

**JOSH GREEN, M.D.**  
Governor

**SYLVIA LUKE**  
Lt. Governor



**SHARON HURD**  
Chairperson, Board of Agriculture

**DEXTER KISHIDA**  
Deputy to the Chairperson

State of Hawai'i  
**DEPARTMENT OF AGRICULTURE**  
KA 'OIHANA MAHI'AI  
1428 South King Street  
Honolulu, Hawai'i 96814-2512  
Phone: (808) 973-9600 FAX: (808) 973-9613

**TESTIMONY OF SHARON HURD**  
**CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE HOUSE**  
**COMMITTEE ON CONSUMER PROTECTION & COMMERCE**

**WEDNESDAY, FEBRUARY 14, 2024**  
**2:00 PM**  
**CONFERENCE ROOM 329 & VIDEOCONFERENCE**

**HOUSE BILL NO. 2278**  
**RELATING TO LABELING OF MACADAMIA NUTS**

Chair Nakashima, Vice Chair Sayama and Members of the Committee:

Thank you for the opportunity to testify on House Bill 2278. This measure clarifies labeling requirements for macadamia nuts. Requires country of origin to be included on the principal display panel of a consumer package of raw or processed macadamia nuts. The Department of Agriculture (DOA) supports this bill and requests one full-time inspector for enforcement as long as it does not impact the budget priorities set forth in the Executive Budget Submittal.

DOA's Measurement Standards Branch currently enforces section 486-120.5, Hawaii Revised Statutes relating to labeling requirements of macadamia nuts. We support the strengthening of this statute with the language in this bill. Truth in labeling should prevent companies from misusing the origin of the actual macadamia product used and consumers being confused that they are getting a Hawaiian origin product when it may have been outsourced from another country. In addition, we ask you to support funding a dedicated position at the SR-22 level, beginning salary of \$63,000 to



enforce these laws which will help rebuild the Department of Agriculture packaging and labeling enforcement capability that was eliminated in 2010.

Thank you for the opportunity to testify on this measure.



**TESTIMONY OF  
THE DEPARTMENT OF THE ATTORNEY GENERAL  
KA 'OIHANA O KA LOIO KUHINA  
THIRTY-SECOND LEGISLATURE, 2024**

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**ON THE FOLLOWING MEASURE:**

H.B. NO. 2278, RELATING TO LABELING OF MACADAMIA NUTS.

**BEFORE THE:**

HOUSE COMMITTEE ON CONSUMER PROTECTION AND COMMERCE

**DATE:** Wednesday, February 14, 2024      **TIME:** 2:00 p.m.

**LOCATION:** State Capitol, Room 329 and Videoconference

**TESTIFIER(S):** Anne E. Lopez, Attorney General, or  
Travis T. Moon or Bryan C. Yee, Deputy Attorneys General

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Chair Nakashima and Members of the Committee:

The Department of the Attorney General respectfully submits comments regarding this bill.

This bill proposes to amend section 486-120.5, Hawaii Revised Statutes, by including additional labeling requirements for macadamia nuts to list the countries of origin of the portion of the raw or processed macadamia nuts not grown in Hawaii on the principal display panel pursuant to section 304 of the Tariff Act of 1930 (19 U.S.C. 1304), as amended.

The country-of-origin labeling requirement on page 2, line 20, through page 3, line 4, of the bill may be subject to challenge under the United States Constitution's Supremacy Clause, which provides that the laws of the United States are declared to be supreme to those of the individual states. See U.S. Const. art. VI, cl. 2.

The Federal Agricultural Marketing Act of 1946, as amended (7 U.S.C. § 1638, *et seq.*) (federal act), and its corresponding regulation, title 7 Code of Federal Regulations part 65 (federal regulation), require retailers to inform consumers of the country of origin of raw macadamia nuts.

The United States Department of Agriculture, Agricultural Marketing Service (USDA), provides in the Federal Register (promulgating 7 C.F.R. part 65), that the language of the federal act "is clear" that Congress intended to preempt state law. See Mandatory Country of Origin Labeling of Beef, Pork, Lamb, Chicken, Goat Meat, Wild

and Farm-Raised Fish and Shellfish, Perishable Agricultural Commodities, Peanuts, Pecans, Ginseng, and Macadamia Nuts, 74 FR 2658 at 2679, 2701 (January 15, 2009) as confirmed in 78 FR 3137, 3184-3185 (May 24, 2013). A state's country of origin labeling requirement that encompasses commodities governed by this federal regulation is preempted. See id. at 2701. As stated above, the federal act and the corresponding federal regulation specifically regulates country of origin labeling of macadamia nuts offered for sale, and State law on this matter is preempted. See 7 C.F.R. § 65.135. Labeling requirements for processed macadamia nuts, however, are allowed. See 7 C.F.R. §§ 65.220 and 65.300(c). To avoid the Supremacy Clause issue, we recommend deleting the words "raw or" on page 2, line 21, of the bill.

Thank you for the opportunity to comment on this bill.

# Macadamia Growers of Hawai'i

February 12, 2024

Representative Mark M Nakashima  
Chair, CPC  
Conference Room 329 & Videoconference  
State Capitol  
415 South Beretania Street  
Honolulu, HI 96813

Dear Chairs and Committee Members,

My name is Bonnie Self, representing the Macadamia Growers of Hawaii. With over a decade of experience in Hawaii's macadamia nut industry as an agronomist and manager, my family and I are deeply rooted in this sector. Our livelihoods are directly connected to the success and sustainability of the industry.

As a new legislative session unfolds, we are presented with House Bill 2278, an act that holds significant implications for the agricultural integrity and economic sustainability of Hawaii's macadamia nut industry. This letter is written in staunch support of HB2278, a bill that not only stands to protect the industry from deceptive labeling practices but also empowers consumers and producers alike with transparency.

The past year has underscored the vulnerability of our macadamia nut industry, with a stark production decline from 52.9 million wet in-shell pounds in 2021 to 37.7 million wet in-shell pounds in 2022. This alarming 29% decrease in production has been compounded by the shutdown of the largest processing facility in the state and the aggressive influx of foreign kernels, which have significantly reduced the prices to growers, from \$1.23 to \$0.88 per pound). The consequences of these events are more than just numbers in a report—they reflect the livelihoods of our workers who have faced reduced hours and the harsh reality of over 8 million pounds of nuts left on the ground in our orchards alone.

HB2278 is a critical step towards rectifying these issues. The bill offers a pathway to address these issues by emphasizing the importance of accurate labeling, thereby preserving the integrity and legacy of the Hawaii macadamia nut industry. This legislative action is not merely about compliance; it is about preserving the cultural and economic legacy of the Hawaii macadamia nut industry.

The implementation of HB2278 will ensure that our beloved industry can withstand the tides of global competition and market saturation with foreign products. By supporting this bill, you are endorsing a future where the Hawaii macadamia nut industry continues to thrive and contribute to our state's prosperity. This issue is extremely time sensitive. Without changes now, more farms will disappear and not return.

I urge you to consider the weight of your decision on the future of our state's agriculture and the well-being of its dedicated workers. Please lend your support to HB2278 and stand with Hawaii's macadamia nut growers and workers.

Thank you for your time and consideration.

Sincerely,

Bonnie Self  
Macadamia Growers of Hawaii

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a local boy, born and raised in Kaneohe, I joined Hawaiian Host Group to level-up a local company so that it can enrich the local community.

This bill is poorly written without consideration for any knock on effects; it is a shining example of superficial bureaucracy and lazy legislation. I believe we as a State are better than this, and there is a solution that will help our local growers without penalizing other companies just for the sake of votes. We need to work together as a community instead of some leaders just chasing votes thoughtlessly.

Therefore, I **strongly oppose** this bill.

Thank you for your consideration.

Mahalo,

Chris Wakukawa  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. I believe in the vision of our company and in our leadership team as they are as transparent, communicative, and considerate. They have the best intentions for our team and for Hawai‘i at large. I’m also proud of the people I work with every day. They are people who grew up here and who care deeply about Hawai‘i. They are people who are involved in our community and who believe in making the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly oppose HB 2278.

Thank you for considering my testimony. Your consideration of these matters and solutions is very much appreciated.

Sincerely,

Jeremy Lok  
Logistics Specialist  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined and continue to stay with Hawaiian Host Group is that I believe in the people that I work with everyday. Each of them come in everyday to do their part to make products that are loved by people across the world, gifts that share the spirit of Hawai‘i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. As with previous versions of this bill, it is poorly written and contains vague language that will be difficult to enforce with little time to pivot, opening up companies to frivolous penalties that will only waste everyone’s time and energy and hurting everyone involved.

We as a State can, and should, do better to make sure that we as a community all benefit and grow, yet we as a State keep finding new ways to avoid addressing the greater issues at large that hurt our community and wasting time on things that divide us further. I get doing what we can to protect the farmers, but in doing so in the manner presented in this bill, you will end up hurting countless more. It is both sad and ridiculous to think that the State is quick to act on such measures yet slow on the greater issues that we face in the place many of us call home.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Kenneth Yeung  
Data Engineer,  
Hawaiian Host Group



**HB-2278**

Submitted on: 2/12/2024 5:37:12 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Joy Takanishi	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

We work hard every day to keep our Hawaii businesses afloat and competitive, including the Hawaii macadamia industry. We certainly need to avoid failures similar to the pineapple and sugar industries. In 2023, we invested in a local macadamia farm! Please help save our Hawaii jobs as this bill can impact our businesses severely. I am concerned that it will likely result in Hawaii job losses!

Have you ever had to layoff groups of hardworking, dedicated, Hawaii employees? Sad to say, I have. It is heart-wrenching. You lose sleep, you can't eat, your stomach aches. You cry along with them and treat them with kindness, dignity, and respect. Please, consider our companies too and the huge impact this Bill can have on us.

Hawaiian Host and Mauna Loa have been in business in Hawaii for over 150 years combined! We have provided for thousands of employees and their families over this time period. As our own employees have expressed to us, HHG is like their extended ohana and they will not forget all we've done for them...as we are forever grateful to all our employees who have helped to build our iconic Hawaii brands.

We provide economic opportunity for employees to work, live, raise their families, and retire in Hawaii, where many of them were born and raised, instead of having to move out of state to earn a living and/or retire elsewhere. HHG has also given back to our Hawaii communities we live in. We were recognized as One of Hawaii's Most Charitable Organizations and our legacy includes decades of college scholarships awarded to Hawaii's graduating high school students.

HHG has done Hawaii good! We want to keep as many jobs here in Hawaii. We help to make Hawaii's economy thrive. HHG has been a good steward for Hawaii and has invested and re-invested in our facilities, equipment, Hawaii agriculture and its employees, all the while taking care of its communities as well.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Mahalo for the opportunity to submit this testimony. I appreciate your consideration of this very important matter.

Mahalo,

Joy Takanishi

Senior Director of Talent Management

Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I’m a proud local that grew up eating our product. It always brought my family joy to share Hawaiian host chocolate and it was always a treat to receive them. When I had the opportunity to work for an established local company with the same family values as myself I had to jump at the opportunity.

I’ve worked for Hawaiian Host for the past 3 years and love it because of the people I work with every day. They are people who grew up here and believe in making the Islands’ future flourish.

I oppose this bill because SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Brandon Tanaka  
Director of Technology  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/12/2024 6:08:32 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Alejandra Pedemonte	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group to make the islands flourish. I work on the marketing team and continuously discuss with my team how our social media posts or community events directly impact the vision. What makes my job easy is that our products are loved. They’re delicious but they are LOVED. This helps my department and all the people who get the product on the shelf every day through the whole production chain whether they work for Hawaiian Host Group or not.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

I appreciate you considering this testimony.

Mahalo,

Alejandra Pedemonte

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Ever since I graduated college on the continent and moved back home, I always wanted to work for a local company that not only represents Hawai‘i well but takes action to positively impact the people of Hawai‘i. After working at Hawaiian Host Group for 3 years, what keeps me at here are the people that I work with every day. They are people from all around the world that have one mission, to help make Hawai‘i’s future flourish. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Best,

Brenden Goo  
Associate Inventory Analyst  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group nearly three years ago because I was inspired by the company’s long-term vision and continuous dedication to helping the Islands’ future flourish. Sitting here today and looking back over these past three years – I’m proud to say that I have seen first-hand how this vision and dedication comes to life each and every day. I work alongside a great leadership team that is truly committed to sharing the spirit of Hawai’i through our products and is committed to giving back to our local community.

I oppose HB 2278 because of the negative impact it would have on our business, other companies in the macadamia industry in Hawai’i, and the greater local community at large. Our company is committed to collaborating with other farmers on regulations, but we feel this specific bill further divides the industry. That’s why I oppose HB 2278.

Thank you very much for taking the time to consider my testimony.

Aloha,  
Stanley Huang  
Director, Commercial Finance  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

- I joined Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.
- HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.
- Thank you for considering my testimony.

Mahalo  
Gene Uehara  
Salesperson  
[Hawaiian Host / Mauna Loa / Hawaiian Host Group]



**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was attracted to and joined Hawaiian Host Group because of their commitment to strengthening the community. We work to not only solidify ourselves as the leading manufacturer of premium chocolate and macadamia nut products, but to uplift our state through educational scholarships, jobs, supporting local small businesses and growers, charitable contributions, community outreach and great efforts toward sustainability.

Hawaiian Host Group’s purpose, our job “is to make the islands’ future flourish.” This is a powerful statement that I believe we all take to heart. I am genuinely proud of our company and the people I work with every day. We are people who grew up here, care deeply about Hawai‘i, and are dedicated to providing futures for the next generations.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Therefore, I **strongly oppose HB 2278.**

Thank you for considering my testimony.

Mahalo nui loa,

Denice Delos Santos  
Senior Demand Planner  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

My name is Tiffany Chu and I am the Senior Talent Acquisition Specialist for Hawaiian Host Group (HHG). I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

In addition to already purchasing millions of pounds of macadamia kernels from local farms each year, a local business like HHG needs to continue to look for ways to meet demands. As Hawai‘i growers and manufacturers of macadamia products, HHG wants to collaborate with other farmers on regulations as well as support the success of local farmers. We are in their corner. In an industry as impactful as macadamia for Hawai‘i, we want to work together for a resolution that is beneficial to the community as a whole. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a professional in the talent acquisition industry, building and helping teams grow for most of my career, I have seen the impact of how a business’ workforce growth is a direct reflection of the local economy. HHG has a deep history in Hawai‘i, with the local community, and is deeply entrenched in the macadamia nut industry. HHG’s local operations of producing Hawaiian made macadamia confections now includes a farm, a processing facility, and manufacturing plants to produce our household names of macadamia products. We’ve been a proud contributor to the local economy, providing employment opportunities and supporting the livelihoods of numerous families in our community. It’s been one of the most rewarding parts of my job here knowing that I’m growing a team that makes such an impact and contribution to the broader community. That’s why I see HHG’s success, as Hawai‘i’s success.

I joined HHG because it’s important to me to be a part of a local business that aligns with my values, and where I believe in the company’s mission and vision. Especially in talent acquisition, without this alignment, it would be difficult for me to do my job well. I’m on the frontlines speaking with candidates regularly about my first-hand experience as a part of the team. HHG aligns with my personal values- to make an impact, to do good, and to help the community flourish. When I think about Hawaiian Host Group, I think of an organization that embodies all of that and more. Through its dedicated team, HHG produces products that share the Spirit of Hawai‘i, and these values, through every piece of delicious macadamia confections.

The proposed changes in macadamia nut labeling, as outlined in HB 2278, threaten to impose unnecessary burdens on local businesses like ours. These added regulatory requirements not only create undue financial strain but also divert valuable resources away from the core activities that drive our business and contribute to the economic growth of Hawai'i, provide local jobs, and our ability to partner with local farmers.

As an employee of Hawaiian Host Group, I believe that this bill will have detrimental, cascading consequences for our company & employees, the broader community, and the macadamia industry as a whole in Hawai'i. Therefore, I strongly **oppose** HB 2278.

Thank you for considering my testimony.

Sincerely,  
Tiffany Chu  
Senior Talent Acquisition Specialist  
Hawaiian Host Group

## Testimony Presented Before the House Committee on Consumer Protection & Commerce

February 14<sup>th</sup>, 2024 at 2:00pm

### RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe deeply in its purpose to Make the Islands' Future Flourish, and its vision to Share the Spirit of Hawai'i with the world. In my time with Hawaiian Host Group, I have seen that these are not just statements the company claims to do – but they are things that are lived in the day-to-day. Every person at our company – from our entry-level team members all the way to our executives – operates with Aloha and a sense of true care for each other, our industry, and Hawai'i at large.

This is reflected in the work Hawaiian Host Group does in the community, and in the ways in which we collaborate with our internal and external partners across the macadamia industry. I am proud of not only the delicious products we create – that are loved by people across the globe – but because of how our team has proven our commitment to growing macadamias locally, supporting all local macadamia growers, and working in collaboration with local growers to create a solution for our industry.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for them. If HB 2278 passes, it is not a win for our state, nor our industry at large as it does not consider the potential consequences it might have on businesses downstream from the growers. Furthermore, while we, as Hawai'i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I strongly oppose HB 2278.

Mahalo nui for considering my testimony.

With Aloha,  
Ruby Lee  
Associate Corporate Communications Manager  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/12/2024 7:20:06 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Garrett Gum	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea’au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

**I believe in the vision of Hawaiian Host Group because they support local business and our community. I am proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai’i,” they are gifts that share the spirit of Hawai’i.**

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai’i and the livelihoods of the people working for these legacy Hawai’i companies.

If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Garrett Gum  
Sales Representative  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you **in opposition of HB 2278**, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a member of the Talent Acquisition Team at Hawaiian Host Group, I am proud to say that our organization lives up to its values of supporting our local community. In my role, I am responsible for hiring initiatives and am often the first point of contact for potential employees. It's easy for me to speak about our company culture, our commitment to Hawai‘i, and our efforts to create more job opportunities for our community. I joined Hawaiian Host Group three years ago because I wanted to work for an organization that aligns with my values, and I can confidently say that it has been a fulfilling experience.

I am sharing a testimony today concerning a bill that will have a direct impact on the macadamia industry in Hawai‘i. Unfortunately, this bill fails to consider the impact it will have on our workforce. Instead, it is further dividing the industry. It is important to recognize that this bill will not only affect our workforce but all companies in the macadamia industry. This is why I **strongly oppose HB 2278**.

Thank you for giving me the opportunity to share my testimony with you and I appreciate your consideration on these matters.

Mahalo,

Tricia Sills  
Talent Acquisition Manager  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/12/2024 7:38:41 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Linda Hokama	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha members of the committee,

I am writing to you in opposition of HB2278, relating to the labeling of macadamia nuts. This bill will not help our state's macadamia industry as intended.

I know our company cares about the people of Hawaii. We have invested in our land, our facilities and our people here. We have been a part of Hawaii for almost a century.

This bill puts an unnecessary burden on a company that has shown its commitment to the people and spirit of Hawaii. I believe it will have unintended consequences for the industry here.

Thank you for considering my testimony.

Mahalo,

Linda Hokama

Payroll Analyst

Hawaiian Host Group



**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of the work culture and passion to make the islands’ future flourish with the products we manufacture, and the work we put in everyday serving the community.

I believe in the vision of Hawaiian Host Group because we share the spirit of Hawaii to world with our quality products.

Hawaiian Host Group’s values align with my personal values as I believe in giving back to the community and the land of Hawai‘i.

