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February 23, 2018

HEARING BEFORE THE
SENATE COMMITTEE ON WAYS AND MEANS

TESTIMONY ON SB 2572, SD1
RELATING TO AGRICULTURE

Room 211
11:00 AM

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran, 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 interest of our diverse agricultural community.

The Hawaii Farm Bureau supports SB 2572, SD1, which appropriates funds to the Department of Agriculture to conduct import substitution projects to encourage Hawaii farmers and growers to identify and grow food and nonfood alternative products to phase out imports of high-risk pathway food and commodities by 2027. It also appropriates funds for outreach materials to encourage Hawaii residents to buy local products and foster a sense of pride and self-responsibility in protecting Hawaii's agriculture, environment, and lifestyle.

Import replacement is a huge opportunity for our farmers. In a global market place, new products give our local farmers an edge. In turn, replacing high risk imports will mean less risk for invasive species introduction. The high rate of new pests into the islands is a challenge to not only agriculture but the environment.

Hawaii's farmers and ranchers are finding it difficult to secure the financial support necessary to build capacity. Access to grants can result in increased capacity, new business opportunities, increase employment opportunities and address Hawaii's goals of increased self-sufficiency and sustainability.

HFB has been active in promoting "Buy Local" campaigns such as HDOA's "Buy Local, It Matters!" a call-to-action campaign to help encourage local residents to buy local farm products, the "Hawaii Seals of Quality" program which was developed to distinguish quality Hawaii grown crops and value-added products, the "Made in Hawaii" branding the "Kauai Grown", and "Grown on Maui". Campaigns such as these, which seek to promote

locally grown agricultural products and recognizes the farmers, ranchers, retailers, and restaurants that bring these products to the consumer create increased demand and economic viability for Hawaii's agriculture industry.

Thank you for this opportunity to provide our opinion on this important matter.

SB-2572-SD-1

Submitted on: 2/22/2018 3:50:24 PM

Testimony for WAM on 2/23/2018 11:00:00 AM

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Submitted By	Organization	Testifier Position	Present at Hearing
Jennifer Milholen	Individual	Support	No

Comments: