

DAVID Y. IGE  
Governor

SHAN S. TSUTSUI  
Lt. Governor



State of Hawaii  
**DEPARTMENT OF AGRICULTURE**  
1428 South King Street  
Honolulu, Hawaii 96814-2512  
Phone: (808) 973-9600 FAX: (808) 973-9613

SCOTT E. ENRIGHT  
Chairperson, Board of Agriculture

PHYLLIS SHIMABUKURO-GEISER  
Deputy to the Chairperson

**TESTIMONY OF SCOTT E. ENRIGHT  
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE HOUSE COMMITTEE ON FINANCE**

**MARCH 5, 2015  
10:30 A.M.**

**HOUSE BILL NO. 1051 HD 1  
RELATING TO AGRICULTURE**

Chairperson Luke and Members of the Committee:

Thank for the opportunity to testify on House Bill No. 1051 HD 1, relating to agriculture. The bill proposes to authorize the Department of Agriculture to adopt rules relating to the declaration of Hawaii origin for agricultural commodities. The department supports this bill.

Hawaii produces a wide variety of agricultural products unique to individual geographic regions. The production of these high-quality products support farmers and their families and contribute to Hawaii's economy. Protecting the identity of Hawaii's high-quality and high-value agricultural products is critical in preventing unscrupulous individuals from fraudulently marketing agricultural products originating from outside a specified Hawaii geographic region.

Thank you for the opportunity to testify on this measure.





P.O. Box 253, Kunia, Hawai'i 96759  
Phone: (808) 848-2074; Fax: (808) 848-1921  
e-mail [info@hfbf.org](mailto:info@hfbf.org); [www.hfbf.org](http://www.hfbf.org)

March 5, 2015

HEARING BEFORE THE  
HOUSE COMMITTEE ON FINANCE

TESTIMONY ON HB 1051 HD1  
RELATING TO AGRICULTURE

Room 308  
10:30 AM

Aloha Chair Luke, Vice Chair Nishimoto, and Members of the Committee:

I am Christopher Manfredi, President of the Hawaii Farm Bureau Federation (HFB). Organized since 1948, the HFBF is comprised of 1,932 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.

**HFB supports HB 1051 HD 1**, which authorizes the Department of Agriculture to adopt rules relating to the declaration of Hawaii origin for agricultural commodities.

HDOA is ideally suited for this authority, with expertise in market development, public, national and international relations, quality control, geographic origin designation, enforcement and grade certifications.

The Hawaii Board of Agriculture is a long-established entity that draws from a cross section of capable volunteers from a variety of disciplines.

Please pass HB 1051 HD1.

Mahalo!

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 11:42 AM  
**To:** FINTestimony  
**Cc:** john@olsontrust.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
John C. Cross	Hawaii Macadamia Nut Association	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 11:46 AM  
**To:** FINTestimony  
**Cc:** jwayman@hicoffeeco.com  
**Subject:** Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Jim Wayman	Hawaii Coffee Assoc	Support	Yes

Comments: IN STRONG SUPPORT OF HB 1051 The purpose of this act is to allow the department to establish rules, standards, certification programs and labeling requirements relating to Hawaii geographic origin products. It is important to provide a path for origin protection and the development of rules to support each of our agricultural commodities. This bill establishes a path for those commodities which desire this service to do so without having to go to the legislature for the passage of new statutes, although the legislature is still an option. Individual commodity groups will have a place at the table with the HDOA in determining their own future.

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)



Email: [communications@ulupono.com](mailto:communications@ulupono.com)

HOUSE COMMITTEE ON FINANCE  
Thursday, March 5, 2015 — 10:30 a.m. — Room 308

**Ulupono Initiative Supports HB 1051 HD 1, Relating to Agriculture**

Dear Chair Luke, Vice Chair Nishimoto, and Members of the Committee:

My name is Kyle Datta and I am General Partner of the Ulupono Initiative, a Hawai'i-based impact investment company that strives to improve the quality of life for the people of Hawai'i by working toward solutions that create more locally grown food, increase clean, renewable energy, and waste reduction. We believe that self-sufficiency is essential to our future prosperity, and will help shape a future where economic progress and mission-focused impact can work hand in hand.

**Ulupono supports HB 1051 HD 1**, which allows the Department of Agriculture to adopt rules regarding defining and marketing food products originated in Hawai'i, because it aligns with our goal of providing more locally produced food.

