

Kahului Trucking & Storage, Inc.

Expect The Best with KT&S
Call Us! 808-877-5001

Date: March 30, 2011

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

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

From: Mel Kawano
Kahului Trucking & Storage, Inc.

Opposition to SB 1086 SD1 HD1


Dear Committee on Commerce and Consumer Protection,

SB1086 SD1 HD1 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 or signage for 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 HD1.

Thank you,

Mel Kawano
Kahului Trucking and Storage, Inc.

Lava Rock Cafe

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

Date: March 30, 2011

To: Representative Robert Herkes, Chair
Representative Blake Oshiro
Representative Rida Cabanilla
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Representative Angus McKelvey
Representative Joseph Souki
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Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Cliff Tsuji
Representative Barbara Marumoto

Committee On Consumer Protection

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

Opposition to The Bread Bill SB 1086 SD1 HD1

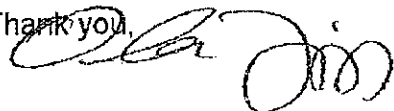
Lava Rock Café sells previously frozen baked goods because they provide a great value and quality for our customers. If these items had any issues at all, I would be crazy to use them in our own products or sell them.

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 or signage would costly and confusing.

Please vote NO on SB1086 SD1 HD1.

Thank you,



Ola Tripp
Lava Rock Cafe
Volcano Village, Hawaii



Waianae Store

85-863 Farrington Highway, Waianae, HI 96792

Tel: 808-696-7411

March 29, 2011

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

Committee on Consumer Protection & Commerce

From: Kit Okimoto
Owner
Waianae Store

Re: Please **OPPOSE SB1086 SD1 HD1**

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 or signage 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 HD1.

Thank you for the opportunity to testify.

Island Catering

"Integrity In The Art of Gourmet"

Date: March 30, 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

From: Luis Fuentes
Island Catering
Maui, Hawaii


Re: Opposition to SB1086 SD1 HD1

I am a small business owner on the island of Maui and I would like to ask you to please oppose SB1086 SD1 HD1.

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 HD1. 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



Hawaiian Isle Distributors

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


Tel: 808.244-9019

Date: March 30, 2011

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

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

Committee on Health

From: Mark Ito 
Branch Manager
Hawaiian Isle Distributors Maui

Opposition to Bread Bill SB 1086 SD1 HD1

Dear Committee on Commerce and Consumer Protection,

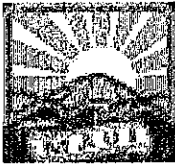
Please hold SB1086 SD1 HD1 on the grounds that this bill is anti-competitive and if made law, this bill would decrease the amount of baked good variety we now enjoy in the state and increase the price of baked goods to Hawaii consumers.

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 HD1.

Thank you.



PUKALANI SUPERETTE

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

Opposition to The Bread Bill SB1086 SD1 HD1

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 HD1.

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 HD1.

Thank you



P.O, Box 655 ~ Naalehu, Hawaii 96772 ~ Phone 808.929.7343 ~ Fax 808.929.8214
www.Punaluubakeship.org

Date: March 29, 2011

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

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

Fm: Arnie Koss
Managing Partner
Punaluu Bake Shop, Naalehu, Hawaii

Re: Opposition to SB1086 SD1 HD1

Dear Committee Members:

Punaluu Bake Shop on the Big Island opposes SB1086 SD1 HD1 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 or signage 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 HD1.

Thank you for the opportunity to testify.



FOUR SEASONS RESORT

Maui at Wailea

Date: March 30, 2011

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

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

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

Re: Opposition to SB1086 SD1 HD1

Dear Committee on Consumer Protection,

Please hold SB1086 SD1 HD1

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 HD1.

Thank you

TEL: (808) 874-8000

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



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

March 30, 2011

To: Committee On Consumer Protection
Representative Herkes, Chair
Representative Yamane - Vice Chair

From: Max Tanaka
Ani's Bake Shop, Aiea

Opposition to The Bread Bill SB 1086 SD1 HD1

Ani's Bake Shop is a longtime Oahu small business. We were able to expand our business and hire new employees by servicing the neighbor islands through a frozen/thaw/serve program.

As a result of our frozen program, we have many happy neighbor island customers!

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

Please vote NO on SB1086 SD1.

Thank you

WATANABE BAKERY LLC

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



Date: March 28, 2011

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

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

Committee On Consumer Protection

From: Kosei Watanabe
Owner, Watanabe Bakery LLC

A handwritten signature in black ink, appearing to read 'Kosei Watanabe', is written over the printed name.

Re: **Opposition to The Bread Bill SB1086 SD1 HD1**

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 HD1.

Thank you very much for hearing my testimony.

Golden Coin Food Industries

1814 Colburn Street, Honolulu Hawaii 96819

March 30, 2011

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

Committee on Consumer Protection & Commerce

From: John Uy 
President
Golden Coin Food Industries Oahu

Re: Opposition to The Bread Bill SB1086 SD1 HD1

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 HD1

We ask the honorable committee to HOLD SB1086 SD1 HD1

Thank you for the opportunity to testify.

Kaimomi Distributing Moloka'i

P.O. Box 8, Kaunakakai, HI 96748

Tel: 808-553-5833

Date: March 30, 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

From: Porter Hodgins
Kaimomi Distributing, Molokai

Re: **Opposition to SB1086 SD1 HD1**

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.

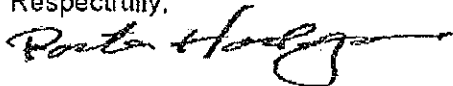
Kaimomi Distributing on Molokai opposes SB1086 SD1 HD1 for the following reasons:

- 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 signage 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 HD1

Thank you for the opportunity to testify.

Respectfully,



Porter Hodgins



Gold Coast Baking Company

Date: March 30, 2011

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

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

Fm: Dan Giraud, President Gold Coast Baking Company

Re: Opposition to SB1086 SD1 HD1 Relating to Previously Frozen Bread

Gold Coast Baking Company Opposes SB1086 SD1 HD1 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 HD1.

We ask the honorable committee to hold SB1086 SD1 HD1.

Thank you for the opportunity to testify.



Date: March 30, 2011

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

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

Fm: Fresh Start Bakeries Waipahu, Hawaii

Re: Opposition to SB1086 SD1 HD1

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 HD1 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 HD1. We ask that the honorable committee hold SB1086 SD1 HD1.

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

William D. Robles

SUPPORT CENTER

145 SOUTH STATE COLLEGE BLVD. • SUITE 200 • PO BOX 9939 BREW, CA 92822-0939 USA
TEL: 714/256-8900 • FAX: 714/256-8916
www.freshstartbakeries.com

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

Committee on Consumer Protection & Commerce

Fm: Lyle Yamashita

Subject: Opposition to SB1086 SD1 HD1 Relating to Previously frozen bread labeling

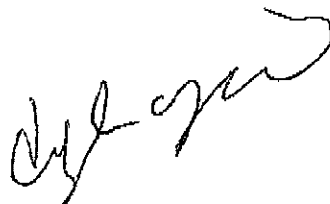
LOVE'S BAKERY DOES FREEZE BREADS

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 SB1086 SD1 HD1.

With Aloha,

Lyle Yamashita





Date: March 29, 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
Committee on Consumer Protection

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

Fm: Lloyd Fujino
Owner Standard Bakery Keauhou, HI 96739

Subject: **Opposition to SB1086 SD1 HD1 Relating to Previously Frozen Bread Signage**

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 or signage, 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 HD1.

We ask that the honorable committee to hold SB1086 SD1 HD1

Thank you for the opportunity to testify.

Lloyd Fujino
Owner
Standard Bakery
Keauhou, Hawaii

OPPOSE SB1086 SD1 HD1 Bread labeling

To:

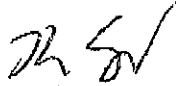
Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on CPC

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 types of bread 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,



Kevin Soong

OPPOSITION to SB1086 SD1 HD1 Bread labeling

For Committee on CPC

Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

I live in Pahoa 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 types of bread 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 HD1.

Sincerely,

A handwritten signature in black ink, appearing to read "Ernantes Francis", with a long horizontal stroke extending to the right.

Ernantes Francis

For:

Committee on Consumer Protection & Commerce

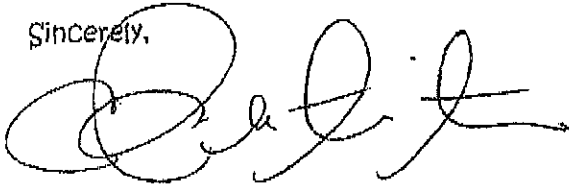
Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

RE: NO on SB1086 SD1 HD1 Frozen bread labeling

As a voter from _____ I respectfully request that you stop the frozen bread labeling bill. No other state requires such special labeling for previously frozen sliced sandwich bread.

Please vote no on SB1086 SD1 HD1.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mariann Bautista', with a large, stylized initial 'M'.

Mariann Bautista

Kilauea General Store

Volcano Village

Date: March 30, 2011

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

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

OPPOSITION to The Bread Bill SB1086 SD1 HD1

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.

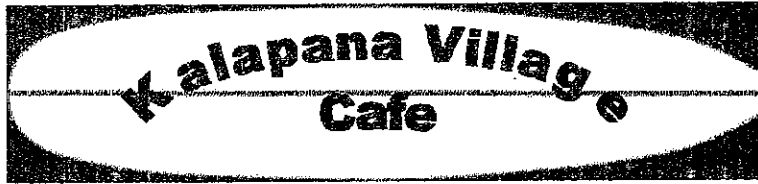
Additional labeling or signage would be misleading and discourage competition and selection.

Please vote NO on SB1086 SD1 HD1

Thank you,



Ola Tripp
Kilauea General Store
Volcano Village, Hawaii



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

Date: March 30, 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

Fm: Michael Silva
Owner
Kalapana Village Cafe

Re: Opposition SB 1086 SD1 HD1

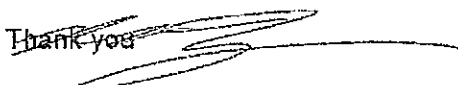
Dear Committee on Commerce and Consumer Protection,

Please vote no on SB1086 SD1 HD1. 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 HD1.

Thank you


Michael Silva
Owner
Kalapana Village Cafe



Menehune Bottled Water Company Inc.

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



Opposition to SB 1086 SD1 HD1

Date: March 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
Committee on Consumer Protection

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

From: Broox Hoyt
Maui General Manager
Menehune Bottled Water

Please oppose bill SB1086 SD1 HD1.

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 HD1.

Mr. Sub

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



Date: March 30, 2011

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

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

Committee On Consumer Protection

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



Re: OPPOSITION to SB1086 SD1 HD1

Dear Committee on Consumer Protection,

Please oppose SB1086 SD1 HD1.

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 HD1. **This bill would hurt business and jobs for local companies like mine.**

Thank you.



Date: March 29, 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
Committee on Consumer Protection

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

From: Jerry Takata
Takata Store, Hawi, Hawaii
The Big Island

Opposition to The Bread Bill SB 1086 SD1 HD1

Takata Store in Hawi on the Big Island Opposes SB1086 SD1 HD1 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 or signage would mislead the consumer into thinking that the product was inferior.

For these reasons, we oppose SB1086 SD1 HD1.

Thank you for the opportunity to testify.

Thank you,


Jerry Takata
Owner
Takata Store

**54-3627 AKONI PULE HWY, PO BOX 159 HAWI, HI 96719
(808) 889-5261**



A Division of
United General Bakery, Inc.
3655 W. Washington St.
Phoenix, AZ 85009

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

Committee on Consumer Protection

Fm: United General Bakery, Inc. dba Upper Crust Bakery USA

Date: March 29, 2011

Subject: **Opposition to SB1086 SD1 HD1 Relating to Previously Frozen Bread Labeling and Signage**

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 HD1**.

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 HD1.

We ask that the honorable committee to hold SB1086 SD1 HD1.

Thank you for the opportunity to testify.



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 30, 2011

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

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

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

Re: Opposition to SB1086 SD1 HD1

Aloha!

I am writing as a small business owner on the island of Maui to ask you to please oppose SB1086 SD1 HD1.

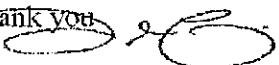
We utilize previously frozen bread and baked goods to ensure a quality product and value for our customers. We have enjoyed these types of items for years. These products keep our customers happy and keep our costs low.

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 HD1. 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

Hirano Store

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

Date: March 30, 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

From: Eric Inouye
Owner, Hirano Store, Glennwood Hawaii

Opposition to The Bread Bill SB1086 SD1 HD1

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 signage 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 HD1.

Thank you,



Eric Inouye
Owner
Hirano Store
Glennwood, Hawaii

J. Hara Store

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



Date: March 30, 2011

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

Committee on Consumer Protection

From: Darlene Villena
J. Hara Store
Kurtistown, Hawaii

Re: Please OPPOSE SB1086 SD1 HD1

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 HD1.

Thank you.

Big Island Ohana Cafe

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

Date: March 30, 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

Fm: Eddie Kam
Owner
Big Island Ohana Cafe

Re: **Opposition SB 1086 SD1 HD1**


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 HD1.

Thank you

Eddie Kam
Owner
Big Island Ohana Cafe

Mountain View Mini Mart

P.O. Box 208
Mountain view, Hi 96771

Date: March 30, 2011

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

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

Committee On Consumer Protection

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

Re: Opposition to The Bread Bill SB1086 SD1 HD1

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 or signage, 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 HD1.

Thank you,



Kelly Rapoza
Mountain View Mini Mart
Mountain View, Hawaii



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

HEARING Monday, April 4, 2011
 2:00 pm
 Conference Room 325
 State Capitol, Honolulu, Hawaii 96813

RE: **SB1086, SD1, HD1, 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 SB1086, SD1, HD1, which requires grocers and wholesale clubs to identify baked goods that have been previously frozen.

As with other products for human consumption, bread making and handling procedures must conform to federal standards to ensure safety and quality. Previously frozen baked products pose no threat to consumers' health.

Requiring a retailer to document, create and post additional signage identifying all these baked products is yet another costly hurdle for business. In this challenging economy, government should not be forcing higher expenses and unnecessary mandates on employers, but should be facilitating growth and job creation.

We urge you to hold SB1086, SD1, HD1. 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

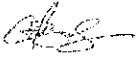


April 1, 2011

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

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

Committee on Consumer Protection

Fm: Chad Buck 
Owner
Hawaii Foodservice Alliance LLC

Re: Comments on SB1086 SD1 HD1

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



While we believe that the signage itself is not necessary, as no state in the nation requires signage or labels for previously frozen baked goods. However, if it is determined that notification is necessary, we support signage as the best manner of informing consumers at the point of purchase of any and all bakery products that have been previously frozen.

We support HD1 language and signage because:

- **Signage lowers the cost of notification for the bakeries that are creating local jobs.**
- **All baked goods that are previously frozen are included to ensure consumers are notified on all items appropriately.**
- **Signage helps lower the cost of implementation so the consumer doesn't suffer from higher costs of bakery products.**

House Draft 1 greatly decreases the negative economic impact and loss of jobs that the original Senate draft would cause for Hawaii businesses and all of the local bakeries who have expanded their workforces through industry standard frozen programs.

Thank you for allowing us to testify on this important matter.

LOCAL
BUSINESSES AND BAKERIES
OPPOSED TO
SB1086 SD1 HD1

• **OPPOSED by LOCAL bakeries including:**

- Ani's Bake Shop (Halawa)
- Punaluu Bakery (Naalehu)
- Fresh Start Bakeries (Waipahu)
- Golden Coin Foods (Honolulu)
- Standard Bakery (Kona) and
- Watanabe Bakery (Honolulu)

- These local bakeries have hired employees and expanded their programs to statewide markets by freezing their products to maintain freshness during transportation throughout the islands

• **OPPOSED by many LOCAL grocers and businesses including:**

Big Island:

- Kalapana Village Store
- Lava Rock Café
- Hirano Store
- Kilauea General Store
- Mountain View General Store
- Ocean View General Store
- Standard Bakery Keauhou
- Punaluu Bakery Naalehu
- Takata Store

Maui

- Pukalani Superette
- Island Catering
- Hawaiian Isle Distributor
- Menehune Bottled Water Maui
- Mr. Sub

Oahu:

- Watanabe Bakery
- Ani's Bakery
- Waianae Store
- Golden Coin
- Times Supermarkets
- Safeway Stores Inc.

Molokai:

- Kaimomi Distribution

SB1086 SD1 HD1
(frozen baked goods)
Questions and Answers

Why did the Hawaii State Department of Health OPPOSE this bill?

According to testimony, the Hawaii DOH opposed this bill because there was no health reason for labeling. The Department of Health also stated that tasking them with enforcing a NON-HEALTH issue (like previously frozen baked goods) would take away their time to investigate and prevent real health problems for Hawaii's citizens.

Could this bill kill local jobs?

Yes, the only products that have special "previously frozen" labels or signage now are items that are required to for health reasons, i.e. fish. A special notification on baked goods would be seen as a warning as if it was for a health reason when there are NO health reasons to label previously frozen baked goods. Lower sales equal fewer jobs for local bakeries, local distributors, local grocers and local retailers utilizing frozen programs to expand their sales.

