

DAVID Y. IGE
Governor

JOSH GREEN
Lt. Governor



PHYLLIS SHIMABUKURO-GEISER
Chairperson, Board of Agriculture

MORRIS ATTA
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 PHYLLIS-SHIMABUKURO-GEISER
CHAIRPERSON, BOARD OF AGRICULTURE**

BEFORE THE SENATE COMMITTEE ON AGRICULTURE & ENVIRONMENT

APRIL 8, 2022

1:00 P.M.

CONFERENCE ROOM 224 & VIA VIDEOCONFERENCE

GOVERNOR'S MESSAGE NO. 548

Submitting for consideration and confirmation to the Board of Agriculture, Gubernatorial Nominee, **FREDERICK COWELL**, for a term to expire 06-30-2026.

Chairperson Gabbard and Members of the Committee:

Thank you for the opportunity to provide testimony on Governor's Message No. 548. This measure seeks to reappoint Frederick Cowell as the Kaua`i Island member 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 Kaua`i Coffee Company. Fred is currently serving as the General Manager at Kaua`i Coffee Company, the largest coffee grower in the State on 3,100 acres in Kaua`i. He is active with various agricultural organizations including the Kaua`i Economic Development Board, Hawai`i Coffee Association, and the Kaua`i Chamber of Commerce. His experience provides a valued perspective to the State of Hawai`i Board of Agriculture and he has served as member of the Board of Agriculture since 2018. The Department strong supports his reappointment to a second term.

Thank you for the opportunity to testify on this measure.





Email: communications@ulupono.com

SENATE COMMITTEE ON AGRICULTURE & ENVIRONMENT
Friday, April 8, 2022 — 1:00 p.m.

Ulupono Initiative strongly supports GM 548, submitting for consideration and confirmation to the Board of Agriculture, Gubernatorial Nominee, Frederick Cowell, for a term to expire 06-30-2026.

Dear Chair Gabbard and Members of the Committee:

My name is Micah Munekata, and I am the Director of Government Affairs at Ulupono Initiative. We are a Hawai'i-focused impact investment firm that strives to improve the quality of life throughout the islands by helping our communities become more resilient and self-sufficient through locally produced food, renewable energy, clean transportation, and better management of freshwater and waste.

Ulupono strongly supports GM 548. Fred Cowell has served as a valuable voice on the Board of Agriculture for the past 4 years. His agricultural experience in the coffee industry and roles in various organizations provide an important perspective when determining our State's agricultural future. Fred's work at Kaua'i Coffee has been a leading example of how technology can be used to increase Hawai'i's ability to produce high quality products for locals and visitors alike, allowing locally-grown products to stand out among the many imports that come into State. Fred's presence on the Board of Agriculture will continue to serve the State as we look to diversify our local economy and build the agricultural industry.

Thank you for this opportunity to testify.

Respectfully,

Micah Munekata
Director of Government Affairs

Investing in a Sustainable Hawai'i



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

April 8, 2022

HEARING BEFORE THE
SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

TESTIMONY ON GM 548

Submitting for consideration and confirmation to the Board of Agriculture, Gubernatorial Nominee, FREDERICK COWELL, for a term to expire 06-30-2026.

Conference Room 224 & Videoconference
1:00 PM

Aloha Chair Gabbard, Vice-Chair Nishihara, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawai'i Farm Bureau (HFB). Organized in 1948, the HFB is comprised of 1,800 farm family members statewide and serves as Hawai'i's voice of agriculture to protect, advocate and advance the social, economic, and educational interests of our diverse agricultural community.

The Hawai'i Farm Bureau strongly supports GM 548, seeking the confirmation of Mr. Frederick Cowell to the Board of Agriculture.

HFB believes Mr. Cowell's business leadership background will continue to serve him well as a member of the Board of Agriculture. As the General Manager of Kauai Coffee Company, the largest coffee estate in the US, Mr. Cowell leads all facets of the vertically integrated company including farming, processing, roasting, packaging, marketing, and retail sales operations, of which its total output represents \$20 million in annual revenue and accounts for approximately 25 to 30 percent 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 Hawaii Board of Agriculture, the Cooke Foundation, Kauai Chamber of Commerce, Hawai'i Coffee Association, and Kauai Economic Development Board.