After conducting a local food market demand study, one of the biggest takeaways was how difficult it was for shoppers to identify what food products were local. Furthermore, there were a lot of products whose marketing made it appear to be a Hawai'i grown product when it was not. Therefore, for Hawai'i farmers and ranchers, they bore the higher expenditures that come from operating in Hawai'i but had other outside products be able to capture some of the pricing premium associated with a Hawai'i grown item. This bill helps to address this problem by better defining and marketing Hawai'i originated food products.

As Hawai'i's local food issues become more complex and challenging, organizations need additional resources and support to address and overcome them. We appreciate this committee's efforts to look at policies that support local food production.

We believe that by collaborating we can help produce more local food, support an economically strong homegrown agriculture industry, which strengthens our community with fresh, healthy food. Thank you for this opportunity to testify.

Respectfully,

*Investing in a Sustainable Hawai'i*



Kyle Datta  
General Partner

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:42 PM  
**To:** FINTestimony  
**Cc:** jkimof@msn.com  
**Subject:** Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
james Kimo Falconer	Hawaii Coffee Growers Assn	Support	No

Comments: Dear Finance Committee members, Please support this bill to help protect our Hawaii origins that will help support each of our agricultural commodities. Thank you, James Kimo Falconer President Hawaii Coffee Growers Association

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Wednesday, March 04, 2015 12:07 PM  
**To:** FINTestimony  
**Cc:** gbiven@hicoffeeco.com  
**Subject:** Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/4/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Gloria Biven	Royal Kona Coffee Visitor Center Mill & Museum	Support	No

Comments: Thank you for your time. I would like to submit in strong support of HB 1051. Mahalo, Gloria Biven

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)



From: mailinglist@capitol.hawaii.gov  
Sent: Tuesday, March 03, 2015 8:37 PM  
To: FINTestimony  
Cc: michael@intelligentblends.com  
Subject: \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Michael	Intelligent Blends	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 1:11 PM  
**To:** FINTestimony  
**Cc:** briana.chang@parbev.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Briana Chang	Paradise Beverages Inc.	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 1:22 PM  
**To:** FINTestimony  
**Cc:** connie.phillips@parbev.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Connie Phillips	Paradise Beverages, Inc.	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:35 PM  
**To:** FINTestimony  
**Cc:** jlenhart@hicoffeeco.com  
**Subject:** Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
James Lenhart	Individual	Support	No

Comments: Strongly support HB1051

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:12 PM  
**To:** FINTestimony  
**Cc:** bill.judd@parbev.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
William H. Judd	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:58 PM  
**To:** FINTestimony  
**Cc:** victor.lim@partners.mcd.com  
**Subject:** Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Victor Lim	Individual	Support	No

Comments: The Hawaii Restaurant strongly supports HB1051 HD1 authorizing the Department of Agriculture to adopt rules relating to the declaration of Hawaii Origin products as we have previously testified. thank you for giving us this opportunity to share our position.

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:09 PM  
**To:** FINTestimony  
**Cc:** cmiyashiro@hicoffeeco.com  
**Subject:** Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Charlie Miyashiro	Individual	Support	No

Comments: In strong support of HB 1051

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:22 PM  
**To:** FINTestimony  
**Cc:** cpang@hicoffeeco.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Christopher Pang	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)



**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:04 PM  
**To:** FINTestimony  
**Cc:** draket@hawaii.rr.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Drake	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:02 PM  
**To:** FINTestimony  
**Cc:** tikehara@hicoffeeco.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Terry Ikehara	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 2:30 PM  
**To:** FINTestimony  
**Cc:** eva.woo@parbev.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Eva Woo	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:29 PM  
**To:** FINTestimony  
**Cc:** harry.harris20@gmail.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
harry harris	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 11:38 AM  
**To:** FINTestimony  
**Cc:** smawae@hicoffeeco.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Shawn Mawae	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 11:41 AM  
**To:** FINTestimony  
**Cc:** rnishihara@hicoffeeco.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
RACHEL NISHIHARA	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 11:38 AM  
**To:** FINTestimony  
**Cc:** rcavaco@hicoffeeco.com  
**Subject:** Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
randy cavaco	Individual	Support	No

Comments: I strongly support this measure.

