

DAVID Y. IGE
Governor

SHAN S. TSUTSUI
Lt. Governor



SCOTT E. ENRIGHT
Chairperson, Board of Agriculture

PHYLLIS SHIMABUKURO-GEISER
Deputy to the Chairperson

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

TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE SENATE COMMITTEE ON AGRICULTURE

February 5, 2015
8:30 A.M.

HOUSE BILL NO. 1051
RELATING TO AGRICULTURE

Chairperson Tsuji, and Members of the Committee:

Thank for the opportunity to testify on House Bill No. 1051, 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.



onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 8:31 AM
To: AGRtestimony
Cc: margaretwille@mac.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Margaret Wille	Hawaii County Council District 9	Support	Yes

Comments: Please support this Bill.

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

February 5, 2015

HEARING BEFORE THE
HOUSE COMMITTEE ON AGRICULTURE

TESTIMONY ON HB 1051
RELATING TO AGRICULTURE

Room 312
8:30 AM

Aloha Chair Tsuji, Vice Chair Onishi, 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 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 HB1051.

Mahalo!

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 11:44 AM
To: AGRtestimony
Cc: jwayman@hicoffeeco.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Jim Wayman	Hawaii Coffee Assoc	Support	Yes

Comments: STRONG SUPPORT. HB 1051 authorizes the Hawaii Department of Agriculture to adopt rules relating to the declaration of Hawaii origin of Agricultural commodities. 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. Individual commodity groups will have a place at the table with the HDOA in determining their own future.

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 6:39 AM
To: AGRtestimony
Cc: rkaiwi@hicoffeeco.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Roger Kaiwi	Kona Coffee council	Support	Yes

Comments: The Kona Council is in Strong support of HB1051.

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 12:42 PM
To: AGRtestimony
Cc: michael@intelligentblends.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Michael	Intelligent Blends	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 12:08 PM
To: AGRtestimony
Cc: jcdruai@euraminc.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Jean-Claude Drui	Hawaiian Paradise Coffee	Support	No

Comments: On behalf of Hawaiian Paradise Coffee, I am in favor of HB 1051 and the provisions relating to the Department of Agriculture.

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 10:51 AM
To: AGRtestimony
Cc: john@olsontrust.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
John C. Cross	Hawaii Macadamia Nut Association	Support	No

Comments: Dear Members of the House Agriculture committee, I am John C. Cross, current President of the Hawaii Macadamia Nut Association. On behalf of our membership and the some 18,000 acres of trees and the processors of millions of pounds of kernal and hundreds of millions in farm gate and processed nut product values, the HMNA strongly supports HB 1051. This is a well crafted bill that secures the proper venue for product origins and labeling within the HDOA.

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**Testimony to the Committee on Agriculture
Thursday, February 5, 2015**

RE: **Support For HB1051** – RELATING TO AGRICULTURE.

Chair Tsuji, Vice Chair Onishi, and Committee Members:

Greenwell Farms is a coffee farming, processing, and marketing company in Kona, Hawaii. We export Kona Coffee to locations in Europe, across the Mainland, USA, and all around the Pacific Rim. For decades, we have relied upon the coffee produced by many farmers in North and South Kona to supply us with the highest quality coffee. Further, we have relied upon the Hawaii Department of Agriculture to certify the origin and assigned grades of our coffee being sold to our customers.

HB1051 clarifies and strengthens the ability of the Hawaii Department of Agriculture to define and certify Origin names as they are used in Hawaii. We believe this is an important measure to help protect our Hawaiian brands of agricultural products.

PLEASE PASS HB1051.

Thank you for your attention to this matter.

A handwritten signature in black ink, appearing to read 'Thomas F. Greenwell'.

Thomas F. Greenwell, President

A handwritten signature in black ink, appearing to read 'Steve Hicks'.

