

**ward2-Robin**

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Friday, March 21, 2014 7:38 AM  
**To:** edbtestimony  
**Cc:** brian@hfbf.org  
**Subject:** \*Submitted testimony for HCR77 on Mar 21, 2014 10:00AM\*

**HCR77**

Submitted on: 3/21/2014

Testimony for EDB/TOU on Mar 21, 2014 10:00AM in Conference Room 312

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Brian Miyamoto	Hawaii Farm Bureau	Support	No

Comments:

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**ward2-Robin**

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Friday, March 21, 2014 8:25 AM  
**To:** edbtestimony  
**Cc:** warrenmcfb@gmail.com  
**Subject:** \*Submitted testimony for HCR77 on Mar 21, 2014 10:00AM\*

**HCR77**

Submitted on: 3/21/2014

Testimony for EDB/TOU on Mar 21, 2014 10:00AM in Conference Room 312

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Warren Watanabe	Maui County Farm Bureau	Support	No

**Comments:**

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Hawai'i Ag and Culinary Alliance  
3538 Waialae Avenue, #203  
Honolulu, HI 96816

**Testimony in Support of HCR77  
Declaring Hawai'i Food and Wine Festival the Next Agricultural and Culinary  
Movement in the State of Hawai'i**

Dear Representatives Clift Tsuji, Chair, Gene Ward, Vice Chair and Members on the Committee on Economic Development and Business and Representatives Tom Brower, Chair, Romy Cachola, Vice Chair and Members on the Committee on Tourism:

On behalf of Hawai'i Food and Wine Festival Co-Chairs Alan Wong and Roy Yamaguchi, thank you for providing us with the opportunity to provide testimony in support of HCR 77, Declaring the Hawai'i Food and Wine Festival the Next Agricultural and Culinary Movement in the State of Hawai'i. My name is Denise Hayashi Yamaguchi and I am the Executive Director of the Hawai'i Ag and Culinary Alliance, the parent non-profit organization of the Hawai'i Food & Wine Festival.

The Hawai'i Ag and Culinary Alliance supports HCR 77 which declares the Hawai'i Food and Wine Festival the next agricultural and culinary movement in the State of Hawaii. The resolution recognizes the importance of the Hawai'i Regional Cuisine movement that started more than 20 years ago and declares the Hawai'i Food and Wine Festival the new movement which builds on the past and provides a direction for the future growth of agriculture and culinary partnerships and activities in the State of Hawai'i.

The Hawai'i Food and Wine Festival is now in its fourth year and we plan to have more than 80+ celebrity chefs and more than 25+ top tier wine and spirit makers from all over the world joining us this year. With a new community event, Keiki in the Kitchen: Food, Fitness, Family and Fun, for children and youth to be held at Bishop Museum we anticipate a 100 percent increase in attendance with more than 10,000+ residents and visitors from all over the world to attending this year's Festival.

The growth and success of Hawai'i Food & Wine Festival can be directly attributed to the involvement of its visitor industry partners. Hawai'i Tourism Authority, Hawaiian Airlines, Waikoloa Beach Resort, Waikoloa Beach Marriott Resort, Hilton Waikoloa Village, Hyatt Maui Resort & Spa, The Modern Honolulu, Halekulani, Hawai'i Convention Center, Hyatt Waikiki Beach Resort & Spa, Ko Olina Resort, Aulani, a Disney Resort & Spa, JW Marriott Ihilani Resort & Spa, Diamond Resorts, Tihati and Roberts Hawaii are all partners that make the Festival possible. For the first time, we have so many people working together in multiple industries for one cause. It's not about one resort operation, one restaurant, one farmer, but a sharing of ideas and resources, not as competitors, but partners working together to promote the destination.

Hawai'i Food and Wine Festival is truly a showcase of our local produce, our islands, our people and our talents. No other festival can claim what Hawaii Food & Wine Festival has done with so many partners from here and afar working together. It has put Hawai'i on the map in a monumental way and it is the next "movement."

Thank you for the opportunity to express our support for HCR77 that declares the Hawai'i Food and Wine Festival the next agriculture and culinary movement.

Sincerely,

Denise Hayashi Yamaguchi  
Executive Director