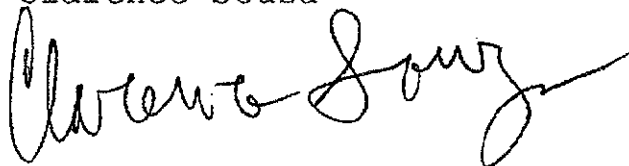
I am writing to ask for your help in killing the frozen baked goods bill. Every item of baked goods in Hawaii is labeled to meet both state and federal requirements. This bill is both excessive and unneeded.

I am a resident of Waipahu.

Please protect us from non-essential legislation that clogs our system. **STOP SB 1086 SD1.**

With aloha,

Clarence Souza

A handwritten signature in black ink that reads "Clarence Souza". The signature is written in a cursive, flowing style.



Subject: OPPOSITION to Bill SB 1086 SD1 Bread Labeling

To: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

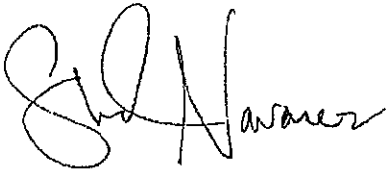
Rep Kymberly Marcos Pine

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 SB 1086 SD1.

With aloha,

A handwritten signature in black ink, appearing to read "Shad Navarez". The signature is stylized with large, flowing letters.

Shad Navarez

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Date: March 18, 2011

I am a resident and voter from Kaneohe, HI.

This bill only adds unnecessary regulation that will drive up costs for consumers like me & the rest of Hawaii residents.

We need to do everything possible to keep our cost of living manageable in Hawaii.

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

**STOP SB1086 SD1.**

Sincerely,



James Kashiwamura

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Delle Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Date: March 19, 2011


I am a resident and voter in Honolulu, HI.

This bill is a waste of taxpayers 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 businesses and the economy in Hawaii.

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

STOP SB1086 SD1.

Mahalo,



Elaine Okimoto

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Delia Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Date: March 19, 2011

I OPPOSE The Bread Bill - SB1086 SD1.

My family enjoys bread from the Mainland bakeries. This bill only adds unnecessary regulation that will drive up costs for Hawaii consumers like me.

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

**STOP SB1086 SD1.**

Mahalo,

  
Tamra Nagata

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Date: March 19, 2011

I am a resident and voter in Honolulu, HI.

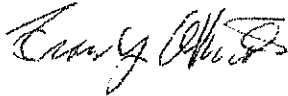
This bill is a waste of taxpayers money and would only increase the cost of my grocery bill. Please stop this type of wasteful legislation. Instead, please focus on bills that will drive businesses and the economy in Hawaii.

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

**STOP SB1086 SD1.**

Mahalo,

Francis Okimoto



Subject: **OPPOSITION** to Bill SB 1086 SD1 Relating to Baked Goods

To: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

From: Kilohi Kaniho

This is NOT the time to add responsibilities to an overburdened government unless they are absolutely essential to our well being. Certainly warning consumers about previously frozen bread does not fall in that category. Save costly government services for things that will help consumers. STOP SB 1086 SD1.

Vote NO.

Kilohi Kaniho

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

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee


## Opposition to SB1086 SD1

From: Wilfred Saramosing, Jr.

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 SB1086 SD1.

Sincerely,



To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

Oppose to SB1086 SD1, 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 SB1086 SD1.

Respectfully submitted,

Kody Dacalio-Spenser

A handwritten signature in black ink, appearing to read "Kody Dacalio-Spenser", written over a horizontal line.



**To:**

**Health Committee**

**Rep Ryan Yamane, Chair**  
**Rep Della Au Belatti**  
**Rep Chris Lee**  
**Rep John Mizuno**  
**Rep Corinne Ching**

**Rep Dee Morikawa, Vice Chair**  
**Rep Faye Hanohano**  
**Rep Jo-Jordan**  
**Rep Jessica Woley**  
**Rep Kymberly Marcos Pine**

**Subject: Oppose SB 1086 SD1 Frozen Bread Labeling**

**From: Steven Tanaka**

**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 SB 1086 SD1.**

**Sincerely,**



**Steven Tanaka**

Re: **No on Baked Goods Bill SB 1086 SD1**

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

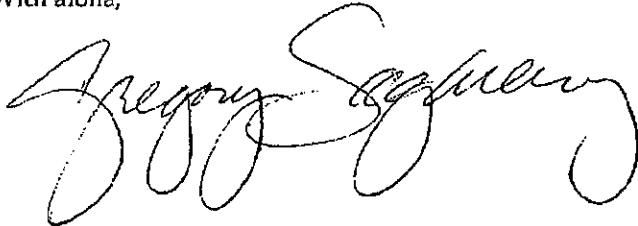
Health Committee

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 SB 1086 SD1.

With aloha,

A handwritten signature in black ink, appearing to read "Gregory Sagarang". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Gregory Sagarang

Subject: **Oppose SB 1086 SD1 Baked Goods**

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

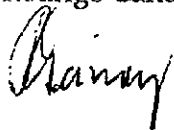
From: Rodrigo Ganoy

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 SB 1086 SD1.

Sincerely,

Rodrigo Ganoy

 3/16/11

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Carlos Gacusan

Subject: OPPOSE SB 1086 SD1 Frozen Bread Labeling

I am writing to express my opposition to more bread labeling.

Let consumers be protected by competition in the marketplace, not by needless labels that can only make our bread products more expensive.

I am a voter from Lihue.

Please HOLD SB 1086 SD1

Sincerely,



**STOP SB 1086 SD1**

## Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Jack Pescador

In the hearing for HB 606 January 27, 2011, the Acting Director of Health, testified that

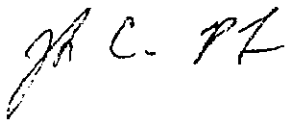
"The new regulatory function regarding labeling will require resources to administer, monitor, and enforce. The DOH already has present difficulties meeting its core functions due to a lack of resources."

Additional bread labeling requirements would also be impossible to implement with current DOH staffing.

Save state resources and STOP SB 1086 SD1.

I am a resident of Lihue.

Sincerely,



**Opposition to SB1086 SD1  
Fresh and Previously Frozen Bread**

**To:           Rep Ryan Yamane, Chair  
              Rep Della Au Belatti  
              Rep Chris Lee  
              Rep John Mizuno  
              Rep Corinne Ching  
              Rep Dee Morikawa, Vice Chair  
              Rep Faye Hanohano  
              Rep Jo Jordan  
              Rep Jessica Woley  
              Rep Kymberly Marcos Pine  
              Health Committee**

**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 SB1086 SD1, because "frozen" still has a negative connotation. We shouldn't be hurting competition at a time like this.**

**I strongly urge you to hold SB1086 SD1. We don't need it here. I am a voter and a resident of Maui.**

**Sincerely,**



**David Damasco**

**PLEASE STOP Frozen bread labeling SB1086 SD1**

**Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching**

**Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kimberly Marcos Pine**

**Health Committee**

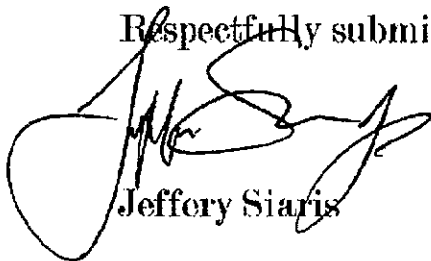
**From: Jeffery Siaris**

**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 SB1086 SD1.**

**Respectfully submitted,**



**Jeffery Siaris**

Subject: OPPOSITION to Bill SB 1086 SD1 Bread Labeling

To: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

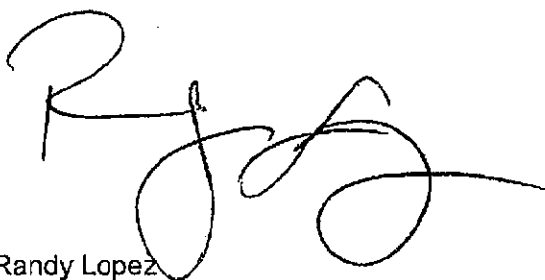
Rep Kymberly Marcos Pine

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, SB 1086 SD1.