I love my job because I’m proud of the amazing, delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

I am opposed to HB 2278 because of the impact it will have on our business. For example:

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo

Drew Reynado

Field Sales Manager

Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of my family’s history on the Islands. My grandfather grew up on O’ahu as a young boy from the Philippines. After joining the US Military, he settled on the continent and started his family. Hawaiian Host and Mauna Loa are treats he always brought home for us after visiting family in Hawai‘i.

I love my job because of the people I work with every day. They are people who grew up here and wholeheartedly believe in making the Islands’ future flourish for the next generations.

I oppose HB 2278 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Sincerely,  
Paulina Kim  
Project Lead  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/12/2024 8:13:19 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Katie Natori	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition to HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help Hawai‘i’s Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawai‘i’s macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world-class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because I have witnessed and experienced their investment in Hawai‘i and its community. Hawaiian Host Group is the largest consumer packaged goods company in Hawai‘i. When possible, the company gives back to the community in several ways. From sponsoring the Hawai‘i Food and Wine Festival to the Merrie Monarch Royal Parade, it is committed to the local agricultural and cultural communities. This bill would be a distraction to a larger picture growth plan for macadamias and Hawai‘i at large. The macadamia industry in Hawai‘i is becoming antiquated while the rest of the world improves its technologies. While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

I appreciate you considering this testimony.

Mahalo,  
Katie Natori

Associate Global Brand Manager  
Mauna Loa

## Testimony Presented Before the House Committee on Consumer Protection & Commerce

February 14<sup>th</sup>, 2024 at 2:00pm

### RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

#### **You may continue with a statement along the lines of:**

- I joined Hawaiian Host Group because...
- I believe in the vision of Hawaiian Host Group because...
- Hawaiian Host Group’s values align with my personal values as I believe...
- The reason why I joined Hawaiian Host Group is...

#### **Examples of reasons why you might love your job are:**

- Because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.
- Because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large.
- Because of the people I work with every day. They are people who grew up here / people who care deeply about Hawai‘i / people who are involved in our community / people who believe in making the Islands’ future flourish...

#### **Next, end your testimony by explaining why you OPPOSE HB 2278 because of the impact it will have on our business. For example:**

- HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.
- If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

- While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

**Lastly, thank the Committees for considering your testimony:**

- Thank you for considering my testimony.
- I appreciate you considering this testimony.
- Your consideration of these matters and solutions is very much appreciated.

Mahalo / Best / Sincerely / Aloha / ...,

[First Name + Last Name]

[Title]

[Hawaiian Host / Mauna Loa / Hawaiian Host Group]

**HB-2278**

Submitted on: 2/12/2024 8:22:23 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Michelle Wee	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write in opposition of HB 2278, which tackles the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry.

- We invested \$25 million in Hawaiian agriculture just last year;
- We are modernizing our Honolulu facility as we speak to ensure the quality of Hawaii products and support local jobs,
- I have also seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

I believe this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because the company’s value aligns with mine. I am happy and proud of what we have worked hard to do ---share the spirit of Aloha and Ohana to the rest of the world as well as continuing to make the Hawai‘i islands flourish through giving back to the local community as well as providing job opportunities to our Kama‘aina.

I believe that HB 2278 will impact all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. And because of this, it’s not a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. I oppose HB 2278.

As Hawaii growers and manufacturers of macadamia products, we want to collaborate with other farmers on regulations. However, we feel like this Bill further divides the industry.

Thank you for considering my testimony and I hope that this will help shed light on the negative implications of passing the HB 2278 bill.

Mahalo Nui Loa,

Michelle Wee

Ecommerce Manager

Hawaiian Host Group



**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of the people I work with every day. They are people who grew up here and who care deeply about Hawai‘i. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,  
Vivian Fung  
Associate Brand Manager, Hawaiian Host  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/12/2024 8:42:13 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ruby Manantan	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

MY NAME IS RUBY NORBERTE MANANTAN i WORKED FOR HAWAIIAN MACADAMIA NUT SERVICES, LLC. I AM THE 3RD GENERATION OF THE NORBERTE FAMILY WHO WORKS FOR HAWAIIAN MACADAMIA NUT SERVICES, LLC. MY FAMILY AND MOVED FROM THE PHILIPPINES SINCE 2003 TO PAHALA, HAWAII. I STARTED WORKING FOR THE COMPANY SINCE 2009 AND STILL CURRENTLY WORKING. I SUPPORT GREATLY FOR BILL HB2278 LABELING OF MACADAMIA NUT.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Thank you for considering my testimony.

Mahalo,

John Guting

IT Admin

Hawaiian Host Group

**Testimony of Frank Lorenzo Sr.**

**Ka'u Farms Management LLC.**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Frank Lorenzo Sr., and I am the Manager of Ka'u Farms Management LLC. a company that grows Hawai'i-grown macadamia nuts in Wood Valley, Ka'u, Hawaii Island. I am writing to you in support of House Bill 2278 RELATING TO THE LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Frank Lorenzo Sr.

Manager

Ka'u Farms Management LLC.

Testimony of Mary Mahina Lorenzo  
Ka'u Farms Management LLC.  
February 14, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Mary Mahina Lorenzo and I am the Manager's Assistant for Ka'u Farms Management LLC., a company that grows Hawaii-grown macadamia nuts. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Mary Mahina Lorenzo  
Manager's Assistant  
Ka'u Farms Management LLC.

Testimony of Ikaika Grace  
Ka'u Farms Management LLC.  
February 14, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Ikaika Grace, and I work for Ka'u Farms Management LLC., a company that grows Hawai'i-grown macadamia nuts in Wood Valley, Ka'u, Hawaii. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Ikaika Grace  
Ka'u Farms Management LLC.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. Being from the mainland, I had very little understanding of the impact that Hawaiian Host Group had on the island, its people, and its future, however for the last two years, my eyes have been open to the tremendous work we do to help support the health and future of the island.

Having joined the leadership team recently, I believe in the vision of our company, the tireless effort that goes into every business decision, and the way we always honor and respect the legacy of the islands. We constantly look at what our decisions mean for Hawai‘i at large and act in a manner that respects the people and those so heavily involved in the community.

SB 2278 does not consider the potential negative impact on Hawai‘i, the livelihoods of the people working for these legacy Hawai‘i companies and what it means for the long term sustainability of our industry. I strongly oppose SB 2278.

Mahalo  
John Buehler  
Director of Sales North America  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe in their vision, to share the spirit of Hawai‘i with the world. In my experience, our company has never failed in keeping their vision at the core of every single decision we make.

I am grateful to work for a company that values me not just as an employee, but as a person. I was able to start a family and transition seamlessly into the life of a working mother because HHG supported me with generous maternity leave and ongoing understanding of my circumstances. This motivates me to work hard and simultaneously drive our purpose: to make the Island’s future flourish.

HB 2278 will have an immediate impact to HHG’s business and therefore myself and the hundreds of people we employ. As Hawaiian manufacturers of macadamia products, we want to collaborate with farmers on regulations, but this bill will only divide us from growers. For these reasons, I strongly oppose HB 2278.

I appreciate your consideration of my testimony and am hopeful we can all work towards a better solution.

Mahalo,

Natalie Herr  
National Account Manager  
Hawaiian Host Group





**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

It has been clear to me since joining Hawaiian Host Group that the company is ABSOLUTELY committed to promoting and ensuring the health of the Hawaiian economy and that commitment is manifested in our company’s actions every day.

Many of my co-workers are native Hawaiians who are involved in the community and believe in making the Island’s future flourish.

I oppose SB 3303 because I believe it will have long lasting negative impact on the companies that produce Macadamia nuts and macadamia related products in Hawaii. The intent is right but I question if SB 3303 is the best approach.

I appreciate your consideration of this testimony against SB 3303.

Mahalo,  
Brian Harvey  
Logistics Manager  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 5:34:21 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Christopher M Walker	Hawaiin Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined the team here are Mauna Lao three years ago. Since then, the team atmosphere and comradery have been amazing. This team prides itself on making quality products here in Hawaii and are dedicated to growth in Hawaii.

I am very proud of my team and how they have come together to overcome the adversities thrown in front of us since Covid 19. We have worked together to push through any obstacles, sometimes by working many extra hours. At the end of the day, we are all committed to making a great product that is sold worldwide.

As Hawaii growers and manufacturers of macadamia products, we want to collaborate with other farmers on regulations, we feel like this Bill not only further divides the industry, but potentially could put many businesses downstream from the growers out of business. How does that help Hawaii? How does that help our communities? If Hawaiian manufacturers are forced out of

business how does that help our friends and families? Having to sell our Hawaiian Macadamia overseas instead of locally as some growers already do? That leads down a slippery slope where the Macadamia industry could go the way of sugarcane. That's why I oppose HB 2278.

Thank you for your time and consideration.

Mahalo,

Chris Walker

Production Supervisor

Mauna Loa

**HB-2278**

Submitted on: 2/13/2024 5:48:20 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Kimberley Siufanua	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Hearing Date: **February 14th, 2024 at 2:00pm**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

My career started in 1998 as a proud employee of one of the largest Macadamia Nut Companies on the Big Island of Hawaii. It is now known as Hawaiian Host Group (HHG) the parent company of Hawaiian Host, Mauna Loa and Koho brands. Our team members exemplify what it means to live with Aloha. We welcome and treat each other like family while pushing each other to exceed excellence.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

I **oppose** HB2278 as it will limit the opportunity to create jobs and sustain livelihoods on the islands. This Bill will not only separate people but will place a hardship to many of our employees and families working in this industry. There needs to more focus on solutions for both macadamia farmers, consumers, and the industry. We all need work together as Hawaiian Manufacturers of macadamia products to reach these goals by collaborating with farmers on regulations. This Bill will further divide us from growers.

Thank you for the opportunity to submit my testimony. Your time and consideration in this matter is greatly appreciated.

Mahalo,

Kim Nihipali-Siufanua

Inside Sales Lead

Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason I joined Hawaiian Host Group was the allure of the Aloha Culture. I have experienced so many positive milestones while working here. The people I work with are like a second family. They have taught me about fostering an Aloha Spirit and I try to spread that positivity daily. These are people who have close ties to the Islands, and as a part of this company I have learned to view the land from a different perspective.

If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. I am dedicated to expanding the use of Macadamias across of the United States, and that is why I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,  
Daniel Verduzco  
Sales Operations Manager  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of the people, the culture, and how we all love Hawaii.

As the Director of International Sales for Hawaiian Host Group, it is my job to promote not only our products but also Hawaii. I feel an even deeper obligation when I see that Hershey’s and Hawaiian Host Group are the only 2 companies that represent confectionery from the USA in Asia!

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Aloha,

Earl Kurisu  
Senior Director of International Sales  
Hawaiian Host Group



## **Hawaiian Macadamia Nut Services**

**February 14, 2024**

### **TESTIMONY IN SUPPORT OF HB2278, RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice Chair Sayama, and the Members of the Committee on Commerce and Consumer Protection,

My name is Reggie Souza and I am a farmer of Hawai'i-grown macadamia nuts in the districts of Kea'au and Ka'u on the Big Island. I am pleading with you to strongly support House Bill HB2278, RELATING TO LABELING OF MACADAMIA NUTS.

I have farmed macadamia nuts for 36 years. Throughout all of these years, I have witnessed so many challenges that our macadamia nut industry has had to endure, especially after the covid pandemic. Today, the Hawai'i macadamia nut farmers like me are facing the greater challenge of having to compete with low-cost foreign kernels. Well-known local brands have replaced our nuts with foreign macadamia nuts in their products but have continued to market their products as Hawai'i-grown nuts. This is deceptive to Hawai'i's people and visitors. Growers are just asking that companies be required to label the origin of their nuts. HB2278 will give Hawai'i growers a chance to keep our jobs and save Hawaii's macadamia nut industry.

Like many of our employees, I too have family members working for our company. My wife, sons, daughter, and son-in-law all work in the industry. Employees who live and work in Ka'u are proud of what we do and have virtually no other job options in the area because Ka'u is an hour and a half drive from Hilo and it's also an hour and a half drive to Kona. Pahala is a small rural community that is an old sugar plantation farming town that farms coffee and macadamia nuts. We currently employ multiple families in this area. What will happen to these families if we can no longer stay in business?

As a macadamia nut farmer, my biggest fear is that we will end up just like sugar and pineapple; closed down. We have 180 employees, and the majority of them are ILWU members. This also affects the smaller local macadamia farmers. Some of them have suffered so badly that they have now begun to clear off the macadamia nut trees from their land. It's sad to see these trees that have taken nearly 20 years to reach maturity be cut down.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Reggie Souza  
Orchard Manager  
Hawaiian Macadamia Nut Services

**HB-2278**

Submitted on: 2/13/2024 6:18:38 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Francine Kekona	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

While we, as Hawai'i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB2278.

Mahalo,

Francine Kekona

Acct Coordinator

HawaiianHost/Mauna Loa/Hawaiian Host Group

## Testimony of Cara Souza



### Hawaiian Macadamia Nut Services

February 14, 2024

#### RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the Members of the Committee on Commerce and Consumer Protection,

My name is Cara Souza, and I am an employee of Hawaiian Macadamia Nut Services which farms Hawai'i-grown macadamia nuts in Kea' au and Ka'u on the Big Island. I am writing to you in strong support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

This bill will require listing the origin of foreign macadamia nuts in Hawaii branded products and will help protect Hawaii farmers and their employees. Protecting our way of life is of the utmost importance to me.

I am a second-generation macadamia farm employee. My dad, a Vietnam veteran, found employment with Mauna Kea Sugar that lasted for 24 years. By the 1990's most of the sugar production had stopped as sugar became cheaper to produce elsewhere.

When the sugar mill closed, my dad found employment with the macadamia farm that lasted for another 22 years until his retirement in 2016. My dad was not a rich man, but he provided for our family and taught us the value of hard work and dedication.

Some of my best memories are of when I would get to go to the orchard with him. He inspired me to also seek employment with the macadamia farm. I have now been working on the farm for

over 15 years, fulfilled with the work I do, and proud to be a part of the macadamia farming family.

Many of my family members are also employed with the macadamia farm. My husband, two sons, daughter, son-in-law and brother all work in the macadamia industry. Our family combined has over 102 years of macadamia farming experience. We all grew up on the macadamia farm and chose to continue the way of life. No one chooses farming life as a means of getting rich, but we are rich in other ways with strong deep-rooted culture, family ties and a collective sense of purpose.

Working together to achieve a common goal keeps us closer than ever and having this in common bridges the generational gap to my dad. He loves it when we get to talk about our workday on the farm, and especially when we seek his advice on farming practices. The Hawaiian macadamia farm life is a little bit of what is left of old Hawai'i.

Our livelihoods and our way of life are being threatened by the economic challenges we are currently facing, just like the Hawai'i Sugar industry. Local macadamia brands have been replacing Hawai'i-grown nuts with low-cost foreign nuts while still maintaining the original Hawaiian branding. This hurts all local macadamia farmers, especially the small farmers who are now being faced with the decision to give up their crop altogether. House Bill 2278 will help to strengthen our local macadamia farms viability as well as provide product transparency to loyal consumers, kama'aina and visitors alike.

To restate my position, I am in full support of House Bill 2278.

Mahalo for your time and consideration,

Cara Souza  
Hawaiian Macadamia Nut Services



**Testimony of Raymond Kanehailua Jr.**

**Hamakua Macadamia Nut Company**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Raymond Kanehailua Jr. and I am a manufacturing employee of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in blue ink, appearing to be "R. Kanehailua Jr.", is written below the word "Mahalo".

Raymond Kanehailua Jr.

Production Manager, Hamakua Macadamia Nut Company

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because it supports making the islands flourish. As a company that’s roots started in Hawaii over 95 years ago and has been internationally recognized as “the host” of Hawaii- Hawaiian Host Group is a pillar in the local community- leading the support and growth of Hawaiian agriculture and providing jobs in the local market.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278

Thank you for considering my testimony.

Mahalo  
Theresa Tuxhorn  
Managing Director, KOHO  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host group nearly 3 years ago, after nearly 25 years working at other consumer products companies all based on the mainland. I joined because 1) I love Hawaii (I visited Hawaii each year for a decade before I knew anything about this job) 2) I love our products 3) I wanted to be a part of a great culture 4) and I wanted a company with incredible values that includes caring about community.

Everything done here at HHG is done with the Aloha Spirit. This spirit is driven by our people, many of which have been with us for decades and most of whom are folks that were born and raised in Hawaii and live this spirit every day.

The leadership at our company has made it their passion to get HHG to be voted as the best place to work on in the beautiful islands of Hawaii. In my entire career I have never been a part of an organization that did more or cared more about their community (we just went all in on Hawaii with the farm purchase adding hundreds of new employees in Hawaii, and 4000 acres of Hawaiian grown macadamia – the single largest macadamia farm in all of Hawaii). If that doesn't scream we are investing in Hawaii and doing everything we can to run our business Hawaiian, not sure what does!!!

Just a couple months after this farm purchase came the devastating Maui fires, where our company raised nearly \$500K for the people in Maui who lost so much. I have never been with a company that were all about their people the way HHG is. It is by far the best culture I've ever been a part of, I love this company and everything about it with all my heart. I am a people person, I love helping others, I love making others better, and this is what our company strives to do every single day!

In addition to all this, I'm incredibly proud to work for a company that makes such delicious products for 2 iconic brands that are synonymous with Hawaii. The products are loved so much that people not only consume it for themselves, but gift it to loved ones. Simply put, our products (with over 150 years of history in Hawaii) are the gifts that share the Spirit of Hawaii with the world, with every bag and box!

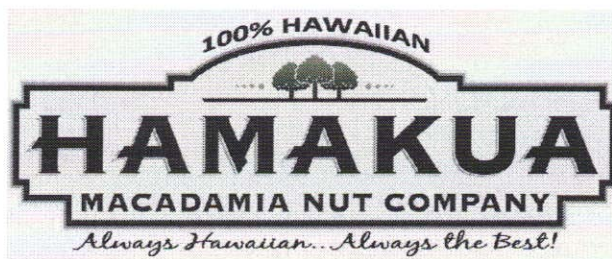
HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. Therefore, I strongly **oppose** HB 2278.

Thank you so much for considering my testimony.

Mahalo,

Amir Zahedi  
Chief Sales Officer  
Hawaiian Host Group





**Testimony of Christie Bruno-Nahinu**

**Hamakua Macadamia Nut Company**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Christie Bruno-Nahinu and I am a manufacturing employee of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in blue ink, appearing to read 'C. Bruno-Nahinu', is located below the 'Mahalo,' text.

Christie Bruno-Nahinu

Production Lead, Hamakua Macadamia Nut Company

**HB-2278**

Submitted on: 2/13/2024 6:50:07 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Elvira Alonzo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

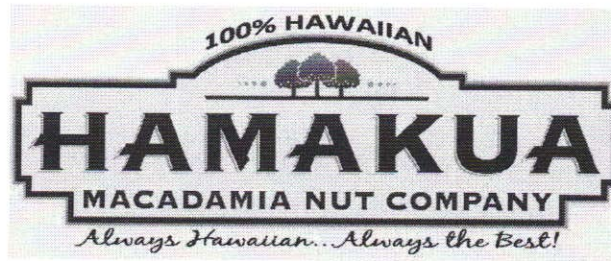
I am in opposition of HB 2278, relating to the labeling of macadamia nuts because this bill could potentially hurt the Hawaiian macadamia industry as a whole.

