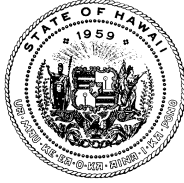


DAVID Y. IGE
GOVERNOR OF HAWAII



VIRGINIA PRESSLER, M.D.
DIRECTOR OF HEALTH

**STATE OF HAWAII
DEPARTMENT OF HEALTH**

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WRITTEN TESTIMONY
ONLY

**Testimony in SUPPORT of HB 905
RELATING TO FROZEN FOOD PRODUCT LABELING**

REPRESENTATIVE MARK M. NAKASHIMA, CHAIR
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT & BUSINESS
Hearing Date: February 15, 2017 Room Number: 309
Time: 9:00 A.M.

- 1 **Fiscal Implications:** This bill has no significant fiscal implications.
- 2 **Department Testimony:** The department supports this product labeling measure.
- 3 Thank you for the opportunity to testify.



Executive Officers:
John Erickson, Young's Market Company –Chair
Beau Oshiro, C&S Wholesale – Vice Chair
Toby Taniguchi, KTA Superstores – Secretary/Treasurer
John Schilf, Rainbow Sales and Marketing - Advisor
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Barry Taniguchi, KTA Superstores – Advisor
Derek Kurisu, KTA Superstores – Immediate Past Chair
Lauren Zirbel, Executive Director

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TO: COMMITTEE ON ECONOMIC DEVELOPMENT & BUSINESS

Rep. Mark Nakashima, Chair

Rep. Jarrett Keohokalole, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION

Lauren Zirbel, Executive Director

DATE: Wednesday, Feb. 15, 2017

TIME: 9:00 a.m.

PLACE: Conference Room 309

RE: HB905 (Frozen Food Product Labeling)

Position: Oppose

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

As proposed, this labeling required would be inconsistent with federal requirements, and therefore, costly to implement. Hawaii imports 85% of the food consumed in the state. Hawaii's food demands are not large enough to force domestic and foreign fish suppliers to meet these labeling requirements. As such, the cost will be borne by Hawaii's consumers who already pay high prices for seafood.

This is a federal issue and should be dealt with at that level. In addition, the definition of "vendor" within the bill is unclear. We are assuming, however, that it refers to retailers. If this is indeed the case, then we believe that the onus for labeling resting with manufacturers and suppliers, not retailers.

This bill does not serve the best interest of the people of Hawaii- it is unnecessary; it will create huge added expenses for our businesses; and it will drive up the prices of food for all of us. Please hold this measure.

Thank you for the opportunity to testify.