

NEIL ABERCROMBIE
Governor



SCOTT E. ENRIGHT
Chairperson, Board of Agriculture

KEN H. KAKESAKO
Deputy to the Chairperson

State of Hawaii
DEPARTMENT OF AGRICULTURE
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**TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE HOUSE COMMITTEE ON VETERANS, MILITARY & INTERNATIONAL
AFFAIRS, & CULTURE AND THE ARTS**

**WEDNESDAY, April 2, 2014
8:30 A.M.
Conference Room 312**

**HOUSE CONCURRENT RESOLUTION 92
DECLARING MARCH AS LOCALICIOUS HAWAII MONTH**

Chairperson Takai and Members of the Committee,

Thank you for the opportunity to testify on HCR 92. This resolution would declare March as Localicious Hawaii Month which coincides with National Agricultural Day celebrated on March 25, 2014.

The Department supports the resolution and appreciates the work of the Hawaii Agricultural Foundation to reinforce the State's "Buy Local, It Matters" call-to-action campaign to encourage residents to support Hawaii farmers by making conscious decisions to purchase locally grown food.

Thank you for the opportunity to testify on HCR 92.



**Testimony in Support of HCR 92
Declaring March as Localicious Hawaii Month**

Dear Representatives Mark Taka, Chair, Ken Ito, Vice Chair and Members on the Committee on Veterans, Military and International Affairs and Culture and the Arts:

Thank you for the opportunity to provide testimony in support of HCR 92, Declaring March as Localicious Hawaii month. My name is Denise Hayashi Yamaguchi and I am the Executive Director of the Hawaii Agricultural Foundation.

The Hawaii Agricultural Foundation (HAF) supports HCR 92 which declares March as Localicious Hawaii month. The resolution supports HAF's efforts to recognize local restaurants that are committed to buying local while also raising funds to support future farmers in Hawaii.

The Localicious Hawaii campaign which launched March 1, 2014 has been well-received by the public and is anticipated to generate more than \$50,000 for HAF's educational programs for public elementary school students in this first year.

HAF will run the Localicious campaign annually and will ensure that careers in agriculture are introduced to students at an early age.

The mission of the HAF is to support and sustain Hawaii's agricultural industry by addressing critical needs and services of farmers and the agricultural industry in Hawaii, and by better connecting the farmers with the community and vice-versa. This involves educational and outreach programs in the community, as well as direct marketing, technical, educational and in-the-field support for farmers.

Sincerely,

Denise Hayashi Yamaguchi
Executive Director

Roxanne Kamalu

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, April 01, 2014 10:05 AM
To: vmitestimony
Cc: cmanfredi@kaufarmandranch.com
Subject: *Submitted testimony for HCR92 on Apr 2, 2014 08:30AM*

HCR92

Submitted on: 4/1/2014

Testimony for VMI on Apr 2, 2014 08:30AM in Conference Room 312

| Submitted By | Organization | Testifier Position | Present at Hearing |
|---------------------|---------------------|---------------------------|---------------------------|
| Chris Manfredi | Hawaii Farm Bureau | Support | No |

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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