

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
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Honolulu, Hawai'i 96814-2512
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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. 1348 HD1
RELATING TO LABELING OF MACADAMIA NUTS

Chairperson Nakashima and Members of the Committee:

Thank you for the opportunity to testify on House Bill 1348 HD1. This measure clarifies labeling requirements for macadamia nuts. Requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. Allows a private right of action for violations. The Department of Agriculture (DOA) supports this bill and offers comments.

DOA's Measurement Standards Branch investigates and enforces statute HRS 486-120.5 relating to macadamia nuts. The words "Foreign-Grown Macadamia Nuts" with a percentage of product by weight may be clearer than listing multiple countries on the package. The wording "By any other means" on page 1 line 14 is a broad term and vague in nature and with different interpretations. It is difficult to enforce as found in the Made In Hawaii statute 486-119. The Department would like to see language that is more identifiable and would stand up better to a legal challenge.

Thank you for the opportunity to testify on this measure.





Rep. Mark M. Nakashima, Chair
Rep. Jackson D. Sayama, Vice Chair
Committee on Consumer Protection & Commerce

Hawaiian Macadamia Nut Orchards, LP

Support for HB 1348 HD1, Relating to the Labeling of Macadamia Nuts

Aloha Chair Nakashima, Vice Chair Sayama, and Members of the CPC committee,

I work for Hawaiian Macadamia Nut Orchards, which farms over 5,000 acres on the Big Island. As someone who has worked in the industry now for nearly 12 years, I am in strong support of HB 1348 HD1.

The macadamia nut industry in Hawai'i is under threat from low-cost foreign nuts being quietly inserted into packages bearing the imagery, names, and appearance of being Hawai'i-sourced. These brands are benefiting from the implication of being from Hawai'i and being of higher quality while undercutting brands that are actually using 100% Hawai'i grown nuts and supporting the local industry. Not only is this a threat to small farmers who grow macadamias as a part of their livelihood, but also to larger farmers who employ hundreds of people within the state, specifically in rural areas with very few alternative work opportunities if the industry disappears.

HB 1348 HD1 adds important changes to HRS 486-120.5, which include making the use of Hawaiian-sounding names and imagery a violation if none of the macadamia nuts contained in a macadamia product originate from Hawai'i. I am highly supportive of this as well as the proposed private right of action portion of the bill, as it will allow farmers and workers who are harmed by violations of the law to take action.

Hawai'i macadamias are an iconic part of Hawai'i's agricultural identity. We seek to preserve this identity and its integrity. Without these protections, the industry is in danger of disappearing. I urge the committee to pass HB 1348 HD1 to help in this effort. Thank you for the opportunity to submit testimony for this important bill.

Mahalo,

Bonnie Self

Testimony on House Bill No. 1348

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

**My name is Roberto Andron Jr. and I am the Division Director of ILWU Local 142 Maui Division
and I am in strong support of HB1348.**

Respectfully Yours,



Roberto Andron Jr.

Testimony on House Bill No. 1348

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

My name is John Simpliciano and I am the Business Agent of ILWU Local 142 and I am in strong support of HB1348.

Respectfully Yours,



John Simpliciano

HB-1348-HD-1

Submitted on: 2/14/2023 2:38:29 PM

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

Submitted By	Organization	Testifier Position	Testify
Charles Andrion	ILWU Local 142	Support	Written Testimony Only

Comments:

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

My name is Chares Andrion and I am a Business Agent of ILWU Local 142 Maui Division and I am in strong support of HB1348.

Respectfully Yours,
Charles Andrion.

HB-1348-HD-1

Submitted on: 2/14/2023 12:34:39 PM

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

Submitted By	Organization	Testifier Position	Testify
John R. Gordines	Kauai County Farm Bureau	Support	Written Testimony Only

Comments:

This will settle the abuse of using Mac nuts not grown in Hawaii, Buy Local!

John R. Gordines

ONOMEA LLC

1 N. BRENTWOOD BLVD., STE. 1520
ST. LOUIS, MO 63105

Testimony of Bradford Werner, Managing Member

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce,

My name is Bradford Werner and I am a farmer of Hawaii-grown macadamia nuts in Onomea along the Hamakua Coast of the Big Island. I am writing you to support House Bill 1348 relating to labeling of Hawaiian macadamia nuts.

The macadamia nut industry is a significant contributor to Hawaii's agricultural economy. There are currently about 17,000 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.

The Hawaii macadamia nut industry is under great stress from economic and environmental pressures. 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 and the Hawaiian macadamia nut industry to clarify the labeling regulations, end the practice of misleading labeling and enhance the Hawaiian macadamia nut's reputation as the highest quality.