Steve Hicks, VP, CFO

onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 10:34 AM
To: AGRtestimony
Cc: paul.ahcook@parbev.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Paul Ah Cook	Paradise Beverages, Inc.	Support	No

Comments:

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**TESTIMONY BY PHILIP L JOHNSON AND JOHNSON HAWAII PROPERTIES, LLC
REGARDING SUPPORT FOR HB 1051**

February 4, 2015

As a coffee farmer in Hawaii, I am writing to express my support of HB 1051 which is important to all Hawaii coffee farmers as well as the agricultural industry in Hawaii. It is important to allow the department to establish rules, standards, certification programs and labeling requirements relating to Hawaii geographic origin products. Further, 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 through the legislature for the passage of new statutes. Individual commodity groups will have a place at the table with the HDOA in determining their own future. Additionally, this bill will permit farmers to comply with the new Federally mandated Food Safety and Modernization Act in the required timeline.

onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 2:08 PM
To: AGRtestimony
Cc: jkimof@msn.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

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

Comments: Chair Tsugi and members of the committee, Please support HB 1051. Hawaii Ag producers need to have labeling, origin designation and laws relative to this kept at the Hawaii Board of Ag level under the HDOA. Each commodity needs to have a forum to bring their industry's issues before it, not a committee with one industry representative speaking for everyone in that industry. Mahalo for your consideration. James 'Kimo' Falconer

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Sent: Wednesday, February 04, 2015 11:09 AM
To: AGRtestimony
Cc: gbiven@hicoffeeco.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Gloria Biven	Royal Kona Coffee Visitor Center Mill & Museum	Support	Yes

Comments: I am in strong support of HD 1051. It is important that the HDOA is authorized to be able to adopt rules relating to the declaration of Hawaii origin of Agricultural commodities. They have followed for years all directions and phases and are most current and up to date with issues relating to our Hawaii agricultural commodities and they are the most obvious to assist individual commodity groups.

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Hawaii Restaurant Association

2909 Waiialae Avenue #22
Honolulu, Hawaii 96826
www.HawaiiRestaurant.org

Phone: (808) 944-9105
Email: info@HawaiiRestaurant.org

February 4, 2015

To: Rep. Cliff Tsuji, Chair, and Members of the Agriculture Committee

From: Victor Lim, Hawaii Restaurant Association

Subject: HB 1051 Authorizing the Dept. of Agriculture to Adopt Rules relating to Hawaii Origin of Agricultural Commodities

The Hawaii Restaurant Association supports HB 1051 and its full intent. We support promoting our locally grown product and a having the Department of Agriculture manage this process so that Hawaii economy wins.

Thank you for giving us the opportunity to provide our input.

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 11:14 AM
To: AGRtestimony
Cc: coffee@heavenlyhawaiian.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
David Bateman	Individual	Support	No

Comments: Chair Tsuji, Vice-Chair Onishi and Members: I testify in strong support of HB1051. HB 1051 authorizes the Hawaii Department of Agriculture to adopt rules relating to the declaration of Hawaii origin of Agricultural commodities. 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. Individual commodity groups will have a place at the table with the HDOA in determining their own future. Thank you for considering my testimony. David Bateman Heavenly Hawaiian Farms Holualoa HI

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I strongly support HB 1051 which authorizes the Hawaii Department of Agriculture to adopt rules relating to the declaration of Hawaii origin of Agricultural commodities. 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. Individual commodity groups will have a place at the table with the HDOA in determining their own future.

onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 1:19 PM
To: AGRtestimony
Cc: annaheil@gmail.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Anna Heil	Individual	Support	Yes

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 12:11 PM
To: AGRtestimony
Cc: tikehara@hicoffeeco.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Terry Ikehara	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 1:42 PM
To: AGRtestimony
Cc: jlenhart@hicoffeeco.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
James Lenhart	Individual	Support	No

Comments: Strongly support HB 1051

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 11:31 AM
To: AGRtestimony
Cc: smawae@hicoffeeco.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Shawn Mawae	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 12:52 PM
To: AGRtestimony
Cc: cmiyashiro@hicoffeeco.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Charlie Miyashiro	Individual	Support	No

Comments: Honorable Senators and Representatives: As an employee in Hawaii's coffee industry and a constituent, I strongly urge you to pass HB 1051. Hawaii is the only coffee growing state in the nation, it is crucial that the Hawaii Department of Agriculture is properly armed to protect our agricultural commodities. Respectively, Charles T. Miyashiro II

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 11:26 AM
To: AGRtestimony
Cc: rnishihara@hicoffeeco.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
RACHEL NISHIHARA	Individual	Support	No

Comments:

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Sent: Tuesday, February 03, 2015 2:22 PM
To: AGRtestimony
Cc: rwong@hicoffeeco.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/3/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Roy Wong	Individual	Support	No

Comments: This will benefit everyone in the coffee industry.