With aloha,

  
Randy Lopez



*Opposition to The Bread Bill SB1086 SD1*

*Health Committee*

To: *Rep Ryan Yamane, Chair*  
*Rep Della An Belatti*  
*Rep Chris Lee*  
*Rep John Mizuno*  
*Rep Corinne Ching*  
*Rep Dnc Marikawa, Vice Chair*  
*Rep Faye Haehara*  
*Rep Jo Jordan*  
*Rep Jessica Woleg*  
*Rep Kimberly Marcoe Pine*

From: *Albert Sim*

*Regarding labeling of bread SB1086 SD1.*

*This bill is bad for Hawaii and bad for consumers. It is clear that this bill 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 bill. I am a resident of Kohala.*

*Thank you,*

*Albert N. Sim*

*Albert Sim*

**PLEASE STOP Frozen bread labeling SB1086 SD1**

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

From: John Ueda

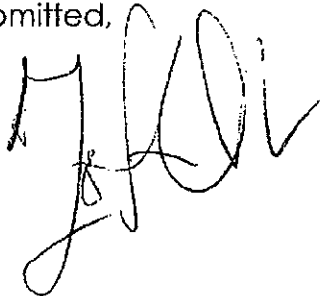
I know that Loves, Hawaii's only commercial bakery, freezes bread consistently.

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 SB1086 SD1.

Respectfully submitted,

John Ueda

A handwritten signature in black ink, appearing to read 'John Ueda', written in a cursive style.

# STOP SB1086 SD1

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

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 SB1086 SD1.

Sincerely,



Lance Fukuzono

## SB1086 SD1 on Bread - OPPOSE

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

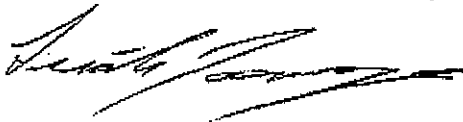
Health Committee

**My name is Isiah Teruya. I am a resident of Kahului. I oppose the bread bill SB1086 SD1.**

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 SB1086 SD1. As Chair of the 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,



Isiah Teruya

PLEASE HOLD Frozen bread labeling SB 1086 SDI

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine


Health Committee

From: Clarence Tadeo

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 SB 1086 SDI. I am a resident of Pearl City.

Respectfully submitted,

  
Clarence Tadeo

**PLEASE HOLD Frozen bread labeling SB 1086 SD1**

**Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching**

**Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine**

**Health Committee**

**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 SB 1086 SD1. I am a resident of Pearl City.**

**Respectfully submitted,**



Rep Ryan Yamane, Chair  
Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Pine

Rep Dee Morikawa, Vice  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos

Health Committee

## Opposition to SB 1086 SD1

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 SB 1086 SD1.**

Sincerely,



To:

Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

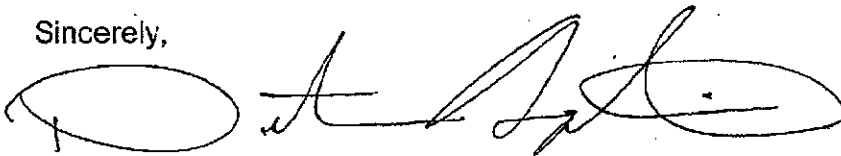
Fm: Dexter Agustin

Subject: OPPOSE SB 1086 SD1 Frozen Bread Labeling

I'm a voter from Honolulu 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 brought these products to us!

Please vote no on SB 1086 SD1.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dexter Agustin', written over a large, light-colored oval shape.

Dexter Agustin



**Focus on bills we need, STOP SB 1086 SD1**

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

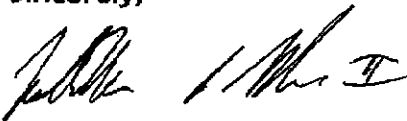
Health Committee

From: Learthur Sanders ii

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 SB 1086 SD1.

Sincerely,



Learthur Sanders ii

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

**Don't use your valuable time with unnecessary bills  
HOLD SB1086 SD1**

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 SB1086 SD1.

Respectfully,



To:

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanchano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Roger DeCambra

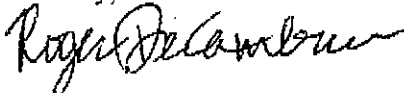
Subject: **OPPOSE SB1086 SD1 Frozen Bread Labeling**

As a resident of Maui and a voter, I ask that you vote NO on this bill.

I read in the 2/14/11 Star Advertiser that "bills to require genetically modified foods to be labeled as such have been taken off the table this legislative session". These are foods that carry risk of negatively impacting wild fish and local crops, yet they will not be labeled. Certainly there is much less motivation to label previously frozen breads -- a process that's been proven safe over decades.

I respectfully ask that you HOLD SB1086 SD1.

Sincerely,



Roger DeCambra

Re: No on Baked Goods Bill SB1086 SD1

To:

Rep Ryan Yamane, Chair	Rep Dee Morikawa,
Vice Chair	
Rep Della Au Belatti	Rep Faye
Hanohano	
Rep Chris Lee	Rep Jo Jordan
Rep John Mizuno	Rep Jessica Woley
Rep Corinne Ching	Rep Kymberly
Marcos Pine	

Health Committee

From: Ronald Vea

I live and vote in Maui 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 SB1086 SD1.

Respectfully,



Ronald Vea

**Re: No on Bread Bill SB1086 SD1**

**To:**

**Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching**

**Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine**

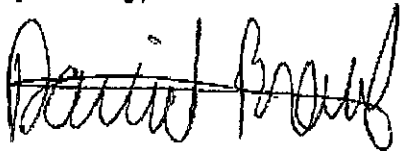
**Health Committee**

**From: David Breitha**

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

**Please HOLD SB1086 SD1.**

**Respectfully,**

A handwritten signature in black ink that reads "David Breitha". The signature is written in a cursive style with a horizontal line striking through the middle of the name.

**David Breitha**

Opposition to The Bread Bill SB1086 SD1

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee


Fm: Ronald Kaya

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

**Competition among businesses is healthy and keeps costs low.** We need to do everything possible to allow competition between businesses in Hawaii. This bill only added unnecessary regulation and hurts competition. That will drive up costs for consumers like me and my family.

**Please don't sign any legislation that will raise my prices at the grocery store and potentially harm competition in Hawaii.**

Sincerely,



Ronald Kaya

Opposition to The Bread Bill SB1086 SD1

**OPPOSE SB1086 SD1 Bread Labeling**

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

From: Aurora Matias

I am a resident of Pahoa and I'm writing because I don't think a previously frozen label would be in the consumers' best interests. A label would be confusing to customers and would make healthful food sound bad for us.

**Please don't add confusion for consumers; vote no on SB1086 SD1.**

Sincerely,



Aurora Matias

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kimberly Marcos Pine

Health Committee

From: Jody Lauro

**Frozen Bread - Oppose to SB1086 SD1**

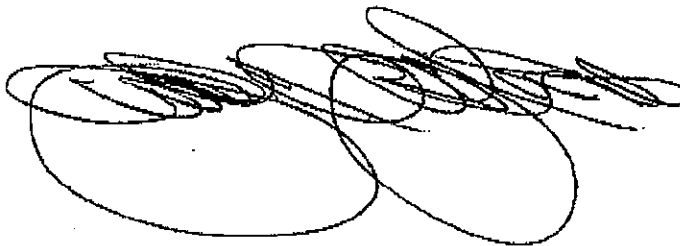
As a Hawaii consumer and live in Pahoehoe, I am writing to ask you to HOLD SB1086 SD1 when heard.