Should the consumer know if a product has been previously frozen?

With freezing being an industry standard across the nation, no state considers a law regarding labeling as necessary. However, if Hawaii does pass a law, then ALL baked goods should be covered. A sign in the primary location where the product is sold stating the brands of ALL bakery items that have been previously frozen would be a low cost way to display the information while informing consumers.

Are local bakeries growing or in decline?

Several local bakeries have expanded their production over the years through frozen and thaw programs. These programs have allowed local bakeries to expand from their island location to service all islands. According to Hawaii Business Magazine's Top 250, Loves revenue grew from \$37M in 2002 to \$56M in 2010. The business has certainly been spread around to several bakeries rather than one bakery controlling 100%. Local bakeries seem to be growing and most are benefiting through greater distribution via frozen programs.

Testimony Highlights Against SB1086

"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."

Mountain View Mini Mart, Mountain View, Hawaii

"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."

J. Hara Store, Glenview, Big Island

"These products keep our customers happy and keep our costs low"

Frankie's Café, Maui, Hawaii

"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."

Fresh Start Bakeries Waipahu, Hawaii

"Requiring labeling or signage in stores would confuse consumers in to thinking that these products were not as good other products."

Kalapana Village Café, Kalapana, Big Island

"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."

Kilauea General Store, Big Island

"These products have provided variety and many healthy versions of bakery products that would otherwise not be available to our customers."

Pukalani Superette, Pukalani, Maui,, 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."

Punaluu Bake Shop, Naalehu, Hawaii

"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."

Watanabe Bakery, Honolulu, Hawaii

Testimony Highlights Against SB1086

(continued)

"From a health standpoint, we do not see a need to label thawed baked goods such as breads, cookies and pies, or to label dehydrated products". "The bill may also seek to protect certain Hawaii food processing companies against competition"

Chiyoine Fukino, MD. Hawaii State Department of Health, March 16, 2005 Testimony

"Kaimomi Distributors services the remote island of Molokai. Our customers have enjoyed these products for the past decade and have greatly appreciated the variety and pricing— Freight and handling to Molokai are already challenging, we cannot afford any additional unnecessary costs"

Kaimomi Distribution, MOLOKAI

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 operations and our labor force".

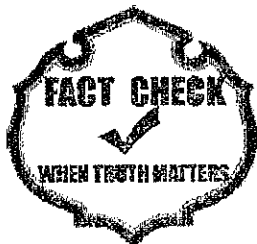
Golden Coin Foods, Honolulu, Hawaii

"Anis' Bakeshop is a longtime Oahu small business. We were able to expand our business by servicing the neighbor islands through a thaw and serve program. As a result of this 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"

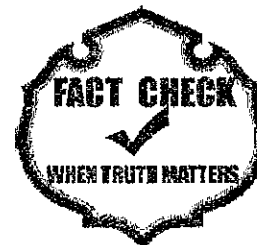
Anis Bakeshop Aiea, Hawaii

"After careful due diligence and research, Kings Hawaiian decided that the best way to ensure the highest quality product and value for the Hawaii consumers with our family of brands, was to produce these products at our state of the art facilities on the west coast and ship them frozen to Hawaii under a thaw and serve program".

Kings Hawaiian 2005 Testimony



S.B. 1086, SD1, HD1
"Previously Frozen Bread"



MYTHS and FACTS

At two hearings this session, one in Senate Consumer Protection and the other in House Health, several statements were made that are inaccurate. We hope the following helps to dispell the "Myths" and give you the "Facts."

Myth: S.B. 1086 is designe

Fact: The bill is intende
decision about... that is;
consumers... that all
bread products... was
level playing field

BEFORE HD1, SB1086 SD1 EXCLUDED NOTIFICATION FOR MANY BAKERY ITEMS, I.E. BAGELS, ENGLISH MUFFINS, PASTRIES ETC... ACCORDING TO MULTIPLE TESTIMONIES, HEA SUPPORTS SIGNAGE FOR ALL BAKERY ITEMS SO CONSUMERS ARE INFORMED ON ALL ITEMS.

* * * * *

Myth: Requiring a "previously frozen" label would "mislead consumers to think that these products are of lesser quality or worse, if

Fact: To not... the co
baker... already is fres

FALSE!

ACCORDING TO TESTIMONY, THE HAWAII DEPARTMENT OF HEALTH IS OPPOSED TO THIS BILL BECAUSE "THERE IS NO HEALTH REASON TO LABEL BAKED GOODS AS PREVIOUSLY FROZEN." FISH YES, CHICKEN YES... FOR HEALTH REASONS... LABELING BAKED GOODS WOULD BE CONSTRUED AS FOR A HEALTH REASON WHEN THERE IS NONE.

Myth: The bill will "kill jobs."

Fact: At the House Hea
and gave oral testimony th
lost... didn't sa
many... 10 employes
field. Although HFA maj
"previously frozen"?

FALSE!

THIS BILL IS OPPOSED BY MANY LOCAL BAKERIES, GROCERS, AND DISTRIBUTORS WHO BELIEVE THIS BILL WILL INCREASE LABOR AND EXPENSE BUT ARE MOSTLY CONCERNED ABOUT THE LOSS IN SALES DUE TO A PERCEIVED WARNING ON BAKED GOODS THAT IS. LOWER SALES = UNEMPLOYMENT

* * * * *

Myth: Love's Bakery does not need protection from HFA because it made \$19 million from 2002 to 2010.

Fact: The... on over an
Bakery... pay for supplies
equipment, pay for utilities, etc
over an 8-year period, is a gross

FALSE!

ACCORDING TO HAWAII BUSINESS MAGAZINE'S 2010 TOP 250, FROM 2002 TO 2010, LOVES ANNUAL REVENUE GREW FROM \$37M TO \$56M (A GAIN OF \$19,000,000) LOVES HAS CONTINUED TO REALIZE SIGNIFICANT GROWTH DURING THE EXACT SAME PERIOD THEY ARE COMPLAINING ABOUT COMPETITION



* * * * *

Myth: Love's Bakery is a huge employer. HFA is the little guy.

Fact: Love's Bakery has been in business for two years. In 2008, Daiichiya Bakery and its owners decided to pool their resources and decided to pool their resources. Love's Bakery employees for years and e

[FALSE]

FALSE!
ACCORDING TO HAWAII BUSINESS MAGAZINE'S 2010 TOP 250, LOVES BAKERY'S REVENUE FOR 2010 = \$56,000,000. HFA'S REVENUE FOR 2010 WAS \$34,000,000.

been in place close down the bakery, but the with Love's

HFA started off as a small company. At the time, Love's Bakery and HFA were the only people in Hawaii. When HFA entered the market, it seized up the market and has increased market share in the state. HFA has increased market share in the state with 9.5 million loaves of bread compared with

[TRIPLED]

ACCORDING TO THE HONOLULU ADVERTISER, HFA ENTERED THE MARKET AND DECREASED THE PRICE OF BAKED GOODS FOR THE HAWAII CONSUMER AND ADDED VARIETY

1/10

HFA distributes bread baked on Maui, Oahu, and the Big Island, with facilities in Waipahoehoe, Hilo, and Kaneohe. Since the launch of HFA in 2006, it has grown to include Sara Lee in 2010, and is now serving 15,000 employees.

[MISLEADING]

HFA ALSO DISTRIBUTES FROZEN BAKERY PROGRAMS FOR LOCAL BAKERIES INCLUDING: ANI'S, FRESH START, MAUNA KEA, GOLDEN COIN, PUNALUU AND WATANABE BAKERIES.

nd of B

* * * * *

Myth: The cost to label previously frozen bread will be "hundreds of thousands of dollars," according to Chad Buck of HFA.

Fact: If the cost of labeling is \$100,000, it's a small cost. HFA can absorb the cost.

[FALSE]

SMALL LOCAL BAKERIES WOULD HAVE TO PURCHASE AND MAINTAIN TWO DIFFERENT INVENTORIES OF BAGS FOR EACH ITEM THEY PRODUCE COSTING EVERY LOCAL BAKERY MORE MONEY, TIME, AND LABOR. NO SMALL BUSINESS CAN ABSORB THESE ADDITIONAL EXPENSES IN THIS BUSINESS ENVIRONMENT, ESPECIALLY WHEN THE LOCAL BAKERIES ARE FOLLOWING INDUSTRY STANDARDS IN FREEZING BAKED GOODS TO MAINTAIN FRESHNESS.

Myth: Requiring the labeling of previously frozen bread would "restrain interstate commerce" and "conflict with federal law."

Fact: The requirement to label frozen bread will increase the price per loaf. Consumers will prefer fresh bread.

[FALSE]

MAINLAND BAKERIES SHIP BETWEEN STATES VIA FROZEN PROGRAMS ACROSS THE NATION FOR MANY YEARS WITH NO REQUIREMENTS TO LABEL DIFFERENTLY SINCE FREEZING IS THE INDUSTRY STANDARD TO PRESERVE FRESHNESS AND KEEP COSTS LOW DURING TRANSPORTATION. HAVING TO INCUR ADDITIONAL COSTS FOR PACKAGING OR LABELS ONLY FOR HAWAII WOULD BE CONSIDERED A TARIFF FOR INTERSTATE GOODS, THEREBY RESTRAINING INTERSTATE COMMERCE. OVER 100 VARIETIES OF BRANDS AND PRODUCTS FOR HAWAII CONSUMERS WOULD NO LONGER BE AVAILABLE FOR THE HAWAII CONSUMER IF MAINLAND BAKERS DISCONTINUED SERVICING HAWAII DUE TO THIS REQUIREMENT



March 29, 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

Re: Opposition SB1086 SD1 HD1

Chair Herkes,

We appreciate the opportunity to submit our testimony and express our opposition to proposed legislation effecting “fresh and frozen labeling” (SB1086 SD1 HD1).

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,

Robert Gutierrez
Times Supermarket
Government Affairs Department.

BURT KAMIGAKI / OCEAN VIEW STORE

OCEAN VIEW, HAWAII

Date: March 30, 2011

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

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

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

Re: **Opposition to SB1086 SD1 HD1**

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

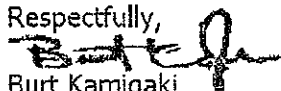
We offer a wide variety of bread and baked products that have been previously frozen and thawed. Our customers enjoy these products and value the variety and pricing that we are able to offer them.

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 or signage would mislead the consumer in to thinking that the product was inferior.

For these reasons, we OPPOSE SB1086 SD1 HD1.

Thank you for the opportunity to testify.

Respectfully,



Burt Kamigaki
Owner, Ocean View Store

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

For hearing on SB 1086 SD 1 HD 1, 2:00 p.m. Monday, April 4, 2011, room 325

To: Consumer Protection and Commerce Committee

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

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

opposed

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

Nutritionally, previously frozen foods retain nutrients using the time-proven, natural method of freezing that avoids the use of additional chemical preservatives. If you believe the consumer needs to be told which baked products have been previously frozen, please lessen the economic burden on the consumer's budget by using grocery signs instead of more costly package labels, and apply this to ALL baked products. There can be no consumer- or health-related reason to single out previously frozen sliced sandwich bread for additional labeling.

Please avoid costly, Hawaii-only labeling on foods that are healthy components of our diets here.

Sincerely,

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

Committee on Consumer Protection & Commerce

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

Fm: Chad Masumoto

SB1086 SD1 HD1 on Bread

As a resident of Mililani and a Hawaii consumer, I think the bread bill is unnecessary.

The house draft 1 language addresses many of the concerns of consumers, but keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft 1 was unfair and discriminatory and I would not support that bill.

Sincerely,



Chad Masumoto

Subject: SB1086 SD1 HD1 Bread Labeling

To: Committee on CPC

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

From Clarence Souza

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

I am a resident of Waipahu.

Please protect us from non-essential legislation that clogs our system. STOP SB1086 SD1 HD1.

With aloha,

A handwritten signature in cursive script that reads "Clarence Souza". The signature is written in black ink and is positioned above the printed name.

Clarence Souza

To:

Committee on Consumer Protection & Commerce

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

Subject: SB1086 SD1 HD1 Frozen bread labeling

From: Benn Dyda

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

I am a voter from Makiki.

Sincerely,



To:

Committee on Consumer Protection & Commerce

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


Subject: **SB 1086 SD1 HD1**

From: Molly Washburn

opposed

It is no secret that many businesses are suffering during these hard times and are looking for ways to make more money. I'm sure Love's is one of those businesses as well. But targeting one of their main competitors by trying to get useless legislation passed that MAY give them an advantage in the marketplace is not the way to do it! The fact remains that out of all the numerous "health risks" out there, that previously frozen bread is not one of them. It makes ZERO difference. Most Hawaii residents already know that Love's bakes their bread here, and many of the other loaves on the shelf are imported. Putting greater expense and regulation on already over-burdened local businesses hurts all of us in the end through even higher prices for basic foods like bread. Thank you for your time and attention.

Sincerely,



Molly Washburn

To:

Committee on Consumer Protection & Commerce

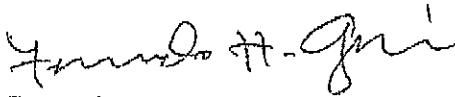
Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Subject: OPPOSE SB1086 SD1 HD1 Frozen bread labeling

I am a resident of ⁷₀ 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 HD1**.

Respectfully,



Fernando Garcia

The Bread bills are bad for business in Hawaii - SB1086 SD1 HD1

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

From: Caroline Kajiwara

My name is Caroline Kajiwara and I am a resident of Mililani.

o mposed

The Health Department and even the supporters of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels.

Sincerely,



Caroline Kajiwara

To:

Committee on Consumer Protection & Commerce

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

Subject: SB 1086 SD1 HD1

From: Travis Tonini

OPPOSED

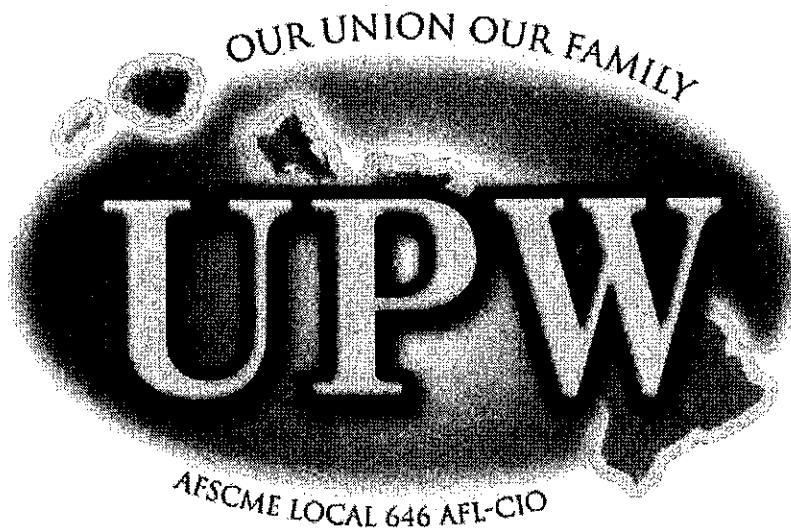
We don't need any more legislation regulating products that aren't a health concern. We are still experiencing one of the greatest depressions in history directly linked to government intervention in our "free" markets. These types of policies only lead to higher prices and more expenses for the end consumer since this inhibits competition. Let's learn from our mistakes and allow the economy to function as it was meant to, without any restrictions.

Laissez faire et laissez passer, le monde va de lui même!
("Leave it alone and let pass, the world goes on by itself!")

Sincerely,



Travis Tonini



**Twenty-Sixth Legislature, State of Hawaii
HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE
Hearing Date: April 4, 2011**

Testimony By United Public Workers

Re: SB 1086, SD1, HD1 – RELATING TO CONSUMER INFORMATION

My name is Dayton M. Nakanelua and I am the State Director of the United Public Workers, AFSCME, Local 646, AFL-CIO. The UPW is the exclusive bargaining representative for public employees in bargaining Unit 1 blue collar non-supervisory and Unit 10 institutional, health and correctional facilities.

The United Public Workers support S.B. 1086, SD1, HD1 which proposes that baked goods shall not be represented, advertised, labeled, or marketed using the term "fresh" or "fresh bread" unless the baked goods have never been frozen prior to retail sale to the consumer.

Thank you for the opportunity to testify in support of S.B. 1086, SD1, HD1.

SB 1086 SD1 HD1

Committee on Consumer Protection & Commerce

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

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

From: James Kong

With thanks to Rep. Yamane, SB1086SD1HD1 now applies uniformly to all baked goods. It also keeps the cost to implement as low as possible by using signs to inform consumers instead of requiring a label on every baked product. I can support the House Draft 1 language, but still say that the whole bill is unnecessary.

I am a resident of Lihue.