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 9:55 AM
To: AGRtestimony
Cc: eva.woo@parbev.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Eva Woo	Individual	Support	No

Comments:

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Sent: Wednesday, February 04, 2015 9:22 AM
To: AGRtestimony
Cc: sal.bruno@parbev.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

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Submitted By	Organization	Testifier Position	Present at Hearing
Salvatore Bruno	Individual	Support	No

Comments: We need to support and protect true local products.

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Sent: Wednesday, February 04, 2015 8:50 AM
To: AGRtestimony
Cc: krcurtis@wilburcurtis.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

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Submitted By	Organization	Testifier Position	Present at Hearing
Kevin Curtis	Individual	Support	No

Comments:

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Sent: Wednesday, February 04, 2015 11:41 AM
To: AGRtestimony
Cc: nfuertes67@gmail.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

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Submitted By	Organization	Testifier Position	Present at Hearing
Nicole Fuentes	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 11:41 AM
To: AGRtestimony
Cc: mark.kubota@parbev.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Kubota	Individual	Support	No

Comments: Please support House Bill 1051. Repectfully Yours, Mark

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From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 03, 2015 5:30 PM
To: AGRtestimony
Cc: mikeabrams@msn.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

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Submitted By	Organization	Testifier Position	Present at Hearing
Mike Abrams	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 8:26 AM
To: AGRtestimony
Cc: connie.phillips@parbev.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

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Submitted By	Organization	Testifier Position	Present at Hearing
Connie Phillips	Individual	Support	No

Comments:

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Sent: Wednesday, February 04, 2015 8:48 AM
To: AGRtestimony
Cc: klturkington@yahoo.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

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Submitted By	Organization	Testifier Position	Present at Hearing
Krystle Martin	Individual	Support	No

Comments:

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Sent: Wednesday, February 04, 2015 8:43 AM
To: AGRtestimony
Cc: aukailani@gmail.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

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Submitted By	Organization	Testifier Position	Present at Hearing
Jamie K Remedios	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 11:25 AM
To: AGRtestimony
Cc: Jarrett.Shimizu@parbev.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Jarrett Shimizu	Individual	Support	No

Comments:

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 10:30 AM
To: AGRtestimony
Cc: mauioma@maui.net
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
David Gridley	Individual	Support	No

Comments: I am strongly in support of this bill!!

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 5:04 AM
To: AGRtestimony
Cc: larrywilkens@roadrunner.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
lawrence wilkens	Individual	Support	No

Comments: I support hb1051

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Testimony to the Hawaii State Legislature

Measure: HB 1051

Measure Title: RELATING TO AGRICULTURE.

Report Title: Department of Agriculture; Rulemaking; Declaration of Hawaii

Geographic Origin

Description: Authorizes the Department of Agriculture to adopt rules relating to the declaration of Hawaii origin for agricultural commodities.

Testimony:

I strongly oppose the enactment of HB1051.

As written, the purpose of HB1051 is to "allow the department of agriculture to establish rules relating to Hawaii geographic origin labeling of agricultural commodities". The only description of how these rules are to be established is vaguely explained as follows:

"The department in establishing such rules shall consult with appropriate state and federal agencies and with any appropriate industry or trade organization... The standards... so established shall be on the basis of what the department may deem best suited to the agricultural, horticultural, or other interests of the State..."

Given the lack of clarity and specificity regarding any democratic safeguards or mechanisms during the decision-making process, I strongly oppose the implementation of HB1051 because it removes democracy from the process entirely by circumventing the legislature. Any person or producer not affiliated with a related trade or industry organization is thereby ignored entirely when they should, in fact, have the equal opportunity and forum to voice concerns. In effect, the act tells Hawaii citizens that only the government and special interest groups will be heard, considered and allowed to participate.

