

DAVID Y. IGE
Governor

DOUGLAS S. CHIN
Lt. Governor



SCOTT E. ENRIGHT
Chairperson, Board of Agriculture

PHYLLIS SHIMABUKURO-GEISER
Deputy to the Chairperson

State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512
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**TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE**

BEFORE THE SENATE COMMITTEE ON AGRICULTURE & ENVIRONMENT

APRIL 13, 2018
1:15 P.M.
CONFERENCE ROOM 224

**GOVERNOR'S MESSAGE NO. 732
SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE BOARD OF
THE AGRICULTURE, GUBERNATORIAL NOMINEE, FREDERICK COWELL, FOR A
TERM TO EXPIRE 06-30-2022**

Chairperson Gabbard and Members of the Committee:

Thank you for the opportunity to provide testimony on Governor's Message No. 732. This measure seeks to confirm Frederick Cowell to the Board of Agriculture. The Department of Agriculture strongly supports this measure.

Mr. Cowell has an extensive background in the coffee industry serving in various roles throughout his professional career with local agricultural companies including Kona Coffee and Tea Company, Kealakekua Coffee Company and Kauai Coffee Company. Fred is currently serving as the General Manager at Kauai Coffee Company, the largest coffee grower in the State on 3,100 acres in Kauai. He is active with various agricultural organizations including the Kauai Economic Development Board, Hawaii Coffee Association, and the Kauai Chamber of Commerce. His experience provides a valued perspective to the State of Hawaii Board of Agriculture.

Thank you for the opportunity to testify on this measure.





P.O. Box 253, Kunia, Hawai'i 96759
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April 13, 2018

HEARING BEFORE THE
SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

TESTIMONY ON GM 732
SUBMITTING FOR CONSIDERATION AND CONFIRMATION TO THE BOARD
OF AGRICULTURE, GUBERNATORIAL NOMINEE, FREDERICK COWELL,
FOR A TERM TO EXPIRE 06-30-2022.

Room 224
1:15 PM

Aloha Chair Gabbard, Vice Chair Riviere, and Members of the Committee:

I am Randy Cabral, President of the Hawaii Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,900 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.

The Hawaii Farm Bureau strongly supports the confirmation and appointment of Mr. Fredrick Cowell to the Board of Agriculture.

HFB believes Mr. Cowell's business and leadership background will serve him well. Mr. Cowell is the current General Manager of Kauai Coffee. He leads all facets of the vertically integrated coffee company including farming, processing, roasting, packaging, marketing, and retail sales operations, which its total output represents 35% of all US coffee production.

While running a large coffee operation, Mr. Cowell remains an active advocate for agriculture and his community. He currently serves as a member of the Cooke Foundation, Kauai Chamber of Commerce, Hawaii Coffee Association, and Kauai Economic Development Board.

We respectfully request your support of Mr. Cowell to be on the Board of Agriculture.

Thank you for the opportunity to submit testimony for Fredrick Cowell.



PO Box 168, Kealahou, HI 96750
808-929-9550

HAWAII STATE SENATE
COMMITTEE ON AGRICULTURE AND ENVIRONMENT

Friday, April 13, 2018
1:15 p.m.
Conference Room 224

RE: Testimony in Support of GM 732

Aloha Chair Gabbard, Vice Chair Riviere and members of the Committee,

I am Chris Manfredi, President of Hawaii Coffee Association.

The Hawaii Coffee Association's (HCA) mission is to represent all sectors of the Hawaiian coffee industry, including growers, millers, wholesalers, roasters and retailers located throughout the State of Hawaii. The HCA's primary objective is to increase awareness and consumption of Hawaiian coffees. A major component of HCA's work is the continuing education of members and consumers. According to the USDA's National Agriculture Statistics Service, (NASS), the Hawaiian Coffee industry is conservatively ranked as the second-highest value crop in Hawaii - not accounting for retail sales.

The HCA strongly supports FRED COWELL as a nominee to the Board of Agriculture.

Fred has the knowledge, background, sensibilities and work ethic to be an effective leader on the Board of Agriculture. We can think of no better candidate to represent the coffee industry, indeed all of Hawaii's agriculture on the Board. **The Hawaii Coffee Association strongly supports this nominee.**

Thank you for your support of FRED COWELL.

GM-732

Submitted on: 4/11/2018 6:35:52 PM

Testimony for AEN on 4/13/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Karen Paterson	Testifying for Hula Daddy Kona Coffee	Support	No

Comments:

My name is Karen Paterson. I am the President of Hula Daddy Kona Coffee in Holualoa, HI. I have known Fred Cowell for the past ten years. I am familiar with his reputation on the Big Island and, in particular, in the coffee community.

He has a reputation as an honest, person whose word is his bond. When Fred is asked to do something he gets the job done and done right. I have always been impressed that he sees issues not only from his own prospective but also from the prospective of the community. Fred knows how to walk in someone else's shoes.

He is more than qualified for this position and Kauai is lucky to have him on their island. He will do an exemplary job and be a credit to the Kauai agricultural community.

HAWAII COFFEE COMPANY™

1555 Kalani Street
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Written Testimony of
Daniel Dinell
President, Hawaii Coffee Company
before the
Senate Committee on Agriculture and the Environment
April 13, 2018; 1:15 pm
State Capitol, Conference Room 224

RE: GM772 Submitting for consideration and confirmation to the Board of Agriculture, Gubernatorial Nominee, FREDERICK COWELL, for a term to expire 06-30-2022.