We respectfully request your strong support towards the confirmation of Mr. Frederick Cowell to the Board of Agriculture.

GM-548

Submitted on: 4/6/2022 11:26:26 AM

Testimony for AEN on 4/8/2022 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
stephanie iona	Testifying for kekaha agriculture assn	Support	Written Testimony Only

Comments:

Fred Cowell is a strong voice for Agriculture on Kauai, and Hawaii as a whole. In my years of being at his side with business and agriculture sustainability platforms, Fred is the leader of innovated measures to achieve a successful outcome for the industry. Humbly ask for your support of his nomination.

GM-548

Submitted on: 4/6/2022 1:43:33 PM

Testimony for AEN on 4/8/2022 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Randy Cabral	Individual	Support	Written Testimony Only

Comments:

Strongly support



April 8, 2022

HEARING BEFORE THE
SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

TESTIMONY ON GM 548

Submitting for consideration and confirmation to the Board of Agriculture, Gubernatorial Nominee,
FREDERICK COWELL, for a term to expire 06-30-2026

Conference Room 224 & Videoconference

1:00 PM

Aloha Chair Gabbard, Vice-Chair Nishihara, and Members of the Committee:

I strongly support GM 548, seeking the confirmation of Mr. Frederick Cowell to the Board of Agriculture.

I believe Mr. Cowell's business leadership background will continue to serve him well as a member of the Board of Agriculture. As the General Manager of Kauai Coffee Company, the largest coffee estate in the US, Mr. Cowell leads all facets of the vertically integrated company including farming, processing, roasting, packaging, marketing, and retail sales operations, of which its total output represents \$20 million in annual revenue and accounts for approximately 25 to 30 percent 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 Hawaii Board of Agriculture, the Cooke Foundation, Kauai Chamber of Commerce, Hawai'i Coffee Association, and Kauai Economic Development Board.

I respectfully request strong support toward the confirmation of Frederick Cowell to the Board of Agriculture.

Brian Watanabe
President
Island Grown Foods, Inc.
Db: Hawaii Food Products



Hartung Brothers, Inc.

P.O. Box 823
Kekaha, HI. 96752

Tel. 808-337-1408
Fax. 808-337-1560

Senator Mike Gabbard, Chair
Senator Clarence K. Nishihara, Vice Chair

Friday, April 8, 2022, 1:00 PM
Hawaii State Capitol, Conference Room 224 & Videoconference

Re: GM 548 – Submitting for consideration and confirmation to the Board of Agriculture, Gubernatorial Nominee, FREDERICK COWELL, for a term to expire 06-30-2026.

Chair Gabbard, Vice Chair Nishihara, and members of the committee:

Thank you for the opportunity to testify in strong support of the gubernatorial nomination of Fred Cowell to the Board of Agriculture.

Mr. Cowell has extensive experience in managing agricultural operations, working effectively and cooperatively across the agricultural and technology communities to address important challenges, and serving as a highly effective advocate for Agriculture with the broader public and stakeholders.

Mr. Cowell's professional background, knowledge, and ongoing involvement in the community would continue to be a great asset to the Board of Agriculture, and I am pleased to be able to support his confirmation.

Thank you for the opportunity to provide testimony in support of this nominee.

Sincerely,

Joshua Uyehara
Vice President – General Manager, Hawaii Operations
Hartung Brothers, Inc.

GM-548

Submitted on: 4/7/2022 8:48:19 AM

Testimony for AEN on 4/8/2022 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
James Kimo Falconer	Individual	Support	Written Testimony Only

Comments:

Please support Fred Cowell as a member of the Hawaii Department of Ag, Board of Agriculture.

GM-548

Submitted on: 4/7/2022 8:53:24 AM

Testimony for AEN on 4/8/2022 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Randall John Francisco	Individual	Support	Written Testimony Only

Comments:

I am writing in full support of Mr. Cowell who will bring his business, community and leadership skills that will contribute to this volunteer state organization.



