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TESTIMONY OF SCOTT E. ENRIGHT  
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEE ON AGRICULTURE

Thursday, March 19, 2015  
8:30 A.M.

SENATE BILL NO. 1040 SENATE DRAFT 2  
RELATING TO FARMERS' MARKETS

Chairperson Tsuji and Members of the Committee:

Thank you for the opportunity to testify on Senate Bill No. 1040 S. D. 2, relating to farmers' markets. The bill proposes to require that Hawaii fresh produce or items made with Hawaii grown produce sold at farmers' markets be displayed with a label or sign containing an identity statement declaring the Hawaii county in which it was grown, and non-Hawaii produce be displayed with a label or sign containing an identity statement declaring the produce as "imported". The Department provides comments.

Manufactured items sold at farmers' markets may contain a mix of local ingredients and ingredients not sourced in Hawaii. The vendor will be required to display a sign indicating the Hawaii geographic origin and "imported", which will cause consumer confusion.

In addition, the department finds it difficult to enforce this bill. Many farmers' markets vendors will not have their records readily available when an inspection is conducted. When a potential violation is found, the department places a stop-sale of the product. However, if the records are not available at the time of inspection, the department is unable to prevent the sale of the product. The Department suggests that operators of farmers' markets would be better served by allowing them to create policies



for their respective markets with standards for their vendors that they can enforce on their own, such as those farmers' markets run by the Hawaii Farm Bureau.

Thank you for the opportunity to testify on this measure.

onishi3 - Timothy

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From: mailinglist@capitol.hawaii.gov  
Sent: Wednesday, March 18, 2015 6:25 AM  
To: AGRtestimony  
Cc: legechair@gmail.com  
Subject: \*Submitted testimony for SB1040 on Mar 19, 2015 08:30AM\*

**SB1040**

Submitted on: 3/18/2015

Testimony for AGR on Mar 19, 2015 08:30AM in Conference Room 312

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Simon Russell	Hawaii Farmers Union United	Support	No

Comments:

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March 19, 2015

HEARING BEFORE THE  
HOUSE COMMITTEE ON AGRICULTURE

TESTIMONY ON SB 1040 SD 2  
RELATING TO FARMERS' MARKETS

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 (HFB). Organized since 1948, the HFB 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 interest of our diverse agricultural community.

**HFB supports the intent of SB 1040, SD 2 and respectfully offers our comment.** 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 Hawaii Farm Bureau operates 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 fresh produce or items made with Hawaii grown produce, declaring the product's geographic origin.

- Although we agree with the intent, HFB 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 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 DOA to implement and enforce the requirements of the proposal.

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