With Aloha,


 James Kong

To:

Committee on Consumer Protection & Commerce

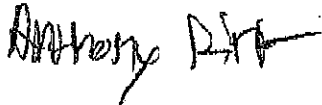
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair

From: Anthony Kirk

Subject: SB1086 SD1 HD1 Frozen bread labeling

I do not believe that there is any advantage to consumers in telling them which baked goods have been previously frozen. LOTS of our food in Hawaii has been previously frozen without needing special signs or labels. But I appreciate that SB 1086 SD1 HD1 does give all baked goods equal standing by eliminating the sliced bread discrimination. I don't support the Senate Draft 1, but would support the House Draft 1 if the legislature feels a bill is necessary.

Sincerely,

A handwritten signature in black ink that reads "Anthony Kirk". The signature is written in a cursive style with a horizontal line extending to the right.

Anthony Kirk

The Bread bill is bad for business in Hawaii SB1086 SD1 HD1

To: Committee on CPC

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

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


From: Jim Ibanez

My name is Jim Ibanez and I am a resident of Maui. I feel that SB1086 SD1 HD1 is unnecessary.

SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill.

Thank you for the chance to testify,



Jim Ibanez

Freeze the language on SB 1086 SD1 HD1

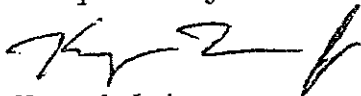
Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on CPC

From: Kennedy Luis

SB 1086 SD 1 HD 1 has moved in the right direction. If you feel there is any need for some notification when baked goods have been previously frozen, then HD 1 is fair in applying to all baked goods. It also minimizes the consumer cost by using signs in stores instead of labels. House Draft 1 is the only version of the bill that I would possibly support.

I am a resident of Lihue.

Respectfully submitted,



Kennedy Luis

From: Conrad Cullio

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

Committee on Consumer Protection & Commerce

Bread - SB1086 SDI HDI

Dear Honorable Chair Herkes,

As resident of Hilo.

SB1086 SDI HDI is not needed. The language in HDI is much better than the language in SDI, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HDI is better than the first two versions of the bill. I would support House Draft 1 only

Thank you for this opportunity to be heard.



Conrad Cullio

SB1086 SD1 HD1 Bread labeling

To:

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

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

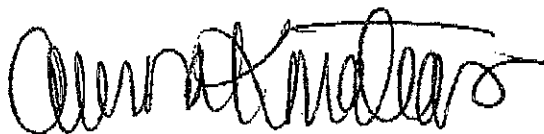
Committee on CPC

From: Aurora Matias

I am a resident of Pahoehoe and I'm writing because I don't think a previously frozen label would be in the consumers' best interests.

I do not believe that there is any advantage to consumers in telling them which baked goods have been previously frozen. LOTS of our food in Hawaii has been previously frozen without needing special signs or labels. But I appreciate that SB 1086 SD1 HD1 does give all baked goods equal standing by eliminating the sliced bread discrimination. I don't support the Senate Draft 1, but would support the House Draft 1 if the legislature feels a bill is necessary.

Sincerely,



Aurora Matias

To:

Committee on Consumer Protection & Commerce

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

Subject: SB 1086 SD1 HD1

From: Randal Yamamoto

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

I am a resident of Hanamaulu.

Sincerely,



Create a business friendly Hawaii, hold the language on SB 1086 SDI HDI

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

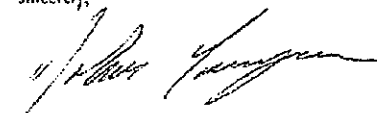
Committee on CPC

From: John Coryea

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

Finally SB 1086 SDI HDI has eliminated the "sliced bread" wording that was so discriminatory. And the signs that would now apply to all baked goods can be implemented with minimal consumer cost. Please support only the HDI draft wording.

Sincerely,



John Coryea

Dennis Oshtro



Respectfully,

I am a voter from Kapaa, Kauai.

The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels. I would only support the house draft I language.

From: Dennis Oshtro

Representative Robert Herkes, Chair Representative Ryan Yamani, Vice Chair
Committee on CFC

To:

NO LABELS, SB 1086 SD1 HD1

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

From: Brad Balberdi

Subject: Opposition to SBI086 SDI HDI Relating to Fresh and Previously Frozen Bread

I am a resident of Maui and a Hawaii consumer.

SBI086 SDI HDI is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft I if a bill passes.

Thank you.


Brad Balberdi

To: Committee on CPC

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

SB1086 SD1 HD1, Frozen bread

As a Maui consumer and a resident, I am writing to urge you to hold Senate bill SB1086 SD1 HD1 when it is heard by your committee.

I am thankful that Representative Yamane made smart changes to the Bread Bill. SB1086 SD1 HD1 is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost.

Respectfully submitted,



Romeo Palalay

Baked Goods Bill SB1086 SD1 HD1

To:

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

Committee on CPC

From: Ronald Veal

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.

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Respectfully,



Ronald Veal

SB1086 SD1 HD1
Fresh and Previously Frozen Bread

To: Committee on CPC

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

Fm: John Casinas

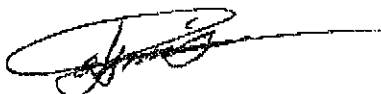
As a resident of Maui, the last thing I need is more regulation, especially a bill like The Bread Bill.

SB1086 SD1 HD1 is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft 1 if a bill passes.

Sincerely,

John Casinas



SB1086 SD1 HD1 Bread labeling

To:

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

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

Committee on CPC

From: Segundo Jr. Asuncion

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

The house draft 1 language addresses many of the concerns of consumers, but keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft 1 was unfair and discriminatory and I would not support that bill.

Respectfully,



Segundo Jr. Asuncion

Baked Goods Bill SB1086 SD1 HD1

To:

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

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

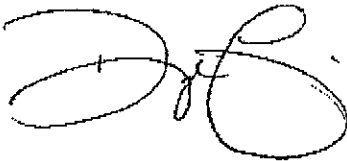
Committee on CPC

From: Darryl Fukutomi

I live in Maui and I don't want to pay more for bread that has to have special labeling to sell in Hawaii.

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Respectfully,

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

Darryl Fukutomi

To: Committee on CPC

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

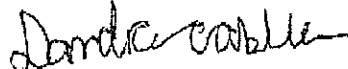
Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Fm: Dandres Cabiles
Subject: SB1086 SD1 HD1 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.

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Sincerely,



Dandres Cabiles

Re: Baked Goods Bill SB1086 SD1 HD1

For:

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

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

Committee on CPC

From Gregory Sagarang:

SB 1086 SD 1 HD 1 has moved in the right direction. If you feel there is any need for some notification when baked goods have been previously frozen, then HD 1 is fair in applying to all baked goods. It also minimizes the consumer cost by using signs in stores instead of labels. House Draft 1 is the only version of the bill that I would possibly support.

With aloha,



Gregory Sagarang

Focus on bills we need, not SB1086 SD1 HD1

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

Representative Cynthia Thielen

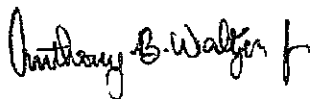
Committee on CPC

From: Anthony Waltjen

The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels. I would only support the house draft 1 language.

Sincerely,

Anthony Waltjen



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

SB1086 SD1 HD1

From: Zachary Ayson

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Sincerely, 

SB1086 SD1 HD1

To:

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

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

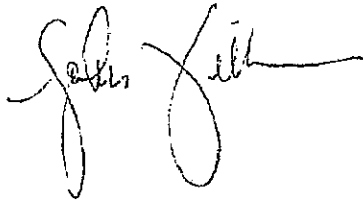
Committee on CPC

From: John Williams

SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill. I would support House Draft 1 only

Respectfully,



SB 1086 SD1 HD1

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

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

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.

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Thank you for the chance to testify,



Ben Clinger

SB1086 SD1 HD1 Frozen bread labeling

To:

Committee on Consumer Protection & Commerce

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

From: Mary Grace Aragon

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Sincerely,



SB1086 SD1 HD1

To:

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

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

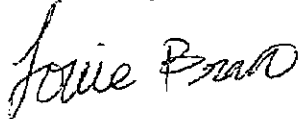
Committee on CPC

From: 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.

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Respectfully,



Re: Baked Goods Bill SB1086 SD1 HD1

For:

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

Representative Ryan Yamane,
Representative Hermina Morita
Representative Barbara
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke

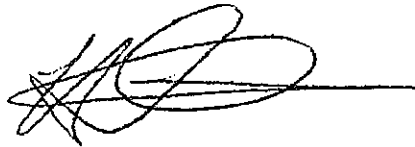
Representative Joseph Souki
Representative Cynthia Thielen

Representative Clift Tsuji

Committee on CPC

From Brandon Shelton:

I The house draft 1 language addresses many of the concerns of consumers, by keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft 1 was unfair and discriminatory and I would not support that bill.



Brandon Shelton

To:

Committee on Consumer Protection & Commerce

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

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

Subject: SB1086 SD1 HD1 Frozen bread labeling

From: Steven Tanaka

SB1086 SD1 HD1 is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft 1 if a bill passes.

Sincerely,



Steven Tanaka

Re: House Bill SB1086 SD1 HD1

For: CPC Committee

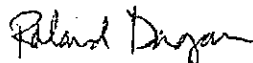
Representative Robert Herkes, Chair
 Representative Angus McKelvey
 Representative Corinne Ching
 Representative Blake Oshiro
 Representative Rida Cabanilla
 Representative Gilbert Keith-Agaran
 Representative Joseph Souki
 Representative Cynthia Thielen

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

From: Roland Dagan

SB 1086 SD1 HD1 provides the most reasonable version of notification on pre-frozen baked goods. It can be fairly used for all baked products, and can be done without the significant cost increase that Hawaii-only labeling would have required. I could support the House Draft 1 language, if it passed.

Respectfully submitted,



Roland Dagan

Re: SBI086 SD1 HDI

For: CPC Committee

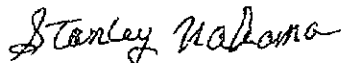
Representative Robert Herkes, Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki
Representative Cynthia Thielen

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

From: Stanley Nakama

I do not believe that there is any advantage to consumers in telling them which baked goods have been previously frozen. LOTS of our food in Hawaii has been previously frozen without needing special signs or labels. But I appreciate that SB I086 SD1 HDI does give all baked goods equal standing by eliminating the sliced bread discrimination. I don't support the Senate Draft I, but would support the House Draft I if the legislature feels a bill is necessary.

Respectfully submitted,


Stanley Nakama

SB1086 SD1 HD1 Bread labeling

To:

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

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

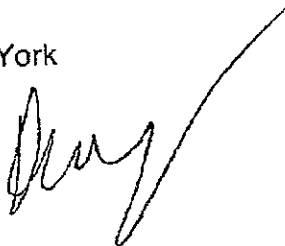
Committee on CPC

From: Brandon York

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Respectfully,

Brandon York



Frozen bread labeling - OPPOSE SB1086 SD1 HD1

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

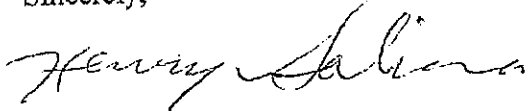
Representative Ryan Yamane, Vice Chair
 Representative Tom Brower
 Representative Ken Ito
 Representative Sylvia Luke
 Representative Hermina Morita
 Representative Clift Tsuji
 Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Henry Solina

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Sincerely,



Henry Solina

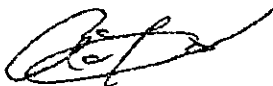
Subject: SB 1086 SD1 HD1 relating to Baked Goods

To: Committee on CPC

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

From: Aaron Kalili

The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels. I would only support the house draft 1 language.



Aaron Kalili

Subject: SB 1086 SD1 HD1 Baked Goods

Committee on Consumer Protection & Commerce

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

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

From: Rodrigo Ganoy

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Sincerely,


 Rodrigo Ganoy

Subject: SB 1086 SD1 HD1 relating to Baked Goods

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Angus McKelvey

Representative Corinne Ching

Representative Blake Oshiro

Representative Rida Cabanilla

Representative Gilbert Keith-Agaran

Representative Joseph Souki

Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair

Representative Hermina Morita

Representative Barbara Marumoto

Representative Tom Brower

Representative Ken Ito

Representative Sylvia Luke

Representative Cliff Tsuji

From: Micah Ednilao

While I do not see any consumer protection possible by adding previously frozen notification to baked goods, at least SB 1086, SD 1, HD 1 is fair in requiring it of ALL baked goods, not just sliced bread. More importantly, the cost to the consumer will be less by using signs in the store rather than labels on every loaf of bread. I request that you hold the language in the House Draft 1 or reject the bill.

Sincerely,



Micah Ednilao

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Cynthia Thielen
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

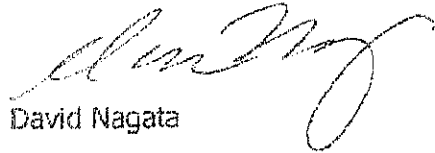
Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki

Subject: **SB 1086 SD1 HD1**

Date: March 25, 2011

SB 1086 SD 1 HD 1 has moved in the right direction. If you feel there is any need for some notification when baked goods have been previously frozen, then HD 1 is fair in applying to all baked goods. It also minimizes the consumer cost by using signs in stores instead of labels. House Draft 1 is the only version of the bill that I would possibly support.

Mahaio,



David Nagata

The Bread Bill SB 1086 SD1 HD1

Committee on Consumer Protection & Commerce

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

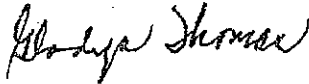
Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Fm: Gladys Thomas

Please don't burden Hawaii businesses with unnecessary regulations. SB 1086 SD1 HD1 provides the most reasonable version of notification on pre-frozen baked goods. It can be fairly used for all baked products, and can be done without the significant cost increase that Hawaii-only labeling would have required. I could support the House Draft 1 language, if it passed.

I live in Pearl City.

Sincerely,



Gladys Thomas

SB 1086 SD1 HD1 on Baked Goods

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

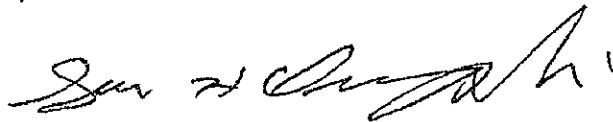
Committee on Consumer Protection & Commerce

From: Sun Inayoshi

I'm a long time resident of Kaneohe and I eat lots of foods that have been previously frozen. SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill. I would support House Draft 1 only

Thank you,



Sun Inayoshi

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Cynthia Thielen
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

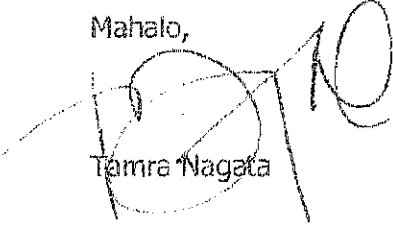
Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki

Subject: **SB 1086 SD1 HD1**

Date: March 25, 2011

SB 1086 SD 1 HD 1 has moved in the right direction. If you feel there is any need for some notification when baked goods have been previously frozen, then HD 1 is fair in applying to all baked goods. It also minimizes the consumer cost by using signs in stores instead of labels. House Draft 1 is the only version of the bill that I would possibly support.

Mahalo,



Tamra Nagata

Frozen bread labeling - OPPOSE SB1086 SD1 HD1

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

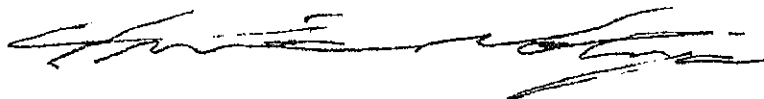
Representative Ryan Yamane, Vice Chair
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina Morita
Representative Clift Tsuji
Representative Barbara Marumoto

Committee on Consumer Protection & Commerce

From: Travis Nobriga

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Sincerely,



Travis Nobriga

Frozen bread labeling - SB1086 SD1 HD1

Committee on Consumer Protection & Commerce

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

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

From: Micah Hanamaikai

SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill.

Sincerely,

Micah Hanamaikai

Micah Hanamaikai

SB1086 SD1 HD1 Bread labeling

To:


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

Committee on CPC

From: Richard Pagan

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Respectfully,



Richard Pagan

SB1086 SD1 HD1 Bread labeling

To:

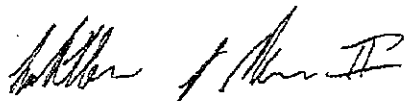
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice
Representative Cynthia Thielen	Chair
Representative Angus McKelvey	Representative Hermina Morita
Representative Corinne Ching	Representative Barbara Marumoto
Representative Blake Oshiro	Representative Tom Brower
Representative Rida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

Committee on CPC

From: LeArthur Sanders II

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Respectfully,



LeArthur Sanders II

Focus on bills we need, not SB1086 SD1 HD1

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

Committee on CPC

From: Richard Ho

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

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Sincerely, 

**PLEASE Freeze the language on the Frozen bread labeling
SB1086 SD1 HD1**

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

From: John Ueda

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Respectfully submitted,

John Ueda

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

STOP SB1086 SD1 HD1

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

Committee on CPC

From: Federico Lorenzo

Thank you for this opportunity to testify.