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 12:09 PM  
**To:** FINTestimony  
**Cc:** michael.conway@dole.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Michael Conway	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)



**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 1:05 PM  
**To:** FINTestimony  
**Cc:** larrywilkens@roadrunner.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
lawrence wilkens	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 2:05 PM  
**To:** FINTestimony  
**Cc:** rwong@hicoffeeco.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Roy Wong	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 11:54 AM  
**To:** FINTestimony  
**Cc:** wittermarc@aol.com  
**Subject:** Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Marc Witter	Individual	Support	No

Comments: IN STRONG SUPPORT OF HB 1051

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

**FIN-Jo**

---

**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Tuesday, March 03, 2015 2:27 PM  
**To:** FINTestimony  
**Cc:** sal.bruno@parbev.com  
**Subject:** \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Salvatore Bruno	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

From: mailinglist@capitol.hawaii.gov  
Sent: Tuesday, March 03, 2015 3:14 PM  
To: FINTestimony  
Cc: annaheil@gmail.com  
Subject: \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Anna Heil	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

From: mailinglist@capitol.hawaii.gov  
Sent: Tuesday, March 03, 2015 3:42 PM  
To: FINTestimony  
Cc: rkaiwi@hicoffeeco.com  
Subject: Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Roger Kaiwi	Individual	Support	No

Comments: I strongly support HB1051. Please help us bring control of Hawaii AG products under the control of HDOA. Roger Kaiwi

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

From: mailinglist@capitol.hawaii.gov  
Sent: Tuesday, March 03, 2015 3:44 PM  
To: FINTestimony  
Cc: rkaiwi1@hawaii.rr.com  
Subject: Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Stacie Loo	Individual	Support	No

Comments: I strongly support HB1051 and urge you to pass it. Stacie Loo

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

From: mailinglist@capitol.hawaii.gov  
Sent: Wednesday, March 04, 2015 8:32 AM  
To: FINTestimony  
Cc: wendell.ho@parbev.com  
Subject: \*Submitted testimony for HB1051 on Mar 5, 2015 10:30AM\*

**HB1051**

Submitted on: 3/4/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Wendell Ho	Individual	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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)



From: mailinglist@capitol.hawaii.gov  
Sent: Tuesday, March 03, 2015 11:12 PM  
To: FINTestimony  
Cc: tim@castleandcompany.com  
Subject: Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/3/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Timothy J. Castle	Individual	Support	No

Comments: I am in strong support of hb1051 and believe it to be the best solution to a complex issue that needs the involvement of those closest to the exact challenges regarding each commodity; this measure allows for that, while not burdening the Hawaiian taxpayer with an excess layer of cumbersome bureaucracy.

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

March 3, 2015

Good afternoon Finance Chair Rep. Luke, Vice Chair Rep. Nishimito, and committee members,

My name is HC "Skip" Bittenbender, I am a resident of St. Louis Drive , Honolulu and I strongly support HB1051.

My strong support is related to my experience with the growing, processing and marketing of coffee, cacao, macadamia, guava, and 'awa in Hawaii. My experience is based on my job as extension specialist in CTAHR at UHM for the past 29 years. This is my personal testimony and not the official position of the University of Hawaii.

Labeling Hawaii-grown agricultural products to everyone's satisfaction is challenging. Directing the HDOA to make the labeling rules for each commodity when requested by its principal association of farmers, marketers and processors is a good approach to this complicated issue. HDOA's public hearings and rules making is a much more deliberate, transparent, and fair approach to what can be an emotional issue particularly when held at legislative hearings.

The Hawaii Department of Agriculture (HDOA) has the proper rules making approach that has and can continue to serve our agriculture and state quite well. This may require additional resources be provided to HDOA but it will be money well spent.

Thank you,

H.C. "Skip Bittenbender, Ph.D.

2377 Saint Louis Drive

Honolulu, HI 96816

From: mailinglist@capitol.hawaii.gov  
Sent: Wednesday, March 04, 2015 4:01 AM  
To: FINTestimony  
Cc: dsayad@socopac.com  
Subject: Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/4/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
David	Individual	Support	No

Comments: Strongly support HB1051

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)

Clifton M. Hasegawa  
1044 Kilani Avenue 12, Wahiawa, Hawaii 96786  
Telephone: 808.633.2532 \* Mobile: 808.498.8408  
Email: [clifhasegawa@gmail.com](mailto:clifhasegawa@gmail.com)  
LinkedIn: [www.linkedin.com/in/cliftonhasegawa](http://www.linkedin.com/in/cliftonhasegawa)

March 3, 2015

**TESTIMONY IN STRONG SUPPORT OF HB 1051, HD1, HSCR490**

HOUSE OF REPRESENTATIVES  
THE TWENTY-EIGHTH LEGISLATURE  
REGULAR SESSION OF 2015

COMMITTEE ON FINANCE

The Honorable Sylvia Luke, Chair

The Honorable Scott Y. Nishimoto, Vice Chair

Representative Romy M. Cachola	Representative Nicole E. Lowen
Representative Ty J.K. Cullen	Representative. Richard H.K. Onishi
Representative Lynn DeCoite	Representative James Kunane Tokioka
Representative Aaron Johanson	Representative Kyle T. Yamashita
Representative Jo Jordan	Representative. Feki Pouha
Representative. Jarrett Keohokalole	Representative Gene Ward
Representative Bertrand Kobayashi	

PURPOSE: Allows the Department of Agriculture to establish rules, standards, certification programs and labeling requirements relating to Hawaii geographic origin products. This legislation ensures consumers a clear, flawless and continuous path from origin, the adherence to rigorous rules and standards for handling, processing, and food quality and safety to comply with a State of Hawaii administered Certification Program.