Chair Gabbard, Vice Chair Riviere, and Members of the Committee:

Hawaii Coffee Company **strongly supports** the confirmation of Fred Cowell to the Board of Agriculture.

In addition to running Kauai Coffee, the largest coffee farm in the state, Fred is a fellow board member with the Hawaii Coffee Association. In this capacity, we have seen what a valuable contributor he is – his knowledge of all aspects of coffee from growing to processing to roasting to retailing will add expertise to the Board of Agriculture, not just in this, the 2nd largest crop by value in the state, but other crops. In short, he understands agriculture in Hawaii and the challenges along with the opportunities.

Fred is also an innovator, looking at how technology can help yields and make farming operations more efficient. He's an Air Force veteran, who has returned home to Hawaii. The fact that this busy person is willing to serve the public in this capacity is a testament to his commitment to the people of this state.

We urge this Committee to recommend advice and consent by the full Senate for this outstanding, well-qualified individual.

Mahalo for the opportunity to provide this testimony.

GM-732

Submitted on: 4/11/2018 8:28:28 AM

Testimony for AEN on 4/13/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jerry Ornellas	Individual	Support	No

Comments:

From: [Yarrow Flower](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 3:04:52 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Dawn Bicoy](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 3:08:08 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Miles Hakoda](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 3:18:14 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Peter Wiederoder](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 3:19:58 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Randall Yokoyama](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 3:45:37 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Clyde Fukuyama](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 4:07:21 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

GM-732

Submitted on: 4/12/2018 10:01:22 AM

Testimony for AEN on 4/13/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Brian Miyamoto	Individual	Support	Yes

Comments:

From: [Alvin Tsuruda](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 7:59:05 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Blake Rabe](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 9:36:50 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [GLENN TOYAMA](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 5:15:41 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Gregory Williams](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 4:25:13 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [John Gordines](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 5:32:00 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Laila Jayyousi](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 8:53:16 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [melvin kunitake](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 9:07:59 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Mark Phillipson](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 6:39:41 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Robert Paull](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 6:28:46 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Tom Shigemoto](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 6:12:49 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Wayne Katayama](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 5:16:32 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

GM-732

Submitted on: 4/12/2018 11:27:50 AM

Testimony for AEN on 4/13/2018 1:15:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
J Ashman	Individual	Support	No

Comments:

From: [Shawn Steiman](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 11:32:20 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Kelvin Moniz](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 11:29:25 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Luana Beck](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Wednesday, April 11, 2018 9:47:19 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [paul Kaneshiro](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 12:21:54 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Thomas Greenwell](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 11:45:18 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [David Bateman](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 1:21:28 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Donna Woolley](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Thursday, April 12, 2018 5:33:21 PM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [Sarah Thompson](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Friday, April 13, 2018 8:05:56 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

From: [adam killermann](#)
To: [AEN Testimony](#)
Subject: I SUPPORT GM 732
Date: Friday, April 13, 2018 6:27:04 AM

Aloha Chair Gabbard, Vice Chair Riviere, and members of the committee:

I SUPPORT GM 732, which nominates Fredrick Cowell to serve on the Board of Agriculture.

Thank you for the opportunity to testify on this measure.

Mahalo!

Board of Agriculture Questionnaire
Frederick L. Cowell

- (1) Why do you wish to be a member of the Board of Agriculture?
I'm very proud to be a third generation farmer here in Hawaii. I'm absolutely committed to the future of Ag within our state. I'm excited for the opportunity to contribute to the success of our agricultural sector.
- (2) How do you perceive the role and responsibilities of a member of the Board of Agriculture?
I realize I have only a preliminary knowledge of the workings of the Board of Agriculture. I understand that our role is to provide policy direction the Department of Agriculture, grant permission for plant and animal importation and quarantine, and to evaluate land lease issues.
- (3) Given your understanding of the role and responsibilities of a member of the Board of Agriculture, why do you believe that you are qualified for the position? Please include a brief statement of your skills, expertise, or knowledge that would aid in your decision-making ability as a member of the Board of Agriculture.
I've been involved in Hawaii agriculture since before retiring from twenty years in the Air Force. I've actively participated in ag related decision making bodies since retiring from active duty. In those positions, I've been required to listen carefully to understand the issues at hand, put personal interest and gain aside, and propose appropriate solutions. Many of those decisions were difficult and required careful research and deliberation.
- (4) What do you hope to accomplish during your term of service?
I hope to protect and expand the important role of agriculture with Hawaii. Agriculture is critical to protecting our food supply, health of our land and water, and a vital component of a healthy economy. I also recognize how vulnerable our island ecosystem is and would like to contribute to protecting it from the spread of invasive species.
- (5) Name three qualities that best describe you and that would make you stand out. How would these qualities benefit the Board of Agriculture?
Let me first state my core values: Integrity first, service before self, and excellence in all I do. I also feel I offer leadership, adaptability, and knowledge of agricultural issues.
- (6) Name one previous experience that would make you stand out. How would this benefit the Board of Agriculture?
I've been an active member of the Hawaii Coffee Association Board of Directors. The HCA represents a diverse set of coffee business interests. There are nearly as many different point of view as there are members. While there are many contentious issues, we strive to focus on areas where we can provide the broadest benefit to the entire industry.
- (7) Can you foresee any possible conflicts of interests that could arise during your service on the Board of Agriculture? How would you overcome any possible conflicts of interest?
I currently manage the largest single coffee operation in the Hawaii. I recognize that decisions affecting the coffee industry are likely to be brought before the Board. In those instances, I would need to offer impartial information to the Board as requested to understand the issues, but would need to recuse myself as appropriate.