The house draft I language addresses many of the concerns of consumers, but keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft I was unfair and discriminatory and I would not support that bill.

Sincerely,

Federico Lorenzo



Subject: SB 1086 SD1 HD1 relating to Baked Goods

To: Committee on CPC

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

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

From: Bryson Galon

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Bryson Galon



Subject: SB1086 SD1 HD1 relating to Baked Goods

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Angus McKelvey

Representative Corinne Ching

Representative Blake Oshiro

Representative Rida Cabanilla

Representative Gilbert Keith-Agaran

Representative Joseph Souki

Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair

Representative Hermina Morita

Representative Barbara Marumoto

Representative Tom Brower

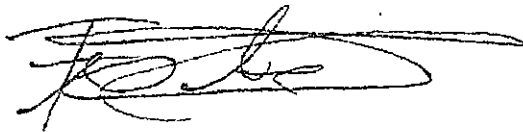
Representative Ken Ito

Representative Sylvia Luke

Representative Clift Tsuji

From: Fertune Mesik

Rep. Yamane has created SB 1086 SD1 HD1 that makes the use of signs for pre-frozen baked goods fair, less burdensome for businesses and less costly for consumers. Hold the language to the House Draft 1 and it remains fair.



Fertune Mesik

Re: Baked Goods Bill SB1086 SDI HDI

For:

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

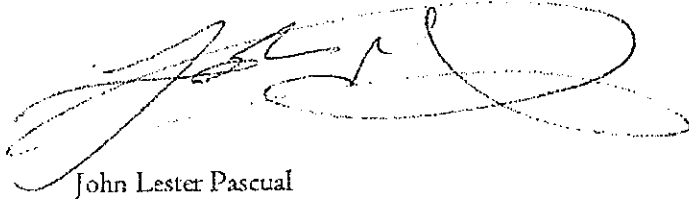
Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Committee on CPC

From: John Lester Pascual

Finally SB 1086 SDI HDI has eliminated the "sliced bread" wording that was so discriminatory. And the signs that would now apply to all baked goods can be implemented with minimal consumer cost. Please support only the HDI draft wording.

Thank you,



John Lester Pascual

Subject: SB1086 SD1 HD1 Bread Labeling

To: Committee on CPC

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

From Danny Sabado

Rep. Yamane has created SB 1086 SD1 HD1 that makes the use of signs for pre-frozen baked goods fair, less burdensome for businesses and less costly for consumers. Hold the language to the House Draft 1 and it remains fair.

I live in Waipahu.

With aloha,

A handwritten signature in black ink that reads "Danny Sabado". The signature is written in a cursive, flowing style with a large initial "D" and "S".

Danny Sabado

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

Committee on Consumer Protection & Commerce

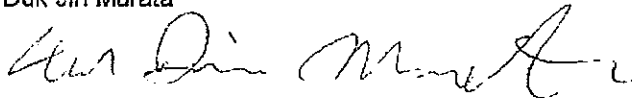
From: Duk Jin Murata

Subject: SB1086 SD1 HD1 Relating to Previously frozen bread labeling

As a resident of Mililani, I am looking to you to help stop this unnecessary bill. The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels.

With Aloha,

Duk Jin Murata



Baked Goods Bill SB 1086 SD1 HD1

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

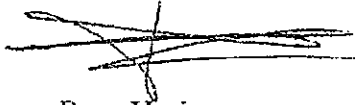
Committee on Consumer Protection & Commerce

From: Rena Horio

I am a voter from Honolulu.

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Thank you,



Rena Horio

From: Brett Nahaku-Horio

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

Committee on Consumer Protection & Commerce

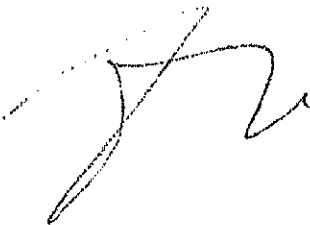
SB 1086 SD1 HD1

Now we have a version of SB 1086 in SD1HD1 that is fair in addressing all bread products instead of only one type. Because it also uses signs instead of labels to notify consumers of previously frozen products, it also keeps costs lower, too. I could support the House Draft 1, but I still think the bill is not needed.

I am a resident of Aiea.

Respectfully,

Brett Nahaku-Horio

A handwritten signature in black ink, appearing to be 'Brett Nahaku-Horio', written in a cursive style.

Subject: SB1086 SD1 HD1 Bread Labeling

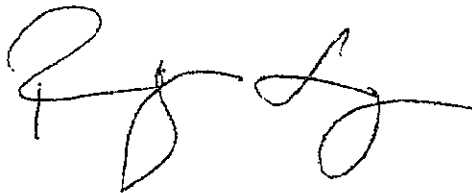
To: Committee on CPC

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

From Randy Lopez

Now we have a version of SB 1086 in SD1HD1 that is fair in addressing all bread products instead of only one type. Because it also uses signs instead of labels to notify consumers of previously frozen products, it also keeps costs lower, too. I could support the House Draft 1, but I still think the bill is not needed.

With aloha,



Randy Lopez

From: Brian Unten

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Angus McKelvey

Representative Corinne Ching

Representative Blake Oshiro

Representative Rida Cabanilla

Representative Gilbert Keith-Agaran

Representative Joseph Souki

Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair

Representative Herrmina Morita

Representative Barbara Marumoto

Representative Tom Brower

Representative Ken Ito

Representative Sylvia Luke

Representative Clift Tsuji

Bread - Opposed to SB1086 SD1 HD1

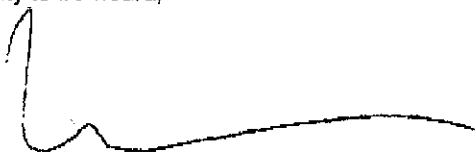
Dear Honorable Chair Baker,

As resident of Maui, I am writing to ask you to keep the language the same as HD1 or HOLD SB1086 SD1 HD1 when heard.

The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels.

Thank you for this opportunity to be heard,

Brian Unten



SB1086 SD1 HD1 on Bread

To: Committee on CPC

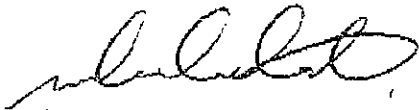
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey Representative Hermina Morita
Representative Corinne Ching Representative Barbara Marumoto
Representative Blake Oshiro Representative Tom Brower
Representative Rida Cabanilla Representative Ken Ito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

From: Roel Andrei Huertas

I am a resident of Maui and a voter. I think the bread bill (SB1086 SD1 HD1) is unnecessary.

The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels.

Thank you for the chance to testify,



Roel Andrei Huertas

Bread Bill SB1086 SD1 HD1

To:

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

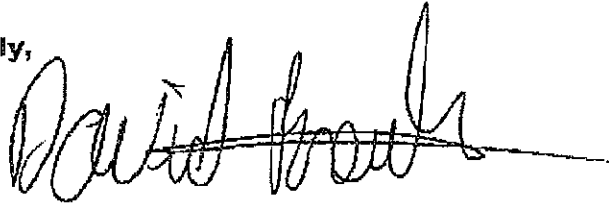
Committee on CPC

From: David Breitha

I am a resident of Maui who does not need more labeling on previously frozen bread. SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill.

Respectfully,



David Breitha

To:

Committee on Consumer Protection & Commerce

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

Subject: SB 1086 SD1 HD1

From: Carlos Gacusan

Rep. Yamane has created SB 1086 SD1 HD1 that makes the use of signs for pre-frozen baked goods fair, less burdensome for businesses and less costly for consumers. Hold the language to the House Draft 1 and it remains fair.

I am a voter from Lihue.

Sincerely,


 A large, stylized handwritten signature in black ink, appearing to be 'R. Herkes', with a long horizontal line extending to the right.

The Bread Bill SB1086 SD1 HD1

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

Committee on Consumer Protection & Commerce

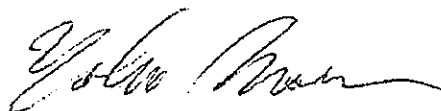
From: Yoko Morita

Regarding labeling of bread – SB1086 SD1 HD1.

I am a resident of Mililani and concerned about the Bread Bill. I am thankful that Representative Yamane made smart changes to the Bread Bill. SB1086 SD1 HD1 is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost.

Thank you,

Yoko Morita



PLEASE freeze the language on the Frozen bread bill SB1086 SD1 HD1

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

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

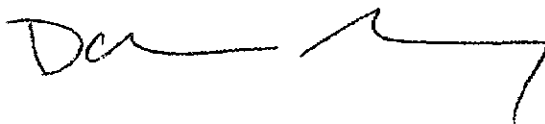
Committee on CPC

From: Darin Merry

The house draft I language addresses many of the concerns of consumers, by keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft I was unfair and discriminatory and I would not support that bill.

Respectfully submitted,

Darin Merry



Frozen bread labeling - SB1086 SDI HDI

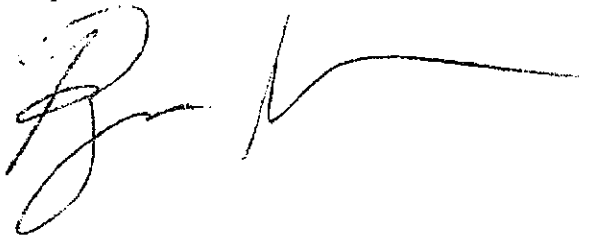
Committee on Consumer Protection & Commerce

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

From: Ryan Nomura

I am thankful that Representative Yamane made smart changes to the Bread Bill. SB1086 SDI HDI is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost.

Sincerely,



To:

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

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

Committee on CPC

SB1086 SD1 HD1

From: Ellen Irvine

SB1086 SD1 HD1 is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft 1 if a bill passes.

As a resident of Kaneohe, I ask you to vote NO on SB1086 SD1 HD1.

Respectfully,

Ellen Irvine

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

From: Dominic Kin Choy

Frozen Bread - Oppose to SB1086 SD1 HD1

Dear Honorable Chair Baker,

As a Hawaii consumer and a resident of Wailuku, I am writing to ask you to either keep the language the same as HD1 or HOLD SB1086 SD1 HD1.

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Thank you for this opportunity to testify,


Dominic Kin Choy

SBI086 SD1 HD1

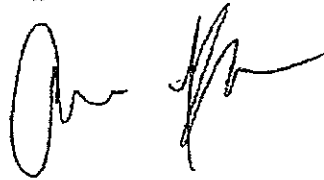
Committee on CPC

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

From: Alvin Pilar

SBI086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

Sincerely,



To:

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

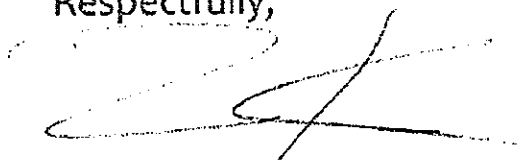
**Don't waste your valuable time with unnecessary bills
SB1086 SD1 HD1**

From: Reece Kakuda

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

As a voter in Ewa, I ask you to HOLD SB1086 SD1 HD1.

Respectfully,

A handwritten signature in black ink, appearing to be 'Reece Kakuda', written over a faint dotted line.

To:

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

Committee on CPC

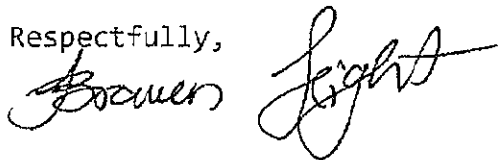
OPPOSE SB 1086 SD1 HD1

From: Braven Kight

While I do not see any consumer protection possible by adding previously frozen notification to baked goods, at least SB 1086, SD 1, HD 1 is fair in requiring it of ALL baked goods, not just sliced bread. More importantly, the cost to the consumer will be less by using signs in the store rather than labels on every loaf of bread. I request that you hold the language in the House Draft 1 or reject the bill.

I live in Lihue, Kauai.

Respectfully,



Braven Kight

The Bread Bill - SB1086 SD1 HD1

To: Committee on CFC

- Representative Robert Hambley, Chair
- Representative Angus MacIsaac
- Representative Connie Ching
- Representative Blake Oshtro
- Representative Rida Coburn
- Representative Gilbert Keil
- Representative Joseph Sosa
- Representative Cynthia Thayer
- Representative Roger Hanare, Vice Chair
- Representative Herman Merila
- Representative Barbara Harman
- Representative Tom Draper
- Representative Lisa Ho
- Representative Sylvia Lake
- Representative Colby Tapp

From: Albert Sin

Regarding fabricating of bread - SB1086 SD1 HD1.

SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and overly burdensome.

The bill is needed, but HD1 is better than the first two versions of the bill. I am a resident of Kahalaui.

Thank you,

Albert N. Sin

Albert Sin

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair

From: Roger DeCambra

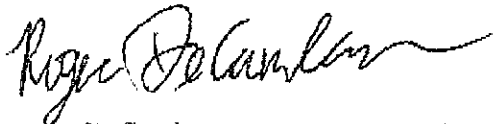
Subject: **SB1086 SD1 HD1 Frozen bread labeling**

As a resident of Maui and a voter, I say that this bill is unnecessary.

SB1086 SD1 HD1 is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft 1 if a bill passes.

Sincerely,

A handwritten signature in black ink that reads "Roger DeCambra". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Roger DeCambra

SB1086 SD1 HD1 on Bread

To: Committee on CPC

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

My name is Isiah Teruya. I am a resident of Kahului.

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Thank you for the chance to testify,



Isiah Teruya

Frozen bread labeling - SB1086 SD1 HD1

Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on Consumer Protection & Commerce

Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Angus McKelvey
Morita
Representative Joseph Souki
Representative Corinne Ching
Marumoto
Representative Cynthia Thielen

Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Hermina

Representative Clift Tsuji
Representative Barbara

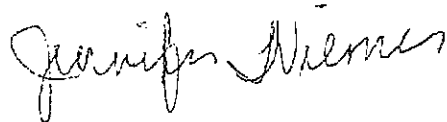
From: Jennifer Wiemer

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.

SB1086 SD1 HD1 is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft 1 if a bill passes.

Sincerely,



Jennifer Wiemer

SB1086 SD1 HD1

Committee on CPC

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

From: Tracie Padama-Kinere

SB1086 SD1 HD1 is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft 1 if a bill passes.

I am a resident of Pearl City.

Sincerely,



SB1086 SD1 HD1
Fresh and Previously Frozen Bread

Committee on CPC

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

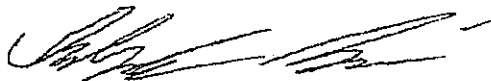
Fm: Charles Iuli

As a resident of Mililani, the last thing I need is more regulation, however the language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill.

Sincerely,

Charles Iuli



Re: SB1086 SD1 HD1 relating to Baked Goods

To: Committee on CPC

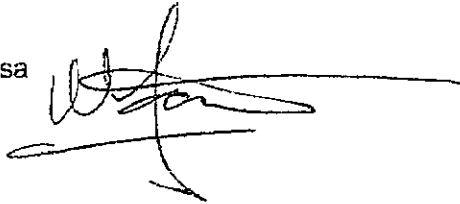
Representative Robert Herkes, Chair
 Representative Angus McKelvey
 Representative Corinne Ching
 Representative Blake Oshiro
 Representative Rida Cabanilla
 Representative Gilbert Keith-Agaran
 Representative Joseph Souki
 Representative Cynthia Thielen

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

From: Willie Tanuvasa

The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels. I would only support the house draft 1 language.

Willie Tanuvasa


 A handwritten signature in black ink, appearing to read 'Willie Tanuvasa', with a long horizontal stroke extending to the right.

To:

Committee on Consumer Protection & Commerce

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

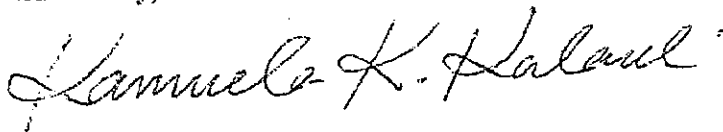
Subject: SB1086 SD1 HD1 Frozen bread labeling

From: Kamuela Kalauli

SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill. I would support House Draft 1 only

Sincerely,



Kamuela Kalauli

To:

Committee on Consumer Protection & Commerce

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

Subject: SB 1086 SD1 HD1 Frozen bread labeling

From: Freddie Anguay, Jr.

As a voter from Ewa Beach, I respectfully request that you do not spend any more time on bills like the bread labeling bill. Rep. Yamane has created SB 1086 SD1 HD1 that makes the use of signs for pre-frozen baked goods fair, less burdensome for businesses and less costly for consumers. Hold the language to the House Draft 1 and it remains fair.

Sincerely,

Freddie Anguay, Jr.



The Bread bill is bad for business in Hawaii SB1086 SD1 HD1

To: Committee on CPC

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

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

From: Jim Ibanez

My name is Jim Ibanez and I am a resident of Maui. I feel that SB1086 SD1 HD1 is unnecessary.

SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill.

Thank you for the chance to testify,



Jim Ibanez

SB1086 SD1 HD1 Bread labeling

To:

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

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

Committee on CPC

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.

