

# HCR 77 HD1

EXPRESSING LEGISLATIVE SUPPORT FOR THE HAWAII FOOD AND WINE FESTIVAL AND DECLARING THE FESTIVAL TO BE THE NEXT AGRICULTURAL AND CULINARY MOVEMENT IN THE STATE OF HAWAII.



**HAWAII TOURISM**  
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**Mike McCartney**  
*President and Chief Executive Officer*

**Testimony of  
Mike McCartney  
President and Chief Executive Officer  
Hawaii Tourism Authority  
on  
H.C.R. 77, H.D.1  
Expressing Legislative Support for the Hawaii Food and Wine  
Festival, and Declaring the Festival to be the Next Agricultural and  
Culinary Movement in the State of Hawaii.**

**Senate Committee on Economic Development,  
Government Operation and Housing  
Senate Committee on Tourism  
Monday, April 14, 2014  
3:00 p.m.  
Conference Room 016**

The Hawaii Tourism Authority (HTA) strongly supports H.C.R. 77, H.D.1, which declares legislative support of the Hawaii Food and Wine Festival, which is an event that creates a synergy involving renowned chefs and the unique and diverse products of the Hawaii agricultural industry.

HTA's Tourism Strategic Plan, which includes as one of its goals, the provision of a diverse and quality tourism product unique to Hawaii. As such, the Hawaii Food and Wine Festival is one of HTA's Signature Events. The Festival showcases a culinary style that reflects our diverse cultural heritages and utilizes and promotes the range and diversity of Hawaii's agricultural products. Further, the Festival evolved to include other sectors of the Hawaiian economy, including the tourist industry, retailers and restaurateurs, and others.

The Hawaii Food and Wine Festival, as an HTA Signature Event, gives us an opportunity to showcase things that are unique to our Hawaii brand.

Thank you for the opportunity to provide these comments.

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**Subject:** \*Submitted testimony for HCR77 on Apr 14, 2014 15:00PM\*  
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### **HCR77**

Submitted on: 4/13/2014

Testimony for EGH/TSM on Apr 14, 2014 15:00PM in Conference Room 016

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

#### Comments:

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