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 SB1086 SD1

Thank you for this opportunity to testify,

Jody Lauro

A handwritten signature in black ink, appearing to be 'Jody Lauro', written in a cursive style with several loops and overlapping strokes.



**Save consumers money, OPPOSE SB 1086 SD1**

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Fayc Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

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...

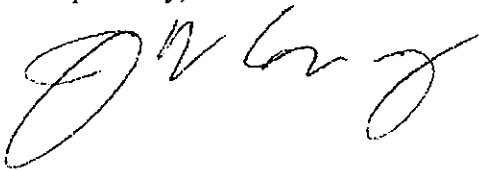
If we can't tell the difference between the hot.dog buns that have been previously frozen and those that haven't, and all meet state and federal standards, more labeling will only increase costs.

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 SD1.

HOLD SB 1086 SD1. I am a resident of Ewa Beach.

Respectfully,



**PLEASE HOLD Frozen bread labeling SB 1086 SD1**

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

From: Dan Asuao

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 SB 1086 SD1.

Respectfully submitted,



**OPPOSE SB 1086 SD1 Frozen Bread Labeling**

To:

**Health Committee**

**Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching**

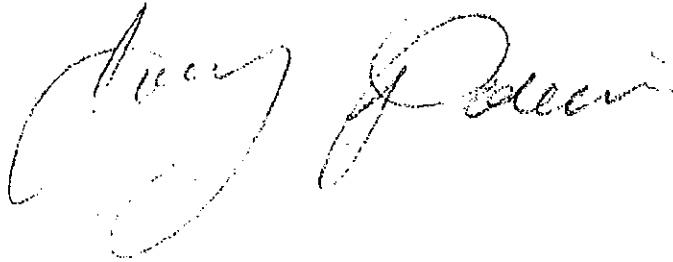
**Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kimberly Marcos Pinc**

From: **Joey Palemia**

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 SB 1086 SD1. Please VOTE NO.

Sincerely,

A handwritten signature in cursive script, appearing to read "Joey Palemia". The signature is written in black ink and is positioned below the word "Sincerely,".

## SB 1086 SD1 on Bread - OPPOSE

To:           Rep Ryan Yamane, Chair           Rep Dee Morikawa, Vice Chair  
              Rep Della Au Belatti       Rep Faye Hanohano  
              Rep Chris Lee           Rep Jo Jordan  
              Rep John Mizuno       Rep Jessica Woley  
              Rep Corinne Ching     Rep Kymberly Marcos Pine

Health Committee

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 SB 1086 SD1.

Thank you for the chance to testify,



Ben Clinger

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

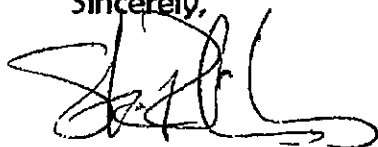
## **Opposition to SB1086 SD1**

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 SB1086 SD1.

Sincerely,



Re: SB 1086 SDI Opposition

For: Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Chung

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

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 SB 1086 SDI see the day of light. HOLD the bread bill.

Respectfully,



Duc Lu

**Frozen Bread Labeling - OPPOSE SB1086 SD1**

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

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 SB1086 SD1.

Sincerely,



Subject: OPPOSITION to Bill SB 1086 SD1 Relating to Baked Goods

To: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

From: Bryson Galon

If there's something wrong with previously frozen bread, we're in trouble. Many of our restaurants serve us previously frozen bread, and they don't have any labeling. If frozen bread is the problem, why doesn't this bill include restaurant breads?

Fortunately, freezing baked products preserves them naturally and retains nutrients.

Our own State Department of Health confirmed there is no health concern with frozen bread or bakery products.

Please spend committee time on something that could actually help the consumer, NOT SB 1086 SD1 on labels for frozen bread.

Vote NO.



Bryson Galon



To:

Health Committee

Rep Ryan Yamane, Chair  
Rep Della An Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Subject: **OPPOSE SB1086 SD1 Frozen Bread Labeling**

From: Anthony Kirk

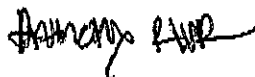
Subject: **OPPOSE SB1086 SD1 Frozen bread labeling**

As a resident of Mountain View and a voter, I ask that you vote NO on this bill.

If you aren't going to label GMO foods, why would you choose frozen sliced sandwich bread??? Frozen breads -- a process that's been **proven safe over decades, does not deserve a label.**

I respectfully ask that you HOLD SB1086 SD1.

Sincerely,



Anthony Kirk

OPPOSE SB1086 SD1 Bread Labeling

To:

Rep Ryan Yamane, Chair	Rep Dee Morikawa, Vice Chair
Rep Della Au Belatti	Rep Faye Hanohano
Rep Chris Lee	Rep Jo Jordan
Rep John Mizuno	Rep Jessica Woley
Rep Corinne Ching	Rep Kymberly Marcos Pine

Health Committee

I live in Hilo and vote in every election. It wasn't that long ago when bread prices on the Big Island were even higher and there were fewer breads to choose from. Please keep prices lower by not adding regulations we don't need.

You can help Big Island consumers by stopping SB1086 SD1.

Sincerely,



Justin Miller

**OPPOSITION to SB1086 SD1 Bread Labeling**

For Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

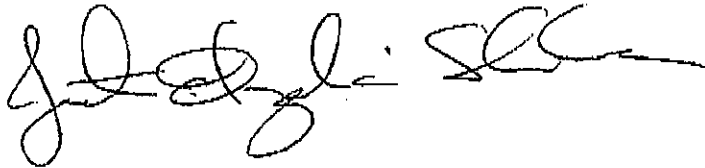
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

I live in Hilo and vote in every election. It wasn't that long ago when bread prices on the Big Island were even higher and there were fewer breads to choose from. Please keep prices lower by not adding regulations we don't need.

**You can help Big Island consumers the most by stopping SB1086 SD1.**

Sincerely,

Justin Okazaki-Shimahara

A handwritten signature in black ink, appearing to read 'Justin Okazaki-Shimahara', written in a cursive style.

**PLEASE HOLD Frozen bread labeling SB 1086 SD1**

**Rep Ryan Yamane, Chair  
Chair**

**Rep Della Au Belatti**

**Rep Chris Lee**

**Rep John Mizuno**

**Rep Corinne Ching**

**Rep Dee Morikawa, Vice**

**Rep Faye Hanohano**

**Rep Jo Jordan**

**Rep Jessica Woley**

**Rep Kymberly Marcos Pine**

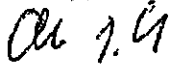
**Health Committee**

Fm: Andrew Chun

I am writing to voice my opposition to SB 1086. This bill is an example of government regulation that is not needed. Requiring previously frozen labels on bread will only increase the cost of bread at the supermarket. The Department of Health has not found any health risk with previously frozen bread, so why do we need regulation in this area? The consumer needs protection from something that is not a health risk? Are the previously frozen breads inferior in quality and taste? NO. A label on the bread would mislead the consumer into thinking the bread is not as good. Now that would definitely not be in the best interest of consumer protection.

Please do not waste valuable time on this bill, especially when there are pressing issues that the Legislature should be focusing on.

Sincerely,



Andrew Chun  
Pearl City, HI

**PLEASE STOP Frozen bread labeling SB 1086 SD1**

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Paye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kimberly Marcos Pine

Health Committee

From: Dennis Rodrigues

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 SB 1086 SD1.

Respectfully submitted,

  
Dennis Rodrigues

**Frozen Bread Labeling - OPPOSE SB 1086 SD1**

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

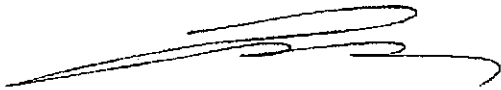
Health Committee

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 SB 1086 SD1.