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Sincerely,



Juan Carlos Villa

Freeze the language on SB 1086 SD1 HD1

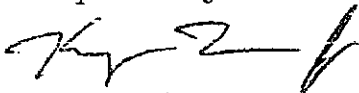
Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on CPC

From: Kennedy Luis

SB 1086 SD 1 HD 1 has moved in the right direction. If you feel there is any need for some notification when baked goods have been previously frozen, then HD 1 is fair in applying to all baked goods. It also minimizes the consumer cost by using signs in stores instead of labels. House Draft 1 is the only version of the bill that I would possibly support.

I am a resident of Lihue.

Respectfully submitted,



Kennedy Luis

To:

Committee on Consumer Protection & Commerce

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


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

Subject: OPPOSE SB1086 SD1 HD1 Frozen bread labeling

From: Crecinsia Lu

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Sincerely,



Crecinsia Lu

Subject: SB1086 SD1 HD1 Bread Labeling

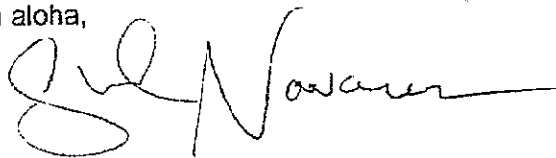
To: Committee on CPC

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

From Shad Navarez

Now we have a version of SB 1086 in SD1HD1 that is fair in addressing all bread products instead of only one type. Because it also uses signs instead of labels to notify consumers of previously frozen products, it also keeps costs lower, too. I could support the House Draft 1, but I still think the bill is not needed.

With aloha,



Shad Navarez

Re: **Baked Goods Bill SB1086 SD1 HD1**

For:

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: Dean Ortiz, Jr.

SB 1086 SD1 HD1 provides the most reasonable version of notification on pre-frozen baked goods. It can be fairly used for all baked products, and can be done without the significant cost increase that Hawaii-only labeling would have required. I could support the House Draft 1 language, if it passed.

Respectfully,



Dean Ortiz, Jr.

Subject: SB 1086 SD1 HD1 Baked Goods

Committee on Consumer Protection & Commerce

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

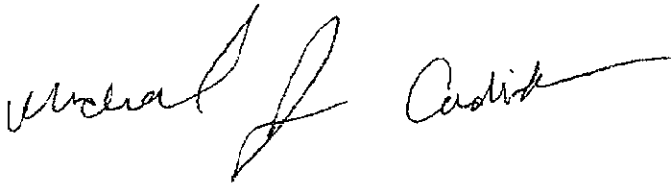
From: Michael Cadiente

If you feel that we need to be protected from previously frozen foods, you have lots more than baked goods to label. SB1086 SD1 HD1 is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft 1 if a bill passes.

Sincerely,

Michael Cadiente



Re: SB1086 SD1 HD1 relating to Baked Goods

To: Committee on CPC

Representative Robert Herkes, Chair
Vice Chair

Representative Angus McKelvey

Representative Corinne Ching

Representative Blake Oshiro

Representative Rida Cabanilla

Representative Gilbert Keith-Agaran

Representative Ryan Yamane,

Representative Hermina Morita

Representative Barbara Marumoto

Representative Tom Brower

Representative Ken Ito

Representative Sylvia Luke

Representative Joseph Souki

Representative Cynthia Thielen

Representative Clift Tsuji

From: Timothy Young

I am thankful that Representative Yamane made smart changes to the Bread Bill. SB1086 SD1 HD1 is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost. I would only support the house draft 1 language.

Timothy Young



SB1086 SD1 HD1 Previously Frozen bread labeling

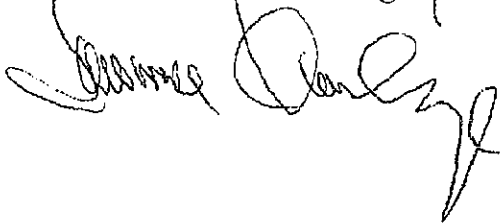
Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Committee on CPC

From: Lawrence Kunishige

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Respectfully submitted,

Lawrence Kunishige

A handwritten signature in black ink, appearing to read 'Lawrence Kunishige', written over the printed name.

To:

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

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

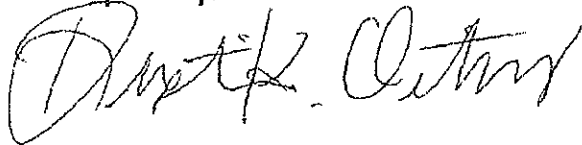
Committee on CPC

SB1086 SDI HDI Bread labeling

From: Dustin Ortiz

The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HDI is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels.

Respectfully,



Frozen bread SB 1086 SD1 HD1, Support HD1, not SD1

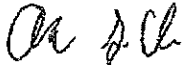
Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair
Representative Joseph Souki
Representative Clift Tsuji
Representative Corinne Ching
Representative Barbara Marumoto
Representative Angus McKelvey
Representative Hermina Morita
Representative Blake Oshiro
Representative Tom Brower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

Committee on CPC

Fm: Andrew Chun

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. I think that this is unnecessary government regulation. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Sincerely,



Andrew Chun

Re: House Bill SBI086 SD1 HD1

For: CPC Committee

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

From: Duc Lu

SB 1086 SD 1 HD 1 finds a way to accomplish the goal of telling consumers which products have been previously frozen without singling out one type of bread and without large cost increases to Hawaii's consumers. The House version is much more fair and reasonable.

Respectfully,

Duc Lu



Subject: SB1086 SD1 HD1 relating to Baked Goods

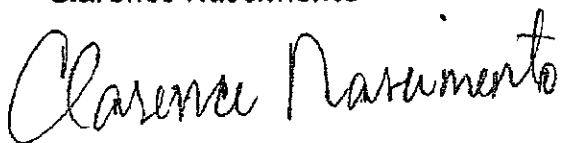
To: Committee on CPC

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

From: Clarence Nascimento

While I do not see any consumer protection possible by adding previously frozen notification to baked goods, at least SB 1086, SD 1, HD 1 is fair in requiring it of ALL baked goods, not just sliced bread. More importantly, the cost to the consumer will be less by using signs in the store rather than labels on every loaf of bread. I request that you hold the language in the House Draft 1 or reject the bill.

Clarence Nascimento



Re: SB1086 SD1 HD1 relating to Baked Goods

To: Committee on CPC

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

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

From: Faustino Zulueta

Representative Yamane produced a fair bill with SB1086 SD1 HD1. It covers all baked goods instead of discriminating on just one type of bread. It also keeps the costs lower for consumers. Of course, the bill is totally unnecessary and there are no health risks of previously frozen bread. I support holding the bill or passing the HD1, but I would not support SD1.

Faustino Zulueta

A handwritten signature in black ink, appearing to read 'F. Zulueta', with a long horizontal flourish extending to the right.

SB1086 SD1 HD1

Committee on CPC

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

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 don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Sincerely,



Lance Fukuzono

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

SB1086 SD1 HD1

From: Warney Hanamaikai

The house draft 1 language addresses many of the concerns of consumers, by keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft 1 was unfair and discriminatory and I would not support that bill.

Let's be fair to all consumers and businesses. Hold the language to SB1086 SD1 HD1 or kill the bill.

Sincerely,

Warney Hanamaikai

Warney Hanamaikai

Committee on Consumer Protection & Commerce

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

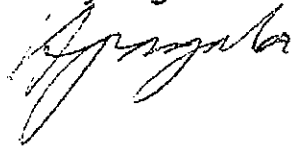
Subject: SB1086 SD1 HD1 Frozen bread labeling

From: Jhony Pagala

The Health Department and even the supports of the bill say that this bill is unnecessary from a health perspective. I feel the bill is unnecessary altogether. I ask that you hold the bill, but if you want to pass something HD1 is the fair option, because it covers all baked goods instead of targeting one type of bread. Signs are also much better than labels. I would only support the house draft 1 language.

Sincerely,

Jhony Pagala



For: Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair

Representative Ryan Yamane, Vice Chair

Subject: House Bill SB1086 SD1 HD1 FROZEN BREAD LABEL

From: Kilihea Kaniho

While I do not see any consumer protection possible by adding previously frozen notification to baked goods, at least SB 1086, SD 1, HD 1 is fair in requiring it of ALL baked goods, not just sliced bread. More importantly, the cost to the consumer will be less by using signs in the store rather than labels on every loaf of bread. I request that you hold the language in the House Draft 1 or reject the bill.

Respectfully submitted,

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

Kilihea Kaniho

March 25, 2011

To: Committee on Consumer Protection & Commerce

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

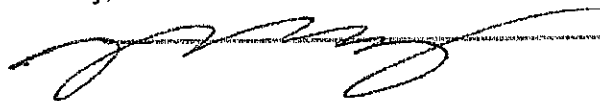
Subject: SB 1086 SD1 HD1 – HOLD BILL

Dear Representatives,

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Thank you for your time.

Sincerely,



Caryn Yee

To:

Committee on Consumer Protection & Commerce


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

Subject: SB 1086 SD1 HD1

From: Aaron Asher

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Sincerely,



Aaron Asher

SB 1086 SD1 HD1

To:

Committee on Consumer Protection & Commerce

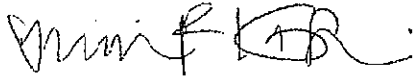
Representative Robert Herkes, Chair
Representative Cynthia Thielen
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki

Date: March 25, 2011

SB 1086 SD 1 HD 1 finds a way to accomplish the goal of telling consumers which products have been previously frozen without singling out one type of bread and without large cost increases to Hawaii's consumers. The House version is much more fair and reasonable.

Mahalo,



Tricia Kashiwamura

Re: Baked Goods Bill SB1086 SD1 HD1

For:

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

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

Committee on CPC

From Nazareth Sambo:

I live and vote in Honolulu. I do not believe that there is any advantage to consumers in telling them which baked goods have been previously frozen. LOTS of our food in Hawaii has been previously frozen without needing special signs or labels. But I appreciate that SB 1086 SD1 HD1 does give all baked goods equal standing by eliminating the sliced bread discrimination. I don't support the Senate Draft 1, but would support the House Draft 1 if the legislature feels a bill is necessary.



Nazareth Sambo

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

SB1086 SD1 HD1, Frozen bread

I am thankful that Representative Yamane made smart changes to the Bread Bill. SB1086 SD1 HD1 is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost.

Respectfully submitted,

Kody Dacalio-Spenser



SB 1086 SD1 HD1

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Cynthia Thielen
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Cliff Tsuji

Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki

Date: March 25, 2011

SB 1086 SD 1 HD 1 finds a way to accomplish the goal of telling consumers which products have been previously frozen without singling out one type of bread and without large cost increases to Hawaii's consumers. The House version is much more fair and reasonable.

Mahalo,



James Kashiwamura

To:

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

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

Committee on CPC

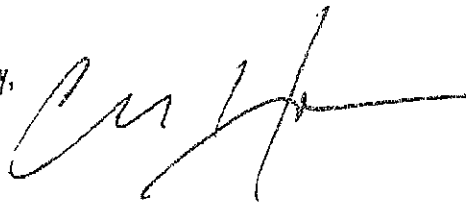
SB1086 SDI HDI Bread labeling

From: Cheyenne Hirota

SB1086 SDI HDI is not necessary from a health nor consumer protection perspective. However, if the legislature feels it necessary to pass a bill, I support a fair bill that includes all baked goods. Additionally, signs are a lower cost option for the consumer rather than labels.

So, the bill is not necessary, but I would support house draft 1 if a bill passes.

Respectfully,



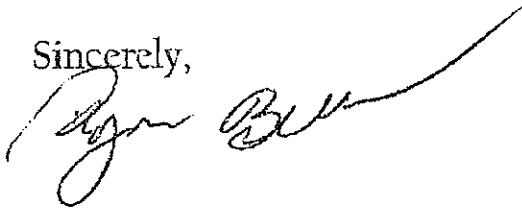
Representative Robert Herkes, Chair Representative Ryan
Yamane, Vice Chair
Committee on CPC

SB1086 SDI HDI

From: Reginald Billaber

The house draft I language addresses many of the concerns of consumers, but keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SDI HDI only if it was absolutely necessary to have a bill of this type pass. The Senate Draft I was unfair and discriminatory and I would not support that bill.

Sincerely,

A handwritten signature in black ink, appearing to read "Reginald Billaber", with a long, sweeping flourish extending to the right.

Subject: SB 1086 SD1 HD1 relating to Baked Goods

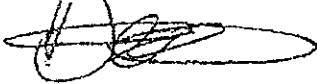
To: Committee on CPC

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

From: Dean Calibraro

SB 1086 SD 1 HD 1 has moved in the right direction. If you feel there is any need for some notification when baked goods have been previously frozen, then HD 1 is fair in applying to all baked goods. It also minimizes the consumer cost by using signs in stores instead of labels. House Draft 1 is the only version of the bill that I would possibly support.

Sincerely,



Dean Calibraro

SB1086 SD1 HD1

To:

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

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

Committee on CPC

From: Terrence Kelly

The infamous bread bill...

The house draft I language addresses many of the concerns of consumers, but keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft I was unfair and discriminatory and I would not support that bill.

Respectfully,


Terrence Kelly

To:

Committee on Consumer Protection & Commerce

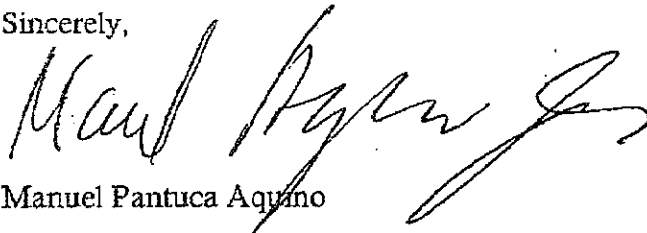
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey	Representative Hermina Morita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

Subject: SB1086 SD1 HD1 Frozen bread labeling

From: Manuel Pantuca Aquino

I live in Honolulu, and I freeze almost all my bread. I don't eat a lot, so if I don't freeze it, it just spoils before I finish the loaf. We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Sincerely,



Manuel Pantuca Aquino

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Cynthia Thielen
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

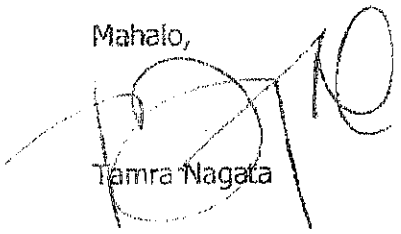
Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki

Subject: **SB 1086 SD1 HD1**

Date: March 25, 2011

SB 1086 SD 1 HD 1 has moved in the right direction. If you feel there is any need for some notification when baked goods have been previously frozen, then HD 1 is fair in applying to all baked goods. It also minimizes the consumer cost by using signs in stores instead of labels. House Draft 1 is the only version of the bill that I would possibly support.

Mahalo,



Tamra Nagata

April 1, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: CPCtestimony@Capitol.hawaii.gov

FROM: Michael Machado

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

I believe it is the consumer's right to know if bread was previously frozen or not. The loaves of bread I see in the store look fresh to me so I assume they're all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii or not because some packages only identify who the distributor is.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

Testimony for SB1086 on 4/4/2011 2:00:00 PM

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

Sent: Friday, April 01, 2011 11:33 AM

To: CPCtestimony

Cc: Lardizabal@local368.org

Testimony for CPC 4/4/2011 2:00:00 PM SB1086

Conference room: 325

Testifier position: support

Testifier will be present: No

Submitted by: Al Lardizabal

Organization: Hawaii Laborers' Union

Address:

Phone:

E-mail: Lardizabal@local368.org

Submitted on: 4/1/2011

Comments:

April 1, 2011

Chair Herkes and members of the committee:

We ideally support SB1086 in the SD1 version but to have more discussion we support the current version to move the bill. We prefer the labeling of previously frozen sliced sandwich style bread rather than signage because signage will not educate or inform properly, the consumer as to what he/she is buying. Thank you for the opportunity to submit this testimony.

S.B. 1086, SD1, HD1 Relating to Consumer Information

archivist142@yahoo.com [archivist142@yahoo.com]

Sent: Friday, April 01, 2011 10:46 AM

To: CPCtestimony

April 4, 2011

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

FROM: RC Shiraki, Honolulu, HI 96822

RE: S.B. 1086, SD1, HD1 Relating to Consumer Information

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

I believe it is the consumer's right to know if bread was previously frozen or not. The loaves of bread I see in the store look fresh to me so I assume they're all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii or not because some packages only identify who the distributor is.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

Sent via BlackBerry by AT&T

To:

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

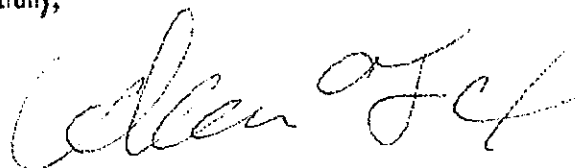
Don't use your valuable time with unnecessary bills
HOLD SB1086 SDI HDI

From: Adam Fox

Consumers and business don't need SB1086 SDI HDI for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HDI over any of the other bills.