Moreover, decisions made by the HDOA may have profound unforeseen economic impacts, so it seems not only reasonable but rational and necessary that the HDOA be required, at the very least, to seek approval by a subcommittee or other branches of government before enacting new rules. This, however, is not mentioned or discussed in HB1051.

This act is too poorly written and lacks any demand for transparency as to the process and purpose of the HDOA's decisions. In short, HB1051 grants the HDOA too much power with too little oversight, which puts our economy at risk and removes democracy from the process.

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 9:03 AM
To: AGRtestimony
Cc: ed@mca-hawaii.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Ed Clapperton	Individual	Support	No

Comments: As an advertising, marketing and branding professional with over 30 years experience in New York City, Tokyo and Honolulu, I strongly support this measure. One of the best ways to add value to commodity products is to brand them -- that takes them out of the any-one-will- do commodity field. Florida orange juice, Iowa potatoes and now Avocados from Mexico (seen in latest SuperBowl) are all examples of that. But it only works if the brand has standards that uniformly enforced. This measure will elevate the marketing of Hawaii's agricultural projects.

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 6:09 AM
To: AGRtestimony
Cc: dsayad@socopac.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
David	Individual	Support	No

Comments: I strongly support HB1051

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 9:12 AM
To: AGRtestimony
Cc: harry.harris20@gmail.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
harry harris	Individual	Support	No

Comments:

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 6:42 AM
To: AGRtestimony
Cc: rkaiwi@hicoffeeco.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Stacie Loo	Individual	Support	No

Comments: I strongly support HB1051!

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 12:00 PM
To: AGRtestimony
Cc: rmckenzie@tropicaltaste.net
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Rod McKenzie	Individual	Support	No

Comments:

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 12:11 PM
To: AGRtestimony
Cc: raymond.stride@parbev.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Raymond Stride	Individual	Support	No

Comments: I strongly support this bill. This is good for Hawaii business and all consumers.

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 8:52 AM
To: AGRtestimony
Cc: careers@parbev.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Human Resources	Individual	Support	No

Comments:

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 3:34 PM
To: AGRtestimony
Cc: debbie_lee_soon@7-11.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Debbie Lee Soon	Individual	Support	No

Comments:

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 3:26 PM
To: AGRtestimony
Cc: cpang@hicoffeeco.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Christopher Pang	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 5:07 PM
To: AGRtestimony
Cc: colemel@kanalanifarm.org
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Colehour Bondera	Individual	Oppose	No

Comments: The geographical origin part of this piece does not use more than the name as a reference instead of recognizing that the farmers in a geographical area producing a product are the ones who can and should be defining and agreeing as to what is being protected by the State. The changes within this document do not provide the necessary involvement of Hawaii farmers and instead is being forced upon the HDOA via means that do not provide betterment for Hawaii farmers who the HDOA can and should be looking out for first!

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 5:02 PM
To: AGRtestimony
Cc: rcavaco@hicoffeeco.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
randy cavaco	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 4:49 PM
To: AGRtestimony
Cc: teahawaii@gmail.com
Subject: Submitted testimony for HB1051 on Feb 5, 2015 08:30AM

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Eva Lee	Individual	Oppose	No

Comments: HB 1051 does not outline any participation from Hawaii farming constituents that would give voice in the declaration.

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onishi3 - Timothy

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Sent: Wednesday, February 04, 2015 3:34 PM
To: AGRtestimony
Cc: debbie_lee_soon@7-11.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Debbie Lee Soon	Individual	Support	No

Comments:

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onishi3 - Timothy

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, February 05, 2015 5:56 AM
To: AGRtestimony
Cc: rumakingadifference@yahoo.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/5/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
John Murphy	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 04, 2015 3:26 PM
To: AGRtestimony
Cc: cpang@hicoffeeco.com
Subject: *Submitted testimony for HB1051 on Feb 5, 2015 08:30AM*

HB1051

Submitted on: 2/4/2015

Testimony for AGR on Feb 5, 2015 08:30AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Christopher Pang	Individual	Support	No

Comments:

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