

# SB 2791

Measure Title: RELATING TO THE DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT, AND TOURISM.

Report Title: Department of Business, Economic Development, and Tourism;  
Branding; Made in Hawaii; Appropriation (\$)

Description: 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.

DAVID Y. IGE  
Governor

SHAN S. TSUTSUI  
Lt. Governor



State of Hawaii  
DEPARTMENT OF AGRICULTURE  
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SCOTT E. ENRIGHT  
Chairperson, Board of Agriculture  
PHYLLIS SHIMABUKURO-GEISER  
Deputy to the Chairperson

**LATE**

TESTIMONY OF SCOTT E. ENRIGHT  
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE SENATE COMMITTEE ON ECONOMIC DEVELOPMENT,  
ENVIRONMENT AND TECHNOLOGY

February 5, 2016  
1:15 P.M.  
CONFERENCE ROOM 414

SENATE BILL NO. 2791  
RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT  
AND TOURISM

Chairperson Wakai and Members of the Committee:

The Hawaii Department of Agriculture (HDOA) supports SB2791 that appropriates funds 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.





**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

SB 2791, Relating to Department of Business, Economic Development, and  
Tourism

Senate EET Committee – Friday, February 5, 2016

1:15 pm - Room 414

Written Testimony by: Dexter Yamada

Position: Support

**LATE**

Chair Wakai and Members of the Senate EET 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.

Thank you for the opportunity to testify.



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# Meadow Gold Dairies



Written Testimony by: Glenn Muranaka  
SB2791, DBEDT  
Senate EET Hearing  
Friday, Feb. 5, 2016, 2016 – 1:15 pm  
Room 414  
Position: Support

**LATE**

Chair Wakai and Members of the Senate EET 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.

**wakai1 - Lilinoe**

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Thursday, February 04, 2016 2:44 PM  
**To:** EET Testimony  
**Cc:** brian@hbf.org  
**Subject:** \*Submitted testimony for SB2791 on Feb 5, 2016 13:15PM\*

**LATE**

**SB2791**

Submitted on: 2/4/2016

Testimony for EET on Feb 5, 2016 13:15PM in Conference Room 414

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Randy Cabral	Hawaii Farm Bureau	Support	No

Comments:

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