As a voter in Honolulu, I ask you to **HOLD** the language to SB1086 SDI HDI or hold the bill.

Respectfully,

A handwritten signature in cursive script, appearing to read "Adam Fox".

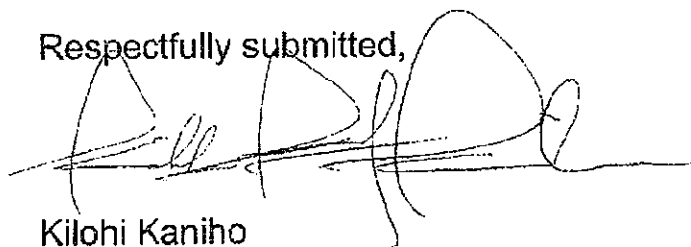
Committee on Consumer Protection & Commerce
Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Subject: Baked Goods Bill SB SB1086 SD1 HD1

From: Kilohi Kaniho

I do not believe that there is any advantage to consumers in telling them which baked goods have been previously frozen. LOTS of our food in Hawaii has been previously frozen without needing special signs or labels. But I appreciate that SB 1086 SD1 HD1 does give all baked goods equal standing by eliminating the sliced bread discrimination. I don't support the Senate Draft 1, but would support the House Draft 1 if the legislature feels a bill is necessary.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Kilohi Kaniho', written over a horizontal line.

Kilohi Kaniho

Frozen bread labeling - SB1086 SD1 HD1

Representative Robert Herkes, Chair
Representative Ryan Yamane, Vice Chair

Committee on Consumer Protection & Commerce

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

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.

SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill. I would support House Draft 1 only

Sincerely,



SB 1086 SD1 HD1 Frozen baked goods signage

To:

Committee on Consumer Protection & Commerce

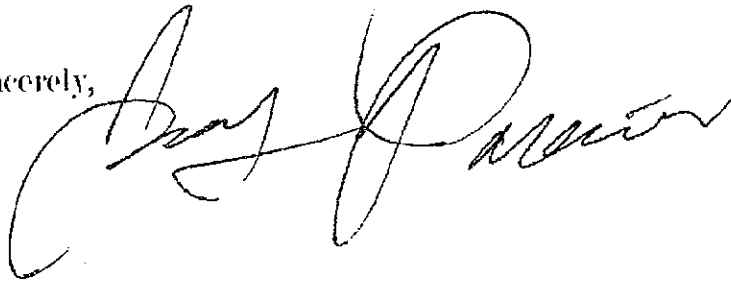
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Cynthia Thielen	
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey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

From: Joey Palemia

SB 1086 SD 1 HD 1 finds a way to accomplish the goal of telling consumers which products have been previously frozen without singling out one type of bread and without large cost increases to Hawaii's consumers. The House version is much more fair and reasonable.

support

Sincerely,



SB 1086 SD1 HD1

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

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

Committee on CPC

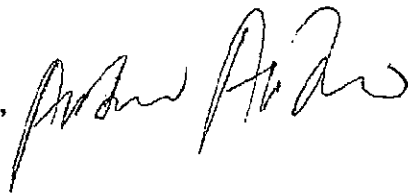
From: Andrew Andrew

Support

Rep. Yamane has created SB 1086 SD1 HD1 that makes the use of signs for pre-frozen baked goods fair, less burdensome for businesses and less costly for consumers. Hold the language to the House Draft 1 and it remains fair.

I am a resident of Pearl City.

Respectfully submitted,



SB 1086 SDI HD1

To:

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

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

Committee on CPC

From: Delroy Henry

support

Now we have a version of SB 1086 in SDIHD1 that is fair in addressing all bread products instead of only one type. Because it also uses signs instead of labels to notify consumers of previously frozen products, it also keeps costs lower, too. I could support the House Draft 1, but I still think the bill is not needed.

I am a voter in Ewa Beach.

Please HOLD SB 1086 SDI.

Respectfully,

Delroy Henry



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

SB 1086 SD1 HD1

From: Jonathan Amano

With thanks to Rep. Yamane, SB1086SD1HD1 now applies uniformly to all baked goods. It also keeps the cost to implement as low as possible by using signs to inform consumers instead of requiring a label on every baked product. I can support the House Draft 1 language, but still say that the whole bill is unnecessary.

Sincerely,



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

Committee on Consumer Protection & Commerce

Fm: Wayne Lapinid

Subject: SBI086 SDI HDI Relating to Fresh and Previously Frozen Bread

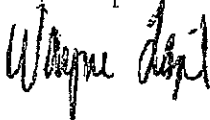
I am a resident of Mililani and a voter.

support

I am thankful that Representative Yamane made smart changes to the Bread Bill. SBI086 SDI HDI is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost.

Thank you,

Wayne Lapinid



Committee on Commerce and Consumer Protection

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

From: James Delima

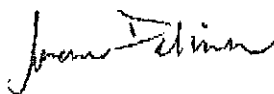
SB1086 SD1 HD1 on Bread

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

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

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

Sincerely,



James Delima

Opposition to The Bread Bill - SB1086 SD1 HD1

To: Committee on CPC

Representative Robert Herkes, Chair

Representative Angus McKelvey

Representative Corinne Ching

Representative Blake Oshiro

Representative Rida Cabanilla

Representative Gilbert Keith-Agaran

Representative Joseph Souki

Representative Cynthia Thielen

Representative Ryan Yamane, Vice Chair

Representative Hermina Morita

Representative Barbara Marumoto

Representative Tom Brower

Representative Ken Ito

Representative Sylvia Luke

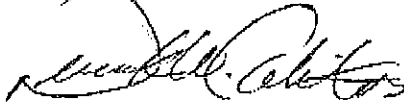
Representative Clift Tsuji

From: Derrick Cabiles

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

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Sincerely,



Derrick Cabiles

**SB1086 SD1 HD1
Fresh and Previously Frozen Bread**

To: Committee on CPC

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

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

From: David Damasco

I am thankful that Representative Yamane made smart changes to the Bread Bill. SB1086 SD1 HD1 is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost.

I urge you to keep the language the same for SB1086 SD1 HD1 or hold the bill. We don't need it here. I am a voter and a resident of Maui.

Sincerely,



David Damasco

Committee on Consumer Protection & Commerce

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

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

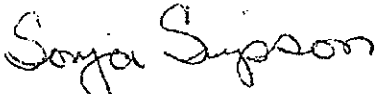
From: Sonja Simpson

Subject: SB 1086 SD1 HD1

Support

I live in Honolulu and I vote every election. SB 1086 SD 1 HD 1 finds a way to accomplish the goal of telling consumers which products have been previously frozen without singling out one type of bread and without large cost increases to Hawaii's consumers. The House version is much more fair and reasonable.

Sincerely,



Sonja Simpson

NO LABELS, SB1086 SD1 HD1 – support HD1, not SD1

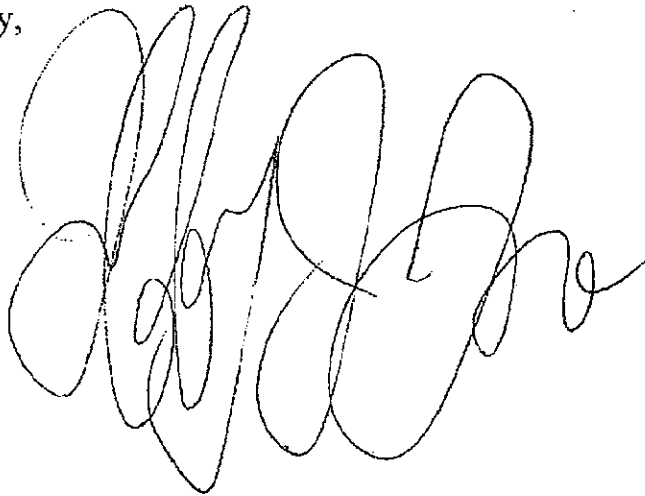
To:

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

From: Jeffrey Loo

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Respectfully,

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

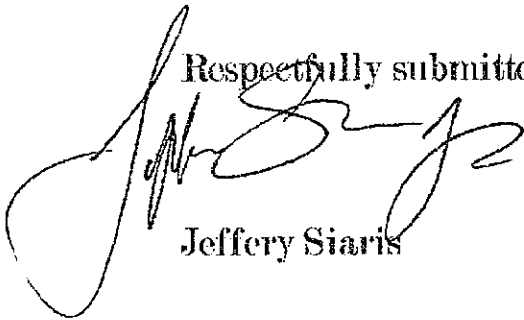
PLEASE STOP Frozen bread labeling SB1086 SD1 HD1

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

From: Jeffery Siaris

The house draft 1 language addresses many of the concerns of consumers, by keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft 1 was unfair and discriminatory and I would not support that bill.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Jeffery Siaris', written over the typed name below.

Jeffery Siaris

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

Committee on Consumer Protection & Commerce

SB1086 SD1 HD1 on Bread

I live in Mililani and write to you today to urge you to hold the house draft language. The house draft 1 language addresses many of the concerns of consumers, by keeping the cost impact low. Signs are reasonable, whereas labels were not reasonable. I would support SB1086 SD1 HD1 only if it was absolutely necessary to have a bill of this type pass. The Senate Draft 1 was unfair and discriminatory and I would not support that bill.

Sincerely,



Stephanie Quinn

Frozen bread labeling - OPPOSE SB1086 SD1 HD1

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

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

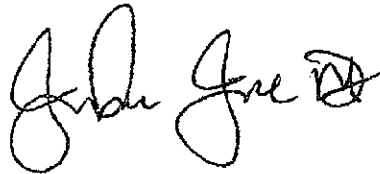
Committee on Consumer Protection & Commerce

From: John Jose III

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Sincerely,

John Jose III



SB1086 SD1 HD1 Frozen bread labeling

To:

Committee on Consumer Protection & Commerce

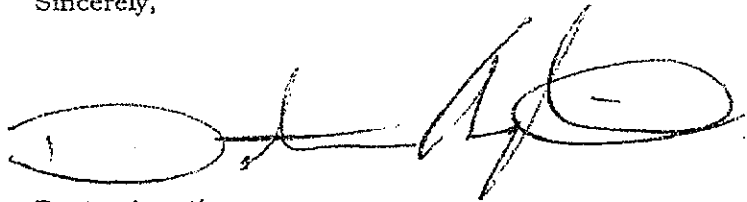
Representative Robert Herkes, Chair	Representative Ryan Yamane, Vice Chair
Representative Blake Oshiro	Representative Tom Brower
Representative Rida Cabanilla	Representative Ken Ito
Representative Gilbert Keith-Agaran	Representative Sylvia Luke
Representative Angus McKelvey	Representative Hermina Morita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

From: Dexter Agustin

support ?

I am thankful that Representative Yamane made smart changes to the Bread Bill. SB1086 SD1 HD1 is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost.

Sincerely,



Dexter Agustin

Re: SB1086 SD1 HD1 relating to Baked Goods

To: Committee on CPC

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

From: Eric Shishido

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Respectfully,



Eric Shishido

To:

Committee on Consumer Protection & Commerce

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

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

Subject: **SB 1086 SD1 HD1 Frozen bread labeling**

From: **Samuel Barrionuebo**

SB1086 SD1 HD1 is not needed. The language in HD1 is much better than the language in SD1, because it is fair to all companies by including all baked goods. I would not support a bill that didn't include all baked goods. I would not support labels on every loaf of product, as that is wasteful and costly to consumers.

The bill is unneeded, but HD1 is better than the first two versions of the bill. I would support House Draft 1 only

Sincerely,



Samuel Barrionuebo

To:

Committee on Consumer Protection & Commerce

Representative Robert Herkes, Chair
Representative Cynthia Thielen
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Cliff Tsuji

Representative Ryan Yamane, Vice Chair
Representative Angus McKelvey
Representative Corinne Ching
Representative Blake Oshiro
Representative Rida Cabanilla
Representative Gilbert Keith-Agaran
Representative Joseph Souki

Subject: SB 1086 SD1 HD1

Date: March 26, 2011

While I do not see any consumer protection possible by adding previously frozen notification to baked goods, at least SB 1086, SD 1, HD 1 is fair in requiring it of ALL baked goods, not just sliced bread. More importantly, the cost to the consumer will be less by using signs in the store rather than labels on every loaf of bread. I request that you hold the language in the House Draft 1 or reject the bill.

Mahalo,



Derek Okimoto

To:

Committee on Consumer Protection & Commerce

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

Subject: SB 1086 SD1 HD1

From: Cleo Asher

SB 1086 SD 1 HD 1 has moved in the right direction. If you feel there is any need for some notification when baked goods have been previously frozen, then HD 1 is fair in applying to all baked goods. It also minimizes the consumer cost by using signs in stores instead of labels. House Draft 1 is the only version of the bill that I would possibly support.

Respectfully,



Cleo Asher

To:

Committee on Consumer Protection & Commerce

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

Subject: SB 1086 SD1 HD1

From: Randy Asher

SB 1086 SD1 HD1 provides the most reasonable version of notification on pre-frozen baked goods. It can be fairly used for all baked products and can be done without the significant cost increase that Hawaii-only labeling would have required. I could support the House Draft 1 language, if it passed.

Sincerely,



Randy Asher

p

To:

Committee on Consumer Protection & Commerce

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

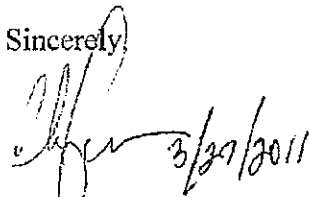
Representative Ryan Yamane, Vice Chair
Representative Hermina Morita
Representative Barbara Marumoto
Representative Tom Brower
Representative Ken Ito
Representative Sylvia Luke
Representative Clift Tsuji

Subject: **SB1086 SD1 HD1 Frozen bread labeling**

From: Clifton Rasa

With thanks to Rep. Yamane, SB1086SD1HD1 now applies uniformly to all baked goods. It also keeps the cost to implement as low as possible by using signs to inform consumers instead of requiring a label on every baked product. I can support the House Draft 1 language, but still say that the whole bill is unnecessary.

Sincerely,



Clifton Rasa

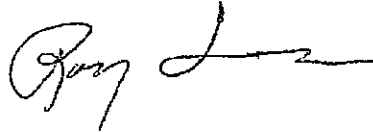
Representative Robert Herkes, Chair Representative Ryan Yamane, Vice Chair
Committee on CPC

SB1086 SD1 HD1

From: Roy Taira

I am thankful that Representative Yamane made smart changes to the Bread Bill. SB1086 SD1 HD1 is now fair because it covers all baked goods. It was discriminatory to include only sliced sandwich bread. The signs are a better idea, as labels would have driven the costs for consumers. I feel that no bill is necessary, but if the legislature decides to pass something, they need to keep it fair and low cost. I would only support the house draft language.

Sincerely,



To:

Committee on Consumer Protection & Commerce

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

Subject: SB 1086 SD1 HD1 Frozen bread labeling

From: Alan Baclaan

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Sincerely,



Alan Baclaan

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

SB1086 SD1 HD1

From: Steve Richards

Consumers and business don't need SB1086 SD1 HD1 for health or notification purposes. If a bill does pass, the House Draft version is the best version, as it is fair to all and the least costly option. I don't think any of these bills are necessary, but would support HD1 over any of the other bills.

Sincerely,



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

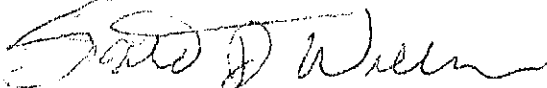
Committee on Consumer Protection & Commerce

The Bread Bill SB1086 SD1 HD1

From: Scott Wiemer

We don't need more legislation regulating something that isn't a health concern. SB1086 SD1 HD1 isn't necessary. This version of the bill is much more reasonable than the other versions. It is fair by including all types of baked goods products. I would never support a bill that unfairly targets one type of bread (SD1). Please keep the wording the same as HD1 or hold the bill.

Thank you,



Scott Wiemer

April 1, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Via Facsimile: 586-8404

FROM: Leonae Rodrigues
94-249 Waikele Road, #B-109
Waipahu, Hawaii 96797

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

I believe it is the consumer's right to know if bread was previously frozen or not. The loaves of bread I see in the store look fresh to me so I assume they're all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii or not because some packages only identify who the distributor is.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

April 1, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Via Facsimile: 586-8404

FROM: Gwendolyn Rowland
444 Kauhane Street
Honolulu, Hawaii 96813

RE: **S.B. 1086, SD1, HD1 - Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

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While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

April 1, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Via Facsimile: 586-8404

FROM: Mona Hoopai
2650 Liliha Street
Honolulu, Hawaii 96817

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

I believe it is the consumer's right to know if bread was previously frozen or not. The loaves of bread I see in the store look fresh to me so I assume they're all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii or not because some packages only identify who the distributor is.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

April 1, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Via Facsimile: 586-8404

FROM: Bien Aspili
1502 Hooli Circle
Pearl City, Hawaii 96782

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

I believe it is the consumer's right to know if bread was previously frozen or not. The loaves of bread I see in the store look fresh to me so I assume they're all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii or not because some packages only identify who the distributor is.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

April 1, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Via Facsimile: 586-8404

FROM: Anna Kanahale
P.O. Box 4382
Kaneohe, Hawaii 96744

RE: **S.B. 1086, SD1, HD1 - Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

I believe it is the consumer's right to know if bread was previously frozen or not. The loaves of bread I see in the store look fresh to me so I assume they're all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii or not because some packages only identify who the distributor is.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

April 4, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: CPCtestimony@Capiol.hawaii.gov

FROM: Ronald B Clough
PO Box 811
Mountain View Hi 96771

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. Sliced sandwich-style bread should be required to identify on the label, if it was previously frozen.

