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Subject: *Submitted testimony for HB1230 on Mar 15, 2017 13:15PM*
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HB1230

Submitted on: 3/15/2017

Testimony for AEN on Mar 15, 2017 13:15PM in Conference Room 224

Submitted By	Organization	Testifier Position	Present at Hearing
Councilmember Yuki Lei Sugimura	Individual	Support	No

Comments:

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March 14, 2017

TESTIMONY in SUPPORT OF HB1230 HD1

Aloha

I support HB1230. Maui Grows great coffee. The problem is that we cannot grow enough coffee to create a bigger impact on the market. We need to grow more coffee. Using HCS former sugar fields is a perfect opportunity. Kimo Falconer has the experience and the market and the relationship with smaller growers as well. His vision to grow more coffee will help the small growers as well as his MauiGrown Coffee.

I have been involved in the Speciality Coffee Business for over 40 years....20 of them on Maui. We have seen Maui Coffee rise from obscurity to being considered one of the top regions in the world. Using the funding resource that HB1230 can provide will help Kimo continue to build on notoriety of Maui Coffee and increase production and sales for Maui.

I support HP1230

Mahalo

Jeff Ferguson

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