



State of Hawaii
DEPARTMENT OF AGRICULTURE
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LATE

TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE SENATE COMMITTEE ON AGRICULTURE
TUESDAY, JANUARY 28, 2014
ROOM 229
2:45 P.M.

SENATE BILL NO. 2433
RELATING TO TRUTH-IN-ADVERTISING

Chairperson Nishihara and Members of the Committee:

Thank you for this opportunity to provide testimony on Senate Bill No. 2433 relating to truth-in-advertising. The bill requires all agricultural products sold at farmers' markets to be labeled to identify the product's geographic origin.

The Department is aware of the importance of the country of origin labeling as evidenced by the USDA Country of Origin Labeling (COOL) final rule regulations. The COOL regulations cover most of the commodities listed in SB 2433 and applies to retailers that handle fresh and frozen fruits, and vegetables with an invoice value of at least \$230,000 annually.

Under the USDA COOL program, farm stands, meat butcher shops and fish markets are exempt from the mandatory COOL regulations. The USDA COOL program excludes geographic origin labeling on agricultural products which have undergone specific processing resulting in a change in the character of the commodity. The USDA also allows labeling of local, domestic and foreign commingled products. As written, it is uncertain if the bill will allow the labeling of commingled products. The USDA allows the use of local geographic regional terms on fresh and frozen fruits and vegetables





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LATE

January 28, 2014

HEARING BEFORE THE
SENATE COMMITTEE ON AGRICULTURE

TESTIMONY ON SB 2433
RELATING TO AGRICULTURE

Room 229
2:45 PM

Testimony on
Senate Bill 2433
Relating to Truth-in-Advertising

Aloha Chair Nishihara, Vice Chair Kouchi, and Members of the Committee,

I am Christopher Manfredi, President of the Hawaii Farm Bureau Federation (HFBF). Organized since 1948, the HFBF is comprised of 1,832 farm family members statewide, and serves as Hawaii's voice of agriculture to protect, advocate and advance the social, economic and educational interests of our diverse agricultural community.

Hawaii Farm Bureau supports the intent of this bill and respectfully offers our comments. We enthusiastically support local farmers' markets both to showcase and promote local farms and their products and to provide consumers a fun and friendly venue to purchase local foods. In fact, the Farm Bureau itself sponsors farmers' markets and it is our policy to sell local-only produce.

We understand the concern that because vendors are not currently required to disclose a product's geographic origin, some consumers might be misled into assuming that the products they buy at farmers' markets are all locally grown or produced.

This measure will require vendors to label or display a sign for each and every product they sell, declaring the product's geographic origin.

- Although we agree with the intent, HFBF is concerned that this may place an unreasonable burden on vendors who sell multiple products and whose produce and other products vary according to crop and season.
- Additionally, the requirement that vendors retain and have available on site, two years' worth of records detailing the volume and origin of each product sold may also be unreasonably burdensome to farmers.

- The term “Agricultural product” is very broad and would apparently also apply to value-added products sold at these markets. These goods may contain multiple ingredients, not all of which are locally produced. Would the vendors of these products need to identify the amount of each local ingredient contained in each item?
- The proposed law would apply to “Farmers’ markets,” which is defined broadly as any market where farmers sell their products directly to consumers. There are many farmers’ markets on each island but we notice that there is no additional funding offered for HDOA to implement and enforce the requirements of the proposal.

Thank you for the opportunity to express our comments on this measure.

LATE

nishihara1 - Amanda

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, January 28, 2014 6:03 AM
To: AGL Testimony
Cc: farmfreshhawaii@gmail.com
Subject: Submitted testimony for SB2433 on Jan 28, 2014 14:45PM

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SB2433

Submitted on: 1/28/2014

Testimony for AGL on Jan 28, 2014 14:45PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Juanita Kawamoto Brown	Individual	Support	No

Comments: Good for local farms and local business whose identity should be protected and promoted.

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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