The loaves of bread I see in the store look fresh to me so I take it for granted that they are all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is the best we can get, I support it.

Please pass S.B. 1086.

Mahalo,

Ronald B Cough

April 4, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: CPCtestimony@Capitol.hawaii.gov

FROM: Gregory P. Gauthier

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

I believe it is the consumer's right to know if bread was previously frozen or not. The loaves of bread I see in the store look fresh to me so I assume they're all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii or not because some packages only identify who the distributor is.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

CPCtestimony

From: mailinglist@capitol.hawaii.gov
Sent: Friday, April 01, 2011 2:28 PM
To: CPCtestimony
Cc: pgk00@msn.com
Subject: Testimony for SB1086 on 4/4/2011 2:00:00 PM

Testimony for CPC 4/4/2011 2:00:00 PM SB1086

Conference room: 325
Testifier position: support
Testifier will be present: No
Submitted by: Pamela Green
Organization: Individual
Address:
Phone:
E-mail: pgk00@msn.com
Submitted on: 4/1/2011

Comments:

Dear Sir,

Please consider the basic right of the consumer to be know what they are buying!

Do we as consumer really need to justify to you; people that are paid to look out for our interest WHY we should have the right to know what we are eating?

What about the push to buy local? If this bread comes from the mainland frozen and they put it on the shelf at a cheaper price then bread that is baked here in Hawaii...do you not have an obligation to level the playing field for that local company?

Putting signs on the shelf is not a guarantee that the consumer will receive the information. I have worked in a grocery store and signs fall down and are not replaced in a timely manner.

Please support SB1086!

Mahalo,
Pamela Green

April 1, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: CPCtestimony@Capitol.hawaii.gov

Address: Hawaii State Capitol, Room 320, Honolulu, HI 96813

FROM: Mark D. Bernstein 119 Poloke Place, Honolulu, Hawaii 96822

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

Even though I have a decided preference for version passed by the Senate (targeting sliced sandwich –style bread), I am writing to let you know of my continued support of S.B. 1086, SD1, HD1 which will require a label to identify bread that is “previously frozen”. My support remains grounded in the principle that consumers are entitled to and want to know the truth about the food they eat. The position of those who believe that consumers should be thankful for whatever is on the shelves, regardless of what it actually is clearly have an agenda that is at odds with the common sense principle that you should not be afraid to truthfully state what is inside the package of food you want a consumer to buy.

The loaves of bread on store shelves look and feel the same and convey the impression they are freshly baked. Until this legislation was brought to my attention I did not know that previously frozen bread was thawed out and put on the shelves next to the fresh bread. Without a label, how am I suppose to know whether the bread I bought was freshly baked here or baked who knows when or where and then frozen before being shipped to Hawaii, thawed out and then sold without letting me know it was previously frozen.

As a consumer, I want to know if my bread was “previously frozen.” That information helps me decide whether or not to buy it. It also helps me know how long it will keep and whether I can freeze it again. Consumers should be given the information we need to make an **informed choice** about the food we eat. I see the words “previously frozen” on many food products and don’t understand why bread should get a special exemption. I want the fresh bread! I want the local bread!

I also want to voice my support for localism when it comes to our food. As much as possible, we should all buy local for a myriad of good and important reasons. It’s important to support everyone in Hawaii who raises or processes our food here and this bill supports local companies that make food here in Hawaii and provide good jobs for the people of Hawaii. What could possibly be wrong with that?

Please make sure to pass S.B. 1086. Thank you for reading this.

The Twentieth Sixth Legislature
Regular Session of 2011

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

State Capitol, Conference Room 325
Monday, April 4, 2011; 2:00 p.m.

**STATEMENT OF MEL TOM ON S.B. 1086, SD1, HD1
RELATING TO CONSUMER INFORMATION**

My name is Mel Tom. I support S.B. 1086, SD1, HD1 because I think consumers should know if bread is previously frozen. I work as a mechanic for Love's Bakery and have been there for four years.

I didn't know much about bread before I came to Love's Bakery. But as I listen to production people and drivers talk, I see there's a lot to know about bread. For one thing, not all bread is sold fresh. That was a surprise to me. I never heard about "previously frozen bread" until one of my co-workers explained it to me. It made me realize how important freshness is to bread.

It also made me realize that almost everyone who buys bread doesn't know that half the bread sold in Hawaii is previously frozen. I'm not saying anything is wrong with frozen bread health-wise, but freezing, thawing, then re-freezing and re-thawing bread will very likely affect the quality of the bread. That's what I think happens to bread that comes from the mainland. I also wonder how long it's been since the bread was first baked. Freezing bread takes time. So does shipping it across the ocean. Then taking it to the stores probably adds a few more days, even more if it has to be barged to the neighbor islands. By the time the bread reaches the consumer's table, it could be as long as a month from first being baked.

I think the consumer has the right to know if bread was previously frozen. I also think it's not right for the consumer to be allowed to assume that all bread on the shelves is fresh. That's not fair to my company, which produces and sells fresh bread. If the consumer thinks all bread is the same and the only difference is price, many of them will buy the cheaper bread. Love's Bakery will have a hard time competing with a company that gets its bread frozen from the mainland.

I know the bill was changed by the other House committee and now calls for a sign listing all previously frozen baked products and requires it to be posted at the store near the bread shelves. I don't know how effective one sign will be to inform the customer. How many will actually take the time to read the sign, especially if there is a long list of products? I think labeling each loaf of bread is more effective if the goal of the law is really to inform the consumer.

But I still support the bill and hope you will pass S.B. 1086, SD1, HD1. Thank you.

April 4, 2011

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

FROM: Joanne Kealoha
Honolulu, HI 96816

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

I support S.B. 1086, SD1, HD1, which will require stores to put up a sign identifying previously frozen baked products on their bread shelf. It's one way of informing the consumer about previously frozen bread, but I personally do not believe it is the most effective way. I believe labeling each loaf of bread with the words "previously frozen" is the best way to inform the consumer.

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 be informed about this. If the consumer 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.

I also support this bill because it helps to level the playing field for local bakeries. It's hard for local companies like Love's Bakery to compete against previously frozen bread that is baked in large quantities at a cheaper cost due to economies of scale. I really cannot understand why the frozen bread distributor objects to letting the public know that his bread was previously frozen. What's he afraid of? There will always be consumers wanting to buy something cheaper, even if the quality is less. But allowing the consumer to assume that all bread is fresh is just plain wrong.

The Legislature is in a position to give consumers the information they need to make an informed decision. Please pass S.B. 1086, SD1, HD1. It's not the best solution, but it's a start. Thank you for considering my testimony.

HOUSE OF REPRESENTATIVES
REGULAR SESSION
TWENTY-SIXTH LEGISLATURE

COMMITTEE ON COMMERCE & CONSUMER

Rep. Robert N. Herkes, Chair
Rep. Ryan I. Yamane, Vice Chair

Hearing: Monday, Monday April 4, 2011
Time: 2:00 p.m.
Room: Conference Room 325

TESTIMONY OF LOWELL CHUN-HOON
RE: S.B. 1086, SD 1, HD 1, RELATING TO CONSUMER INFORMATION
(TESTIMONY IN SUPPORT)

Chair Herkes, Vice Chair Yamane, 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, HD 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, HD 1.

Hawai'i Alliance for Retired Americans

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

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: CPCtestimony@Capitol.hawaii.gov April 3, 2011)

Hearing Of House Consumer Protection and Commerce Committee

April 4, 2011, 2 p.m. Conference Room 325

Statement of Al Hamai, President, in support of SB1086, SD1, HD1, Relating to
Consumer Information, Previously Frozen Baked Goods

Chair Robert Herkes, Vice Chair Ryan I. Yamane, and Committee Members,

The purpose of this bill, as amended, is to require grocers and wholesale clubs to identify baked goods that have been previously frozen. We support the intent of this bill.

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 and other baked goods freshly produced, 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 and other baked goods are fresh and which were frozen. Approval of this bill will provide us with info to make informed consumer choices.

Please make it easier for us citizens and consumers to identify freshly produced bread and other baked goods so we may make informed choices. Similarly, we prefer our local eggs, which are labeled as such 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, HD1. Mahalo.

CPCtestimony

From: dave mori [davemori@ilwulocal142.org]
Sent: Sunday, April 03, 2011 8:26 PM
To: CPCtestimony
Cc: Rep. Robert Herkes; Rep. Ryan Yamane
Subject: SB 1086, SD1, HD1 - Relating to Consumer Information

April 4, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: CPCtestimony@Capitol.hawaii.gov

FROM: Dave K. Mori

RE: S.B. 1086, SD1, HD1 – Relating to Consumer Information

I am writing once again in support of S.B. 1086. Since my last letter, the House has moved towards amending the Senate's version on labeling previously frozen bread to store signage instead. It's also my understanding that Chad Buck of Hawaii Foodservice Alliance has been providing misinformation and using pressure tactics to dupe the Legislature into passing a bill that will benefit his business rather than the public's interest.

While I personally prefer labeling because it's the best way to inform the consumer, I thank you in advance for passing this bill in a form that will be in the public's best interest. As you know, this is a consumer protection bill because there is no simple way to tell the difference between mainland-frozen bread and fresh baked local bread. The Hawaii Foodservice Alliance even packages the mainland-frozen bread under its own label to give the appearance that it's a local product.

It's also a misnomer that people will stop buying mainland-frozen bread if it's labeled previously frozen, or that labeling will drive up cost to make it unaffordable. What is more likely to happen is local bakeries, like Love's Bakery, will be forced to cut back on its production and distribution, and start shipping frozen bread to be competitive. Should this happen you will see a domino effect in business downsizing and layoffs. Companies like Aloha Air Cargo and our neighbor islands will be the first casualties due to the already high cost of air freighting fresh bread.

While I prefer the Senate's version of the bill, which would require labeling of previously frozen sliced sandwich-style bread, my main concern is consumer protection. If signage is the best you can do, I will support it as long as it is written to protect the public's interest.

Please pass S.B. 1086. Thank you.



Local Union 1260

International Brotherhood of Electrical Workers

2305 So. Beretania St. • Honolulu, Hawaii 96826-1494 • email: office@ibew1260.org

Telephone (808) 941-9445

Fax No. (808) 946-1260

LANCE M. MIYAKE
Business Manager-Financial Secretary

April 3, 2011

LOREN TAGUCHI
President

Representative Robert N. Herkes
Chair, House Committee on Consumer Protection & Commerce
The House of Representatives
State of Hawaii

Dear Chair Herkes:

RE: SB 1086, SD1, HD1

IBEW Local Union 1260 supports and request that the Committee on Consumer Protection and Commerce submit S.B. No. 1086, SD1, HD1 to the House of Representatives for enactment of this bill.

Consumers need to be informed if baked products are not fresh but “previously frozen” to make an informed choice on their selection at the market. Without labeling a consumer may think they are buying freshly baked goods when they are not.

Local consumers like to buy and eat fresh foods but they will not be able to distinguish its freshness without proper labeling. Why does the FDA require proper labeling for all food products? To insure that the public will be able to make the proper choice because of the information given, when are purchasing foods that they will feed their families.

Local people want to support local businesses because they support our economy. During the last elections, the economy and jobs were the key issue for the voters. Please do not let the voters down and support and pass S.B. 1086 SD1, HD1. Thank you very much.

Sincerely,

Lance M. Miyake
Business Manager/Financial Secretary

CPCtestimony

From: Mel Chang [melchang@hawaii.rr.com]
Sent: Sunday, April 03, 2011 3:45 PM
To: CPCtestimony
Subject: Testimony on S.B. 1086, SD1, HD1;

April 3, 2011

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

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

RE: S.B. 1086, SD1, HD1 -- 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 prefer SB 1086, SD1 which gives consumers important information about the product they are buying by requiring individual labeling of the wrappers of previously frozen sliced bread. This is a much better solution than HD1 which requires a sign listing which products have been previously frozen.

There are many problems with requiring stores to put up a sign.

- 1) Instead of putting the burden on the handful of bakeries that freeze their bread and that take advantage of this lack of meaningful consumer labeling, the sign puts the burden on hundreds of stores and thousands of employees of the stores selling these products.
- 2) The sign would have to be monitored throughout the day to be effective. The typical supermarket shelf is 4-6 tiers high and while the sign may be in the right place when the store opens, bread moves quickly. Products are often moved around to keep the shelves looking full and fresh baked bread may end up on the shelf where the sign is located.
- 3) Listing the previously frozen products would not be effective as consumers are not likely to read the sign and then compare the list with the product they are buying. It is far simpler to put a label on the product.

However, SB 1086, SD1, HD1 would be better than nothing and I would support either version.

The Twenty-Sixth Legislature
Regular Session of 2011

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

State Capitol, Conference Room 325
Monday, April 4, 2011; 2:00 p.m.

**STATEMENT OF STEPHEN CARIAGA ON S.B. 1086, SD1, HD1
RELATING TO CONSUMER INFORMATION**

My name is Stephen Cariaga, and I support S.B. 1086, SD1, HD1.

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 me 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 put the words "previously frozen" right on the package. That way, the consumer can make an informed choice. If you want freshly baked sandwich bread, you'll buy Love's. If you don't mind previously frozen bread, you may buy the competitor's bread, but you'll be informed 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 the competition fair between bread that is sold fresh and bread that is previously frozen. 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.

Even though the version of the bill that you're considering will only require a sign, I guess it's better than nothing. At least you will be trying to give information to the consumers. It's their right to know. Please pass S.B. 1086, SD1, HD1. Thank you for allowing me to testify.

Herbert Okamura
1421 Ekaha Avenue
Honolulu, HI 96816

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

FROM: Herbert Okamura

RE: **S.B. 1086, SD1, HD1 -- Relating to Consumer Information**

DATE: April 4, 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. I miss that wonderful smell. 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, HD1 because it will let the public know that which bread was frozen and defrosted. 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 or becomes stale.

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 much to let the customer know what he's buying.

My parents taught me to do what is right. It's only right to let the customer know. It's only right to support local companies. I actually prefer having each loaf of bread labeled, but I support this bill even though it only requires a sign at the store. Half a loaf is better than no loaf at all. I hope you will pass S.B. 1086, SD1, HD1. Thank you for letting me express my views on this bill.

Dorothy Sakamoto
45-663 Luluku Road
Kaneohe, HI 96744

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

FROM: Dorothy Sakamoto

RE: **S.B. 1086, SD1, HD1 -- Relating to Consumer Information**

DATE: April 4, 2011

My name is Dorothy Sakamoto, and I am a retiree. I am speaking in favor of S.B. 1086, SD1, HD1, even though the bill is not what I originally hoped it would be do. I wanted all "previously frozen" sliced bread to be labeled, but this bill now requires only a sign to be posted near the bread shelves identifying all previously frozen baked products. In my opinion, that's not enough, but at least the sign will provide some information.

When I first heard about "previously frozen" bread, I had no idea what that was. I assumed 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 baked locally and then you eat "previously frozen" bread that has been produced elsewhere, there is no doubt that you will prefer fresh.

Some people may 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 pass this bill. Consumers have the right to know what they are buying and make their own choices.

Thank you for letting me testify on this bill.

The Twenty-Sixth Legislature
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HOUSE OF REPRESENTATIVES
Committee on Consumer Protection & Commerce
Rep. Robert N. Herkes, Chair
Rep. Ryan I. Yamane, Vice Chair

State Capitol, Conference Room 325
Monday, April 4, 2011; 2:00 p.m.

**STATEMENT OF CAREY OSHIRO ON S.B. 1086, SD1, HD1
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, HD1 even though I prefer labeling each loaf of previously frozen bread. A sign identifying the names of all baked products, including bread, that is previously frozen may give some consumers information, but most of them will not take the time to read the sign, especially if it's a long one or is way at the end of the shelf.

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 previously frozen bread is mass-produced on the mainland and has eaten into Love's Bakery's market share. It's true that previously frozen bread is cheaper to produce and is 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 stores, but I stock shelves as well. That puts me in contact with a lot of customers. 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 bread. They're happy when I give them information.

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 fresh so they must all be fresh. 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 anyone providing a product to the customer. For many consumers, 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, HD1.

The Twenty-Sixth Legislature
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RELATING TO CONSUMER INFORMATION**

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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 previously frozen bread is mass-produced on the mainland and has eaten into Love's Bakery's market share. It's true that previously frozen bread is cheaper to produce and is often cheaper for the consumer.

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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 fresh so they must all be fresh. 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 anyone providing a product to the customer. For many consumers, 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, HD1.