I have worked at Mauna Loa Macadamia Nut Company for about 30 years and have seen our brand grow to be worldwide known. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, and are in the works of modernizing both the Honolulu and Kea`au facilities to create efficiency within production and nut processing. However, this bill can hinder us from growing the industry and instead further divides us from the growers.

This bill, HB 2278, does not consider the potential impact it will have on all the companies in the Hawaiian macadamia industry and the livelihoods of the people and their families that work for these legacy Hawai`i companies. Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Elvira Alonzo



**Testimony of Jacob Salvador**

**Hamakua Macadamia Nut Company**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Jacob Salvador and I am a manufacturing employee of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Jacob Salvador

Factory Supervisor, Hamakua Macadamia Nut Company

**HB-2278**

Submitted on: 2/13/2024 6:54:55 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Steven Gamble	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

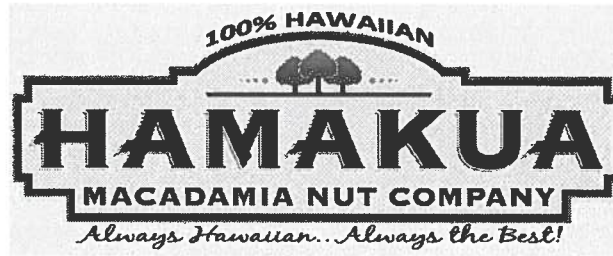
Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I have worked at Mauna Loa Macadamia Nut Company for almost 50 years because of the people I work with every day and seeing our products worldwide. I really enjoy working with all my team members to create products that are recognized.

Again, I am opposing this bill because it further divides manufactureres and growers in the Hawaiian macadamia industry. I appreciate you considering this testimony. Mahalo.



**Testimony of Jo Annalynn Muranaka**

**Hamakua Macadamia Nut Company**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Jo Annalynn Muranaka and I am a manufacturing employee of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in blue ink that reads "J. Muranaka". The signature is written in a cursive, flowing style.

Jo Annalynn Muranaka

Assistant Warehouse Manager, Hamakua Macadamia Nut Company

**HB-2278**

Submitted on: 2/13/2024 6:57:34 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Josephine Matias	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am opposing HB 2278, relating to the labeling of macadamia nuts because this bill my hinder the growth of the macadamia industry in Hawai`i.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea`au that would benefit the entire industry. However, this bill is a could potentially hurt the growing industry and instead further divides us from the growers.

If HB 2278 passes, it isn't a win for Hawai`i and our industry all together as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony. Mahalo.

**HB-2278**

Submitted on: 2/13/2024 7:01:01 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Shaine Kuilipule	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I currently work for Hawaiian Macadamia Nut Services, LLC for 8 years and I am a member of the ILWU and I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 7:05:04 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Catalina Barroga	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. However, this bill is a distraction from growing the industry and instead further divides us from the growers.

HB2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai`i and the livelihoods of the workers and their families. Thank you for considering my testimony. Mahalo.



**HB-2278**

Submitted on: 2/13/2024 7:05:52 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lauren Galban	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I am currently working for Hawaiian Macadamia Nut Services, LLC for 9 years and I am a member of the ILWU. I strongly support this bill.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a proud 13-year team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Hawaiian Host Group’s values align with my personal values as I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Darryl Miki  
Sales Manager  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:08:15 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Leticia Dalmacio	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am opposing HB2278, relating to the labeling of macadamia nuts. I believe that there are potential impacts that can hinder the growth of the Hawaiian macadamia industry.

I have worked at Mauna Loa Macadamia Nut Company for 30+ years. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

There are potential impacts that HB2278 will have on all the companies in the macadamia industry in Hawai`i and livelihoods of all the people working for these companies and their families. Thank you for considering my testimony. Mahalo.

**HB-2278**

Submitted on: 2/13/2024 7:08:40 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Antonio Salvador	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Sincerely,

Antonio Salvador

Mauna Loa/Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:11:42 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Victoriano Pinzon	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC for 13 years and I am a member of the ILWU and I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 7:14:46 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
William Mitchell	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I STONGLY SUPPORT BILL HB2278

**TESTIMONY IN SUPPORT OF HB 2278,  
RELATING TO LABELING OF MACADAMIA NUTS**

February 13, 2024

COMMITTEE ON CONSUMER PROTECTION & COMMERCE

Aloha Chair Nakashima, and Members of the Committee on Consumer Protection and Commerce:

My name is John C. Cross, a director of Macadamia Growers of Hawai'i, our organization strongly supports HB 2278, Relating to Labeling of Macadamia Nuts. We are concerned that the Hawaiian macadamia nut industry is at risk of collapsing. For the past few years, our industry has faced increasingly intense global competition and now the import dumping of foreign nuts into the Hawaii and U.S. market. This has been used by certain well-known companies that appear on label as Hawaii grown and produced macadamia nuts, but the kernel inside those bags are anything but Hawaiian, they are from foreign sources. This undermines the value of Hawai'i-grown macadamia nuts through their deceptive labeling practices. As a result, millions of pounds of nuts have gone unharvested, and growers are facing millions of dollars of losses due to unsold or unharvested inventories. Worse yet many hundreds of acres of mature macadamia trees are being bulldozed out of existence. The investments into these orchards and the families had loved, lived, eaten, and raised their children upon are gone.

A select few companies are using low-cost foreign macadamia nuts in their products with images and packaging that portray them as authentic Hawai'i product to capitalize on the brand and value of Hawai'i-grown macadamia nuts. This unsavory practice allows them to sell their products at prices that yield better margins, but misleads customers into believing they are buying Hawai'i-origin products. The practice also wreaks havoc on the local macadamia nut industry, and robs multiple generations of Hawaii residents of quality jobs.

The proposed amendment will strengthen the existing state statute on accurate and truthful labeling. The proposed amendment will also provide welcome relief for the local macadamia nut industry.

Thank you for allowing Hawai'i's macadamia nut growers to share our concerns on this bill.

Sincerely,

John C. Cross  
Director  
Macadamia Growers of Hawai'i

**HB-2278**

Submitted on: 2/13/2024 7:15:05 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Iokepa	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I Iokepa work for Hawaiian macadamia nut services and I strongly support HB2278.



**HB-2278**

Submitted on: 2/13/2024 7:15:31 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marlon Biason	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC for 30 years and I am a member of the ILWU and I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 7:16:15 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dioning Ramiro	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

I appreciate you considering this testimony.

Sincerely,

Dioning Ramiro

Factory Worker

Mauna Loa / Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:20:22 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Josiah Manila-Louis	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I currently started working with Hawaiian Macadamia Nuts, LLC back in October 2023 and I am a member of the ILWU. I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 7:20:52 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marilou Akamine	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering this testimony.

Mahalo,

Marilou Akamine

Factory Worker

Mauna Loa / Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea’au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was given the opportunity to begin working for Mauna Loa of the Hawaiian Host Group back in 2020 during the beginning of hard times for all businesses due to the COVID-19 pandemic. This year marks four years and I cannot express how happy I am to have had this chance.

It was difficult seeing people around me, acquaintances and family, struggling through the pandemic and I felt it was a blessing and had been given hope when I became part of a company with such a legacy of charity and caring for the community in many areas. The Takitani Foundation naturally comes to my mind as it was heard everywhere growing up here in Hawaii. We were able to listen to a talk by a local business professional who was able to continue their education because of being awarded the scholarship.

I experience the impact Hawaiian Host Group has made on the local economy daily. My job offers me the chance to see how a local and a visitor interacts with gift products made with macadamia nuts. The spirit of Hawaii is alive and well in many of them and I see how at the end of the day freedom of choice is there for everyone. I am happy when customers choose my products. It makes me happier still to see with my own eyes someone who works in that retail establishment, who sold that product, choosing one of my products for their personal purchase.

There has also been a few innovations in our product line that have appealed to not only our local customers but also the visitors recently.

I oppose the passage of this Bill. I feel this bill will stifle a lot of the excitement being felt by everyone who enjoy our products, including our employees who are proud of where we work, day in and day out. There are no words to express the regret of no longer seeing such iconic brands as Hawaiian Host and Mauna Loa in markets local and global because it becomes unfeasible for our company to exist and continue doing business due to SB 3303.

I appreciate you considering this testimony.

Sincerely,

Lance Nakamura  
Sales Representative  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:27:25 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marcelina Miyamoto	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts because this bill could potentially hinder the Hawaiian macadamia industry.

I have worked at Mauna Loa Macadamia Nut Company for 30 years. I know this company cares about the Hawaiian macadamia industry and am proud of how worldwide known we have become. We invested \$25 million in Hawaiian agriculture just last year, and are in the process of modernizing both the Honolulu and Kea`au facilities. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of our company, of sharing the spirit of Hawai`i, and our leadership team has been transparent and shown us what is planned for the future so that the Hawaiian macadamia industry can grow more. I oppose HB 2278 because of the potential consequences it would have on the macadamia industry in Hawai`i. I appreciate you considering my testimony. Mahalo.

**HB-2278**

Submitted on: 2/13/2024 7:27:25 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Christopher Shimotsu-Tamura	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.



- I joined Hawaiian Host Group because I enjoy working with a diverse group of individuals who work as one of the greatest teams in all of Hawaii to continue our promise of being Hawaii's Gift To The World. Being able to be part of a company with local homegrown roots is a feeling like no other and cannot be replaced.
- I enjoy working for this company because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai'i at large.
- HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. The negative consequences would greatly outweigh any positive impact this bill hopes to achieve.
- While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Thank you for your time and consideration of my testimony

Best Regards,

Chris Tamura

Inside Sales Representative

Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:28:04 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lydia Agustin	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I am working for Hawaiian Macadamia Nut Services, LLC since 1976 and I am a member of the ILWU. I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 7:29:51 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Remedios Gani	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts because it would potentially hinder the growth of the Hawaiian macadamia industry.

I knew about Mauna Loa Macadamia Nut Company before having a job here and since I've been here, I'm proud of all the amazing products we create that are enjoyed by people across the globe. Many of our products are gifts to others that share the spirit of Hawai`i. For myself and my team members, we care about our community and would like to see the industry grow more. I've worked with my team members for about 18 years and we really have become a family.

While we want to have the Hawaiian macadamia industry grow, this bill, HB2278, could divide us from growers. Instead, Hawai`i growers and manufacturers of macadamia products should collaborate with each other on regulations. Thank you for considering my testimony. Mahalo.

**HB-2278**

Submitted on: 2/13/2024 7:33:18 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carlos Dulig	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work at Hawaiian Macadamia Nut Services, LLC for 14 years and I am a member of the ILWU. I strongly support the bill.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am in opposition of SB 2278, relating to the labeling of macadamia nuts. This bill – to my understanding – will not help the Hawaiian Macadamia industry at all.

I am a team member at Hawaiian Host Group, and I know our company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

This bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because we are thoughtful and respectful of the Hawaiian Culture. I’m proud of the amazing, delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. The people I work with every day are people who grew up here, care deeply about Hawai‘i, are involved in our community, and people who believe in making the Islands’ future flourish! SB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 2278.

Thank you for considering my testimony.

Mahalo,  
Brian Sankey  
Business Development Manager - East  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:37:52 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Prima Nicolas	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Sincerely,

Prima Nicolas

Mauna Loa / Hawaiian Host Group



HAWAIIAN  
HOST  
GROUP

TO: Representative Nakashima, Chair House Consumer Protection Committee  
Representative Sayama, Vice Chair  
House Consumer Protection and Commerce Committee

FROM: Ed Schultz  
President & CEO, Hawaiian Host Group

RE: **HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chair Sayama and members of the CPC Committee:

Hawaiian Host Group (HHG) is a legacy Hawaii company whose roots date back to nearly 100 years in our islands. Our founders, Mamoru and Aiko Takitani from Maui, created the first chocolate covered macadamia confections from Hawaii helping to create the macadamia nut industry in Hawaii and to innovate macadamia nut products. These macadamia nut chocolates are now known and shared all over the world.

HHG has been a company dedicated to its Hawaii roots, proudly employing over 400 local employees - many that have been with us for decades – in our farm and manufacturing plants on Oahu and the Big Island. There are even generations of families in some cases working side by side in our factories, continuing to grow their legacy with our company.

HHG is also the largest buyer of local Hawaii grown macadamia nuts as well as being one the largest macadamia landowners and growers. We at HHG understand and fully support the local macadamia industry and believe there is tremendous potential for growth. However, there are several concerns with the bill and believe it will ultimately cause harm to the industry and local jobs.

First, the main challenge for the industry is not in the purchase of local macadamia nuts but in processing capacity. There is not enough capacity to purchase and process all of the nuts grown in Hawaii. At the start of harvest in September 2023, HHG offered to purchase nuts from all growers who were willing to harvest their orchard. We agreed to purchase all nuts in a Wet in Husk format with no deductions for nuts that may be unusable. Note that this is a substantial cost to HHG because the processor cannot tell on a Wet in Husk basis the real quality or yield they will get as mold, pig and pest damage, early germination or post ripe nuts are difficult to detect. So HHG is paying for a significant amount of product that is not usable.

Additionally, the macadamia nut market price is substantially lower than it was only a few years ago due to an excess of available product and other nuts around the world. While this is frustrating for growers, it is a market force of supply and demand driving the price. Today the price HHG is paying to growers this season is at a 35% premium to the Australia farm gate prices from the 2023 harvest. This is why reducing unnecessary processing costs and should be the focus of the industry.

We should focus on the real issue that the industry is facing, the tremendous shortage of processing capacity and modern world class facilities. In order for Agriculture to thrive, size and scale matter. As an island industry we have not build a modern nut processing plant in over 30 years and the largest one that Mauna Loa owned was built in 1971 and today is shut down due to age and boilers that were in violation of EPA and Hawaii Department of Health regulations.

Since a similar bill was introduced in 2023, HHG has worked hard to invest in a vision that we believe benefits, growers, processors and branded food companies based in Hawaii.

1. In early April 2023 soon after the HB1348 did not pass, HHG convened a working group, to discuss a potential new co-op plant to be built in Kea'au that would benefit many constituents. Mauna Loa, MacFarms, Hamakua Macadamia/Olsen Trust, Island Harvest Macadamia, Mahi Pono, Island Princess Macadamia, Ahualoa Farms and three independent growers on the Hawaii Macadamia Nut Association Legislative Committee attended several sessions in person and via Zoom. Leaders of other local Ag co-ops were consulted as well as an attorney in the Midwest who has advised large co-ops including Land O'Lakes, one of the largest Ag co-op in the U.S. Unfortunately, this group did not agree on a co-op structure as many still wanted to forge a totally independent path.
2. On April 14, 2023, Hawaiian Host Group invested \$26 million to acquire 4,000 acres of macadamias and a nut processing plant in South Kona from an Australian investment group. This farm produces 8-10 million lbs of macadamias a year and this year will process another 6-7 million lbs of nuts grown by independent local farms.
3. In Summer 2023, HHG invested funds to design a new 80,000 sqft macadamia plant in Kea'au that we believe would solidify the states macadamia processing capacity and improve efficiencies in order to be more competitive in the global macadamia market. In Hawaii our processing costs are \$2.00/lb higher than in Australia, the 2<sup>nd</sup> largest macadamia producing country, which has similar operating costs to Hawaii (labor rates, benefits, energy costs, insurance, etc). This gap is wasted money that is tied up in costs that do not benefit growers, processors or consumers. This must change if the macadamia industry is going to survive in Hawaii. More importantly, it would mean increased profitability for growers and companies like HHG.

The future of the local macadamia nut industry is being able to have a technologically advanced plant where local nuts can be processed and utilized by companies like HHG in their products or





for independent brands or growers to sell direct. We should be focused on how to grow the industry rather than cannibalizing local businesses.

Finally, there are substantial concerns with implementation of this bill. The bill is vague, and potentially violates the Commerce Clause and conflicts with the federal Lanham Act. It is also logistically unreasonable to determine in each individual bag the exact percentage by country of origin a brand produces for retail purchase. This bill also puts responsibility on the retailer to carry proof of origin, which again is not possible for each bag or case, and could cause Fortune 100 retailers like Target, Walmart, Costco, etc to simply not carry macadamia nuts for fear they do not have the right documentation and will be dragged into a private right of action. Lastly, since the largest grower in Hawaii processes their nuts in China, that takes away nearly 40% of the crop as those are no longer verified Hawaii grown nuts.

In conclusion, while HB2278 is well intended, it will not benefit growers as believed, but in fact will hurt the jobs of a large legacy agriculture company in Hawaii. Our 400+ local employees want to grow the macadamia industry in Hawaii, on the mainland and abroad. When we do this, all will benefit our agricultural ecosystem.

For these reasons, we respectfully ask you to defer this measure and allow the industry to work together on a solution that will help to increase the macadamia nut production in Hawaii. Mahalo for the opportunity to submit testimony.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was living on the mainland for 6 years, then covid brought me home. When I was looking for jobs, I really wanted to work for a company that was making a big impact not only in the lives of its employees but the community, my home. I had grown up with Hawaiian Host products, my family loves it, and it's always what I send as omiyage to my mainland and international ohana - it's truly a legacy brand that people love and I'm grateful for this journey I've been on since I started. Being at this company, I am witnessing firsthand the incredible leadership team that is leading us towards our vision, purpose, goals - always progressively thinking and have the best intentions for our team and Hawai'i. I strongly believe in the vision of Hawaiian Host Group because as a company we whole heartedly want to see the future of the islands flourish and to share the spirit of Hawai'i with the world and these values align with my personal values. People move away because cost of living here is rising but Hawaiian Host Group genuinely wants to help create jobs for people to stay here and thrive. It's truly a special place to be and I believe in what we're trying to accomplish as a company.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

I appreciate you considering this testimony.

Sincerely,  
Dayna Tamashiro  
Marketing Specialist  
Hawaiian Host

**HB-2278**

Submitted on: 2/13/2024 7:42:50 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Elizabeth Aurelio	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work at Hawaiian Macadamia Nut Services, LLC for 18 years and I am a member of the ILWU and I strongly support the bill.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024, at 2:00 pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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I write to you in opposition to HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world-class macadamia processing facility in Kea'au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of the intense focus this company has on making the islands' future flourish. Everything we do is driven by this purpose. As the Facilities Engineering Manager, I have seen firsthand the large investments this company is making to create more jobs and allow greater amounts of Hawaiian macadamias to be processed in Hawai'i. I am currently overseeing the installation of automated systems and robots at our Honolulu facility. Contrary to other large food manufacturers that I have worked for in the past, Hawaiian Host Group isn't using automation to remove jobs but to augment and create more. I joined Hawaiian Host Group because everyone I work with truly cares about Hawaii and its people. I am very proud of the amazing and delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawai'i", they are gifts that share the spirit of Hawai'i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. This bill would divide the industry and wouldn't allow for collaboration that would improve the livelihood of all Hawaiians in this industry.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Michael Muñoz  
Facilities Engineering Manager  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:46:14 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Delia Prado	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts because there are many potential consequences that can hinder the growth of the Hawaiian macadamia industry.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, and we are modernizing both our Honolulu and Kea`au facilities that would benefit the entire industry. However, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because the products that we put out are loved by people all over the world. They are small gifts that share the great spirit of Hawai`i. I'm opposing HB2278 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai`i and the livelihoods of its workers and families.

Your consideration of these matters and solutions is very much appreciated. Mahalo.

**HB-2278**

Submitted on: 2/13/2024 7:47:51 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Robert Aurelio	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC for 21 years and I am a member of the ILWU. I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 7:48:20 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
bret mcnamara	Hawaiianhostgroup/Mauna Loa	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024, at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

**You may continue with a statement along the lines of:**

- I joined Hawaiian Host Group because of the opportunity to work in the macadamia nut industry.
- I believe in the vision of Hawaiian Host Group because of its home-based opportunities.
- Hawaiian Host Group's values align with my personal values as I believe are in the best interest of the local work force.
- The reason why I joined Hawaiian Host Group is to keep this industry in Hawaii.

**Examples of reasons why you might love your job are:**

- Because I'm proud of the amazing / delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawai'i," they are gifts that share the spirit of Hawai'i.
- Because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai'i at large.
- Because of the people I work with every day. They are people who grew up here / people who care deeply about Hawai'i / people who are involved in our community / people who believe in making the Islands' future flourish...

**Next, end your testimony by explaining why you OPPOSE HB 2278 because of the impact it will have on our business. For example:**

- HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.
- If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.
- While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

**Lastly, thank the Committees for considering your testimony:**

- Thank you for considering my testimony.
- I appreciate you considering this testimony.
- Your consideration of these matters and solutions is very much appreciated.



Mahalo / Best / Sincerely / Aloha / ...,

Bret McNamara

Production supervisor

[Hawaiian Host / Mauna Loa / Hawaiian Host Group]

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here in the islands and care deeply about Hawai‘i.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo  
Jason Lee  
Financial Systems Analyst  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:50:09 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Elsie Dela Cruz	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose to HB 2278.

I appreciate you considering this testimony.

Sincerely,

Elsie Dela Cruz

QA Lead Person

Mauna Loa/Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

My name is Jaymie Umehira, and I am the Talent Acquisition Coordinator for Hawaiian Host Group (HHG). I was born in raised in Honolulu and was so excited to make the move back home to a well-known local company. My decision to join this company was driven by a deep desire to be part of something great, something that resonates with the spirit of Hawaii. When I first learned about Hawaiian Host Group, it wasn't just the reputation for quality products, but also the sense of community and tradition that the company embodies. I wanted to work for a company that not only values its employees but wants to make the Island future flourish. The Talent Acquisition Team is responsible for the hiring initiatives, and we are the first point of contact. One of the things that truly resonated with me is Hawaiian Host Group's commitment to providing job opportunities for our residents. By offering meaningful employment, the company not only sustains families but also fosters a sense of pride and belonging within our community.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Being apart of a Team who hires not only great talent but people who genuinely love what they are doing is the biggest blessing to me. This is why I strongly oppose HB 2278 because it will have an impact on our workforce.

Thank you for giving me the opportunity to share my testimony and your consideration on these matters.

Mahalo,  
Jaymie Umehira  
Talent Acquisition Coordinator  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:52:31 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nestor Visaya	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I started working for Hawaiian Macadamia Nut Services, LLC for about 3 months now and I am a member of the ILWU. I strongly support the bill.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I feel proud to be part of an organization that is Hawaii-based and not only that, but it has also been part of the rich culture of the Islands. Just like many companies who grew along with the Islands, Hawaiian Host Group is an icon and a beacon of hope to the many citizens of the state.

I believe in the vision of Hawaiian Host Group of “Share the Spirit of Hawai‘i with the world” and the purpose of “making the Islands future flourish” because as an individual there’s nothing better you can give to your community but to help it thrive. That’s what Hawaiian Host Group does. In these financially challenging days, Hawaiian Host Group has offered significant strides in donating to the community. Employs people regardless of race and gives people the opportunity to contribute better to society. The company has invested in renewable energy sources that others won’t do. If someone see a box of Hawaiian Host or a Mauna Loa nut, who will not think of Hawaii? People have incorporated the brand as an icon and that’s something we should be proud of!

My husband and I both work for the company. This is our bread and butter in raising our soon-to-be family of 4. We both love our job because of the culture and the spirit of Aloha that lives within. This company is made with Aloha and made in Hawai‘i.

I am also proud to say that it is an honor to work with the people who grew up here, the people who care deeply about Hawai‘i. Regardless of if I am a 3<sup>rd</sup> generation immigrant, I can feel that I am part of the organization that makes the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy

Hawai'i companies. I strongly believe that this will only be benefiting the people who would like to capitalize the macadamia industry not for the Islands but for others' personal gain. We should be **focused on growing the industry together and not fighting about the labels.**

If the company does not survive the impact if the bill has passed, imagine what would happen to **hundreds of employees** this company has been nurturing for years? In our case, how would we feed our two children who highly depend on us? Will the State be able to offer these hundreds of employees' support?

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Thank you for considering my testimony and for letting us continue the legacy that started 95 years ago.

Sincerely,  
Kristianna Ramirez  
Customer Support Specialist  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 14<sup>th</sup>, 2024**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe in the mission of being the Hosts of Hawaii and spreading that Aloha and Joy as far as we can. I have been with the company for 6 months now and have seen firsthand the care and commitment to the local community that Hawaiian Host Group brings every day.

I am proud to work for Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Mahalo,  
Ryan Manthey  
Procurement Manager  
Hawaiian Host Group



**HB-2278**

Submitted on: 2/13/2024 7:53:18 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Blaise Brown	Hawaiian Macadamia Nut Services LLCI	Support	Written Testimony Only

Comments:

I support this bill so that truth of the origin of macadamia nuts is properly labeled.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition to HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was born and raised on the island of Oahu. Growing up, I knew that if I ever wanted to give someone a gift from Hawaii, I couldn't go wrong with a box of chocolate macadamias from Hawaiian Host/Mauna Loa. I consider myself lucky to be employed by a company that has been a significant part of my life. This local company has continuously given back to the community even during the pandemic.

I thoroughly enjoy my time at Hawaiian Host Group, primarily due to the exceptional individuals I have the privilege to work with daily. They consist of locals who harbor a profound love for Hawai'i, actively engage in our community, and are committed to fostering a prosperous future for the Islands.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Rick Komori  
Inside Sales Representative  
[Hawaiian Host / Mauna Loa / Hawaiian Host Group]



## Testimony Presented Before the House Committees on Consumer Protection & Commerce

February 14<sup>th</sup>, 2024, at 2:00 pm

### RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Nakashima, Vice Chair Sayama, and Members of the Committees:

I appreciate the opportunity to submit testimony in opposition of HB 2278, relating to the labeling of macadamia nuts as this bill will not help the Hawaiian Macadamia industry as intended.

Hawaiian Host Group has been a legacy business in Hawaii for almost 100 years. We remain committed to growing the Hawaiian Macadamia industry and continuing our local operations, which employs over 450+ people – keeping local jobs in Hawaii. We further demonstrate this commitment by investing over \$25 million in Hawaiian agriculture last year, starting our \$12 million Honolulu facility modernization project this month and proactively working on plans to build a world class macadamia processing facility in Keaau that would widely benefit the industry and our community.

In 2023, I testified in opposition of a similar bill, HB 1348 on behalf of Hawaiian Host Group. I expressed our commitment to collaborate with growers to find an opportunity to sell and process their crops. Since then, Hawaiian Host Group has made sizable investments, operational improvements and hired more local employees to be able to purchase and process from all growers that wanted to sell to us this harvest season. Along with these actions, we have paid for crops delivered this season, regardless of the quality and absorbed the cost of any poor quality received without reducing the payment to the growers. This is not an industry standard, but we wanted to help the growers this year.

I also testified requesting more time for growers and processors to work through these discussions and explore opportunities. We acknowledged that this collaboration between growers and processors would take several years to thoughtfully outline and determine a unified plan forward for the industry. Since then, we have engaged in the Hawaii Macadamia Nut



Association discussions about increasing processing capacity in Hawaii and initiated plans to build a large co-operative processing facility in Keaau at the request of the growers.

We have made some good progress in a short period, but I am deeply concerned that this bill is a distraction that further divides us and prevents us from creating a unified plan to move the industry forward. HB 2278 also does not consider the potential consequences to local businesses downstream from the growers. The negative impacts HB 2278 could have on local employees, their families and their future livelihood would not result in a win for Hawaii.

For these reasons, I ask for you to hold this measure and allow us the time to continue efforts on developing a unified plan for the industry's future.

Mahalo nui loa for your consideration.

A handwritten signature in black ink, appearing to read "Michelle Leon-Guerrero".

Michelle Leon-Guerrero  
Chief Administrative Officer  
Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because I wanted to be a part of a company that gives back to Hawaii and represents the Aloha Spirit. Hawaiian Host Group is a company that cares for it’s local employees and the local community. I’ve always wanted to work for a company that cares for the islands as much as I do, and this is one of them.

I love my job and company because I’m proud of the delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. To be able to bring and share a little bit of home to those who are away from Hawaii brings me joy and a sense of pride.

I strongly oppose this bill as HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Mahalo,

Abegaile Baon  
Accounts Payable Coordinator  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 7:55:45 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Loi Bailey	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because because I believe in the vision of our company and in our leadership team as they are as transparent , communicative and considerate with the best intentions for our team and for Hawai‘i at large.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

I appreciate you considering this testimony.

Mahalo,

Loi Bailey

Accounting Manager

Hawaiian Host Group



**HB-2278**

Submitted on: 2/13/2024 7:56:23 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Pablo Sebastian	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Pablo Sebastian working for Hawaiian Macadamia Nut Services for 14 years and I strongly support the bill Hb2278.



**HB-2278**

Submitted on: 2/13/2024 7:57:33 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
John Sorei	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC since 1999 and I a member of the ILWU. I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 7:58:11 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
NOEL SEBASTIAN	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Noel Sebastian, working for Hawaiian Macadamia Nut Services for 14 years and I support the bill HB2278.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because it supports the lively hood of its workers and has a positive impact in the community as whole, as well as the broader scope of truly supporting local macadamia nut growers and farmers.

I am very proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Mahalo,  
Jon Iwaoka  
Plant Manager  
Hawaiian Host Honolulu

**HB-2278**

Submitted on: 2/13/2024 8:00:16 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jordan Ancheta	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Jordan Ancheta, working for Hawaiian Macadamia Nut Services for 16 years and i support the bill HB2278

**HB-2278**

Submitted on: 2/13/2024 8:02:44 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sally Rose Aguinaldo	hawaiian macadamia nut services	Comments	Written Testimony Only

Comments:

Im Sally Rose Aguinaldo, working for Hawaiian Macadamia NUt Services for 6 years and I strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 8:03:15 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Arthur Puas	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC since 2017 and I am a member of the ILWU and I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 8:05:19 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Almaliza Tuzon	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Almaliza Tuzon working for Hawaiian Macadamia Nut Services for 13 years and I strongly support the bil HB2278.

**HB-2278**

Submitted on: 2/13/2024 8:06:26 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
William Nowicki	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.



- If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

**HB-2278**

Submitted on: 2/13/2024 8:07:53 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ernesto Gallarde	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Ernesto Gallarde working for Hawaiian Macadamia Nut services for 5 years and i strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 8:10:10 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jhames Kenneth Soriano	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I Jhames Kenneth Soriano working for Hawaiian Macadamia Nut Services for 6 years and I strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 8:11:54 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kerman Dilipau	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I Kerman Dilipau working for Hawaiian Macadamia Nut Services for 32 years and I support the bill HB2278

**Testimony of Jackie Montibon**

**Hamakua Macadamia Nut Company**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

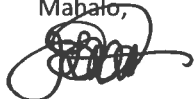
My name is Jackie Montibon and I work for a company that farms Hawai'i - grown macadamia nuts in the Ka'u district of the Big Island. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Jackie Montibon  
Wholesale/Customer Relations  
Hamakua Macadamia Nut Company

**HB-2278**

Submitted on: 2/13/2024 8:14:22 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maricel Aguinaldo	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I Maricel Aguinaldo working for Hawaiian Macadamia Nut Services for 13 years and I strongly support HB2278.

**HB-2278**

Submitted on: 2/13/2024 8:16:12 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Raul Simulata	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I Raul Simulata working for Hawaiian Macadamia Nut services for 2 years and I strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 8:17:25 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Renz Ranan	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am in opposition of HB 2278, relating to the labeling of macadamia nuts.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because I like the products we produce. We have products that ship all over the world. They are gifts from local people that emphasize the spirit of Hawai`i with everyone.

This bill, HB 2278, doesn't consider the potential impact it will have on all the companies in the macadamia industry. There's so many people that are involved, growers, manufacturers, sellers, etc. that this bill could impact many of the livelihoods of the workers' families in these legacy Hawai`i companies.

I appreciate your time in considering my testimony.



**HB-2278**

Submitted on: 2/13/2024 8:18:30 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Victor Salmo	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Victor Salmo working for Hawaiian Macadamia NUt Services for 8 years and I strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 8:19:47 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jerod Andrade	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I am working for Hawaiian Macadamia Nut Services, LLC for 36 years and I am a member of the ILWU. I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 8:20:11 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Reynan Ranada	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am in opposition of HB 2278, relating to the labeling of macadamia nuts.

As a proud member of our corporate brand, Hawaiian Host Group, many things have been in the works from our brands to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs.

However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work with all the local growers to help the industry flourish.

I joined Hawaiian Host Group because I believe in the vision of our company and our leadership team as they are transparent in showing the best intentions for our team and their families. I have seen my team members work hard every day and I'm proud of the products that we create.

This bill, HB 2278, doesn't consider the potential impact it will have on all companies in the macadamia industry. Many of our livelihoods would be impacted and it could potentially hurt many legacy Hawai`i companies as well.

Thank you for considering my testimony. Mahalo

**HB-2278**

Submitted on: 2/13/2024 8:20:46 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mary Falay	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Sincerely,

Mary Falay

Mauna Loa / Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 8:22:25 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Alfred Keanu	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Alfred Keanu, working for Hawaiian Macadamia Nut Services for 8 years and I strongly supoort the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 8:25:31 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
marcelina mangoba	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC since 2011 and I am a member of the ILWU and I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 8:26:55 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Samuel Mangoba	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC since 2011 and I am a member of the ILWU and I strongly support the bill.

**HB-2278**

Submitted on: 2/13/2024 8:29:40 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Luke Laliberte	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering this testimony.

Mahalo,

Luke Laliberte

Retail Packaging Machine Operator

Mauna Loa / Hawaiian Host Group



**HB-2278**

Submitted on: 2/13/2024 8:35:03 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lance Michael Clark	Hawaiian host group	Oppose	Written Testimony Only

Comments:

Hawaiian host has local grown orchards. They import foreign nuts to process and ship to other markets such as the mainland united states and the far east.

**Testimony of Michelle Buck**

**Ka Ma Kou Lani Farm**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima and Members of the Committee on Commerce and Consumer Protection.

I own a 10 acre farm in Naalehu, Hawai'i that among other crops also grows macadamia nuts. I am writing in STRONG support of Senate Bill HB2278 RELATING TO LABELING OF MACADAMIA NUTS.

We are living in a new era of conscious and ethical consumerism, where many locals & visitors shop in ways they judge will have a positive social, environmental or economic impact on the local economy.

The misleading labeling of macadamia nut products creates one of the biggest threats to the sustainability of macadamia farming in Hawai'i. The threat is created by not giving consumers seeking authentic local products the information they need to make informed decisions on how they spend their money.

HB2278 would require that the origin be included on the label of a consumer package of macadamia nuts. This legislation would ensure the authenticity and integrity of Hawai'i's macadamia nut products and give consumers and retailers the information they need to make informed decisions based on the origin of the macadamia nuts in macadamia nut kernel products.

As additional evidence of the added negative impact that foreign macadamia nut kernel has on the industry when it is used as implied Hawaiian origin branded retail products:

**The USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb.**

I appreciate you for taking the time to consider this bill and review this testimony.

Mahalo,

Michelle Lee Buck

**Ka Ma Kou Lani Farm**

**HB-2278**

Submitted on: 2/13/2024 8:38:08 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
DONNA SHIBUYA	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Hi,

I strongly support bill HB2278. I currently work for Hawaiian Macadamia Nut Services, LLC located in the Ka'u district of Hawaii. I believe labeling product origin on packaging is important so you know where the product or merchandise that you are consuming is from. Especially when we take pride in saying that our macadamia nuts are 100% grown in Hawaii. In closing, please pass bill HB2278. Thank you for your consideration.

**HB-2278**

Submitted on: 2/13/2024 8:43:46 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tazsha Taatia	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha,

I am submitting this testimony to oppse HB2278 on Macadamia labeling. I strongly feel that this bill will not help my organization but instead cause harm and a huge lost in packaging and inventory. This may also hurt our business with retailers not wanting to participate in additional documentations.

I am a Native Hawaiian to our state of Hawaii. My organization has shown a tremendous amount of support to our local farmers and Macadamia farms. We have purchased serveral farms across the state as our part to keep our products authentic. However, with our thriving business we have been able to network accross the glpbe to bring in more Macadamia nut to jullfill our product demand. Building a successful partnership with others farmers allow us to share of Aloha spirit accross the world. This is just a few examples of how Hawaiian Host can look beyond the origin of farmerd nuts but really creating a wonderful partnership with Aloha.

Mahalo Nui, Tazsha Taatia

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Your consideration of these matters and solutions is very much appreciated.

Sincerely,  
Gloria D. Tolentino  
Associate Staff Accountant  
Hawaiian Host / Mauna Loa / Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 8:47:54 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Andrew Ito	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am in opposition of HB 2278, relating to the labeling of macadamia nuts.

I have worked at Mauna Loa Macadamia Nut Co. for 40+ years. Our corporate brand, Hawaiian Host Group has been doing many things to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs.

However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

I believe in the vision of Hawaiian Host Group because we have been uniting local companies with each other. For example, our Visitor Center is a partner with Mana Up, a company that helps local entrepreneurs grow their business. This bill has potential consequences to the Hawaiian macadamia industry as a whole and i would like to see manufacturers and growers work together.

Thank you for considering my testimony.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because this is a brand that is very near and dear to my heart growing up in the islands. Hawaiian Host also has a core set of values that align with my own personal values as I believe we need to promote our local brands and do our best to create sustainable growth. I love working here because we do a lot to give back to the community which I feel is a core part of who we are as a Hawaiian company.

I oppose HB 2278 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Jeffrey Lam

Director of Sales

Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 8:53:09 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jonathan Navarro	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Jonathan Navarro and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.



**HB-2278**

Submitted on: 2/13/2024 8:55:30 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Esmeria Garo	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Esmeria Garo and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 8:56:51 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
William Lagura	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Greetings,

My name is William Lagura and i am sending my testimony about this bill HB2278, i strongly opposed this bill because it will affect me,my family and the whole group working in Macadamia Nut industry, im been working here for more than 17 years in Mauna loa Mc Nut LLC./Hawaiian Host Group and during this years this company is my bread and butter which helps me sending my son to school and finish his college degree.I love my job because i believe in the vision of our company and in our leadership team as they are transparent/considerate and with the best intension for Hawai'i at large and because of the people i work everyday who grew up here and people who care deeply about Hawai'i. This is the reason why i strongly opposed this bill HB2278. Y

our consideration of these matters and solutions is very much appreciated.

**HB-2278**

Submitted on: 2/13/2024 8:57:17 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Andre Carvalho	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Andre Carvalho and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 8:58:36 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Emelda Bilog	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Emelda Bilog and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 8:59:46 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Daniel Tuzon	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am in opposition of HB 2278, relating to the labeling of macadamia nuts.

As a proud member of our corporate brand, Hawaiian Host Group, I have seen the vision and actions the company has been doing to grow the Hawaiian macadamia industry. For example, our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs. However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work with all the local growers to help the industry flourish.