Sincerely,



Terrence Kelly

Health Committee

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Fm: Chad Masumoto

Oppose to SB1086 SD1 on Bread

**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 SB1086 SD1 when it comes to your committee.

Sincerely,



Chad Masumoto

To:

Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

Fm: Benn Dyda

Subject: OPPOSE SB 1086 SD1 Frozen Bread Labeling

I'm a voter from Honolulu 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 brought these products to us!

Please vote no on SB 1086 SD1.

Sincerely,



Benn Dyda



To:

Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

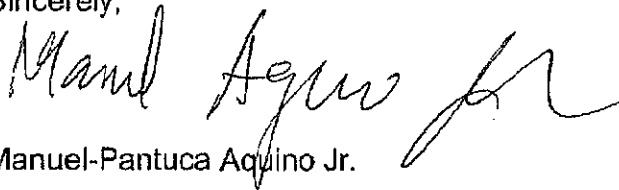
Fm: Manuel-Pantuca Aquino Jr.

Subject: OPPOSE SB 1086 SD1 Frozen Bread Labeling

I'm a voter from Honolulu 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 brought these products to us!

Please vote no on SB 1086 SD1.

Sincerely,



Manuel-Pantuca Aquino Jr.

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

**OPPOSE Unnecessary Spending, OPPOSE SB1086 SD1**

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 SB1086 SD1.

Respectfully,

*Ellen K. Irvine*

Subject: **OPPOSITION** to Bill SB 1086 SD1 Relating to Baked Goods

To: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

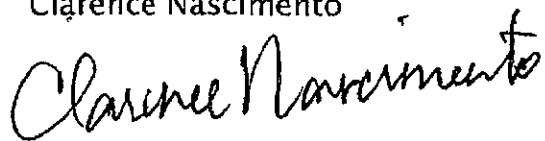
Rep Kymberly Marcos Pine

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 SB 1086 SD1.

Clarence Nascimento

A handwritten signature in black ink that reads "Clarence Nascimento". The signature is written in a cursive, flowing style.

Subject: **OPPOSITION** to Bill SB 1086 SD1 Relating to Baked Goods


To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Wolcy  
Rep Kymberly Marcos Pine

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 SB 1086 SD1.**

A handwritten signature in black ink, consisting of a large, stylized 'R' followed by a 'K' and a long horizontal flourish.

Reece Kakuda

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

## Opposition to SB1086 SD1

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 SB1086 SD1.

Sincerely,

*Warney Au Hanamaikai*

To:

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberty Marcos Pine

From: Jhony Pagala

Subject: OPPOSE SB1086 SD1 Frozen Bread Labeling

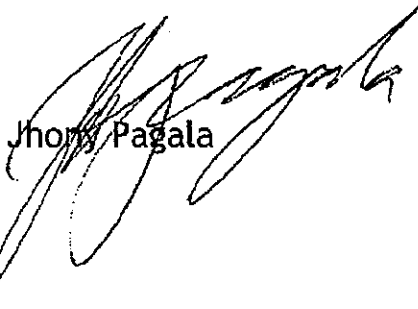
**“The bill may also seek to protect certain Hawaii food processing companies and employees against competition from certain frozen mainland food products.”**

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 SB1086 SD1.

Sincerely,



Jhony Pagala

## STOP SBI086 SDI

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

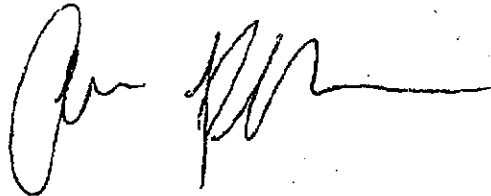
From: Alvin Pilar

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 SBI086 SDI.

Sincerely,



Re: Bill SB 1086 SD1 Relating to Baked Goods: **IN  
OPPOSITION**

To:  
Health Committee

Rep Ryan Yamane, Chair  
Vice Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa,

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

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** SB 1086 SD1

Respectfully,



Eric Shishido



To: Rep Ryan Yamane, Chair                      Rep Dee Morikawa, Vice Chair  
Rep Della Au Belatti                      Rep Faye Hanohano  
Rep Chris Lee                      Rep Jo Jordan  
Rep John Mizuno                      Rep Jessica Woley  
Rep Corinne Ching                      Rep Kymberly Marcos Pine

Health Committee

From: Kamuela Kalauli

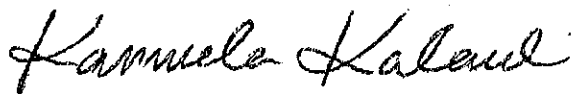
Subject: **OPPOSE SB1086 SD1 Frozen Bread Labeling**

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 SB1086 SD1.

Sincerely,



Kamuela Kalauli

**STOP SB1086 SD1**

**Health Committee**

Rep Ryan Yamane, Chair  
 Rep Della Au Belatti  
 Rep Chris Lee  
 Rep John Mizuno  
 Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
 Rep Faye Hanohano  
 Rep Jo Jordan  
 Rep Jessica Woley  
 Rep Kymberly Marcos Pine

**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 SB1086 SD1.**

**I am a resident of Pearl City.**

Sincerely,



A handwritten signature in black ink, appearing to read "Tracie Padama-Kinere". The signature is written in a cursive, flowing style.

Re: Bill SB 1086 SD1 Relating to Baked Goods: IN OPPOSITION

To:

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Timothy Young

Every consumer benefits from the cost reduction that increased competition among baked products brings. Don't put roadblocks in the way of small businesses trying to grow and provide more jobs locally. We need those jobs more than additional bread labeling.

I respectfully ask for your assistance in stopping SB 1086 SD1.

Timothy Young



To:

**Health Committee**

**Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching**

**Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine**

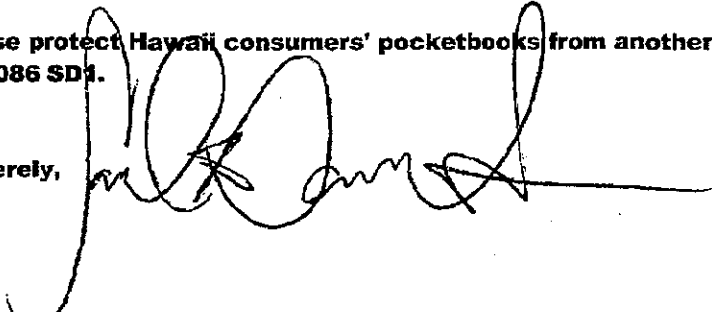
**Subject: Oppose SB 1086 SD1 Frozen Bread Labeling**

**From: Samuel Barrionuebo**

**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 SB 1086 SD1.**

Sincerely,



**Samuel Barrionuebo**

To:

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Crecinsia Lu

Subject: OPPOSE SB1086 SD1 Frozen Bread Labeling

**Our state desperately needs to conserve resources**, not spread them even thinner -- especially with no benefit to the consumer.

**Please eliminate unnecessary legislation.**

Protect consumer's food costs. **HOLD SB1086 SD1.**

Sincerely,



To: Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, ViceChair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Fm: Randy Asher


Opposed to SB1086 SD1 - Fresh and Frozen Bread Labeling

I am writing to ask you to HOLD SB1086 SD 1 when heard.

This bill is 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 the state of Hawaii.

Legislation that adds to the cost of Hawaii products is no protection for me as a consumer. HOLD SB1086 SD1.

Thank you for this opportunity to be heard,



Randy Asher

**Opposition to SB1086 SD1  
Fresh and Previously Frozen Bread**

Health Committee

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Fm: Cleo Asher

As a resident of Hawaii, the last thing I need is more regulation, especially a bill like SB1086 SD1 that has 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 SB1086 SD1.

Sincerely,



Cleo Asher

Opposition to The Bread Bill - SB1086 SD1

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Fm:

Competition among businesses is healthy and keeps costs low. We need to do everything possible to allow competition between businesses in Hawaii. This bill only added unnecessary regulation and hurts competition. That will drive up costs for consumers like me and my family.