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**STATEMENT OF CORY AIWOHI ON S.B. 1086, SD1, HD1
RELATING TO CONSUMER INFORMATION**

My name is Cory Aiwohi. I support S.B. 1086, HD1. I think it's only right that consumers be told that a loaf of bread has been previously frozen. I have a wife and six kids. My wife only works part-time so money is usually tight. But, even though it may cost a little more, I only buy fresh bread because it's better quality.

You may think I'm a little biased because I work for Love's Bakery. But it's because I work for Love's that I know which bread is fresh and which bread was previously frozen. I think the ordinary consumer should know too so he can decide which bread to buy. I prefer to deliver fresh bread rather than frozen because I know I'm giving the customer the best.

I have worked for Love's Bakery for a total of 16 years, but for a few months almost 10 years ago, I worked for Hawaii Foodservice Alliance too. I had a little problem at Love's so I had to find another job. I went to Altres and was referred to HFA.

At HFA, I did pretty much the same thing I do for Love's—take bread to the stores, make sure the shelves are stocked, and pull the outdated bread. The problem was that I had to get two jobs to replace the income I made at Love's. When the union got me back my job at Love's, I jumped at the chance to work only one job.

Love's Bakery has been a good place to work. The pay is good, they provide full medical for me and my family, I will have a pension when I retire, and I have a union to represent me. I hope the company keeps going because I know it's been rough for them since the senior management guys bought the company from Daiichiya. The workers had to take some cuts, but we're still doing all right. If we lose more sales, though, I don't know what will happen to the company.

That's another reason I think this bill is important. Not only will it inform the consumer about the bread on their shelves, it will also make the playing field more level for the companies selling bread. If the customer assumes all bread is fresh, they will buy the cheapest bread. That gives an unfair advantage to frozen bread, which is made somewhere else in volume and, of course, will be cheaper. Letting the customer know what is previously frozen will give him information to make a better choice, which may even include supporting local manufacturing companies. I think that's fair.

Please pass S.B. 1086, HD1. Thank you for listening to my testimony.

The Twenty-Sixth Legislature
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Monday, April 4, 2011; 2:00 p.m.

**STATEMENT OF BARRETT HAYASHI ON S.B. 1086, SD1, HD1
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 support S.B. 1086, SD1, HD1 because it requires a sign to identify all previously frozen baked products to inform the consumer. Consumers should be informed about which products are previously frozen, but I prefer labeling of each loaf of previously frozen sliced, sandwich-style bread instead. Not many people will bother to read a sign, especially if it's only one sign to cover lots of shelves of bread and it's a sign with lots of products listed. It's a lot better for the consumer if the words "previously frozen" are printed right on the package.

Labeling of previously frozen sliced bread is important because it will help to level the playing field in the bread business. Consumers are used to buying fresh bread because that's all they had for many years. When the previously frozen product came into the market, no one knew so the consumer just assumed that all the bread was fresh. The bread looked the same so consumers thought they were all the same. The only difference might have been cost.

Previously frozen bread is baked on the mainland, not baked in Hawaii like fresh bread is. Mainland bread is frozen because it takes a while to ship the bread by boat to Hawaii. Freezing bread is a commonly accepted practice to prevent spoilage and is not harmful to anyone's health. But quality may be compromised if frozen bread is thawed, then frozen again before being sold.

Bread that is baked on the mainland in large industrial bakeries, like Bimbo's, the world's largest bakery company, can give a price advantage to anyone selling their product. Mainland bakeries buy their flour, eggs and other ingredients in bulk and bake hundreds of thousands of loaves of bread at one time. If the cost for the bread is cheap, the distributor in Hawaii can then sell the bread in Hawaii at a cheaper price than a local bakery. Local bakeries are manufacturing companies which have to pay for ingredients to be shipped to Hawaii, pay for employees to bake the bread, pay for maintenance of all equipment, pay Hawaii taxes, pay for electricity and other utilities to run the business. It's not a level playing field right now. The advantage is to the frozen bread distributor.

As I said before, I work for Love's Bakery, one of the last remaining manufacturing companies in Hawaii. The company has been in business for almost 160 years. All of us who work for the company are proud of the products we produce and sell. We want to keep the company going so we can keep working.

A couple years ago, Daiichiya of Japan, former owner of the company, said it was going to shut down the business. That would have meant more than 300 of us out of work. But four of the managers got together and decided to buy the company. They asked the union for concessions, and the workers gave it to them. Each quarter, management meets with the rank-and-file leaders of the union and gives us a report of how things are going. If we lose more business to frozen bread, the company may be faced with a decision to shut down again.

That is why this bill is so important. Contrary to what has been said by some, we don't want to shut down the competition. There's enough business selling bread for everyone because some consumers will want a cheaper option while others want to be sure they buy only fresh bread. What this bill will do, though, is give the consumer the facts so he can make an informed decision. Then the playing field will be level between the sale of fresh bread and previously frozen bread.

All we're saying is that the customer has the right to know if bread has been previously frozen. It won't cost much to print the words "previously frozen" right on the bag--just the cost of a plate for the printing. 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.

Even though I prefer labeling of previously frozen bread, I ask that you pass this bill to help make things fair. Thank you for listening to my testimony.

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Rep. Robert N. Herkes, Chair
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**STATE OF THE ILWU LOCAL 142 ON S.B. 1086, SD1, HD1
RELATING TO CONSUMER INFORMATION**

The ILWU strongly supports S.B. 1086, SD1, HD1, which requires grocers and wholesale clubs to identify baked goods that have been previously frozen.

Our preference is for the labeling of previously frozen sliced, sandwich-style bread. The consumer information will be clear and direct. Labeling, on a per loaf basis, could be done at a very nominal cost. The current version of the bill will provide for some consumer information in the form of a sign identifying all previously frozen baked products in proximity to the point of sale. We support this bill because some information is better than no information.

For more than a century, Hawaii consumers only bought bread put on store shelves fresh. When previously frozen bread came onto the market, no one knew it had once been frozen. The previously frozen bread sat on store shelves right alongside bread that was fresh and never frozen. By appearance, no one could tell the difference—unless you looked closely at a previously frozen bag of bread and saw some moisture from condensation due to thawing.

The consumer has come to expect and assume that all bread is fresh. But when some bread is brought in from the mainland previously frozen and placed on store shelves next to fresh bread, there results an unfair advantage to the frozen bread. Unless there is some differentiation as to the source of the product and how the product was preserved when shipped, the customer would not have all the information needed to make an informed decision. Most customers think that price is the only difference.

Bread baked in large bakeries on the mainland (like Bimbo's, the world's largest bakery chain) have the advantage of buying ingredients in bulk and baking in huge volumes. They provide the distributor with a cheaper price, thus allowing the distributor to offer previously frozen bread at a very competitive price. Bakeries in Hawaii, no matter how big they may seem, are at a disadvantage.

That is why a law to inform the consumer about previously frozen sliced, sandwich-style bread is needed to level the playing field for the sale of bread. An unlabeled previously frozen sliced sandwich-style loaf of bread has an unfair advantage in a market where consumers have come to expect that all bread on the shelf is baked and sold fresh in Hawaii. It also should be noted that bread that is sold as fresh is only baked in Hawaii.

An argument has been made that those who sell fresh bread should label their products as "fresh" instead. However, this argument does not hold if everyone assumes that all bread sold is fresh.

Informing the consumer about previously frozen bread will not mean that one company will go out of business. On the contrary, there is enough business for everyone. When Hawaii Baking (Holsum) closed in 2002, Love's Bakery alone did not have the capacity to produce enough bread for the Hawaii market. Hawaii Foodservice Alliance (HFA) seized the opportunity and stepped up its shipment of previously frozen bread. Since then, HFA has grown and now distributes even more bread than Love's Bakery, thanks in large part, we suggest, to its pricing.

At the hearing in the House Health Committee last week, HFA employees came holding signs and testifying that this bill will kill jobs. HFA's owner also testified that 200 jobs will be lost if the bill is passed. The implication was that HFA will go out of business, but that, we believe, will not happen. In truth, it is Love's Bakery, the biggest bakery in Hawaii, that could go out of business.

Love's Bakery has 350 employees, most of whom are represented by the ILWU in a collective bargaining agreement. In recent years, the employees, bargaining and non-bargaining, took concessions to keep the company going. The company has been under local ownership for the past couple of years, when the former owner, Daiichiya of Japan, decided to shut down Love's Bakery. Senior management from the company used their credit to borrow money to buy the company, save the jobs of 350 employees, and keep fresh bread on our table. Love's spends even more to bring fresh bread to the neighbor islands, shipping bread daily by Aloha Air Cargo.

S.B. 1086 will only require that previously frozen bread be identified for the consumer's information. With that information, the consumer can decide which bread to buy. That will help to level the playing field for all in the bread business. Whether it's labeling or putting up a sign in the store, the cost to identify previously frozen bread is very small. To make signage even nominally effective, there should be more than one sign placed next to the products at "eye level" so that the customer can be properly informed. Another concern is that signage will place the burden onto retail stores.

The ILWU strongly urges passage of S.B. 1086, SD1, HD1. Thank you for the opportunity to testify.

April 4, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: CPCtestimony@Capitol.hawaii.gov

FROM: Lisa Maehara
91-1037 Pohahawai Street
Ewa Beach, Hawaii 96706

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

I am writing in support of S.B. 1086. However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen.

I believe it is the consumer's right to know if bread was previously frozen or not. The loaves of bread I see in the store look fresh to me so I assume they're all fresh. Nothing on the package right now tells me otherwise. I can't even tell for sure if the bread was baked here in Hawaii or not because some packages only identify who the distributor is.

I'd like all consumers to have information they need to make an informed choice. Labeling of each loaf of bread will do that. One sign on a store shelf will not. It's also not fair to expect the stores to be responsible for the sign.

While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

April 4, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: CPCtestimony@Capitol.hawaii.gov

FROM: Daryl Barnett
% 91-1039 Laaulu St. #23E
Ewa Beach HI 96706

RE: **S.B. 1086, SD1, HD1 – Relating to Consumer Information**

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Please pass S.B. 1086. Thank you.

April 4, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: CPCtestimony@Capitol.hawaii.gov

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

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While I prefer the version of the bill that would require labeling of slice, sandwich-style bread, my main concern is providing information to the consumer. If a sign is all we can get, I support it.

Please pass S.B. 1086. Thank you.

CPCtestimony

From: John Hayakawa [hayakawa@hawaii.rr.com]
Sent: Friday, April 01, 2011 11:36 PM
To: CPCtestimony
Subject: SB1086 SD1 HD1 Relating to Consumer Information

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

FROM: John M. and Sachie U. Hayakawa

RE: S.B. 1086, SD1, HD1 – Relating to Consumer Information

We would like to express our support for expanding consumer information regarding food products. Your Committee is hearing SB1086 SD1 HD1, which we support in concept, although we prefer the Senate version (SD1) relating to identifying previously frozen sliced bread.

We firmly believe that, just as we need knowledge about ingredients used in preparing the food products we purchase, we should also know whether a food product had been frozen prior to our purchase.

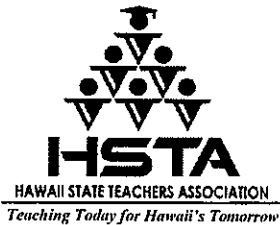
Let us face the facts, frozen products just do not taste as good as fresh products.

It is also important for the consumer to know whether the frozen state of a product is the reason for one product being less costly than another.

But in the end, let us the consumers be the ones to make that decision as to whether we would purchase a previously frozen product over one that has not been frozen.

Sincerely,

John and Sachie Hayakawa
470 Halemaumau Street
Honolulu, HI 96821
808/373-2882



1200 Ala Kapuna Street • Honolulu, Hawaii 96819
Tel: (808) 833-2711 • Fax: (808) 839-7106 • Web: www.hsta.org

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Executive Director

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

RE: SB 1086, SD1, HD1 – RELATING TO CONSUMER INFORMATION.

APRIL 4, 2011

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

Chair Herkes and Members of the Committee:

The Hawaii State Teachers Association supports the intent of SB1086, SD1, HD1, which only requires retailers to post a sign identifying “previously frozen” bread. However, we support the original version of SB 1086.

HD1 will be ineffective in providing consumers with the information they need to make an informed choice because: (1) the burden will be on the retailer to make sure the sign is posted, instead of the distributor; (2) only one sign is required, regardless of the shelf space allotted to baked products; and (3) the signage must identify ALL baked products, not just bread.

Signage will not educate the consumer, but a label on each package will. The cost to label will be nominal. SD1 does not require a sticker to be placed on each loaf by hand. Instead, the bag itself can be imprinted with the words “previously frozen.” Once the plate for the printing is made, there would be no additional cost to print a bag with those words.

SB 1086 would be of most value 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. SB 1086 would afford consumers with accurate information to make an informed decision when buying a product.

Therefore, HSTA supports the original version of SB 1086 as opposed to SB1086 SD1, HD1.

Thank you for the opportunity to testify

April 4, 2011

TO: Rep. Robert Herkes, Chair
Rep. Ryan Yamane, Vice Chair
House Committee on Consumer Protection and Commerce
Email: 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, HD1, which will identify sliced, sandwich-style bread that is “previously frozen.” However, I prefer the version that the Senate passed, instead of the version you are considering today. I want sliced, sandwich-style bread to be labeled if it was previously frozen. Placing signs disclosing that such bread was previously frozen is a poor substitute for protecting the consumer’s right to know.

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**. Placing a sign in the vicinity of previously frozen sliced sandwich bread is not a sure proof way of ensuring a consumer's right to know. Most consumers today know to read the label on packages of food products to determine the quality and characteristics of the food they may be purchasing. It is not a common practice to place such disclosures on signs. Signs are most commonly used to advertise the price products.

It also is not fair to expect stores to place and maintain signs in perpetuity or so long as previously frozen sliced sandwich bread is sold in stores. Such disclosures need to be on the package that contains the previously frozen sliced sandwich bread and the burden should be placed on the entity that makes and freezes the bread to provide the disclosures.

This bill has been bantered about 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 this legislation is not weakened by proceeding with the amendment to post signs as an alternative to the package disclosure. If a sign is all we can get, then I support it.

Thanks for your consideration.



Working Together for Hawaii

RETIRES UNIT

888 Mililani Street, Suite 601
Honolulu, Hawaii 96813-2991
www.hgea.org

Telephone: 808.543.0054
Facsimile: 808.550.8814

Hawaii Government Employees Association
AFSCME Local 152, AFL-CIO

April 4, 2011

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

FROM: Susan S. Goya, Executive Secretary
HGEA Retirees Unit

RE: **S.B. 1086, SD1, HD1 -- Relating to Consumer Information**

I am writing in support of S.B. 1086, SD1, HD1. I strongly support the Senate version of the bill passed instead of the version you are considering today. I would like to see sliced, sandwich-style bread labeled if it was previously frozen and not have to assume the loaves of bread on the shelves are all freshly baked. Presently, the way the bread is packaged, I do not know if the bread is freshly baked in Hawaii or baked on the mainland and frozen before being shipped here and thawed before being placed on the shelf for sale.

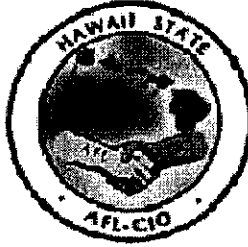
As a consumer, I want to know what I am buying. To label only the sliced, sandwich-style bread is the right thing to do. One sign on the store shelf is insufficient. It is also unfair to expect the stores to be responsible for the signage on this product.

Let us level the playing field and help to sustain local companies who pay taxes in Hawaii and provide jobs to Hawaii's residents. As much as possible, we should buy local and support the local community we live in.

Thank you for the opportunity to testify in support of S.B. 1086, SD1, HD1.

Respectfully submitted,

Susan Goya, Executive Secretary
HGEA Retirees Unit



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

Testimony by
Hawaii State AFL-CIO
April 4, 2011

S.B. 1086, SD1, HD1 – RELATING TO
CONSUMER INFORMATION

The Hawaii State AFL-CIO supports the purpose and intent of S.B. 1086 which requires grocers and wholesale clubs to identify baked goods that have been previously frozen.

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

Thank you for the opportunity to testify.

Respectfully submitted,

Jason Bradshaw
COPE Director



April 1, 2011

TO: Representative Robert N. Herkes, Chair
Representative Ryan I. Yamane, Vice Chair
House Committee on Consumer Protection & Commerce
Email: CPCTestimony@Capitol.Hawaii.gov

FR: Glenn Cannon, President
Brenda Ching, Executive Director
Screen Actors Guild Hawaii
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 however, we prefer the Senate version of this measure instead of the version you are considering today.

As consumers, it is important we are given as much information as possible on the food items we purchase. Labeling “previously frozen” goods gives consumers the information needed when making their decision on their purchases. A store sign is not sufficient enough.

We support this bill as it would be the right thing to do and as consumers, we have the right to know whether a product is fresh or previously frozen.

Thank you for the opportunity to submit testimony in support of S.B. 1086, SD1, HD1.

SCREEN ACTORS GUILD

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

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