

**Testimony to the House Committee on Consumer Protection and Commerce
Wednesday, February 20, 2013 at 3:00 P.M.
Conference Room 325, State Capitol**

LATE

RE: HOUSE BILL 376 HD 1 RELATING TO FOOD

Chair McKelvey, Vice Chair Kawakami, and Members of the Committee:

The Chamber of Commerce of Hawaii ("The Chamber") **opposes** HB 376 HD 1 Relating to Food.

The Chamber is the largest business organization in Hawaii, representing over 1000 businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

We appreciate the intent of the bill to protect consumers and their families. However, this will place another cost burden on business and consumers. While some club card systems do track what you buy, they may not keep them stored for long periods of time. Also there is an additional cost to mining the data to find the products recalled and the consumers who purchased them and then the cost notification.

We believe that notification via the news media is adequate and presently provides sufficient consumer notice.

Thank you for the opportunity to testify.