



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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GOVERNOR

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DIRECTOR

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Statement of
LUIS P. SALAVERIA
Director

Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON FINANCE

Friday, February 26, 2016
11:00am
State Capitol, Conference Room 308

In consideration of
HB2550, HD1
**RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT
AND TOURISM.**

Chair Luke, Vice Chair Nishimoto, and Members of the Committee on Finance. The Department of Business, Economic Development and Tourism (DBEDT) supports HB2550, HD1 that appropriates funds to promote, regulate and administer the Made in Hawaii brand program provided that its passage does not replace or adversely impact priorities indicated in our Executive Budget.

DBEDT has an established export promotion program using the "Buy Hawaii, Give Aloha" tagline and organizes Hawaii companies to participate in domestic and international export-focused trade shows showcasing their Hawaii-made products.

The Made in Hawaii brand program is managed by the Hawaii Department of Agriculture (HDOA) and is promoted jointly with DBEDT and the Chamber of Commerce of Hawaii. Together, we work collaboratively to protect the integrity and the value of authentic Hawaii branded products locally and abroad.

Thank you for the opportunity to offer these comments.

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
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TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEE ON FINANCE

February 26, 2016
11:00 A.M.
CONFERENCE ROOM 308

HOUSE BILL NO. 2550 HD1
RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT
AND TOURISM

Chairperson Luke and Members of the Committee:

The Hawaii Department of Agriculture (HDOA) supports HB2550 HD1 that appropriates funds to the Department of Business, Economic Development, and Tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program.

The HDOA currently administers two programs that brand Hawaii-grown and Hawaii-made products and identifies these products with the Hawaii Seal of Quality and the Made in Hawaii with Aloha trademarks. These programs are administered according to HAR 4-135, entitled "Seals of Quality" and HRS 486-119, entitled "Hawaii made products; Hawaii processed products" that will align with the Department of Business, Economic Development and Tourism message to "Buy Hawaii, Give Aloha".

Thank you for the opportunity to testify on this measure.



From: mailinglist@capitol.hawaii.gov
Sent: Thursday, February 25, 2016 6:26 AM
To: FINTestimony
Cc: brian@hfbf.org
Subject: *Submitted testimony for HB2550 on Feb 26, 2016 11:00AM*

HB2550

Submitted on: 2/25/2016

Testimony for FIN on Feb 26, 2016 11:00AM in Conference Room 308

Submitted By	Organization	Testifier Position	Present at Hearing
Randy Cabral	Hawaii Farm Bureau	Support	Yes

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.

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Chamber of Commerce HAWAII

The Voice of Business

**Testimony to the House Committee on Finance
Friday, February 26, 2016 at 11:00 A.M.
Conference Room 308, State Capitol**

**RE: HOUSE BILL 2550 HD 1 RELATING TO THE DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT, AND TOURISM**

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

The Chamber of Commerce Hawaii ("The Chamber") **strongly supports** HB 2550 HD 1, which appropriates funds to the department of business, economic development, and tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program.

The Chamber is Hawaii's leading statewide business advocacy organization, representing about 1,000 businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

The Made in Hawaii brand is crucial to Hawaii's economy and reflective of its number one industry: tourism. The Made in Hawaii brand arose without much effort but we need to work consciously to perpetuate its value to residents and tourists that value locally branded products. This bill is necessary to promote and regulate the branding program, which is the state economy's biggest asset.

Thank you for the opportunity to testify.



Meadow Gold Dairies



Written Testimony by: Glenn Muranaka
HB2550hd1, DBEDT
FIN Hearing
Friday, Feb. 26, 2016, 2016 – 11:00 am
Room 308
Position: Support

Chair Luke and Members of the House FIN Committee:

My name is Glenn Muranaka, President and General Manager of Meadow Gold Dairies. Our company has been in Hawaii since 1897—119 years, providing Hawaii consumers with a variety of milk products and juices. Meadow Gold's long history has not come without effort. We continually adapt to our customers' and consumers' ever-changing needs, and we constantly evolve along with our industry, our community and our market. Over the years, this has required that we struggle, tighten our belts, innovate and work extremely hard, making us a better company in the process. The foundation of this work rests with the 330 employees that are committed to providing superior quality products.

We strongly support the appropriations request to promote, regulate and administer the made in Hawaii brand program for Hawaii manufactured products. While there are other branding programs like Seal of Quality, Made-in-Hawaii, there are no programs that provide local manufacturers with the niche marketing of the Hawaii brand. Local manufacturers like Aloha Shoyu and others may bring in materials but the finished product is made here, contributing to the local economy and jobs.

Thank you for the opportunity to submit testimony. If you have any questions, please contact me at 944-5911.



KYD, Inc. dba k. yamada distributors

An independent leader in packaging and wholesale distribution

P.O. BOX 29669, Honolulu, Hawaii 96820 Phone: (808) 836-3221 Fax: (808) 833-8995

HB2550hd1, Relating to Department of Business, Economic Development, and
Tourism

House FIN Committee Hearing

Agenda 1

Friday, February 26, 2016

11:00am - Room 308

Written Testimony by: Dexter Yamada

Position: Support

Chair Luke and Members of the Hse FIN Committee:

I am Dexter Yamada, President of KYD, Inc. dba: K. Yamada Distributors. KYD, Inc. is a local family run business that originated in the 1940's as a florist and florist supply distributor, and in 1958, evolved into a packaging company. Today, KYD, Inc and its sister company, Hawaii Foam Products, LLC, employ about 90 to 100 employees and contribute to Hawaii's economy through taxes and payroll. Our companies manufacture packaging materials such as food-grade EPS (Expanded Polystyrene) food containers, and distribute a variety of supplies, to include compostable containers, for food processors, food establishments, supermarkets, hotels hospitals and other institutions.

Appreciation is expressed for this measure that recognizes that local manufacturers make finished products in Hawaii, provide employment and contribute to the State's economy.

A branding program for Hawaii made manufactured products can provide the consumer with a clear choice to support locally made goods. It also provides local manufacturers with marketing opportunities.

Please support this bill. Thank you for the opportunity to testify.



WILL CALL, G&A, AND WAREHOUSE OFFICES: 2949 Koapaka Street, Honolulu, Hawaii 96819-1923 Phone: (808) 836-3221 Fax: (808) 833-8995

LATE

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, February 25, 2016 9:19 PM
To: FINTestimony
Cc: dylanarm@hawaii.edu
Subject: *Submitted testimony for HB2550 on Feb 26, 2016 11:00AM*

HB2550

Submitted on: 2/25/2016

Testimony for FIN on Feb 26, 2016 11:00AM in Conference Room 308

Submitted By	Organization	Testifier Position	Present at Hearing
Dylan Armstrong	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.

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