POSITION: Strongly Support.

Hawaii is a magical place; there is no other place like Hawaii in the World!

“Made in Hawaii” captures the destination, geographic place of origin. “Made in Hawaii” includes and incorporates standards of food quality and food safety.

The Legislature has provided general direction on the food quality and food safety in §147-21 and §147-22. A specific expression of Legislative intent and direction by your Committee to the Department of Agriculture and Department of Health is warranted and recommended. The Legislative intent has not been forthwith and forthright proactively carried out by the Department of Agriculture as indicated by industry, government, the farming community and desired by the consumers, the general public.

Respectfully, for your consideration, evaluation and comparison the following information is provided.

1. Quality Assurance International (QAI) provides independent, third party certification of food systems for domestic and international organic food trade. The QAI Certification Program certifies every step of the chain from the land on which the product is grown; to the Producers growing the product; to the post-harvest facilities preparing the product; to the processing and handling facilities transforming the product.

Source: Quality Assurance International. <http://www.qai-inc.com/>

2. The Orthodox Union (OU) is the highest kosher food certification. The Orthodox Union certification provides assurance of cleanliness of product handling, processing and purity of ingredients.

“Market research indicates that fully 62 percent of people who buy kosher foods do so for reasons of “quality” while 51 percent say they buy kosher for its “general healthfulness.”

A third buy kosher because they believe that kosher food safety standards are better than with traditional supermarket foods.

Only 15 percent of respondents say they buy kosher food because of religious rules.”

Source: Orthodox Union.

<https://oukosher.org/blog/consumer-news/food-matters-the-growth-of-the-kosher/>

### 3. OU Certified Company – Taro Brand

“Founded in 1946 by Kakuichi Tottori as Honolulu Poi Company, the company started as a small poi milling operation with just three employees. Today, HPC Foods, Ltd. distributes a variety of products under the Taro Brand label. The Company is Hawaii’s largest Manufacturer of Poi, Poi Products, Sprouts, and Fresh Cut Fruits and Vegetables. HPC Foods remains a family owned and operated company. <http://www.tarobrand.com> “

Source: Orthodox Union. <https://oukosher.org/companies/> Search: Taro Brand

\*\*\*\*\*

As I shared with Senate President Donna Mercado Kim, “We are very fortunate to have a dedicated and astute group committed to sustainability, our environment, good and safe agricultural practices and most importantly the safety and health requirements for products that enter in to our food supply.”

Thank you for considering my Testimony in strong support of this Legislation.

Respectfully,

A handwritten signature in cursive script that reads "Clifton M. Hasegawa". The signature is written in dark ink on a light-colored background.

Clifton M. Hasegawa

From: mailinglist@capitol.hawaii.gov  
Sent: Wednesday, March 04, 2015 9:39 AM  
To: FINTestimony  
Cc: careers@parbev.com  
Subject: Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**HB1051**

Submitted on: 3/4/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Human Resources	Individual	Support	No

Comments: IN STRONG SUPPORT OF HB 1051 The purpose of this act is to allow the department to establish rules, standards, certification programs and labeling requirements relating to Hawaii geographic origin products. It is important to provide a path for origin protection and the development of rules to support each of our agricultural commodities. This bill establishes a path for those commodities which desire this service to do so without having to go to the legislature for the passage of new statutes, although the legislature is still an option. Individual commodity groups will have a place at the table with the HDOA in determining their own future. Thank You

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)



From: mailinglist@capitol.hawaii.gov  
Sent: Thursday, March 05, 2015 7:30 AM  
To: FINTestimony  
Cc: rmckenzie@tropicaltaste.net  
Subject: Submitted testimony for HB1051 on Mar 5, 2015 10:30AM

**LATE**

**HB1051**

Submitted on: 3/5/2015

Testimony for FIN on Mar 5, 2015 10:30AM in Conference Room 308

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Rod McKenzie	Individual	Support	No

Comments: Strong Support

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.

Do not reply to this email. This inbox is not monitored. For assistance please email [webmaster@capitol.hawaii.gov](mailto:webmaster@capitol.hawaii.gov)