

NEIL ABERCROMBIE
Governor



RUSSELL S. KOKUBUN
Chairperson, Board of Agriculture

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LATE TESTIMONY

TESTIMONY OF RUSSELL S. KOKUBUN
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEES ON AGRICULTURE AND
ECONOMIC REVITALIZATION AND BUSINESS

FRIDAY, MARCH 23, 2012
10:00 A.M.
Conference Room 312

HOUSE CONCURRENT RESOLUTION 48/HOUSE RESOLUTION 27

DECLARING SUNDAYS TO BE "EAT LOCAL, BUY LOCAL" DAY IN HAWAII AND
ENCOURAGING FAMILIES, RESTAURANTS, AND GROCERS TO BUY HAWAII-
GROWN FOODS, FLOWERS AND PRODUCE

Chairpersons Tsuji, McKelvey and Choy and Members of the Committee,

Thank you for the opportunity to testify on HCR48/HR 27. The purpose of this resolution is to declare Sundays as a day to "Eat Local, Buy Local" and to encourage families, restaurants and grocers to promote Hawaii grown foods, flowers and produce. The Department of Agriculture supports the promotion and purchase of locally grown and produced agricultural products, which helps the farmers and moves Hawaii toward food sustainability. This Department supports this resolution.

The Department would like to include the "Buy Local, It Matters" message in the promotion as we have banners and posters that can be deployed to support the campaign to "Buy Local" on Sundays and to work towards the day when everyday is a day for families, restaurants and grocers to support local agricultural products

Thank you for the opportunity to testify on this measure.



Hawaii Farm Bureau
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March 23, 2012

HEARING BEFORE THE
HOUSE COMMITTEE ON AGRICULTURE
HOUSE COMMITTEE ON ECONOMIC REVITALIZATION & BUSINESS

TESTIMONY ON HCR 48/HR 27
DECLARING SUNDAYS TO BE "EAT LOCAL, BUY LOCAL" DAY IN HAWAII AND
ENCOURAGING FAMILIES, RESTAURANTS, AND GROCERS TO BUY HAWAII-
GROWN FOODS, FLOWERS, AND PRODUCE.

Room 312
10:00 AM

Chair Tsuji, Chair McKelvey, and Members of the Committees:

I am Dean Okimoto, President of the Hawaii Farm Bureau Federation (HFBF). Organized since 1948, the HFBF is comprised of 1,800 farm family members statewide, and serves as Hawaii's voice of agriculture to protect, advocate and advance the social, economic and educational interest of our diverse agricultural community.

HFBF is in strong support of HCR 48/HR 27, which designates Sundays as "Eat Local, Buy Local" Day.

The availability of locally grown agricultural products is important to our island State. The supply of locally grown products depends on consistent production from our farmers and ranchers which is reliant on purchase policies by consumers and the State. Hawaii's consumers are more aware than ever that buying local products supports Hawaii's farmers and ranchers while providing fresh and nutritious food to our residents. The State government is also a significant consumer and can play an important role in setting a policy example of consumer behavior by purchasing local.

We support initiatives such as HCR 48/HR 27 that will promote the ability of our local farmers and ranchers to remain viable so our State can achieve self-sufficiency.

Thank you for the opportunity to offer our support.

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