MAUI COUNTY FARM BUREAU

PO Box 148, Kula, HI 96790
mauicountyfarmbureau.org

April 8, 2022

HEARING BEFORE THE SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

TESTIMONY ON GM 548

Submitting for consideration to the Board of Agriculture, Gubernatorial
Nominee, FREDERICK COWELL, for a term to expire 06-30-2026

Conference Room 224 & Videoconference
1:00 PM

Aloha Chair Gabbard, Vice-Chair Nishihara, and Members of the Committee:

I am Warren Watanabe, Executive Director of the Maui County Farm Bureau. The Maui County Farm Bureau supports GM 548, seeking the confirmation of Mr. Frederick Cowell to the Board of Agriculture. Mr. Cowell's knowledge and experience as General Manager of Kauai Coffee Company will continue to provide the Board of Agriculture with guidance in operating a successful agricultural business. His willingness to share his expertise among other organizations demonstrates his commitment to the industry and community.

We respectfully request your strong support of Mr. Frederick Cowell to the Board of Agriculture.

Thank you for this opportunity to testify.

GM-548

Submitted on: 4/7/2022 11:53:01 AM

Testimony for AEN on 4/8/2022 1:00:00 PM

Submitted By	Organization	Testifier Position	Testify
J Ashman	Individual	Support	Written Testimony Only

Comments:

I strongly support the confirmation of Fred Cowell to continue as a member of the Board of Agriculture. I have worked with Fred for many years on agricultural issues. He has the knowledge, experience, and dedication to agriculture and the environment that are needed to make good decisions on the often complicated and difficult matters brought before the Board.



COMMITTEE ON AGRICULTURE AND ENVIRONMENT
Senator Mike Gabbard, Chair
Senator Clarence K. Nishihara, Vice Chair

GM548
Board of Agriculture, FREDERICK COWELL

Friday, April 8, 2022, 1:00 PM
Conference Room 224 & Videoconference

Chair Gabbard, Vice Chair Keith-Agaran, and members of the Committee on Agriculture and Environment,

The Hawai'i Cattlemen's Council (HCC) is the Statewide umbrella organization comprised of the four county level Cattlemen's Associations. Our member ranchers represent over 60,000 head of beef cows; more than 75% of all the beef cows in the State. Ranchers are the stewards of over 750 thousand acres of land in Hawai'i, or 20% of the State's total land mass. We represent the interests of Hawai'i 's cattle producers.

The Hawai'i Cattlemen's Council **supports GM548** to confirm Gubernatorial Nominee, Frederick Cowell, to the Board of Agriculture of a term to expire 06-30-2026.

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 Hawaii Board of Agriculture, the Cooke Foundation, Kauai Chamber of Commerce, Hawai'i Coffee Association, and Kauai Economic Development Board. His leadership skills and experience on the Board of Agriculture are valuable to the agriculture industry.

Nicole Galase
Hawai'i Cattlemen's Council
Managing Director



GM 548

Advocation of Fredrick Cowell.

Chair and committee,

My name is Katherine Lang and while I fail to come in person to attempt this testimony, I would like to advocate for GM 548 through my writings.

I believe that the allowance of Fredrick Cowell on this committee would be extremely advantageous due to his community business and efforts of both the past and the present. As he is an owner of a large company that is amongst every island in the state of hawaii and proudly and respectfully already represents our state of aloha, I think that Fredrick Cowell would be a great addition to the team.

Thank you for the opportunity to submit this testimony.

Katherine Lang

Student of the University of Hawai'i

Political Science Major

Business Major

Wahine Volleyball #10

April 7, 2022

Honorable Mike Gabbard,
Chair Committee on Agriculture and Environment
Hawai'i State Senate
State Capitol
415 South Beretania Street
Honolulu, Hawai'i 96813

RE: Governor's Message 548: Nomination of Frederick Cowell to the Board Agriculture,

Dear Chair Gabbard,

Per the Senate Committee on Agriculture and Environment Clerk's request, please find my written response to questions relating to my nomination to the Board of Agriculture.

