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

**BEFORE THE HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE**

February 18, 2015  
3:00 P.M.

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

Chairperson McKelvey 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.





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February 18, 2015

HEARING BEFORE THE  
HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE

TESTIMONY ON HB 1051  
RELATING TO AGRICULTURE

Room 325  
3:00 PM

Aloha Chair McKelvey, Vice Chair Woodson, 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!



February 16, 2015

To: The House Committee on Consumer Protection & Commerce

From: Kona Coffee Farmers Association

**Re: HB1051, Scheduled for Hearing February 18, 2015 at 3:00 PM**

**The Kona Coffee Farmers Association, on behalf of its more than 300 members, OPPOSES HB1051.**

Enactment of this bill would be an abdication of the Legislature's authority and obligation to "legislate".

HB1051 fails to give even minimal legislative standards or guidance for establishing a system for designating and labeling "Hawaii geographic origin agricultural commodities". The bill fails to even define "Hawaii geographic origin agricultural commodities". And what, for example, does it mean that "the minimum requirements for....declaration of Hawaii geographic origin so established for processed agricultural commodities shall not be higher than that of any standardized product which is sanitary and which has been demonstrated to be a commercially-acceptable product of the class to which it belongs and for which a market has been established"? See Section 3 of HB1051.

HB1051 also completely fails to address whether and how, for example, a designation of Kona coffee as a "Hawaii geographic origin agricultural commodity" might affect the "10% coffee blend" labeling requirements of HRS 486-120.6 or how the designation of Hawaii macadamia nuts might affect the labeling requirements of HRS 486-120.5(b) which allows the use of the words "Hawaii-Grown Macadamia Nuts" with anything above 0% genuine Hawaii-Grown macadamia nuts. HB1051 does not in any way address the "consumer fraud" caused by these types of "blend" laws. See SCR No. 102, SD1,HD1 (2007).

Hawaii badly needs a rational system for protecting the use of the names of the State's origin agricultural products. The Legislature should be protecting our Hawaii-Grown origin products with a carefully crafted system like the "Idaho Potato Commission"; or a system like Vermont uses to protect Vermont Maple Sugar producers; or a system like France uses to protect the integrity of Champagne. Rather than doing so, HB1051 is a step in the wrong direction.

HB1051 is a bad bill; it is poorly crafted; it should not be passed out of this Committee.

Respectfully submitted,

Bruce Corker, Chair

Legislative Committee

Kona Coffee Farmers Association



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February 17, 2015

Good afternoon Consumer Protection and Commerce Chair Mckelvey, Vice Chair Woodson, 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. Direct the HDOA to make the labeling rules for each commodity when requested by its principal association of farmers, marketers and processors. 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 spend.

Thank you,

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