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

Mahalo,

Bradford K. Werner

Bradford K. Werner
Onomea Farms /
Onomea LLC

Testimony of John Kei Smith
New Hawaii Macnut Company

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce, My name is John Kei Smith and we own and farm Hawaii-grown macadamia nuts in Pahala in Kau. Our company has been in business for over 32 years. I am writing to support House Bill 1348 RELATING TO LABELING OF MACADAMIA NUTS.

My father and I worked on the development of our orchards in Kau from barren desert into a thriving macadamia nut orchard and now we see that all going away. Today our company owns over 300 acres of orchards and we see our hard work in creating jobs and an industry threatened and we will cease to exist if nothing is done.

People talk about inflation, our costs go up but nut prices don't go up, they go down. This is because macadamia nuts from foreign sources are replacing Hawaiian sourced macadamia nut at cheaper price. The prices for our nuts are so low that its below cost of operating and cannot make a profit. This is not something that happened over night, it's been happening for years but its come to the point where we cannot continue as a business.

If nothing is done, macadamia nut farming will not be in Hawaii anymore.

We need help today, we needed help many years ago but now its come to this point. Please help preserve unique Hawaiian agriculture that has existed here for generations. If nothing is done, we have no choice but to close our orchards, stop farming and many will lose jobs.

I asked my friends, family, acquaintances about where they think the macadamia products they bought in Hawaii comes from. They all think it was all grown and made in Hawaii.

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,



John Kei Smith

President, New Hawaii Macnut Company



Testimony of Stephanie Wuestefeld
Hawaiian Macadamia Nut Services LLC

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce,

My name is Stephanie Wuestefeld, and I am an Employee of Hawaii-grown macadamia nuts in Kea'au & Pahala. I am writing you to support House Bill 1348, RELATING TO the LABELING OF MACADAMIA 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.

The Hawaii macadamia nut industry is under great economic and environmental pressure. 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 using 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,

Mahalo nui loa,
Stephanie Wuestefeld, SHRM-SCP, SPHR
Director Human Resources
Hawaiian Macadamia Nut Services, LLC
P. O. Box 130
Pahala, HI 96777
Cell: (808) 747-7752
Email: swuestefeld@himacnut.com

HB-1348-HD-1

Submitted on: 2/14/2023 3:16:40 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 HB1348.

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 Chronicle 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 Hawaii names and Hawaii regional names on labels for packages containing products not produced in Hawaii?

Please pass HB1348.

And please broaden this type of Truth-in-Labeling protection not just for Hawaii-Grown macadamia nuts, but for all Hawaii-Grown specialty agriculture crops—including Hawaii-Grown

coffee, Hawaii-Grown Hemp, Hawaii-grown tea, Hawaii-Grown Cacao, Hawaii-Grown microalgae, and more.

Bruce Corker

Rancho Aloha

Holualoa, Hawaii County

HB-1348-HD-1

Submitted on: 2/14/2023 3:24:21 PM

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

Submitted By	Organization	Testifier Position	Testify
Christian Zuckerman	Kuwale Ridge Farms	Support	Written Testimony Only

Comments:

Aloha,

I strongly support bill HB 1348. Truth in labeling is essential to support our farmers especially in niche markets such as macadamia nuts and where the "grown in hawaii" can be co-opted and harm our local farmers. Please help protect our farmers and allow the Hawaii brand to flourish and become an economic driver for the state.

Aloha

Christian Zuckerman

HB-1348-HD-1

Submitted on: 2/14/2023 4:19:20 PM

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

Submitted By	Organization	Testifier Position	Testify
Nancy Redfeather	Ka Ohana O Na Pua	Support	Written Testimony Only

Comments:

Nuts are a high source of top quality protein and essential to Hawaii's community food system. Labeling may help but there are other ways to help the Mac Nut industry and should be explored. How about Mac-nut butter & jam sandwiches for the Farm to School Program statewide. Children love these, they are nutritious and a new value added product stream for Hawaii's growers. Lets think big for our farmers!

HB-1348-HD-1

Submitted on: 2/14/2023 4:27:29 PM

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

Submitted By	Organization	Testifier Position	Testify
Dr. Jana Bogs	Beyond Organic Consulting, Inc.	Support	Written Testimony Only

Comments:

The labeling should include how the nuts are processed, i.e. raw or cooked? How cooked or, if raw, how dried? at what temperature? Technically, if heated over 118 degrees F, it is no longer a raw food due to enzymes being destroyed with heat. Thank you!.