1. Why do you wish to be a member of the Board of Agriculture?

It's been an honor to serve for the last four years as the Kauai representative to the Board of Agriculture. We've taken on some very important issues affecting the agricultural community in that time. I look forward to working collaboratively with the many stakeholders on the critical issues facing our state to improve our sustainability by strengthening our agricultural capacity.

2. How do you perceive the role and responsibilities of a member of the Board of Agriculture?

The Board of Agriculture provides the Department of Agriculture with critical policy direction, weighing and making decisions relative to specific authorities, which advance agriculture through the preservation and productive deployment of the State's agricultural resources, as well as protect Hawai'i agriculture from harm and degradation. Board of Agriculture members should serve as engaged and thoughtful participants in reviewing proposals and initiatives; ask pertinent questions of applicants and Department staff; and reach decisions that are fair, equitable, and lawful.

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'm primarily a businessman with a specialty in agriculture. During my 20-year Air Force career I was planning on coming back to Hawaii to work in the family business in coffee. My time away from Hawaii in the military not only focused on doing my very best in the defense of our country but I also was studying the transition that Hawaii was going through with the steady decline of the sugar industry and the renaissance within the coffee industry. I learned firsthand the value of teamwork and the value of collaborative problem solving. I believe my background gives me a unique perspective on agriculture issues. I also deeply appreciate the importance significance of a well-run board in assisting the decision making on agricultural matters within our state.

4. What do you hope to accomplish during your term of service?

If confirmed by the Senate, I anticipate collaboratively contributing to the Department's ability to advance and meet the needs of the agricultural segment of our Hawaiian economy. Our governor has established difficult yet important and attainable goals for food production within our state by 2025. These goals will require the concerted effort of the private economy and the state. I would like to see better funding for agricultural programs within the state as well as private initiatives that strengthen our productive capacity. I would also hope to encourage a new generation of agricultural entrepreneurs that will be able to leverage the best of our cherished cultural traditions with the best new technology available.

Honorable Mike Gabbard,

Chair Committee on Agriculture and Environment

RE: GM548 Nomination of Frederick Cowell to the Board of Agriculture April 7, 2022, Page 2

5. Name three qualities that best describe you and that would make you stand out. How would these qualities benefit the Board of Agriculture?

Knowledgeable – I am knowledgeable about agriculture and ag issues across our diverse state. I grew up mainly on Oahu, re-entered civilian life on the Big Island, and have lived on Kauai since 2009. My first four-year term on the Board of Agriculture has given me a wonderful perspective on its value and role. I'm confident that I will be able to not only increase my effectiveness but to also pass some of my knowledge onto others entering into a similar role.

Disciplined– I've grown tremendously during my 20-year military career and continue to seek personal growth during my civilian career. I welcome the opportunities that come my way and view challenges as opportunities to grow even further. Personal growth requires the self-discipline to grow through the challenges that are ever-present in our modern world. It requires discipline to carefully weigh the matters presented to the Board of Agriculture without making rash decisions.

Servant Leader- We're called to serve first and foremost. As a leader, I'm called to serve all those within my area of responsibility. Anything less would be self-serving. I've done my best to live and lead according to this quality for my entire career.

6. Name one previous experience that would make you stand out. How would this benefit the Board of Agriculture?

Rather than cite experiences from my civilian or military career, I choose to highlight my first four years on the Board of Agriculture. The Board of Agriculture brings together a broad cross-section of expertise from across private and public sectors. The capacity of the Board of Agriculture is derived from the collective expertise and backgrounds of all its members. Having served for the initial term, I feel I'm more capable of understanding the needs of the agricultural community, the capabilities of the Department of Agriculture staff, and the process that underpins the Board of Agriculture.

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 must assume that there will be potential conflicts of interest associated with my role as a member of the Board of Agriculture and my role as the general manager of Kauai Coffee Company, LLC. I also serve on other Boards of Directors of organizations and non-profit entities within the state. Nevertheless, if any conflict of interest were to arise, I would announce such conflict and recuse myself from discussion, deliberation, and decision-making. As necessary, this may include prior consultation with a state ethics officer or the Attorney General's Office via the Chairperson's Office