

STAND. COM. REP. NO. 2048 -22

Honolulu, Hawaii

APR 18 , 2022

RE: S.C.R. No. 22
H.D. 1

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-First State Legislature
Regular Session of 2022
State of Hawaii

Sir:

Your Committee on Economic Development, to which was referred S.C.R. No. 22 entitled:

"SENATE CONCURRENT RESOLUTION REQUESTING THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM TO CONDUCT A STUDY ON THE "MADE IN HAWAII" AND "HAWAII MADE" BRANDS AND PREPARE A PLAN TO ENCOURAGE AND ENFORCE THE USE OF THOSE BRANDS,"

begs leave to report as follows:

The purpose of this measure is to request the Department of Business, Economic Development, and Tourism to conduct a study on the "Made in Hawaii" and "Hawaii Made" brands and prepare a plan to encourage and enforce the use of those brands.

Your Committee received testimony in opposition to this measure from one individual. Your Committee received comments on this measure from the Department of Business, Economic Development, and Tourism.

Your Committee finds that as an integral part of the State's economic development strategy, the Legislature passed Act 2, Special Session Laws of Hawaii 2021, which created the "Hawaii Made" program for manufactured products to be administered by the Department of Business, Economic Development, and Tourism. However, there are concerns regarding an overlap of jurisdictional

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authority between the "Hawaii Made" program under the Department of Business, Economic Development, and Tourism and the "Made in Hawaii with Aloha" brand under the Department of Agriculture. Your Committee believes that clarification is required regarding the purpose, scope, and enforcement of the "Hawaii Made" and "Made in Hawaii" programs to better ensure the integrity of products produced in Hawaii.

Your Committee has amended this measure by making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Economic Development that is attached to this report, your Committee concurs with the intent and purpose of S.C.R. No. 22, as amended herein, and recommends that it be referred to your Committee on Finance in the form attached hereto as S.C.R. No. 22, H.D. 1.

Respectfully submitted on
behalf of the members of the
Committee on Economic
Development,


SEAN QUINLAN, Chair



