

LATE TESTIMONY



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

HEARING Wednesday, February 23, 2011
 2:05 pm
 Conference Room 325
 State Capitol, Honolulu, Hawaii 96813

RE: **HB1545, Relating to Consumer Information**

Chair Herkes, Vice Chair Yamane, 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 HB1545, 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."

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 HB1545. 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
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A/C Warehouse Inc. Maui

300 Hukilike St. # E
Kahului, Maui, Hawaii 96732
Tel: 808-871-8615

February 14, 2011

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

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

Committee on Consumer Protection & Commerce

Re: Opposition HB 1545

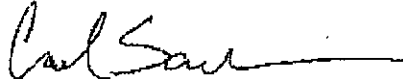
Dear Committee on Commerce and Consumer Protection,

As a business person, this bill worries me. I believe 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.

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

Please hold HB1545.

Thank you



Carl Sanahira
Manager
Air Conditioning Warehouse Inc. Maui

LATE TESTIMONY

February 23, 2011

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

FROM: Joanne Kealoha
Honolulu, HI 96816

RE: H.B. 1545

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

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

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

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

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



Randy Perreira
President

HAWAII STATE AFL-CIO

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The Twenty-Sixth Legislature, State of Hawaii
Hawaii State House of Representatives
Committee on Consumer Protection & Commerce

Testimony by
Hawaii State AFL-CIO
February 23, 2011

H.B. 1545 – RELATING TO CONSUMER INFORMATION

The Hawaii State AFL-CIO supports the purpose and intent of H.B. 1545 which requires bread products that have been baked and then frozen to be labeled "previously frozen" and prohibits bread that has been frozen to be labeled or advertised as "fresh".

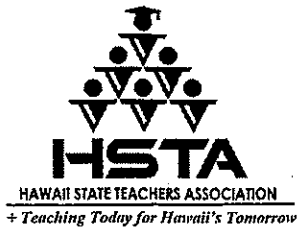
We consider this measure to be important for consumers to make informed purchasing decisions.

Thank you for the opportunity to testify.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "RPR.", is written over the typed name.

Randy Perreira
President



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Wil Okabe
President

Karolyn Mossman
Vice President

Joan Kamila Lewis
Secretary-Treasurer

Alvin Nagasako
Executive Director

**TESTIMONY BEFORE THE HOUSE COMMITTEE ON
CONSUMER PROTECTION & COMMERCE**

RE: HB 1545 – RELATING TO CONSUMER INFORMATION.

February 23, 2011

**WIL OKABE, PRESIDENT
HAWAII STATE TEACHERS ASSOCIATION**

Chair Herkes and Members of the Committee:

The Hawaii State Teachers Association supports HB1545 that requires labeling of previously frozen and thawed cooked bread before sale.

This measure would be valuable to the consumers, especially in these times when consumers have become interested and conscious of not only nutrition but when and how the food they purchase was prepared. Labeling and selling previously frozen bread as fresh baked bread is a misrepresentation of food. This bill will provide the consumers with accurate and proper labeling to make an informed decision when they buy a product.

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

Thank you for the opportunity to testify.