I joined Hawaiian Host Group because I really like the company and after being here for almost 5 years, I enjoy working here with all my team members. I'm so proud of the amazing products that we create and sharing the spirit of Hawai`i around the world. Our company has also been improving products and innovating to share local favorites to all our visitors and kama`aina.

While we, as Hawai`i growers and manufacturers of macadamia products, want to collaborate and work together with other farmers on regulations, this bill divides us and may have negative impacts on the Hawaiian macadamia industry. So I am opposing HB 2278.

Your consideration of these matters and solutions is very much appreciated.

**HB-2278**

Submitted on: 2/13/2024 9:00:56 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Imelda Ito	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am in opposition of HB2278, relating to the labeling of macadamia nuts.

I have worked at Mauna Loa Macadamia Nut Co. for about 35 years. Our corporate brand, Hawaiian Host Group has been doing many things to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

Because of the people I work with I feel that we are like a family and we all care about the success for Hawaiian businesses. Our Mauna Loa Visitor Center is partnered with Mana Up, who helps local entrepreneurs grow their business.

I oppose HB2278 because I believe this bill divides manufacturers and growers. Instead, we should be working together to build up the Hawaiian macadamia industry. Thank you for considering my testimony.

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of HHG because I have observed that through HHG’s continual commitment to providing experiences through our premium products, we can share the Spirit of Hawai‘i with the rest of the world. Additionally, with HHG’s origins tracing back to nearly a century ago, is it important that HHG continues to honor the legacy of its original founders, Mamoru and Aiko Takitani and the dedication and perseverance they put into starting and developing the business. Moreover, HHG not only comprises of hardworking and dedicated employees who grew up on the islands but also of individuals who care deeply about Hawai‘i.

I firmly believe that honoring the legacies and sharing the stories of locally rooted businesses in Hawai‘i supersedes the significance of labeling ingredients as being “from” or “made in Hawai‘i”. With the continual development and expansion of HHG, if we choose to only rely on and limit ourselves to locally sourced and processed nuts, this would not only lead to significant job losses for HHG but also lead to negative impacts on our business, the local macadamia industry as a whole, and our local economy.

In conclusion, HB 2278 does not take into consideration the potential impact it will have on all the companies in the local macadamia industry or the livelihoods of the people working for these legacy companies. If HB 2278 passes, it would not be a win for Hawai‘i and our industry at large, as it does not consider the potential consequences that it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278. While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. The reasons stated above are why I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,  
Stella Jones  
Procurement Specialist  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 9:02:26 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Teresita Baldonado	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Teresita Baldonado and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.



**HB-2278**

Submitted on: 2/13/2024 9:05:47 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Arnold Abellera	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Arnold Abellera and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As someone who is part of the Innovation Team, I am proud of the amazing products that we get to create that are so loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share spirit of Hawai‘i.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

I appreciate you considering this testimony.

Mahalo,  
Vivian Xu  
Associate Innovation Manager  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 9:09:36 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jose Baruelo	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Jose Baruelo and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**Testimony Present Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024, at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I am deeply aligned with the vision of the Hawaiian Host Group due to the exceptional individuals I collaborate with daily. Our team consists of native Hawaiians and those deeply connected to the islands, embodying the Aloha spirit and bringing authenticity to our work. We share a profound love for Hawai‘i, extending our commitment beyond business to actively contribute to and support our local community. Together, we believe in preserving the islands' cultural heritage, natural beauty, and unique identity, striving to shape a future where Hawai‘i flourishes sustainably. In essence, the Hawaiian Host Group represents more than just a business; it symbolizes a collective dedication to honoring the past, cherishing the present, and safeguarding the future of Hawai‘i.

If HB 2278 passes, it isn't a win for Hawai‘i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

I appreciate you considering my testimony.

Mahalo,

Tegan Hetzel-Dobbins

Innovation Manager

Hawaiian Host Group



**HB-2278**

Submitted on: 2/13/2024 9:13:29 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lyle Matthews	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Lyle Matthews and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 9:15:23 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Treyton Calantoc	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Treyton Calantoc and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 9:23:12 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carmelita Ganitano	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am opposing HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

I have worked at Mauna Loa Macadamia Nut Company for 33 years and I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Because of the people I work with everyday, I'm so proud to work here. We are very involved with the community and our Visitor Center even partners with Mana Up, a company that helps local entrepreneurs grow their business. I truly believe that while this bill has good intentions, Hawai'i growers and manufacturers of macadamia products should collaborate with each other on regulations. This bill could further divide the industry. So I oppose HB 2278.

Your consideration of these matters and solutions is very much appreciated. Mahalo.



**HB-2278**

Submitted on: 2/13/2024 9:26:01 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rodrigo Bagaoisan	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Rodrigo Bagaoisan and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Hawaiian Host Group’s values align with my personal values as I believe in communication, consideration, and in family. My values align with Hawaiian Host Group's as they believe in bettering themselves and its employees through learning, growth, and hard work.

I love working at Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are as transparent, communicative, and considerate all while having the best intentions for our team and for Hawai‘i at large. Hawaiian Host Group took a chance on me when they brought me on to work for them. They treat me like family and encourage me to learn and grow. This company is the only company that I have worked for where they are completely transparent with their employees in all aspects of the business. We need more like Hawaiian Host Group.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. I feel that this Bill will divide the industry further. This isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

I appreciate your consideration of these matters and solutions and for considering this testimony.

Mahalo,  
Candice Smith  
Accounting Clerk  
Hawaiian Host Group



## Testimony Presented Before the House Committee on Consumer Protection & Commerce

February 14<sup>th</sup>, 2024 at 2:00pm

### RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you **in strong opposition** of HB 2278, relating to the labeling of macadamia nuts. In short, this bill will not help the Hawaiian Macadamia industry as intended.

I joined Hawaiian Host Group two years ago because of how special the products we create, and sell are to the local community, as well as around the world. These products are more than just something people consume. They are products made and supported by hundreds of local employees filled with pride for the community they grew up in and care deeply about. Our delicious products share the spirit of Hawai'i, their Islands, with all who receive them, which is far more important than where the products are made or from.

During my time here, I have had the pleasure of spending time with many of our wonderful employees who have spent their lives in Hawai'i, giving back to their communities and demonstrating great commitment to ensuring the islands continue to flourish. It is because they are employed by Hawaiian Host Group, that they can continue to invest in the future of Hawai'i.

As a member of the Executive Team of Hawaiian Host Group, I know firsthand how much this company cares about the Hawaiian macadamia industry. It is at the heart of every decision we make. We continue to invest in Hawaiian agriculture to move the industry forward as well as ensure we keep jobs local. Last year, we invested \$25 million in Hawaiian agriculture, we have invested heavily to modernizing our Honolulu facility as we speak to ensure local jobs, and we have developed plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

With all this investment and demonstrated commitment to the communities of Hawai'i, we are looking to collaborate with other farmers on regulations. This Bill, as written, will prevent the Hawaiian macadamia industry from growing and instead further divide us from the growers.

I believe in the vision of Hawaiian Host Group because I get to be part of creating it. We as a leadership team have the best intentions for our team, for Hawai'i as a whole and the Hawaiian macadamia industry. My family has lived on Oahu for over 50 years and some of my best childhood memories include getting to choose a Hawaiian Host Group product at Longs so many years ago. I am so proud to be employed by such a special and memorable brand that truly represents Hawai'i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. While we, as Hawai'i growers and manufacturers of macadamia products,

want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I **oppose HB 2278**.

Thank you for considering my testimony.

Sincerely,  
Shannon Castellanos  
Chief Financial Officer  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 9:37:26 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Pete Dacalio	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Pete Dacalio and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 9:40:21 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Fred Alvarado	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

I appreciate you for considering my testimony.

Mahalo,

Fred Alvarado

Mauna Loa/Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 9:46:06 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Eugenio Asistin	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

My name is (Eugenio Asistin) and I am a farmer of Hawaii-grown macadamia nuts in Pahala. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Sincerely,  
Eugenio Asistin



**HB-2278**

Submitted on: 2/13/2024 9:49:49 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Myrle Saplan	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Myrle Saplan

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 9:50:07 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Keith Juda	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts, this bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering my testimony.

Sincerely,

Keith Juda

Plant Warehouse Equipment Operator

Hawaiian Host / Mauna Loa/ Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 9:50:22 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Brooke Isa	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts. I view that this bill could hurt our macadamia industry in Hawai`i.

Though I've only been a team member of Hawaiian Host Group for a short time, I know that the macadamia is highly valued by people worldwide. Our company invested \$25 million in Hawaiian agriculture just last year, and we are in the works of modernizing our Honolulu and Kea`au facilities so that we can improve our process. Yet, this bill could potentially stop the industry from growing and instead further divides us from the growers.

I have always known the brand Mauna Loa & stopped by the Visitor Center many times as a child to pick up omiyage. As I got older, I went away for school, but each time I left, I made sure to take up some Mauna Loa products to share. Some of them already knew of Mauna Loa (even internationally), but for others it was their first time hearing about us. This is what we, as Hawaiian Host Group, which is the parent company of the brands: Mauna Loa, Hawaiian Host, MacFarms & KOHO, strive to do--share the essence of Hawai`i with the world. Since I started working, I've been given the great privilege to see our employees hard at work. From our families that harvest from the fields, to production side that makes the products, to our Visitor Center staff that is a stop for many tour companies, to our marketing & sales team who had such a huge hand in rebranding our packaging so we can show off locations in Hawai`i just by being on the shelves.

I'm opposing HB2278 because it doesn't consider the possible impact it will have on the Hawaiian macadamia industry as a whole. I would like to see collaboration and compromise with growers and manufacturers so that we can really make the this industry flourish.

Thank you for considering my testimony. Mahalo.

**HB-2278**

Submitted on: 2/13/2024 9:51:08 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Roscoe Young	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

My name is Roscoe Young and I am a farmer of Hawaii-grown macadamia nuts in Pahala. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.



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)

February 14, 2024

HEARING BEFORE THE  
HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE

**TESTIMONY ON HB 2278**  
RELATING TO LABELING OF MACADAMIA NUTS

Conference Room 229 & Videoconference  
9:10 AM

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawai'i Farm Bureau (HFB). Organized since 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 supports HB 2278**, which clarifies labeling requirements for macadamia nuts and requires country of origin to be included on the principal display panel of a consumer package of raw or processed macadamia nuts.

Hawai'i is the 5<sup>th</sup> largest producer of macadamia nuts in the world (620 farms, operating on 17,000 acres), after Australia, South Africa, China, and Kenya. Production in 2021 totaled 51 million pounds; the farm value was estimated at \$62.7 million.

The Hawai'i macadamia nut industry is under great stress from economic and environmental pressures. One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. Currently, there is little to no regulation to prevent the use of Hawaiian names to market macadamia nuts grown outside of Hawai'i. HB 2278 enacts positive changes to protect macadamia nut farmers in the State and the premium brand of goods grown and produced in Hawai'i.

Thank you for the opportunity to testify on this measure.

**HB-2278**

Submitted on: 2/13/2024 9:52:04 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Melchor Miguel	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Melchor Miguel

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 9:52:43 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mao Kawamoto	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill will not help the Hawaiian Macadamia industry.

As a member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I like their Aloha Spirit which impacted over the world. I’m proud of the amazing products we create that are loved by people. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Mao Kawamoto

Accounts Receivable Coordinator

Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 9:53:54 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nestor Alejo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Nestor Alejo

Kapua Orchards

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Hawaiian Host Group’s values align with my personal values as I believe in dedication to teamwork and surrounding yourself with those who come to work for a purpose. Exceeding expectations with the Spirit of Hawai‘i in everything we do is our Mission and I feel confident each day our team is committed to that.

Because of the people I work with each day who grew up here and know the true meaning of what the Spirit of Hawai‘i is, I feel a connection of the warm culture that connects us all with the best intentions of providing the highest quality of delicious products that are loved by people around the world. Many of us who are involved in our community enjoy connecting with those around us for a purpose.

If HB 2278 passes, it is not a win for Hawai‘i and our industry as it doesn’t consider the consequences it might have on businesses from the growers. Therefore, I would like to strongly OPPOSE HB 2278.

I would like to thank you for considering my testimony.

Mahalo,

Dino Ortiz  
Logistics Manager  
Hawaiian Host Group



**HB-2278**

Submitted on: 2/13/2024 9:55:56 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rogelio Palalay	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Rogelio Palalay

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 9:56:57 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Stu Haack	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world-class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because of its commitment to the people of Hawai‘i and the future growth of its economy. I live on the mainland, but Hawai‘i has been a big part of my childhood and career. I remember the first time I visited when I was 15 years old and I was absolutely amazed by the Aloha spirit, the wonderful people, and the beauty of the islands. This is a magical place that I want to help continue to flourish for generations to come. And Hawaiian Host Group is helping make that happen with the decisions we make every day.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. It is our mission to help the economy thrive, and this bill will have a significant impact on our ability to do so, which may end up resulting in a loss of jobs, economic revenue, and future impact.

Thank you for considering my testimony.



Mahalo.

Stu Haack

Director of eCommerce

Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 9:58:47 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ben Balaoen	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Ben Balaoen

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 10:00:36 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Fedelina Balibat	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Fedelina Balibat

Kapua Orchards

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because we are actively working to strengthen and better the local macadamia nut industry.

I am proud to work for Hawaiian Host Group because I’m proud of the amazing products we create that are loved and shared globally. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i with the world.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,  
Jonny Vilmaire  
Marketing Specialist  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 10:01:25 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Elizabeth Sebastian	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Elizabeth Sebastian working for Hawaiian Macadamia Nut Services for 10 years and I strongly support the bill HB2278



## **Testimony of Nathan Trump**

### **Hawai'i Macadamia Nut Association**

**February 14, 2024**

#### **RE: HB2278: RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima and the Committee on Consumer Protection and Commerce,

My name is Nathan Trump, and I am testifying on behalf of the Hawai'i Macadamia Nut Association in strong support of House Bill 2278: RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i and macadamia nuts have been linked since the early 1900's when Hawai'i became the birthplace of the commercial macadamia nut industry. Macadamia nuts became especially important to Hawai'i's economy when sugar cane became infeasible, and farmers began to seek alternative ways to support themselves and the communities that had been created around important agricultural lands.

Today, Hawai'i has built a globally recognized brand around Hawai'i-grown macadamia nuts, but unfortunately, the Hawai'i brand is now being used to market macadamia nuts grown in foreign countries. Hawaiian words, place names, and images of Hawai'i's beautiful landscapes are being used on packaging of macadamia nut products that contain foreign grown macadamia nuts.

Hawai'i's macadamia nuts have a special taste, unique crunch, and are grown almost exclusively under non-irrigated rainfed orchards. Unlike macadamia nuts grown in other parts of the world, almost all Hawai'i macadamia nuts are insecticide-free.

Macadamia nuts are growing in popularity as people recognize the importance of healthy fats and Hawai'i is well-positioned with its reputation for beauty, cleanliness, and luxury, to increase the agricultural value of Hawai'i-grown macadamia nuts. Unfortunately, Hawai'i's macadamia industry is not growing as farmers face the threat of cheaper macadamia nuts of foreign origin flowing into the Hawaii market.

The impact of the increased prevalence of foreign-grown macadamia nuts has had a clear negative impact on Hawai'i's growers the past few years. In 2022, many growers were not able to find buyers for their crop, and those who did saw the farmgate value of in-shell macadamia nuts plummet. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value. 2023 statistics are not yet available, but growers report that while they've been able to find a market for their macadamia nuts, the prices they are receiving are not enough to cover the cost of production for most growers.

We need clear action from Hawai'i's state government to address the concerns of Hawai'i's macadamia nut farmers. The Hawai'i Macadamia Nut Association believes HB2278 is the clear action our farmers, processors, and consumers need to re-establish the authenticity and integrity of Hawai'i's macadamia nut industry.



We want to be clear, if we do not see action taken during the 2024 legislative session, we will see numerous small and large farms reduce their operation size and/or cease to exist. We are not asking for a handout, we are asking the legislature to ensure proper labeling so that consumers are not misled and Hawai'i's reputation for beauty, authenticity, and aloha remains intact. Mahalo for receiving our testimony.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Nathan Trump". The signature is fluid and cursive, with a long horizontal stroke at the end.

Nathan Trump

President

Hawai'i Macadamia Nut Association

**HB-2278**

Submitted on: 2/13/2024 10:03:12 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nenita Dulig	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I am employed at Hawaiian Macadamia Nut Services and I support the bill HB2278 100 \$

**HB-2278**

Submitted on: 2/13/2024 10:05:08 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
tyler blanco-louis	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Tyler Blaco-louis working for Hawaiian Macadamia Nut Services for 3 years and I strongly support the bill HB2278

**HB-2278**

Submitted on: 2/13/2024 10:06:50 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Analisa Ancheta	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Analisa Ancheta

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 10:07:19 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maverick Mariano	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Maverick James Mariano working for Hawaiian Madamia Nut Services for 13 years and I strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 10:08:32 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Loea Kaupu	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Loea Kaupu and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 10:08:41 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Chita Libunao	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.



Thank you for considering my testimony.

Mahalo,

Chita Libunao

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 10:12:59 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Oscar Tabilin	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Oscar Tabilin

Kapua Orchards

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I am proud to work for Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community and people who believe in making the islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,  
Caryn Tangalin  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 10:15:18 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tina Buyuan	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Tina Buyuan

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 10:15:40 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Annabelle Shimasaki	[Hawaiian Host / Mauna Loa / Hawaiian Host Group]	Oppose	Written Testimony Only

Comments:

Feb.13, 2024

Testimony Presented Before the House Committee on Consumer Protection & Commerce

February 14th, 2024 at 2:00pm

HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group,

I believe in the vision of Hawaiian Host Group because I'm proud of the amazing / delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawaii," they are gifts the share of the spirit of Hawaii.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Thank you for considering my testimony ,

Annabelle Shimasaki

Hawaiian Host / Mauna Loa / Hawaiian Host Group]



## Hawaiian Macadamia Nut Services

February 14, 2024

### TESTIMONY IN SUPPORT OF HB2278, RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the Members of the Committee on Commerce and Consumer Protection,

My name is Oliver Asistin and I am an employee Hawaiian Macadamia Nut Services which farms in the districts of Kea'au and Ka'u on the Big Island. I am pleading with you to strongly support House Bill HB2278, RELATING TO LABELING OF MACADAMIA NUTS.

I started working in the macadamia nut industry in 2020 as a mechanic for Hawaiian macadamia nut services in the district of Ka'u, throughout the years I been with this company I have grown to love and enjoy working in this industry. In just a short of time working here I've made my way up to garage supervisor for the Kea'au side of the company which I enjoy having to build up my history here as an employee.

I am a 3<sup>rd</sup> Generation macadamia nut employee. My grand parents worked as hand harvesters for 13 years after the sugar plantations shut down, my mother is an employee also for Hawaiian macadamia nut services she's been in the industry for 34 years. I have aunties and uncles who worked in the macadamia nut farm, and cousins that have also worked in the fields.

HB2278 will help other macadamia nut businesses, for labeling and clarification of origin of nuts that's important, it will help prevent false advertising of macadamia nuts. This bill can help and give Hawaii growers a chance on keeping our jobs, it can help save Hawaii's macadamia nut industry.



Thank You for taking the time to consider this bill and my testimony.

Mahalo,

Oliver Asistin

Garage Supervisor

Hawaiian Macadamia Nut Services

**HB-2278**

Submitted on: 2/13/2024 10:19:17 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
dillin ballo	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Dillin Ballo working for Hawaiian Macadamia Nut Services for 10 years and i fully support the bill HB2278

**HB-2278**

Submitted on: 2/13/2024 10:19:49 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Adela Fukunaga	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I am employed at Hawaiian Macadamia Nut Services in Kau and work in the Husking Department. I support this bill 100%.

