

JOSH GREEN, M.D.
Governor

SYLVIA LUKE
Lt. Governor



SHARON HURD
Chairperson, Board of Agriculture

MORRIS M. ATTA
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

THURSDAY, FEBRUARY 16, 2023
2:00 PM
CONFERENCE ROOM 329 & VIDEOCONFERENCE

HOUSE BILL NO. 1250 HD1
RELATING TO MAMAKI TEA

Chairperson Nakashima and Members of the Committee:

Thank you for the opportunity to testify on House Bill 1250 HD1. This bill imposes labeling requirements for mamaki tea grown in the State and appropriates funds to the Department of Agriculture (DOA) to administer the mamaki tea labeling requirements.

DOA supports the labeling of Hawaii grown mamaki tea and the appropriation of funds to administer the labeling requirements. The funds will support an inspector or specialist to help rebuild DOA's labeling enforcement capability that was lost during the severe reductions in force that occurred in prior administrations, and enable DOA to address labeling enforcement challenges in various Hawaii products such as mamaki tea, coffee, and macadamia nuts. The inspector will take the lead in researching and utilizing newly developed testing technologies and protocols, such as Oritain (<https://oritain.com>), to identify the source of different products geographically. Oritain can generate science-based data that identifies specific growing regions as a proof and confirmation of truth or false labeling. Thank you for the opportunity to testify on this measure.





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

February 16, 2023

HEARING BEFORE THE
HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE

TESTIMONY ON HB 1250, HD1
RELATING TO MĀMAKI TEA

Conference Room 329 & Videoconference
2:00 PM

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 1250, HD1, which imposes labeling requirements for Māmaki tea grown in the State and appropriates funds to the department of agriculture to administer the Māmaki tea labeling requirements.

Māmaki, a Hawaiian endemic shrub, is only found in Hawai'i which makes it uniquely Hawaiian. It can be found as a bush, shrub, or tree and its leaves are used to make herbal tea.

The Māmaki tea industry is a fairly new industry, so we must protect this culturally important agricultural crop from deceptive or misleading labels.

Thank you for the opportunity to testify on this measure.

HB-1250-HD-1

Submitted on: 2/14/2023 2:26:12 PM

Testimony for CPC on 2/16/2023 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Caroline Azelski	Individual	Support	Written Testimony Only

Comments:

In support of HD1. Thank you.

HB-1250-HD-1

Submitted on: 2/14/2023 3:26:49 PM

Testimony for CPC on 2/16/2023 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Bruce Corker	Rancho Aloha Coffee Farm	Support	Written Testimony Only

Comments:

To: Chair Nakashima and Members of the Committee:

As a Hawaii County farmer, I strongly support HB1250.

This measure provides TRUTH-IN-LABELING for the benefit of farmers and consumers.

For far too long the State of Hawaii has not adequately protected the “Hawaii Brand” and ignored basic principles fair labeling that would protect Hawaii farmers and other Hawaii producers from deceptive marketing practices. See this article from the San Francisco Chronical published last summer which describes marketing practices that are undermining the “Hawaii Brand” -- <https://www.sfgate.com/hawaii/article/hawaii-products-not-from-islands-17312415.php>

Hawaii needs to protect the integrity of its specialty agricultural crops in the same way that Idaho protects its Idaho Potatoes, Vermont protects Vermont Maple Syrup, California protects its wine grape growers, Georgia protects its Vidalia Onions, and France protects Champagne—all of which require **100% genuine contents** to use their regional names on labels.

Why is Hawaii allowing use of the Hawaii name and Hawaii regional names on labels for packages containing products not produced in Hawaii?

Please pass HB1250.

And please broaden this type of Truth-in-Labeling protection not just for Hawaii-Grown mamaki tea, but for all Hawaii-Grown specialty agriculture crops—including Hawaii-Grown coffee, Hawaii-Grown hemp, Hawaii-grown macadamia nuts, Hawaii-Grown cacao, and Hawaii-Grown microalgae, Hawaii sea salt, and more.

Bruce Corker

Rancho Aloha

Holualoa, Hawaii County

HB-1250-HD-1

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Caroline Azelski	Individual	Support	Written Testimony Only

Comments:

In support of HD1. Thank you.