**Please don't sign any legislation that will raise my prices at the grocery store and potentially harm competition in Hawaii. STOP SB1086 SD1.**

Sincerely,



Brandon Maeda



To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

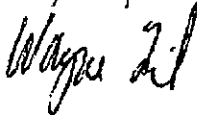
**SB 1086 SD1 on Bread - OPPOSE**

I live in Mililani and write to you today to oppose SB 1086 SD1. 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 SB 1086 SD1.

Sincerely,

Wayne Lapinid



Subject: OPPOSITION to Bill SB 1086 SD1 Relating to Baked Goods

To: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

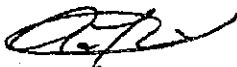
Rep Jessica Woley

Rep Kymberly Marcos Pine

From: Aaron Kalili

I would support an effort to keep harmful chemicals out of our food, but freezing baked products preserves them naturally and retains nutrients without needing additional chemicals. This is a misguided effort.

Please don't waste time on SB 1086 SD1.



Aaron Kalili



**FOUR SEASONS RESORT**  
*Maui at Wailea*

Date: March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

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

Re: Opposition to SB1086 SD1

Dear Committee on Health,

Please hold SB1086 SD1

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 SB1086.

Thank you

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

# Big Island Ohana Cafe

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

---

March 20, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

Fm: Eddie Kam  
Owner  
Big Island Ohana Cafe

Re: Opposition SB 1086 SD1

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 SB1086 SD1.

Thank you

  
Eddie Kam  
Owner  
Big Island Ohana Cafe

# BURT KAMIGAKI / OCEAN VIEW STORE

OCEAN VIEW, HAWAII

Date: March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

Fm: Burt Kamigaki  
Owner  
Ocean View Store, Ocean View, Big Island

Re: **Opposition to SB1086 SD1**

Ocean View Store in Ocean View on the Big Island opposes SB1086 SD1 for the following reasons:

We offer a wide variety of bread and baked 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 a 100% 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 in to thinking that the product was inferior.

For these reasons, we OPPOSE SB1086 SD1.

Thank you for the opportunity to testify.

Respectfully,



Burt Kamigaki  
Owner, Ocean View Store



# Waianae Store

85-863 Farrington Highway, Waianae, HI 96792

Tel: 808-696-7411

Date: March 16, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching  
Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

## Committee on Health

From: Kit Okimoto  
Waianae Store

Re: **Please OPPOSE SB1086 SD1**

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.

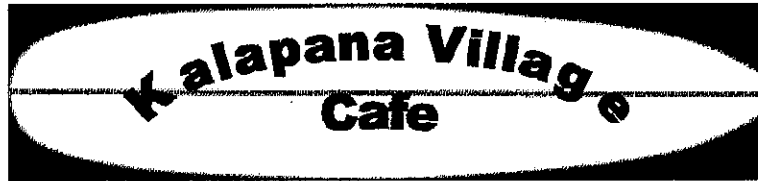
These products are provided and serviced by a local company with local employees.

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 SB1086 SD1**

Thank you for the opportunity to testify.



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

---

Date: March 18, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching

Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

Committee on Health

Fm: Michael Silva  
Owner  
Kalapana Village Cafe

Re: Opposition SB 1086 SD1

Dear Committee on Commerce and Consumer Protection,

Please vote no on SB1086 SD1. 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 SB1086 SD1.

Thank you

Michael Silva  
~~Owner~~  
~~Kalapana Village Cafe~~

Health Committee

To:           Rep Ryan Yamane, Chair                   Rep Dee Morikawa, Vice Chair  
              Rep Della Au Belatti               Rep Faye Hanohano  
              Rep Chris Lee                       Rep Jo Jordan  
              Rep John Mizuno                   Rep Jessica Woley  
              Rep Corinne Ching               Rep Kymberly Marcos Pine

Fm:           Ernantes Francis  
Subject:      Opposition to SB1086 SD1 Relating to Fresh and Previously Frozen  
              Bread

As a resident of Pepeekeo 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 SB1086.

Sincerely,

Ernantes Francis



To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

Fm: Lyle Yamashita

Subject: Opposition to SB1086 SD1 Relating to Previously frozen bread labeling

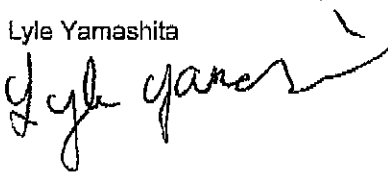
**LOVE'S BAKERY DOES FREEZE BREADS**

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 SB 1086 SD1.

With Aloha,

Lyle Yamashita

A handwritten signature in black ink, appearing to read "Lyle Yamashita", written in a cursive style.

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Joshua Pang-Ching

My name is Joshua Pang-Ching and I am a resident of Hilo. I am opposed to SB1086 SD1 (The bread bill).

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 SB 1086.

Thank you,

Joshua Pang-Ching

A handwritten signature in black ink that reads "Joshua Pang-Ching". The signature is written in a cursive, flowing style.

## SB1086 SD1 on Bread - OPPOSE

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

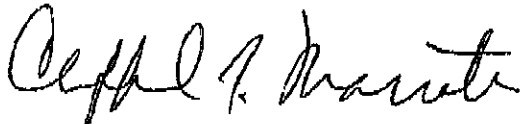
My name is Clifford Marrotte. I am a resident of Hilo. I oppose the bread bill (SB1086 SD1).

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 SB 1086.

Thank you for the chance to testify,



Clifford Marrotte

From: Conrad Cullio

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

Bread - Opposed to SB1086 SD1

As resident of Hilo, I am writing to ask you to HOLD SB1086 SD1 when heard.

**This bill is 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 Hawaii products is no protection for me as a consumer. HOLD SB1086 SD1.

Thank you for this opportunity to be heard,



Conrad Cullio

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

**SB 1086 SD1 on Bread - OPPOSE**

I live in Mililani and write to you today to oppose SB 1086 SD1. 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 SB 1086 SD1.

Sincerely,



Stephanie Quinn

## Save consumers money, OPPOSE SB1086 SD1

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

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 SB1086 SD1.

Respectfully,



To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Wolcy  
Rep Kymberly Marcos Pine  
  
Health Committee

Opposition to The Bread Bill SB 1086 SD1

From: Curtis Villamor

I oppose labeling of bread – SB 1086 SD1.

I am a resident of Mililani and a voter.

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

Please help me keep my costs down, especially during these tough economic times.  
STOP SB 1086 SD1.

Thank you,



Curtis Villamor

Subject: **OPPOSITION** to Bill SB 1086 SD1 Relating to Baked Goods

To: Health Committee  
Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Conrad Okuma

I am a Hawaii voter who would like to ask you to oppose the bread labeling bill. It provides no consumer benefit and would probably increase cost of our baked products.

Please focus on more productive legislation and HOLD SB 1086 SD1.

A handwritten signature in black ink, appearing to be 'CO', written in a cursive style.

Conrad Okuma



Health Committee

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanobano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Toby Misech

Oppose to SB1086 SD1 on Bread

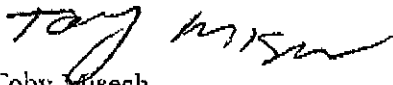
My name is Toby Misech. I am a resident of Hilo and a voter.

Why would a bill require a Previously Frozen label on only sliced sandwich style bread and not ALL BAKED GOOD PRODUCTS??? Many people know that bagels, english muffins, cookies, rolls, twinkies, cupcakes, cinnamon rolls, pita bread are also frozen.

**This bill is discriminatory as written.**

Please make our laws fair. Either require a sign for all frozen baked goods or none. Preferably, none!

Sincerely,

  
Toby Misech

## Opposition to The Bread Bill - SB1086 SD1

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kimberly Marcos Pine

Health Committee

From: Glenn Abalos

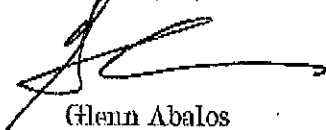
Regarding labeling of bread – SB1086 SD1

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 SB 1086.

I am a resident of Keanu.

Thank you,



Glenn Abalos

**To: Health Committee**

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Caryn Yee

**SB1086 on Bread - OPPOSE**

Dear Senators,

My name is Caryn Yee, I currently live in Kalama Valley. I STRONGLY oppose SB1086.

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!?!?

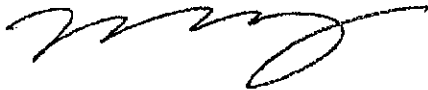
We live on an island – it's no big secret that most of our consumables are imported from the mainland or other sources. We are very fortunate now that Hawaii has a large variety of breads available – due to shipping in breads from mainland bakeries. Based on the taste, price and quality of the breads 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 SB1086. Please stop SB1086.

Sincerely,



Caryn Yee

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kyrnberly Marcos Pine

Health Committee

From: Dominic Kin Choy

**Frozen Bread - Oppose to SB1086 SD1**

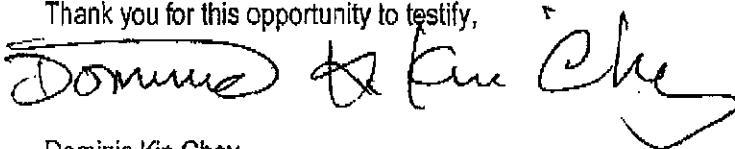
Dear Honorable Chair Baker,

As a Hawaii consumer and live in Wailuku, I am writing to ask you to HOLD SB1086 SD1 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 SB1086 SD1.

Thank you for this opportunity to testify,

A handwritten signature in black ink that reads "Dominic Kin Choy". The signature is written in a cursive style with a large, sweeping flourish at the end.

Dominic Kin Choy

**OPPOSE SB1086 SD1 Bread Labeling**

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

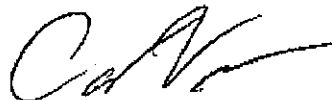
Health Committee

From: Juan Carlos Villa

I live in Maui 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 SB1086 SD1.**

Sincerely,



Juan Carlos Villa

Health Committee

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: James Delima

**Oppose to SB1086 SD1 on Bread**


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

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

From: Brad Balberdi

Subject: Opposition to SBI086 SDI 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, SBI086 SDI.

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 SBI086 SDI.

I ask that the honorable committee to hold SBI086 SDI.

Thank you,



Brad Balberdi

**OPPOSE SB1086 SD1 Bread Labeling**

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

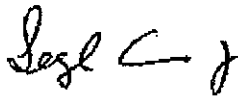
From: Segundo Jr. Asuncion

Please don't add additional regulations to my daily bread.

Unnecessary labels would only increase my costs.

Please vote no on **SB1086 SD1**.

Respectfully,



Segundo Jr. Asuncion



**The Bread bills are bad for business in Hawaii - Oppose to SB1086 SD1**

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine  
Health Committee

From: Jim Ibanez

My name is Jim Ibanez and I am a resident of Maui. I am opposed to SB1086 SD1 (The bread bill).

The bread bill is bad for small business and competition in Hawaii. If passed, the bill 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!

Please hold SB1086 SD1.

Thank you for the chance to testify,



Jim Ibanez

To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine  
  
Health Committee

**Oppose to SB SB1086 SD1, Frozen bread**

**As a Maui consumer and a resident, I am writing to urge you to VOTE NO on Senate bill SB1086 SD1 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 SB1093.

Respectfully submitted,

  
Romeo Palalay

**Create a business friendly Hawaii, STOP SB 1086 SD1**

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Health Committee

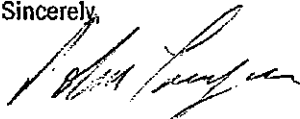
From: John Coryea

Thank you for this opportunity to testify. I am a resident of Lihue.

The best thing you can do for consumers is foster a business-friendly atmosphere for small businesses to grow and create more jobs. Adding useless labeling requirements for pre-frozen baked goods can only increase costs.

As a resident of Lihue, I ask you to save consumer's paychecks. **HOLD SB 1086 SD1.**

Sincerely,



John Coryea

Frozen Bread Labeling - OPPOSE SB 1086 SD1

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

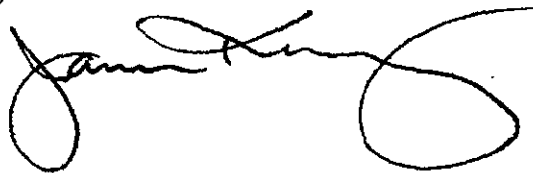
Health Committee

From: James Kong

There is nothing about pre-frozen bread to protect consumers from. It is just as healthy for us after freezing as before. All breads in our grocery stores meet federal and state standards for safety and quality. No more labeling is needed.

I respectfully ask you to hold SB 1086 SD1. I am a resident of Lihue.

With Aloha,



NO LABELS, NO SB 1086 SDI

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Health Committee


Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kimberly Marcos Pine

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 SB 1086 SDI.

I am a voter from Kapaa, Kauai.

Respectfully,  
  
Dennis I. Ohira

Health Committee

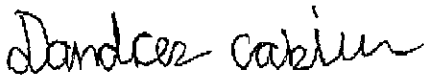
To: Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching  
Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

Fm: Dandres Cabiles  
Subject: Opposition to SB1086 SD1 Relating to Fresh and Previously Frozen Bread

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 SB1086 SD1.

Sincerely,



Dandres Cabiles

To:

Rep Ryan Yamane, Chair  
Rep Kymberly Marcos Pine  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice  
Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley

Health Committee

**OPPOSE SB 1086 SD1 Bread Labeling**

From: Braven Kight

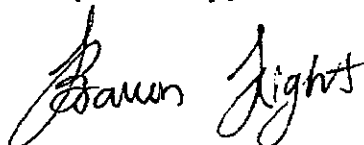
According to a Honolulu Advertiser article:

"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 SB 1086 SD1. I live in Lihue, Kauai.

Respectfully,



To:

Committee on Commerce and Consumer Protection

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

From: Randal Yamamoto

Subject: **OPPOSE SB 1086 SD1 Frozen Bread Labeling**

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 on SB 1086 SD1.

I am a resident of Hanamaulu.

Sincerely,





## OPPOSE SB1086 SD1 Frozen Bread Labeling

To:

Health Committee

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pine

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 SB1086 SD1.

Sincerely,

*Mary Grace Aragon*

Rep Ryan Yamane, Chair  
Marcos Pine  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa,  
Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly

Health Committee

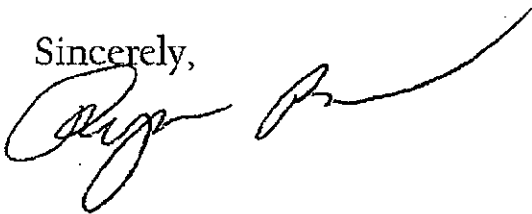
## Opposition to SB1086 SD1

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 SB1086 SD1.

Sincerely,



Re: No on Baked Goods Bill SB 1086 SD1

To:

Rep Ryan Yamane, Chair  
Rep Della Au Belatti  
Rep Chris Lee  
Rep John Mizuno  
Rep Corinne Ching

Rep Dee Morikawa, Vice Chair  
Rep Faye Hanohano  
Rep Jo Jordan  
Rep Jessica Woley  
Rep Kymberly Marcos Pinc

Health Committee

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 SB 1086 SD1.

Respectfully,

A handwritten signature in black ink, appearing to read "Dean Ortiz, Jr.", written in a cursive style.

Dean Ortiz, Jr.

Re: Bill SB 1086 SD1 Relating to Baked Goods: IN OPPOSITION

To:

Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

Rep Kymberly Marcos Pine

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 SB 1086 SD1 make it harder for good products to come to Hawaii. Vote NO.