Hawaiian Macadamia Nut Services is employed by my husband and step daughter, whom also support this bill 100%

**HB-2278**

Submitted on: 2/13/2024 10:19:58 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Vivian Libero-Young	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Vivian Libero-Young

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 10:21:11 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Keilana Ishibashi	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community, people who believe in making the Islands’ future flourish

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Keilana Ishibashi

Visitors Center Key Holder

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 10:22:57 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Eduardo Gamilo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am opposing HB 2278, relating to the labeling of macadamia nuts because this bill would not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I'm proud of the amazing products we create and sell across the world. They are gifts that share the spirit of Hawai'i with people. If HB 2278 passes, it wouldn't be beneficial for Hawai'i and the Hawaiian macadamia industry as a whole, but we need to consider the potential consequences it may have on all the businesses. Thank you for considering my testimony. Mahalo.



**HB-2278**

Submitted on: 2/13/2024 10:23:31 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Patrick Lucas	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Patrick Lucas and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 10:25:07 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Karen Marumoto	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community, people who believe in making the Islands’ future flourish

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Karen Marumoto

Visitors Center Associate Manager

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 10:25:14 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Clive Galban	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Clive Galban working for Hawaiian Macadamia Nut Services for 8 years and I strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 10:27:10 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Ainsley Afelin	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community, people who believe in making the Islands’ future flourish

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Ainsley Afelin

Visitors Center Key Holder

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 10:29:25 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Seth Crippen	Hawaiian Macadamia Nut services	Comments	Written Testimony Only

Comments:

Im Seth Crippen working for Hawaiian Macadamia Nut Services for almost a year and I strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 10:29:35 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Arsenio Norberte	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Arsenio Norberte and I am a farmer of Hawaii-grown macadamia nuts in Ka'u. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.



**HB-2278**

Submitted on: 2/13/2024 10:33:03 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ernesto Gamilo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. However, this bill is a distraction from growing the industry and instead further divides us from the growers.

I have great team members that I work with every day and I can see that we all care deeply about Hawai`i. We are involved with Mana Up in the Visitor Center, a company that helps local entrepreneurs grow their business. We truly believe in building up those in Hawai`i and making the Islands' future flourish. If HB2278 passes, it isn't a win for Hawai`i or the Hawaiian macadamia industry as a whole. We need to consider the potential consequences it might have on all businesses downstream from the growers. Your consideration of these matters and solutions is very much appreciated. Mahalo.

**HB-2278**

Submitted on: 2/13/2024 10:35:00 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kaeo Pascubillo	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Kaeo Pascubillo, working for Hawaiian Macadamia Nut Services for 9 years and I fully support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 10:35:40 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Bonie Gamilo	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Bonie Gamilo and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 10:40:00 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ignacio Elefante	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Ignacio Elefante and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 10:41:13 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Derek Andrade	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Derek Andrade working for Hawaiian Macadamia Nut Services for 44 years and I strongly support the bill HB2278.

**HB-2278**

Submitted on: 2/13/2024 10:44:54 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Bryan Davis-Natividad	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Bryan Davis-Natividad working for Hawaiian Macadamia Nut Services for 29 years and I strongly support the bill Hb2278

**HB-2278**

Submitted on: 2/13/2024 10:47:29 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Charles Spencer	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Charles Spencer and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 10:51:45 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jeffrey Calaro	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Jeffrey Calaro and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.



**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. I believe in the vision of our company and in our leadership team as they are as transparent, communicative and considerate. They have the best intentions for our team and for Hawai‘i at large. I’m also proud of the people I work with every day. They are people who grew up here and care deeply about Hawai‘i. They are people who are involved in our community and who believe in making the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly oppose HB 2278.

Thank you for considering my testimony. Your consideration of these matters and solutions is very much appreciated.

Sincerely,  
Angie Juan  
AP Coordinator  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 10:55:55 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mia	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community, people who believe in making the Islands’ future flourish

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Mia Dahl

Visitors Center Sales Associate

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 10:56:36 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Joselito Rosana	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Joselito Rosana and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I love working at Hawaiian Host Group because I truly feel heard as an employee and feel that my work is valued and appreciated each and every day. Not only that, I am proud of the delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” which they are, they are gifts that share the spirit of Hawai‘i.

The main reason why I oppose HB2278 is because it doesn’t help the Hawaiian macadamia industry at large as it solely focuses on sustaining the business of growers and farmers in the short-term. It does not consider the potential impact it will have on other Hawaiian-based companies and the livelihoods of the people working for these companies. Also, as Hawaiian manufacturers of macadamia products, we want to collaborate with farmers on regulations and feel like this Bill further divides us from growers.

Thank you for considering this testimony. Your strong consideration of these matters and solutions is very much appreciated.

Mahalo,  
Kylie LaBarge  
Category manager  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 10:58:46 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Angelique Wilkes	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community, people who believe in making the Islands’ future flourish

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Angelique Wilkes

Visitors Center Sales Associate

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Along with the people I work with everyday; the people who grew up here, the people who care deeply about Hawai‘i, and the people who believe in making the Islands’ future flourish, I joined Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are transparent with the best intentions for our team and for Hawai‘i at large.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for your consideration of these matters and solutions, it is very much appreciated.

Mahalo,

Zorayda Gamilo  
Cup Line Machine Operator  
Hawaiian Host Group



**HB-2278**

Submitted on: 2/13/2024 11:04:37 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Harris Bautista	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Harris Bautista and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 11:04:44 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Grace Sales	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I am employed at hawaiian macadamia nut services in the husking plant and i support the bill 100%

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because my core values align with theirs. They are a company that is innovative and is constantly giving back to their employees and community. They have proved to be a company that sticks with their mission which is to “make the island’s flourish,” by consistently investing in the Hawaiian ecosystem and economy. They have also proved to give back to Hawaiian locals by starting the non-profit, Takitani Foundatin which was started in 1993 that helps give local Hawaiian’s access to advancing their education.

Because I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Erika Martinez  
Senior Sales Business Analyst  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 11:12:00 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Owen Salmo	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Hi

I am the husking operator at Hawaiian Macadamia Nut Services and i support the bill 100%.

**HB-2278**

Submitted on: 2/13/2024 11:13:24 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Roslyn L. Fukunaga	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

i am employed as the Processing Clerk at hawaiian macadamia nut services and i support Bill HB2278 100 %

Crop



**HB-2278**

Submitted on: 2/13/2024 11:15:38 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ruben Tugade	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Ruben Tugade

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 11:23:05 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Cameron Uemura	HAWAIIAN MACADEMIA NUT SVCS	Support	Written Testimony Only

Comments:

My name is Cameron Uemura and I am a 3rd Generation macadamia nut employee for Hawaiian Macadamia Nut Services which farms in the districts of Kea'au and Ka'u on the Big Island. I started working in the macadamia nut industry in 2022 as a mechanic for Hawaiian macadamia nut services in the district of Kea'au throughout the year I been with this company I have grown to love working in this industry. I believe that the bill HB2278 will help other macadamia nut businesses, for labeling and clarification of origin of nuts that's important, it will help prevent false advertising of macadamia nuts. This bill can help and give Hawaii growers a chance on keeping our jobs, it can help save Hawaii's macadamia nut industry.

Thank You for taking the time to consider this bill and my testimony.

Mahalo,

Cameron Uemura

Mechanic

Hawaiian Macadamia Nut Services

**HB-2278**

Submitted on: 2/13/2024 11:27:18 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jannie Bouchard	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha,

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Passing a bill like this will require Hawaiian companies to spend money to adhere to the bill's compliance and reduce profits and may event bankrupt hawaiian businesses. It will not help grow Hawaii's economy and will not allow Hawaiian businesses to complete with the rest of the world. It will actually hurt Hawaiian businesses such as Hawaiian Host Group (HHG). While HHG is a for profit entity, it also serves its community by providing jobs in Hawaii, donating to charities, supporting youth programs, and other community events.

Thank you for considering my testimony.

Mahalo,

Jannie Bouchard

Corporate Controller

Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 11:35:04 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maycel B. Lugtu	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Maycel B. Lugtu

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 11:38:05 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marites Felipe	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Marites Felipe

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 11:38:26 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Welhelmino Cortel	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.



Thank you for considering my testimony.

Mahalo,

Welhelmino Cortel

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 11:39:18 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Isaiah Souza	HAWAIIAN MACADEMIA NUT SVCS	Support	Written Testimony Only

Comments:

My name is Isaiah Souza,

I work as a field service operator for Hawaiian macadamia nut, I am a 2nd generation employee of this company. my father also works here for 36 years, i started working here in year 2021, for the years that ive made working in the macadamia nut industry i have grown to enjoy the macadamia nut industry. in the macadamia nut industry there are many workers that make there living working in these orchards. HB2278 would help the industry. I support the bill and hope to see this in the near future.

**HB-2278**

Submitted on: 2/13/2024 11:41:06 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Flora Ballesteros	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Flora Ballesteros and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 11:44:12 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rolando Sabala	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Rolando Sabala

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 11:45:42 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Juliet T Tabilin	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Juliet T Tabilin

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 11:46:16 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Aurea Aquino	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Aurea Aquino and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.



**HB-2278**

Submitted on: 2/13/2024 11:46:29 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ambrocio Edwin T Felipe	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Ambrocio Edwin T Felipe

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 11:48:20 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Michael Tolentino	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Michael Tolentino

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I have worked in sales for Mauna Loa Macadamia Nuts and Hawaiian Host for over thirty seven years. I have enjoyed my career in the macadamia industry, but I am afraid this bill could directly affect me and my family’s future. I implore you not to pass this bill.

Aloha  
Charles Blaum  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 11:52:03 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Julita Dela Cruz	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Julita Dela Cruz and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 11:52:48 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Cecilia P Palalay	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Cecilia P Palalay

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 11:55:26 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Evelyn San Diego	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Evelyn San Diego and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 11:56:16 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Leonida Eder	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Leonida Eder

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 11:58:34 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rogelio A Palalay	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Rogelio A Palalay

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 11:59:15 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Felicitas Bautista	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Felicitas Bautista and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 11:59:50 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Arthur A Estranero	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Arthur A Estranero

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 12:01:06 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dennis Felipe	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Dennis Felipe

Kapua Orchards



**Testimony of Andrew Trump**

**Island Harvest Inc.**

**February 12, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice Chair Sayama, and members of the Committee on Consumer Protection and Commerce,

My name is Andrew Trump and I am a second-generation macadamia farmer writing on behalf of Island Harvest Inc. to support House Bill 2278 Relating to Labeling of Macadamia Nuts. Island Harvest manages over 500-acres of organic macadamia nuts in Kapa'au on the Island of Hawai'i. In addition to macadamia nuts, we grow breadfruit, limes, and raise sheep. As a farming company, we employ agricultural and business practices that contribute positively to our environment and community while ensuring that our farming team can work in a safe environment.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

We are not opposed to macadamia nuts grown in foreign countries being sold in Hawai'i, however, consumers should not be misled to believe that the product they are purchasing contains Hawaiian macadamia nuts when it does not.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Andrew Trump

Vice President

Island Harvest Inc.

**HB-2278**

Submitted on: 2/13/2024 12:03:34 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lolita V Cariaga	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Lolita V Cariaga

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:04:34 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mary Ann Felipe	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Mary Ann Felipe

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:06:29 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Avelina A. Ancheta	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.



Thank you for considering my testimony.

Mahalo,

Avelina A. Ancheta

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:07:17 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Margarita Dela Cruz	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Margarita Dela Cruz and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 12:07:41 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Recto Bautista	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Recto Bautista

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:07:43 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Edward Q Nolasco	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Edward Q Nolasco

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:09:50 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Avelina A. Ancheta	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Luzviminda O. Ulep

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 12:10:35 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jaime Baclig	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Jaime Baclig

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:10:41 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Emeterio Castro	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Emeterio Castro and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 12:10:45 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Virgilio V Candaroma	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Virgilio V Candaroma

Kapua Orchards

## Testimony of Rebecca Hemstead

Hawaiian Macadamia Nut Company

February 14, 2024

### RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha,

My name is Rebecca Hemstead and I have dedicated several years to supporting growers in the Hawaii macadamia nut industry through research and marketing efforts. I am writing to express my **support** of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut industry has encountered significant challenges in recent years. Farmers in Hawaii have worked hard over the years to build the value of our macadamia nuts and bring one of the tastiest and highest quality products to the market. According to USDA NASS, the utilized production of Hawai'i macadamia nuts declined by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Additionally, farmgate prices plummeted to their lowest point since 2015, averaging \$0.88/lb. This resulted in a 49% decrease in the total income for macadamia nut farmers, eroding nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to our industry is the misleading labeling of macadamia nut products. Many macadamia growers are struggling to compete with foreign macadamia nuts entering the market. Store shelves are now loaded with products containing misleading labels that imply products are made from Hawaii produce even though they are not. It is now more important than ever to buy local to support farmers and address long-term food security. House Bill 2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation safeguards the authenticity of Hawai'i's macadamia nut products and provides consumers and retailers important information on the origin of the macadamia nuts used in the products.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Rebecca Hemstead

Hawaiian Macadamia Nut Company

**HB-2278**

Submitted on: 2/13/2024 12:13:24 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maria Theresa O Sheppard	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Maria Theresa O Sheppard

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 12:14:18 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Artemio Libunao	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Artemio Libunao

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:16:16 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Leonarda Castro	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Leonarda Castro and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 12:17:54 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lawrence Mejia	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Lawrence Mejia

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:18:45 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Leonardo B Lalin	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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Thank you for considering my testimony.

Mahalo,

Leonardo B. Lalin

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:18:53 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Domingo Pablo	HAWAIIAN MACADEMIA NUT SVCS	Support	Written Testimony Only

Comments:

My Name is Domingo Pablo,

I support this bill, prior to labelings of macadamia nut products in Hawaii. because it will help prevent false advertisement of origin of macadamia nuts in products.



**HB-2278**

Submitted on: 2/13/2024 12:19:16 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Cedrick Felipe	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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Thank you for considering my testimony.

Mahalo,

Cedrick Felipe

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:20:42 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Zennia Alejo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Zennia Alejo

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:21:34 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rolando C Cancio	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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Thank you for considering my testimony.

Mahalo,

Rolando C Cancio

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:23:09 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mirasol Tyson	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Mirasol Tyson

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 12:24:23 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Danilo F Ulep	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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Thank you for considering my testimony.

Mahalo,

Danilo F Ulep

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:26:00 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Claudio Bagaoisan	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Claudio Bagaoisan and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 12:26:30 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Janet Bety Candaroma	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Janet Bety Candaroma

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:27:21 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Julio C Bilog	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Julio C Bilog

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:28:42 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kristine Co	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.



I joined Hawaiian Host Group because I believe in the company's mission of making the Hawaiian Islands future flourish through sharing macadamia powered paradise with the world. We cannot do that if we are handicapped by the very unrealistic sourcing/labelling laws that do not allow us to continue to operate viably and profitably. Hawaiian Host Group is fully committed to working with local Hawaii-based farmers, investing in cutting edge technology that will allow Hawaii to be competitive w/ the global market, and ultimately protecting the legacy of Hawaii as the birthplace of the commercialization of the macadamia nut.

I'm proud of the amazing / delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawai'i," they are gifts that share the spirit of Hawai'i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. It sets unrealistic sourcing and labelling expectations for a company of our size to operate profitably and ensure a long term viable future that allows us to keep giving back to the Hawaiian islands. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Kristine Co

Sr Global Brand Manager, Mauna Loa

**HB-2278**

Submitted on: 2/13/2024 12:29:07 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Romeo T Felipe	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Romeo T Felipe

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:30:28 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Constante Ancheta	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Constante Ancheta

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:30:33 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Joseph P Castaneda	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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Thank you for considering my testimony.

Mahalo,

Joseph P Castaneda

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:30:44 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dennis Andres	Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

Im Dennis Andres working for Hawaiian Macadamia Nut Services for 29 years and i strongly support the bill HB2278



**HB-2278**

Submitted on: 2/13/2024 12:33:11 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rowena Flores	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Rowena Flores

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:33:21 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dedrick-Ken K Saplan	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Dedrick-Ken K Saplan

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:37:22 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Florpina Alinea	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Floripina Alinea

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:37:24 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jennifer Navarro	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chair Sayama, and the Members of the Committee on Commerce and Consumer Protection,

My name is Jennifer Navarro, and I am an employee of Hawaiian Macadamia Nut Services which farms Hawai'i -grown macadamia nuts in Kea' au and Ka'u on the Big Island. I am writing to you in strong support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

This bill will require listing the origin of foreign macadamia nuts in Hawai'i branded products and will help protect Hawai'i farmers and their employees. Protecting our way of life is of the utmost importance to me.

Both of my parents found employment with the Macadamia farm for over 30 years and is still currently working while my mom has passed 2 years ago. They both taught me and my siblings the meaning of hard work and dedication. I enjoy when they brought us to the fields to show us around and even have us experience how it is working on the farm.

Many of my family members are also employed with the macadamia farm including my husband, son-in-law, uncles, aunty, and nephew. Because Ka'u is a small town, it is very convenient for most of our families to work here. It is an an hour or more to drive into town which makes it hard for some of us to travel.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 12:37:46 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rene Marcos	HAWAIIAN MACADEMIA NUT SVCS	Support	Written Testimony Only

Comments:

My name Rene Marcos,

I support this bill, because it can help the macadamia nut industry prior to label and origin of macadamia nuts. it will help farmers in the industry that can say there macnuts are from hawaii.



**HB-2278**

Submitted on: 2/13/2024 12:38:19 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Domingo C Ramos	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Domingo C Ramos

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:40:34 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Danhill S Libunao	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Danhill S Libunao

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:41:17 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Delia L Ramos	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Delia L Ramos

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:41:21 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Pagasa Domingo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Pagasa Domingo

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 12:42:48 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Bobbi Wilson	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of its long history of doing business in Hawai‘i and the iconic products we produce. I enjoy my job because of the people I work with every day, they are involved in our community and care deeply about Hawai‘i.

I oppose HB 2278 as it does not consider the impact it could have on all companies in the macadamia industry in Hawai'i and the people they employ. My hope is that growers and manufacturers can work together so it's a win for all and a win for Hawai'i.

Thank you for considering my testimony.

Mahalo,

Bobbi Wilson

Mauna Loa

**HB-2278**

Submitted on: 2/13/2024 12:43:09 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Fritz Omar Amor	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Fritz Omar Amor

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:44:20 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Emilia Miguel	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Emilia Miguel

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:46:42 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Manuel Prado	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Manuel Prado and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 12:46:56 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Christian K Castillo-Kamei	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.



Thank you for considering my testimony.

Mahalo,

Christian K Castillo-Kamei

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:47:35 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Felicia Mason	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Felicia Mason

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:49:32 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Monaliza Caluya	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Monaliza Caluya and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 12:49:35 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Andonio Bernardo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Andonio Bernardo

Kapua Orchards



## TESTIMONY IN SUPPORT OF HB 2278, RELATED TO LABELING OF MACADAMIA NUTS

February 14, 2024

Representative Mark Nakashima, Chair  
Representative Jackson Sayama, Vice Chair  
House Committee on Consumer Protection & Commerce

Aloha Chair Nakashima, Vice Chair Sayama and Committee Members,

Hawaiian Macadamia Nut Services strongly supports HB 2278 relating to labeling of macadamia nuts. Formerly Ka'u Agribusiness, our company is approximately 70 years old and farms more than 40% of Hawai'i's macadamia nuts. With about 180 employees, mostly on the Island of Hawai'i, we are the only macadamia nut farmer with union workers who are members of the ILWU.

There will be no reason to continue farming if brands are able to use Hawaii names and images to imply that they are Hawaii grown while using foreign nuts. Since this deceptive practice was expanded in the last few years, farm value of Hawaii macadamia nuts has dropped 49% and demand for Hawaii-grown macadamia nuts has plummeted. Unlike other markets, Hawaii farmers exist in a market in which one company, Hawaiian Host Group, is estimated to control over 90% of sales of macadamia products in Hawaii and also controls the majority of plant capacity.

Labeling provides transparency so that consumers can make choices on what to buy. Labeling of origin will give Hawaii growers and Hawaii brands that choose to use Hawaii-grown macadamia nuts a chance to compete.

The global market has changed radically. According to the World Macadamia Organisation, China has passed Australia as the second largest producer in the world and other emerging markets are increasing plantings without developing markets for the crops. At the moment, there is one well-known Hawaii brand using foreign nuts. But what is to stop companies from these other producing countries to start brands with Hawaii names and images to market their nuts? HB 2278.

Thank you for allowing us to share our concerns on this bill.

Respectfully,

Bradford Nelson  
President

**HB-2278**

Submitted on: 2/13/2024 12:51:06 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lauro Manzano	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Lauro Manzano and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.



**HB-2278**

Submitted on: 2/13/2024 12:52:24 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Efren T Tabilin	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Efren T Tabilin

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:52:28 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nenita Gallarde	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Nenita Gallarde

Kapua Orchards

## Testimony of Jeffrey Clark

### Ka'u Farms Management and Hamakua Macadamia Nut Company

February 14, 2024

#### RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice-Chair Sayama and Members of the Committee on Consumer Protection and Commerce,

My name is Jeffrey Clark. I manage Ka'u Farms Management which grows Hawaii-grown macadamia nuts in Ka'u and Hilo. I am the Chief Operating Officer of the Edmund C Olson Trust No 2 which owns Hamakua Macadamia Nut Company and Ka'u Farms Management. I **STRONGLY SUPPORT** House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Our organization farms macadamia nuts in Ka'u and Hilo on approximately 1,500 acres of land. We also process macadamia nuts in our factory at Hamakua Macadamia Nut Company in Kawaihae. We use only Hawai'i-grown nuts.

The macadamia nut industry is a significant contributor to Hawaii's agricultural economy. There are currently about 16,000 acres of macadamia nuts statewide on roughly 620 farms. In 2021, the industry generated \$62.73 million (51 million pounds of wet-in shell sales), and in 2020, it was the 2nd largest agricultural commodity produced in Hawai'i, behind only seed crops. There are about 650 farms, which employ thousands of workers growing macadamia nuts in Hawaii.

Now, the industry is **failing** due to the fact that the largest brands do not purchase most of their mac nuts from Hawaiian growers. Instead, they now rely largely on foreign nuts, mostly from Africa, which are much cheaper. Then, they peddle these foreign nuts in packaging that exploit their brands' long-standing history in Hawai'i without explaining they are selling "a taste of Africa," not a taste of Hawai'i.

This practice creates the greatest threat to the viability of macadamia farming in Hawaii. Unfortunately, there is now little or no regulation to prevent the use of Hawaiian names and images in marketing macadamia nuts grown outside of Hawaii.

Consumers are not made aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

In Hawaii, the macadamia nut industry is slightly smaller than the coffee industry at the farm level. Unlike coffee, the macadamia industry does not have labelling laws to protect farmers from brands that use less than 100% Hawaii-grown crop. Like coffee, there are many products that use macadamia as an ingredient. Many products use coffee or macadamia such as chocolate products, cookies, ice cream and other confections. The legislation under HB2278 seeks to strengthen the law to protect the farming community and inform consumers.

This is the perfect time to incorporate these new regulations under HB2278.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in black ink, appearing to be 'J. Clark', written in a cursive style.

Jeffrey Clark

Chief Operating Officer

Edmund C Olson Trust No. 2 / Ka'u Farms Management / Hamakua Macadamia Nut Company

**HB-2278**

Submitted on: 2/13/2024 12:52:53 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Wilma O Obra	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Wilma O Obra

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 12:53:02 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Yoshito LHote	Aina Hookupu o Kilauea	Support	Written Testimony Only

Comments:

Keeping the competition at bay is vital for hawaii agriculture to stay competitive.

**HB-2278**

Submitted on: 2/13/2024 12:55:49 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Gloria B Olarte	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Gloria B Olarte

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:56:26 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Fe Caluya	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Fe Caluya and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 12:57:13 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Hegine Kenny Tugade	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Hegine Kenny Tugade

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:59:14 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Wilfredo B Olarte	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Wilfredo B Olarte  
Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 12:59:41 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nenita B Jara	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Nenita B Jara

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:59:41 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mercedes M Habab	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Sincerely,

Mercedes Habab

Mauna Loa / Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 1:00:00 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marilyn Bernardo	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Marilyn Bernardo and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 1:00:54 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marites Angalao	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Marites Angalao

Kapua Orchards

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024, at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition to HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because I remember the first taste of their chocolates with a bite of macadamia nuts was so amazing and satisfying as a child. All candies as a child to choose from but I always find myself looking for Hawaiian Host candy to feed my cravings of the taste of macadamia nuts cover over with chocolates. I believe in the vision of the Hawaiian Host Group “Share the Spirit of Hawaii with the world. This vision stands out to me and continues to do so and will never age. As a person from another island 3,900 miles away, Hawaiian Host products brings joy and a spirit of warmth that makes everyone cheerful.

Since I started working here at Hawaiian Host Group, I really enjoy the people, their pride, and their commitment to making everyone we touch fulfilled with the spirit of Hawaii. Honestly, I can now say, I have experienced it and am now honored to now be working here to continue the legacy of sharing the spirit of Hawaii to others. The company and the leaderships genuinely believe the spirit of Hawaii is sharing the Hawaiian grown tasty macadamia nuts with chocolate to the entire world and bringing warmth, openness, and human connection to all who we touch.

If HB 2278 passes, it is not a win for Hawaii and our industry at large as it does not consider the potential consequences it might have on businesses downstream from the growers. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That is why I oppose HB 2278.

Thank you for considering my testimony. Your consideration of these matters and solutions will be very much appreciated to me and the Hawaiian Host Organization.

Aloha and Mahalo,  
Alvin Manglona  
Maintenance Manager, Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 1:03:27 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carlton George	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.



Thank you for considering my testimony.

Mahalo,

Carlton George

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:03:52 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Alexander B Alejo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Alexander B Alejo

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:04:52 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rodolfo Manzano	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Rodolfo Manzano and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 1:06:28 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Betty Aguinaldo	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Betty Aguinaldo and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 1:07:04 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Hazel C Pumaras	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Hazel C Pumaras

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:07:52 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jose Carmelo Manantan	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.



Thank you for considering my testimony.

Mahalo,

Jose Manantan

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:08:24 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Luzviminda C Velasco	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Luzviminda C Velasco

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:10:28 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sunnia Amps	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Sunnia Amps

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:10:57 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Wilson Dela C Velasco	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

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Thank you for considering my testimony.

Mahalo,

Wilson Dela C Velasco

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:11:52 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Reima Corpuz	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Reima Corpuz and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.



**HB-2278**

Submitted on: 2/13/2024 1:13:16 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Josephine Dela C Velasco	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

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I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Josephine Dela C Velasco

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:13:44 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Destiny Ward-DeMotta	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Destiny Ward-DeMotta

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:16:06 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Michael Ching	Hawaiian Host	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the House Committee on Consumer Protection & Commerce

February 14th, 2024 at 2:00pm

RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I originally worked for Mauna Loa and was given the opportunity to continue employment with Hawaiian Host after the acquisition. This job has afforded me the opportunity to be a homeowner while I was in my early 30's. The company has continued to support all employees that have passed through over the years and even through the hardship that covid had on us. The people that make up this company is why we are the top in our retail category. Good, honest, hard workers willing to do whatever it takes to get the job done. This bill would put most of us out of work, maybe put some of us on the street or forced to move out of state.

Thank you for taking the time to read this.

Michael Ching - Route Sales

Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 1:16:18 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Geraldin B Felipe	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Geraldine B Felipe

Kapua Orchards





I am writing in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS. In 1983 I started working for the Kau Macadamia Orchards as a labor worker. We had several close relatives that started in the 1960's and 1970's and friends working for the company making macadamia a primary source of income for our families and the community. To this day the macadamia industry has a big role in the community. We were taught to do our best and work hard and the company would maintain sustainability for generation to come. We must preserve our Hawaiian kernel and ensure it is properly marketed. We are relying on our Local, State and government leaders to assure the Hawaiian Macadamia is truly a Hawaiian Macadamia.

Mahalo

Leonard Fuerte

Hawaiian Macadamia Nut Services

**HB-2278**

Submitted on: 2/13/2024 1:18:59 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Eduardo T Ballad	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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Thank you for considering my testimony.

Mahalo,

Eduardo T Ballad

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:21:05 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maria C Ballad	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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Thank you for considering my testimony.

Mahalo,

Maria C Ballad

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:23:44 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rosita C Tayamen	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

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Thank you for considering my testimony.

Mahalo,

Rosita C Tayamen

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:26:42 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Angelina I Libunao	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

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Thank you for considering my testimony.

Mahalo,

Angelina I Libunao

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:27:48 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Della M Kaluna	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

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Thank you for considering my testimony.

Mahalo,

Della M Kaluna

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:29:17 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Frando V Libunao	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Frando V Libunao

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:30:05 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Teresita B Alejo	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

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Thank you for considering my testimony.

Mahalo,

Teresita B Alejo

Kapua Orchards

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I have worked with Hawaiian Host Group for about 3 months. I enjoy every day I spent my time at work and cherish the spirit of warmth we share to the entire world. While I spent the short time here, I looked forward the future on what we make this island future flourish. Our products represent the life of people here and it provides the island passion that we have for our place we call home. The company vision is in line with mine too, we all together share the feeling of warmth and human connections. The people I work with every day grew up here, who cares deeply about Hawaii, and are deeply involved in our community believes in making the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawaii companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,  
Terrence Watabayashi  
Maintenance, Hawaiian Host Group



**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I have worked with Hawaiian Host Group for about 13 years and 5 months. I have enjoyed every day sharing the spirit of warmth to the entire world. While I spent good amount time here, I looked forward the future on what we make this island future flourish. Our products represent the life of people here and it provides the island passion that we have for our place we call home. The company vision is in line with mine too, we all together share the feeling of warmth and human connections. The people I work with every day grew up here, who cares deeply about Hawaii, and are deeply involved in our community believes in making the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawaii companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,  
Ronel Pamintuan  
Maintenance Supervisor, Hawaiian Host Group

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host group because of their mission to make the Hawaiian Islands flourish, and the fact that they are following through on their mission by continuing to invest in projects that keep jobs in Hawai‘i. As someone who grew up here, it was extremely important to me to find a company that prioritized local investment to grow business in the Islands.

It is a joy to work for a company that cares so deeply about Hawai‘i and its employees, but I’m also extremely proud of the amazing products that we create. Our products are enjoyed around the world while sharing the spirit of Hawai‘i.

SB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Therefore, I strongly oppose SB 2278.

Thank you for considering my testimony.

Mahalo,  
Casey Smith  
Demand Planner  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 1:31:31 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Angela D Miguel	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

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We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

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Thank you for considering my testimony.

Mahalo,

Angela D Miguel

Kapua Orchards

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chair Sayama, and Members of the Committees:

I write to express my OPPOSITION to the proposed bill regarding the labeling requirements for macadamia nuts.

As a proud team member of Hawaiian Host Group, I can attest to our deep commitment to supporting the Hawaiian macadamia industry, our local communities, and our employees. We at HHG believe in making the Islands' future flourish. In the past year alone, we've allocated \$25 million towards bolstering Hawaiian agriculture. We are currently enhancing our Honolulu facility to ensure local jobs, and our plans include the development of a state-of-the-art macadamia processing facility in Kea'au, which will elevate the entire industry to new heights.

While I understand the importance of transparency in labeling, this bill puts unnecessary burdens on businesses and the judicial system, without providing any significant benefit to consumers. Courts should not be bogged down with endless litigation over minor labeling infractions when they have more significant cases to address, such as food safety, environmental sustainability, etc. Lawmakers should prioritize policies that genuinely protect consumers and promote responsible business practices.

It's crucial for lawmakers to recognize the importance of supporting Hawaii's macadamia industry and take measures to promote its growth and sustainability rather than burdening it with excessive labeling regulations. Policymakers should work collaboratively with industry stakeholders to develop solutions that balance consumer transparency with the needs of Hawaii's macadamia nut producers.

I urge you to reject this bill and instead pursue measures that encourage innovation and support and strengthen Hawaii businesses. Thank you for considering my testimony.

Mahalo,

Kori Kawagishi  
HR Specialist  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 1:32:37 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
William K Kaluna III	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

William K Kaluna III

Kapua Orchards

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I have worked with Hawaiian Host Group for about 2 years and 6 months. I enjoy day I spent my time at work and cherish the spirit of warmth we share to the entire world. While I spent the short time here, I looked forward the future on what we make this island future flourish. Our products represent the life of people here and it provides the island passion that we have for our place we call home. The company vision is in line with mine too, we all together share the feeling of warmth and human connections. The people I work with every day grew up here, who cares deeply about Hawaii, and are deeply involved in our community believes in making the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawaii companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,  
Pablicto Miguel  
Maintenance, Hawaiian Host Group



**HB-2278**

Submitted on: 2/13/2024 1:35:02 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Francisco Alexander C Nolasco	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Francisco Alexander C Nolasco

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:35:08 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Michael M Baniaga	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Michael M Baniaga

Kapua Orchards



## Testimony Presented Before the House Committee on Consumer Protection & Commerce

February 14<sup>th</sup>, 2024 at 2:00pm

### RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Nakashima, Vice Chair Sayama, and Members of the Committees:

I write to you in strong opposition of HB 2278, relating to the labeling of macadamia nuts. This bill, though well-intentioned, threatens to replicate the historical decline experienced by the pineapple and sugar cane industries in Hawai'i, a fate we cannot afford for our macadamia sector.

#### Our Commitment to Hawai'i

Hawaiian Host Group cares about the local macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and we have invested significantly in the design of a world class macadamia processing co-op facility in Kea'au that would benefit the entire industry. Yet, this bill is a distraction from scaling the industry and instead further divides us from the growers.

Having worked with our executives for years now, I can attest that they make decisions with the best intentions, not just for our company, but for the industry and Hawai'i at large.

#### The Potential Harm of HB 2278

HB 2278 poses significant operational challenges for businesses like ours. It mandates a complete overhaul of packaging and branding, introduces complexity into our systems, complicates inventory processes, and disrupts our production and supply chain entirely. These changes not only incur substantial costs but also risk the viability of local operations, potentially leading to significant job losses.

#### Conclusion

In conclusion, I urge you to consider the potential adverse effects of HB 2278 on Hawaii's macadamia industry and to seek alternatives that encourage unity and progress. Let us not repeat the history of the pineapple and sugar cane industries. Let us work together towards a thriving future for our entire industry.

Therefore, I respectfully oppose HB 2278 and am eager to look into different solutions that will benefit all parties involved. Thank you for taking the time to read through and consider my testimony.

Stijn Spaas  
Director of Corporate Brand Strategy

**Testimony of Kathryn Piispanen**  
**Hamakua Macadamia Nut Company**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Kathryn Piispanen and I am an employee of a Hawai'i -grown macadamia nuts business in Kawaihae, HI. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming and business in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Kathryn Piispanen

Quality Assurance Manager of Hamakua Macadamia Nut Company

**Testimony of Bradley and Jeri Raymond, Kealakekua Macadamia Nut Farm**

**February 13, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

Our names are Bradley and Jeri Raymond and we are farmers of Hawaii-grown macadamia nuts in Kealakekua Hawaii. We are writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

*Bradley W Raymond*  
*Jeri Raymond*  
*Kealakekua Macadamia Nut Farm*

**HB-2278**

Submitted on: 2/13/2024 3:04:47 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

**LATE**

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jeanette Castillo	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I support HB2278 for the future of our company, our employees, their families and our community.

Thank you!



**HB-2278**

Submitted on: 2/13/2024 4:55:08 PM

Testimony for CPC on 2/14/2024 2:00:00 PM



<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jocelyn Ucol	Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I worked over 30 years for Mauna Loa and this company supported my family's needs.

**HB-2278**

Submitted on: 2/12/2024 1:20:11 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carolyn Witcover	Individual	Support	Written Testimony Only

Comments:

I have more than 100 macadamia nut trees and the last several years have been difficult due to the dilution of nuts by importing from other countries. I think it is fair to farmers and a right of consumers to know the country of origin. This should be included on the principal display panel of a consumer package of raw or processed macadamia nuts. Hawai'i nuts are not interchangeable with other mac nuts and our value and distinction shouldn't be diluted not should consumers be misled.

Mahalo

**HB-2278**

Submitted on: 2/12/2024 1:44:06 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Randy Cabral	Individual	Support	Written Testimony Only

Comments:

Strong support

**HB-2278**

Submitted on: 2/12/2024 2:51:26 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
russ clark	Individual	Support	Written Testimony Only

Comments:

My name is Russell Clark. I own and operate a small macadamia nut farm in Holualoa. I strongly support this bill because it will help farmers like me maintain viability by stopping deceptive practices of using foreign nuts in products sold to the public while purporting to contain nuts grown in Hawaii.

Respectfully submitted

Russell J. Clark

**HB-2278**

Submitted on: 2/12/2024 3:07:01 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Simon Torres Jr	Individual	Support	Written Testimony Only

Comments:

I fully support this bill. It is very important to properly products produced locally

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on the market, local business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I strongly oppose HB 2278.

I appreciate you taking the time to consider my testimony.

Aloha,

Kamalei Grace  
Executive Assistant & Office Manager  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/12/2024 8:51:00 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
PAMELA A. SALMO	Individual	Support	Written Testimony Only

Comments:

Hi my name is Pamela Salmo I am a 3rd generation who currently work for Hawaiian Macadamia Nut Services,LLC. I live in Pahala, Hawaii. I strongly support Bill HB2278 Relating to Labeling of Macadamia nuts.

Testimony of Jesse Lorenzo  
Ka'u Farms Management LLC.  
February 14, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Jesse Lorenzo, and I work for Ka'u Farms Management LLC., a company that grows Hawai'i-grown macadamia nuts in Wood Valley, Ka'u, Hawaii. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Jesse Lorenzo  
Ka'u Farms Management LLC.



Testimony of Lori-Lee Lorenzo  
Ka'u Farms Management LLC.  
February 14, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Lori-Lee Lorenzo and I live in Pahala, Hawaii, a town where many people work for companies that grow Hawai'i-grown macadamia nuts. Many families here depend on this product for their total income. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Lori-Lee Lorenzo  
Conservation Practitioner  
The Nature Conservancy: Ka'u Preserves

Testimony of Frank Lorenzo Jr.

