

DAVID Y. IGE  
Governor

SHAN S. TSUTSUI  
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  
Phone: (808) 973-9600 FAX: (808) 973-9613

**TESTIMONY OF SCOTT E. ENRIGHT  
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE SENATE COMMITTEE ON AGRICULTURE & ENVIRONMENT**

**JANUARY 31, 2018  
1:30 P.M.  
CONFERENCE ROOM 224**

**SENATE BILL NO. 2572  
RELATING TO AGRICULTURE**

Chairperson Gabbard and Members of the Committee:

Thank you for the opportunity to testify on Senate Bill No. 2572 that requests two separate appropriations for FY 2018-19 to be expended by the Department of Agriculture.

1. \$250,000 to establish an annual import substitution grant program to encourage Hawaii's farmers and growers to identify and grow food and non-food alternative products to phase out imports of high-risk pathway food and commodities by 2027; and
2. \$150,000 to contract professional services to produce 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.

The Department of Agriculture supports the intent and offers an amendment.

The effectiveness of the proposed import substitution grant program would be enhanced if potential food and non-food items already have cost-of-production, disease/pest vector risk, and agronomic information available to assist farmers in improved decision-making on what food and non-food import replacement products to



grow. Without this information, decisions may result in suboptimal grant allocation and outcomes. It is important to note that Department administers multiple projects each year that address this issue. The Department recommends that any resources allotted in this bill be made to HDOA for the purpose of import replacement projects. Creating a new grant program may not be necessary to carry out the measure's intent.

Regarding the enhanced "buy local" outreach proposal, the existing buy local program in the Department has resulted in media campaigns via television and at the retail level. We believe our in-house buy local program is both effective and efficient and would prefer the flexibility to determine the manner in which to best accomplish encouraging Hawaii residents to buy local products and foster a sense of pride and self-responsibility in protecting Hawaii's agriculture, environment, and lifestyle. We recommend the following amendment:

(Page 2, lines 10-17)

SECTION 2. There is appropriated out of the general revenues of the State of Hawaii the sum of \$150,000 or so much thereof as may be necessary for fiscal year 2018-2019 for the department of agriculture [~~to contract with a professional public relations firm~~] to produce 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.

Thank you for the opportunity to testify on this measure.

**SB-2572**

Submitted on: 1/26/2018 12:15:04 PM

Testimony for AEN on 1/31/2018 1:30:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
John R. Gordines	Hawaii Floriculture & Nursery Ass.	Support	No

Comments:

**SB-2572**

Submitted on: 1/29/2018 1:26:11 PM

Testimony for AEN on 1/31/2018 1:30:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Dale Sandlin	Hawaii Cattlemens Council	Support	No

Comments:



P.O. Box 253, Kunia, Hawai'i 96759  
Phone: (808) 848-2074; Fax: (808) 848-1921  
e-mail [info@hfbf.org](mailto:info@hfbf.org); [www.hfbf.org](http://www.hfbf.org)

January 31, 2018

HEARING BEFORE THE  
SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

**TESTIMONY ON SB 2572**  
RELATING TO AGRICULTURE

Room 224  
1:30 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.

**HFB is in strong support of SB 2572**, which appropriates funds to the Department of Agriculture to establish an annual import substitution grant program 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.