Faustino Zulueta



Subject: OPPOSITION to Bill SB 1086 SD1 Relating to Baked Goods

To: Health Committee

Rep Ryan Yamane, Chair

Rep Della Au Belatti

Rep Chris Lee

Rep John Mizuno

Rep Corinne Ching

Rep Dee Morikawa, Vice Chair

Rep Faye Hanohano

Rep Jo Jordan

Rep Jessica Woley

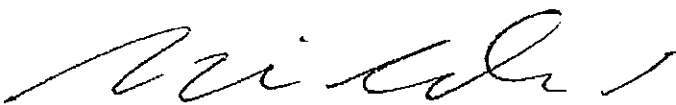
Rep Kymberly Marcos Pine

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 SB 1086 SD1.



Micah Ednilao

Linda K. Soll, R.D., M.Ed.

For hearing on SB 1086 SD 1, 9:00 a.m. March 22, 2011

To: Health Committee

Representative Ryan Yamane, Chair

Representative Della Au Belatti

Representative Chris Lee

Representative John Mizuno

Representative Corinne Ching

Representative Dee Morikawa, Vice Chair

Representative Faye Hanohano

Representative Jo Jordan

Representative Jessica Woley

Representative Kymberly Marcos Pine

I am writing as a registered dietitian and nutrition professional to offer my testimony on previously frozen bread labeling.

Freezing is used at virtually all stages of food production and distribution here in Hawaii, from restaurants, hospitals and cafeterias to grocery stores. Nutritionally, previously frozen foods retain nutrients using the time-proven, natural method of freezing that avoids the use of additional chemical preservatives.

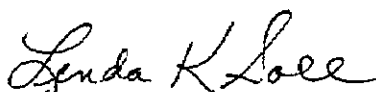
Clearly previously frozen sliced sandwich breads offer the consumer the same nutritional benefits as unsliced sandwich breads. There can be no health-related reason to single out previously frozen sliced sandwich bread for additional labeling.

Consumers do not benefit from labels on previously frozen baked goods. No other state requires this labeling which can only increase the cost of these products.

Please avoid unnecessary and costly requirements on foods that are healthy components of our diets in Hawaii.

I respectfully ask you for NO vote on SB 1086 SD 1.

Sincerely,



Linda K Soll, R.D., M.Ed.

# WATANABE BAKERY LLC

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



Date: March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

From: Kosei Watanabe  
Owner, Watanabe Bakery LLC

A handwritten signature in black ink, appearing to read 'Kosei Watanabe'.

Re: **Opposition to The Bread Bill SB1086 SD1**

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 SB1086 SD1.

Thank you very much for hearing my testimony.



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

March 20, 2011

To: Committee On Health  
Ryan Yamane - Chair

From: Max Tanaka  
Ari's Bake Shop, Aiea

### **Opposition to The Bread Bill SB 1086 SD1**

**Ari'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 SB1086 SD1.

Thank you,

Max Tanaka  
President  
Ari's Bake Shop  
Aiea





Date: March 14, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching  
Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

Committee on Health

Fm: Lloyd Fujino  
Owner Standard Bakery Keauhou, HI 96739

Subject: **Opposition to SB1086 SD1 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 cant 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 SB1086 SD1.**

**We ask that the honorable committee to hold SB1086 SD1**

Thank you for the opportunity to testify.

Lloyd Fujino  
Owner  
Standard Bakery  
Keauhou, Hawaii



Date: March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

Fm: Fresh Start Bakeries Waipahu, Hawaii

Re: Opposition to SB1086 SD1

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, Hawaii provides baked goods to restaurant chains, foodservice, grocery and retail enterprises in the islands. We distribute either fresh or frozen products in accordance to customer specifications.

Fresh Start Bakeries opposed SB1086 SD1 for the following reasons:

Freezing baked goods in 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 costs to the Hawaii Consumer.

For these reasons, Fresh Start Bakeries of Waipahu, Hawaii is opposed to SD1086 SD1. We ask that the honorable committee hold SB1086 SD1

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

William D. Robles  
Vice President, Logistics & Customer Support

SUPPORT CENTER  
145 SOUTH STATE COLLEGE BLVD. • SUITE 200 • PO BOX 9939 SACRA, CA 92822-9939 USA  
TEL: 714/256-8900 • FAX: 714/256-8916  
[www.freshstartbakeries.com](http://www.freshstartbakeries.com)

# J. Hara Store

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



Date: March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

From: Darlene Villena  
J. Hara Store  
Kurtistown, Hawaii

Re: Please OPPOSE SB1086 SD1

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 SD1.

Thank you.

# **MOUNTAIN VIEW MINI MART**

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

---

Date: March 14, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching

Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

Committee on Health

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

Re: **Opposition to The Bread Bill SB1086 SD1**

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 SB1086 SD1.

Thank you,



Kelly Rapoza  
Mountain View Mini Mart  
Mountain View, Hawaii

# Golden Coin Food Industries

1814 Colburn Street, Honolulu Hawaii 96819

---

March 15, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching

Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

## Committee on Health

From: John Uy   
President  
Golden Coin Food Industries Oahu

Re: Opposition to The Bread Bill SB1086 SD1

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 SB1086 SD1

We ask the honorable committee to HOLD SB1086 SD1

Thank you for the opportunity to testify.



A Division of  
United General Bakery, Inc.  
3655 W. Washington St.  
Phoenix, AZ 85009

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching  
Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

Committee on Health

Fm: United General Bakery, Inc. dba Upper Crust Bakery USA

Date: March 16, 2011

Subject: **Opposition to SB1086 SD1 Relating to Previously Frozen Bread Labeling**

United General Bakery dba Upper Crust Bakery USA has chosen NOT to support the current proposed legislative amendment(s) and/or Bill(s) for the State of Hawaii, **SB1086 SD1**.

After much discussion, collective research, and due diligence, Upper Crust Bakery finds these bills would unfairly discriminate against Organizations such as ours who wish to service the great State of Hawaii.

This of course would be a result of skyrocketing costs associated with the passing of these bills, thus preventing our organization from maintaining a profitable business, even market share, and cost competitive items. In the long term, it will isolate Hawaii, and the neighboring Islands from carrying items that would normally be carried. In essence, we would only be able to serve the Continental United States, and that is simply not an option for us and should not be an option for Hawaii.

We understand the need to support the local economy; however these bills will do nothing but diminish incoming business that of which tourists look for when shopping at establishments that carry items such as ours. We recognize that business can still be conducted under these new laws, however at what cost to the manufacturer? At what cost to the consumer? Inflation of goods should not be a function of Government control, but a naturally occurring function of the open market.

The amount of positive feedback our organization has received from those communities would quickly be replaced with anger, and inquiries as to where the product has gone. While we are ready to combat those if necessary, we feel this would be an unnecessary burden placed on those who live there.

Many consumers enjoy products that come from the Continental United States, and we wish to keep it this way.

**With this in mind, Upper Crust Bakery USA is opposed to SB1086 SD1.**

**We ask that the honorable committee to hold SB1086 SD1.**

Thank you for the opportunity to testify.



# Hawaiian Isle Distributors

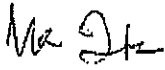
851 Eha Street, Suite C, Wailuku, Maui, Hawaii, 96793

Tel: 808.244-9019

Date: March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

From: Mark Ito   
Branch Manager  
Hawaiian Isle Distributors Maui

## Opposition to Bread Bill SB 1086 SD1

Dear Committee on Commerce and Consumer Protection,

Please hold SB1086 SD1 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 SB1086 SD1.

Thank you.

# Frankie's Cafe

Maui Style Local Food

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

Date: March 14, 2011

To: Representative Ryan Yamane, Chair Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti Representative Chris Lee  
Representative Faye P. Hanohano Representative Jo Jordan  
Representative John Mizuno Representative Jessica Wooley  
Representative Corinne Ching Representative Kymberly Marcos Pine

Committee on Health

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

Re: Opposition to SB1086 SD1

Aloha!

I am writing as a small business owner on the island of Maui to ask you to please oppose SB1086 SD1.

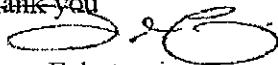
We utilize previously frozen bread and baked goods to ensure a quality product and value for our customers. We have enjoyed these types of items for years. These products keep our customers happy and keep our costs low.

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

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

Please oppose SB1086 SD1. This bill would hurt business, jobs and decrease the variety of choices for quality baked goods

Thank you

  
Dawn Fukutomi  
Frankie's Café  
Maui, Hawaii



# Kilauea General Store

Volcano Village

808.967.7555

Date: March 20, 2011

To: Representative Ryan Yamane, Chair Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti Representative Chris Lee  
Representative Faye P. Hanohano Representative Jo Jordan  
Representative John Mizuno Representative Jessica Wooley  
Representative Corinne Ching Representative Kymberly Marcos Pine

Committee on Health

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

## OPPOSITION to The Bread Bill SB1086 SD1

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 SB1086 SD1

Thank you,



Ola Tripp  
Kilauea General Store  
Volcano Village, Hawaii

# Island Catering

"Integrity In The Art of Gourmet"

Date: March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

From: Luis Fuentes  
Island Catering  
Maui, Hawaii


Re: Opposition to SB1086 SD1

I am a small business owner on the island of Maui and I would like to ask you to please oppose SB1086 SD1.

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

Please oppose SB1086 SD1. 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



## Gold Coast Baking Company

Date: March 14, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

Fm: Dan Giraud, President Gold Coast Baking Company 

Re: Opposition to SB1086 SD1 Relating to Previously Frozen Bread

Gold Coast Baking Company Opposes SB1086 SD1 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 SB1086 SD1.

We ask the honorable committee to hold SB1086 SD1.

Thank you for the opportunity to testify.



## Kahului Trucking & Storage, Inc.

Expect The Best with KT&S

Call Us! 808-877-5001

Date: March 19, 2011

To: Representative Ryan Yamane, Chair      Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti      Representative Chris Lee  
Representative Faye P. Hanohano      Representative Jo Jordan  
Representative John Mizuno      Representative Jessica Wooley  
Representative Corinne Ching      Representative Kymberly Marcos Pine

Committee on Health

From: Mel Kawano  
Kahului Trucking & Storage, Inc.

### Opposition to SB 1086 SD1

Dear Committee on Commerce and Consumer Protection,


SB1086 SD1 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 SB1086 SD1.

Thank you,

  
Mel Kawano  
Kahului Trucking and Storage, Inc.



# PUKALANI SUPERETTE

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

## Opposition to The Bread Bill SB1086 SD1

Date: March 19, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching  
Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

### Committee on Health

From: Jerry Masaki  
General Manager  
Pukalani Superette

Please oppose bill SB1086 SD1.

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.

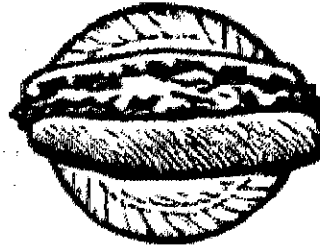
**These products are provided by a local company employing local people. This bill would hurt the company and local jobs.**

Please oppose SB1086 SD1.

Thank you

# Mr. Sub

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



Date: March 14, 2011

To: Representative Ryan Yamane, Chair    Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti    Representative Chris Lee  
Representative Faye P. Hanohano    Representative Jo Jordan  
Representative John Mizuno    Representative Jessica Wooley  
Representative Corinne Ching    Representative Kymberly Marcos Pine

Committee on Health

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



Re: OPPOSITION to SB1086 SD1

Dear Committee on Health,

Please oppose SB1086 SD1.

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 SB1086 SD1. **This bill would hurt business and jobs for local companies like mine.**

Thank you.

# Kaimomi Distributing Moloka'i

P.O. Box 8, Kaunakakai, HI 96748

Tel: 808-553-5833

Date: March 14, 2011

To: Representative Ryan Yamane, Chair Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti Representative Chris Lee  
Representative Faye P. Hanohano Representative Jo Jordan  
Representative John Mizuno Representative Jessica Wooley  
Representative Corinne Ching Representative Kymberly Marcos Pine

Committee on Health

From: Porter Hodgins  
Kaimomi Distributing, Molokai

Re: **Opposition to SB1086 SD1**

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 SB1086 SD1 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 SB1086 SD1

Thank you for the opportunity to testify.

Respectfully,



Porter Hodgins

# Hirano Store

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

Date: March 14, 2011

To: Representative Ryan Yamane, Chair    Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti    Representative Chris Lee  
Representative Faye P. Hanohano    Representative Jo Jordan  
Representative John Mizuno    Representative Jessica Wooley  
Representative Corinne Ching    Representative Kymberly Marcos Pine

Committee on Health

From: Eric Inouye  
Owner, Hirano Store, Glennwood Hawaii

## Opposition to The Bread Bill SB1086 SD1

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 SB1086 SD1.

Thank you,



Eric Inouye  
Owner  
Hirano Store  
Glennwood, Hawaii



# Lava Rock Cafe

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

February 15, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching  
Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kimberly Marcos Pine

Committee on Health

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

## Opposition to The Bread Bill SB 1086 SD1


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 costly and confusing.

Please vote NO on SB1086 SD1.

Thank you,

  
Ola Tripp  
Lava Rock Cafe  
Volcano Village, Hawaii



P.O, Box 655 ~ Naalehu, Hawaii 96772 ~ Phone 808.929.7343 ~ Fax 808.929.8214  
www.Punaluubakeship.org

Date: March 14, 2011

To: Representative Ryan Yamane, Chair Representative Dee Morikawa, Vice Chair  
Representative Della Au Belatti Representative Chris Lee  
Representative Faye P. Hanohano Representative Jo Jordan  
Representative John Mizuno Representative Jessica Wooley  
Representative Corinne Ching Representative Kymberly Marcos Pine

Committee on Health

Fm: Arnie Koss  
Managing Partner  
Punaluu Bake Shop, Naalehu, Hawaii

Re: Opposition to SB1086 SD1

Dear Committee Members:

Punaluu Bake Shop on the Big Island opposes SB1086 SD1 for the following reasons:

Over the past several years, Punaluu Bake Shop has expanded our sales of our bread products to the neighbor islands of Maui, Kauai and Oahu. 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 Naalehu while making customers happy throughout the state with our delicious product 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 Naalehu 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 Naalehu is challenging enough. We cannot afford any additional costs.**

We ask the honorable committee to HOLD SD1086 SD1.

Thank you for the opportunity to testify.



# Menehune Bottled Water Company Inc.

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



## Opposition to SB 1086 SD1

Date: March 14, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching

Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

Committee on Health

From: Broox Hoyt  
Maui General Manager  
Menehune Bottled Water

Please oppose bill SB1086 SD1.

Dear Committee,

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 SB1086 SD1.



Date: March 14, 2011

To: Representative Ryan Yamane, Chair  
Representative Della Au Belatti  
Representative Faye P. Hanohano  
Representative John Mizuno  
Representative Corinne Ching  
Representative Dee Morikawa, Vice Chair  
Representative Chris Lee  
Representative Jo Jordan  
Representative Jessica Wooley  
Representative Kymberly Marcos Pine

Committee on Health

From: Jerry Takata  
Takata Store, Hawi, Hawaii  
The Big Island

**Opposition to The Bread Bill SB 1086 SD1**

Takata Store in Hawi on the Big Island Opposes SB1086 SD1 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 a 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 SB1086 SD1.

Thank you for the opportunity to testify.

Thank you,

Jerry Takata  
Owner

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