February 14, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Frank Lorenzo Jr. and I live in Pahala, Hawaii, a town where many people work for companies that grow Hawai'i-grown macadamia nuts. Many families here depend on this product for their total income. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Frank Lorenzo Jr.  
Cowboy / Ranch Hand  
Kapapala Ranch

Testimony of Raylyne Welker

February 14, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Raylyne Welker and I live in Pahala, Hawaii, a town where many people work for companies that grow Hawai'i-grown macadamia nuts. Many families here depend on this product for their total income. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Raylyne Welker

**HB-2278**

Submitted on: 2/13/2024 5:23:55 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sharri Thornton	Individual	Support	Written Testimony Only

Comments:

Aloha,

Having a small macadamia nut orchard in North Kohala, I am in support of HB2278 because it will protect the local farmers and the consumers with clear labeling.

Thank you,

Sharri Thornton

**HB-2278**

Submitted on: 2/13/2024 5:30:50 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ruby Soares	Individual	Support	Written Testimony Only

Comments:

My name is Ruby Soares and I support HB2278.

I support the country of origin labeling requirements for macadamia nuts because greater transparency with respect to origin is important to me. I support the macadamia nut industry in Hawaii and packaging that accurately conveys the origin of macadamia nuts will make it easier for me as the consumer and ensure that I am truly supporting the Hawaii macadamia nut industry. Further, I purchase macadamia nuts for family and friends as a gift from Hawaii and I fully intend for the macadamia nuts to actually be Hawaii-grown.

Macadamia nuts have long been a well known Hawaii commodity, but the increase in macadamia nuts being grown globally has threatened our local industry. Enacting this bill will help to keep the Hawaii macadamia nut industry going, in turn supporting the livelihood of those who work in the macadamia nut industry in Hawaii, their families and local economy.

Thank you for the opportunity to testify in support of this important matter.

**HB-2278**

Submitted on: 2/13/2024 6:38:23 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Andre Afonso	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and richards, and Members of the Cpmmittees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill-put simply-will not help the Hawaiian Macadamia industry as intended.

As a proud team memberof Hawaiian Host Group, I know this company cares about the Hawaiian macadamia history. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and i have seen our plans to build a world class macadamia processing facility in Keaau that would benefit the entire industry.

Yet,this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because Im proud og the amazing/delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawaii". they are gifts that share the spirits of Hawaii. If HB 2278 passes, it isnt a win for Hawaii and our industry at largeas it doesnt consider the potential consequences it might have on buisnesses downstream from the growers. Therefore I strongly oppose HB 2278. Thank you for considering my testimony.

Mahalo

Andre Afonso

Maintenance Manager

Mauna Loa Macadamia

**HB-2278**

Submitted on: 2/13/2024 7:21:52 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Chad Cleveland	Individual	Support	Written Testimony Only

Comments:

I am a small Hawaii macadamia nut producer and processor. We pride ourselves in exclusively utilizing and supporting 100% Hawaii grown macadamia nuts. However, it has become impossible to survive and compete with other macadamia nut brands that use cheap and inferior foreign nuts inside Hawaii looking packaging and/or Hawaiian named companies. Local demand for nuts has dropped and farm prices have dipped below profitable levels, leaving unharvested nuts rotting on the ground. This has created a massive downturn in the industry and is negatively affecting all of Hawaii's local macadamia nut growers and the select processors that proudly pledge to only use 100% Hawaiian nuts. In addition to the unfair advantage, consumers are tricked into thinking that they are consuming Hawaiian macadamia nuts, when they are really not. Hawaiian nuts are far superior than those produced in other countries, therefore this misleading labeling also deteriorates the superior reputation and quality that Hawaiian macadamias are known for. Without origin labeling, the Hawaii macadamia nut industry will continue to deteriorate and be forced to shut down just like the sugar and pineapple industry. Macadamia nuts are a valuable food source and are an essential component of local food production, security, and the economy. We desperately need support to protect the integrity of Hawaiian macadamia nuts and the livelihood of it's farmers. Macadamia nuts are an essential component of Hawaiian agriculture, and we must protect this rich heritage for generations to come. Without origin labeling, foreign nuts will continue to fill "Hawaiian looking" packaging and push local 100% Hawaiian grown macadamia nuts off the shelf.

**HB-2278**

Submitted on: 2/13/2024 7:32:41 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jensen Navarro-Villa	Individual	Support	Written Testimony Only

Comments:

I Jensen Navarro currently working in Hawaiian macadamia nut services and a member of ilwu and I am supporting this bill.



**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

- I joined Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large.
- I was born and raised here in Hawai‘i and love the people I work with every day. They are people who grew up here / people who care deeply about Hawai‘i / people who are involved in our community / people who believe in making the Islands’ future flourish.
- While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.
- Your consideration of these matters and solutions is very much appreciated.

Mahalo!

Dane Otani

Key Account Manager

Hawaiian Host / Mauna Loa / Hawaiian Host Group

My Name is Desiree Salmo I have worked for Hawaiian Macadamia Nut Services, LLC for 41 years. I also have several family members of different generations working here. As a girl growing up on the mainland all I ever knew about macadamia nuts is that they grow only in Hawaii. I strongly support Bill HB2278 Relating to Labeling Macadamia Nuts. This bill passage will ensure that all our local growers receive a fair price for their Nuts. It would also ensure that our company can continue to provide quality employment for our rural residents. When sending macadamia nuts to family and friends as gifts I can be confident that they truly are receiving quality local Hawaii grown nuts that 100% grown in Hawaii.



**HB-2278**

Submitted on: 2/13/2024 8:13:27 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nelson Cabay	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because I'm proud of the amazing/delicious product we create that are loved by people across the world. More important than being "from" or "made in Hawaii", they are gifts that share the spirit of Hawaii

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawaii companies. Therefore I strongly oppose HB 2278. Thank you for considering my testimony.

Mahalo

Nelson Cabay

Journeyman Electrical Technician

Maunaloa Macadamia



**HB-2278**

Submitted on: 2/13/2024 8:29:52 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lon Olivar	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278. Thank you for considering my testimony.

Mahalo

Lon Olivar

Maintenance

Maunaloa Macadamia



**Testimony of Crystal Soder**  
**Hamakua Macadamia Nut Company**

**February 13, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee on Consumer Protection and Commerce,

My name is Crystal Soder and I work for a company that farms Hawai'i -grown macadamia nuts in Kau District. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Crystal Soder

Accounts Payable

Hamakua Macadamia Nut Company

**HB-2278**

Submitted on: 2/13/2024 8:34:11 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Renee Keenan	Individual	Support	Written Testimony Only

Comments:

Testimony of Renee Keenan

Hamakua Macadamia Nut Company

February 13, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Renee Keenan, and I proudly serve as a manager at Hamakua Macadamia Nut Company. I am writing to express our strong support for Senate Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

The challenges faced by Hawai'i's macadamia nut farmers in recent years have been unprecedented. According to USDA NASS, the utilized production of Hawai'i macadamia nuts plummeted by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Furthermore, farmgate prices dropped to their lowest level since 2015, averaging \$0.88/lb. This drastic decline resulted in a staggering 49% reduction in the total take-home value for macadamia nut farmers, significantly impacting Hawai'i's macadamia nut market.

One of the critical threats to the sustainability of macadamia farming in Hawai'i is the deceptive labeling of macadamia nut products. HB2278 addresses this issue by mandating the inclusion of the country of origin on the label of all consumer packages containing raw or processed macadamia nuts. This legislation is essential for preserving the authenticity of Hawai'i's macadamia nut products and providing consumers and retailers with vital information regarding the origin of these nuts.

Thank you for considering this crucial bill and for allowing me to share my testimony in support of HB2278.

Mahalo,

Renee Keenan

Manager

Hamakua Macadamia Nut Company Satellite Store



**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14<sup>th</sup>, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group February 23, 2021, to gain experience in the IT field. I was new to the field and only had an associate degree in liberal arts. My expectations, however, were blown away! A company that mentors my career path whilst touching all aspects of the company to gain even more knowledge is rare. I am proud to say that Hawaiian Host Groups core values of perseverance, initiative and unity are true in the pursuit of making the islands future flourish in both a professional aspect of an employees and for our community due to our dedication to making the community great, examples being the Takitani foundation or through the donation of for the Maui Wildfire.

I love my job because it provides me with the opportunity to make a meaningful impact every day. Whether it's solving complex problems, collaborating with talented colleagues, or serving customers, each task contributes to a greater purpose. The dynamic nature of my work keeps me engaged and motivated, pushing me to continuously learn and grow. Moreover, the supportive environment fosters creativity and innovation, allowing me to explore new ideas and approaches. Knowing that my efforts positively affect others' lives fills me with a sense of fulfillment and drives my passion for what I do.

I oppose the HB 2278 testimony due to the potential impact it will have on the macadamia industry. The way I interpret the situation, if the bill were enacted, then it would cause a downward trend in unemployment in a society where unemployment is at an all-time high. Macadamia facilities will lay off employees due to lack of product which may tie into the macadamia farms having a limitation in their farms. A change in packaging would be needed, causing all store fronts containing macadamia products to be recalled and may be obsolete now that they don't have the up-to-date wording.

I want to extend my heartfelt gratitude to the committee for the opportunity to provide my testimony on HB 2278. Your willingness to listen to various perspectives demonstrates a commitment to democratic discourse and thoughtful decision-making. I sincerely appreciate the time and attention given to considering my concerns regarding the potential impact of this bill on businesses. As a business owner deeply invested in the welfare of my community, I believe it is essential to voice my apprehensions regarding legislation that could hinder economic growth and innovation. Your thoughtful consideration of my testimony gives me hope that the interests of businesses and citizens alike will be carefully weighed in the decision-making process. Thank you for your dedication to serving the public good and for your willingness to engage with stakeholders on important issues like this one.

Mahalo  
Johriel Siapno  
IT support Technician  
Hawaiian Host Group

**HB-2278**

Submitted on: 2/13/2024 8:43:18 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maria Cabay	Individual	Oppose	Written Testimony Only

Comments:

As a proud team member of Hawaiian Host group, I know this company cares about the Hawaiian Macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian host group because I'm proud of the amazing/delicious products we create that are loved by people across the world. More important than being "from" or made in Hawaii, they are gifts that share the spirit of Hawaii.

SB2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawaii companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why we oppose SB2278.

Thank you for considering my testimony

Mahalo,

Maria Cabay

Factory worker

Hawaiian host /Maunaloa macadamia nuts corp.

**HB-2278**

Submitted on: 2/13/2024 9:00:43 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mark Erald Aurelio	Individual	Support	Written Testimony Only

Comments:

I am Mark Aurelio, currently working in Hawaiian macadamia nut services LLC for 18 plus years now along with my family, relatives, friends and neighbors. I am strongly support this bill.

**HB-2278**

Submitted on: 2/13/2024 9:19:20 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Austin	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Thank you for considering my testimony.

Mahalo

Austin Mattos

**HB-2278**

Submitted on: 2/13/2024 9:24:42 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Josephine Ceredon	Individual	Comments	Written Testimony Only

Comments:

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Josephine Ceredon and I am a farmer of Hawaii-grown macadamia nuts in Kea'au. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mark K. Crawford

P.O. Box 195

Captain Cook, HI

**Testimony of Mark K. Crawford**

**Retired Macadamia Nut Industry Leader**

**February 13, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima and Members of the Committee on Commerce and Consumer Protection

My name is Mark K. Crawford) and I am a recently retired macadamia nut industry leader of Hawai'i on Hawaii Island. I am writing to you in support of House Bill HB2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the **lowest price** since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by **49%** wiping out nearly half of Hawai'i's macadamia nut market value, threatening viability of Hawaii macadamia nut farmers and employees.

One of the greatest threats to the sustainability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. Kamaina and visitors assume that all macadamia products available for purchase at Hawaii retail stores are grown in Hawaii. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts will ensure that the consumer is getting what they believe are Hawaii grown macadamias. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of the macadamia nuts in the products.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Mark K. Crawford

**HB-2278**

Submitted on: 2/13/2024 9:24:27 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Amelita Badua	Individual	Support	Written Testimony Only

Comments:

I support bill hb2278



**HB-2278**

Submitted on: 2/13/2024 9:25:43 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kelden Yagin	Individual	Oppose	Written Testimony Only

Comments:

i opose bill hb2278. also opose bills sb3303. maitenance at Maunaloa mac

**HB-2278**

Submitted on: 2/13/2024 9:39:53 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Eugenio Asistin	Individual	Support	Written Testimony Only

Comments:

I fully support this bill

**HB-2278**

Submitted on: 2/13/2024 9:41:39 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Richard Schnitzler	Individual	Support	Written Testimony Only

Comments:

Testimony of Richard Schnitzler

February 14, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Richard Schnitzler and I am the founder and past president of Hamakua Macadamia Nut Company. Since the founding of Hamakua Macadamia Nut Company in 1995 the goal has always been to support 100% Hawaii Grown macadamia nut products, in both domestic and international markets. The Hawaii brand name and its global appeal should never be underestimated nor should its value be diminished by similar products that come from other regions of the agricultural world. Macadamia nuts are a global commodity. There is room for everyone in this growing market; however, there must also be truth in labeling, (honesty in labeling) that accurately states where these products originate from.

I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Richard Schnitzler

Founder of Hamakua Macadamia Nut Company.

**HB-2278**

Submitted on: 2/13/2024 9:49:35 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
imelda aurelio	Individual	Support	Written Testimony Only

Comments:

My name is Imelda Aurelio and I am a farmer of Hawaii-grown macadamia nuts in Pahala. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**HB-2278**

Submitted on: 2/13/2024 10:30:45 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Matthew Ortega	Individual	Support	Written Testimony Only

Comments:

I support this bill

**HB-2278**

Submitted on: 2/13/2024 10:34:27 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
blaine navarro	Individual	Support	Written Testimony Only

Comments:

I support this bill

**HB-2278**

Submitted on: 2/13/2024 11:53:20 AM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Madelyn Eder	Individual	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Madelyn Eder

Kapua Orchards



**HB-2278**

Submitted on: 2/13/2024 12:14:37 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lilibeth F Tolentino	Individual	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Lilibeth F Tolentino

Kapua Orchards

**Testimony**

**February 14, 2024**

**RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Nakashima and the Members of the Committee on Consumer Protection and Commerce,

My name is Susan Nakatsu and I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

My employer is Hawaiian Macadamia Nut Services on Hawaii Island. Our company farms acres of macadamia nut orchards on the Big Island. The macadamia nuts that are harvested become product for consumers. And many consumers choose to buy Hawaii grown macadamia nuts. Disclosing the origin of macadamia nuts on packaging provides important product information for consumers. With little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii, this Bill will ensure the authenticity of Hawaii macadamia nut products.

We support Hawaii grown and we ask that you support our industry by passing House Bill 2278 Relating to Labeling of Macadamia Nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Susan Nakatsu

**HB-2278**

Submitted on: 2/13/2024 12:24:54 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nicanor N Duldulao	Individual	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Nicanor N Duldulao

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:31:55 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Clifford M Kamei Jr	Individual	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Clifford M Kamei Jr

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 12:35:21 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Orlando V Libunao	Individual	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.



Thank you for considering my testimony.

Mahalo,

Orlando V Libunao

Kapua Orchards

**HB-2278**

Submitted on: 2/13/2024 1:09:45 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ferdinand P Pumaras	Individual	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the House Committee on Consumer Protection & Commerce**

**February 14th, 2024 at 2:00pm**

**RE: HB 2278 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Ferdinand P Pumaras

Kapua Orchards

Hawaiian Macadamia Nut Services

February 14, 2024

TESTIMONY IN SUPPORT OF HB2278,  
RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the Members of the Committee on  
Commerce and Consumer Protection,

My name is Roy Belmes and I am a farmer of Hawai'i-grown macadamia nuts in the  
districts of Kea'au on the Big Island. I am pleading with you to strongly support  
House Bill HB2278, RELATING TO LABELING OF MACADAMIA NUTS.

I started working at macadamia industry year of 2012 as a macadamia nut pickers. I  
work my way up to be where I am now, as a harvesting supervisor by working hard  
and dedicating my time and efforts towards my work. Many of my family members  
also was employed with the macadamia farm. My mom, my step dad, my brother all  
work in macadamia nut industry. Our family combined has over 24 years of  
experience...

**HB-2278**

Submitted on: 2/13/2024 1:44:31 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
J Ashman	Individual	Support	Written Testimony Only

Comments:

**I support HB 2278.**

Consumers are being misled into purchasing macadamia nuts that they think are locally grown because the packaging of the products is deceptive. This hurts Hawaii producers and could lead to farmers giving up their mac nut orchards because they have lost their market.

This is so unfair. Please pass this bill to require truth in labeling.

**HB-2278**

Submitted on: 2/13/2024 1:59:42 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Philip Rafael	Individual	Support	Written Testimony Only

Comments:

I fully support bill HB2278 relating to labeling of macadamia nuts.

Labeling of macadamia and their origin is very important, not only for authenticity but also to ensure that our island grown macadamia does not get tarnished by other international macadamia that is not Hawaiian.

**LATE**

**HB-2278**

Submitted on: 2/13/2024 2:13:02 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Danielle Laubenstein	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is I truly believe in its mission of making our islands flourish, and in the values and vision of our executive team to build a world class CPG company that will continue on to support Hawai‘i for generations to come.

We have been one of the most charitable companies in Hawai‘i, Mauna Loa has been a proud sponsor of the Merrie Monarch Royal parade for decades, and I have so much pride in seeing how we have given back. Mauna Loa is pushing very hard on the mainland to create more awareness on Hawai‘i and macadamias. This will ensure the longevity and legacy of Hawaiian macadamias and protect jobs particularly in ‘Oahu and the Big Island.

HB2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. While we, as Hawai'i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB2278.

Mahalo piha, I appreciate you considering this testimony.

With my Aloha,

Danielle Laubenstein

Senior Director of Mauna Loa

Hawaiian Host Group



**LATE**

**HB-2278**

Submitted on: 2/13/2024 9:03:45 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
C. Kai Lucas	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee:

I wholeheartedly support HB 2278, which clarifies labeling requirements for macadamia nuts and requires country of origin to be included on the principal display panel.

Hawai'i is the 5th largest producer of macadamia nuts in the world (620 farms, operating on 17,000 acres.) The Hawai'i macadamia nut industry is under great stress from economic and environmental pressures. One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. Currently, there is little to no regulation to prevent the use of Hawaiian names to market macadamia nuts grown outside of Hawai'i. HB 2278 enacts positive changes to protect macadamia nut farmers in the State and the premium brand of goods grown and produced in Hawai'i.

Me ka pono,

Kai Lucas

**LATE**

**HB-2278**

Submitted on: 2/13/2024 9:09:35 PM

Testimony for CPC on 2/14/2024 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Frederick M. Mencher	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice-Chair Sayama, and Members of the Committee:

**I support HB 2278**, which clarifies labeling requirements for macadamia nuts and requires country of origin to be included on the principal display panel of a consumer package of raw or processed macadamia nuts.

Hawai'i is the 5th largest producer of macadamia nuts in the world (620 farms, operating on 17,000 acres), after Australia, South Africa, China, and Kenya. Production in 2021 totaled 51 million pounds; the farm value was estimated at \$62.7 million.

The Hawai'i macadamia nut industry is under great stress from economic and environmental pressures. One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. Currently, there is little to no regulation to prevent the use of Hawaiian names to market macadamia nuts grown outside of Hawai'i. HB 2278 enacts positive changes to protect macadamia nut farmers in the State and the premium brand of goods grown and produced in Hawai'i.

Thank you for the opportunity to testify on this measure.

Sincerely,

Frederick M. Mencher