HB-1348-HD-1

Submitted on: 2/14/2023 6:27:32 PM

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

Submitted By	Organization	Testifier Position	Testify
Patrick Maier	K Maier Farms	Support	Written Testimony Only

Comments:

Aloha Members of the House Committees on Commerce and Consumer Protection, and Health and Homelessness:

I am Patrick Maier, the manager and owner of Kula Mana Farms, a macadamia and coffee farm in Captain Cook, on the Big Island of Hawaii. I have been operating this farm since 2017, and have experienced the challenges of being a small producer, here in Hawaii. I don't think I need to review for the Committees' benefit, the economic challenges, pests and pestilences that make farming here near impossible. There's not much you can do, at this juncture. to stave off the coffee bean borer, the avocado lace beetle, coffee leaf rust, or the felted coccid. You can however, avoid further undermining local agriculture, by supporting this bill. Implementing this bill should eliminate or reduce competition from other countries, who with local collaborators wish to trade on Hawaii's Mac Nut reputation. Similarly, you can prevent the unconscionable blending of cheap imported coffee with only 10% Kona Coffee, and calling it Kona Blend! The fact sheet provided by HFUU identifies how the importation of Mac nuts, masquerading as Hawaiian Grown has driven down the price of raw nuts in the market, leaving mac nuts unpicked in the fields, farmworkers unemployed, and reputation of Hawaiian grown nuts sullied.

I find it hard to understand, when so much cant is expressed about supporting local agriculture, that these importation practices are tolerated and supported by our elected leaders. As a lifelong Democrat, here in a very "blue" State, I am embarassed to witness such callous and destructive behavior. Hawaii's talismanic crops and agricultural community deserve better!

HB-1348-HD-1

Submitted on: 2/14/2023 10:27:49 PM

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

Submitted By	Organization	Testifier Position	Testify
Suellen Barton	Maui Farmers Union United	Support	Written Testimony Only

Comments:

As a small macadamia nut grower, I strongly support a bill that clearly differentiates Mac nuts grown in the islands from those grown elsewhere

Mahalo



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 1348, HD1
RELATING TO LABELING OF MACADAMIA NUTS

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 1348, HD1, which clarifies labeling requirements for macadamia nuts and requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts and allows a private right of action for violations.

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 and images to market macadamia nuts grown outside of Hawai'i.

House Bill 1348, HD1 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.

**TESTIMONY IN SUPPORT OF HB 1348,
RELATING TO LABELING OF MACADAMIA NUTS**

February 14, 2023

Rep. Nakashima, Chair
Rep. Sayama, Vice Chair
House Committee on Consumer Protection & Commerce

Aloha Chair Nakashima, Vice Chair Sayama and Committee Members:

The Macadamia Growers of Hawai'i strongly supports HB 1348, Relating to Labeling of Macadamia Nuts. We are concerned the era of Hawai'i's macadamia nut industry is at risk of coming to a close. For the past few years, our industry has faced increasingly intense global competition and now dumping of foreign nuts into the U.S. market. This has been exacerbated by companies that undermine the value of Hawai'i-grown macadamia nuts through their labeling practices. As a result, for the current 2022-2023 crop year, millions of pounds of nuts have gone unharvested, and growers are facing millions of dollars of losses due to unsold or unharvested inventories. Many of the workers are at home with no work.

There are many parallels to the Kona coffee industry. 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, as revised by the House Committee on Agriculture and Food Systems, will strengthen the existing state statute. 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,

Bradford Nelson
Director
Macadamia Growers of Hawai'i

HB-1348-HD-1

Submitted on: 2/15/2023 6:48:57 AM

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

Submitted By	Organization	Testifier Position	Testify
Rosita Castillo	Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I, Rosita Castillo support Bill HB1348. I have been working with HMNS for 44 years.

HB-1348-HD-1

Submitted on: 2/15/2023 6:22:19 AM

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

Submitted By	Organization	Testifier Position	Testify
Monica Riedel	Kiolakaa Orchards,LLC	Support	Written Testimony Only

Comments:

I fully support labeling for Hawaiian grown. Last year, We lost our market due to imported Mac nuts. We need to support local farmers.

HB-1348-HD-1

Submitted on: 2/15/2023 7:20:11 AM

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

Submitted By	Organization	Testifier Position	Testify
Tiare Souza - Tavares	Royal Hawaiian Orchards	Support	Written Testimony Only

Comments:

I Tiare support bill HB1348. Been working for 8 months.

Testimony of Donna Miller

Yamada Enterprises, Inc.

February 15, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

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

My name is Donna Miller. My family farms macadamia nuts in Kalapana on the Big Island. I am writing to you in support of House Bill 1348 RELATING TO LABELING OF MACADAMIA NUTS.

The macadamia nut industry is a significant contributor to Hawaii's agricultural economy with about 17,000 acres grown on about 620 farms. In 2021, the industry generated \$62.73 million. In 2020, it was the 2nd largest agricultural commodity produced in Hawaii, only behind seed crops.

The Hawaii macadamia nut industry is under great stress from economic and environmental pressures. One of the greatest threats to the viability of macadamia nut 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.

Like many consumers, I was not aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. As I share this realization with others, we make it a concerted effort to buy products that we know are made with Hawaii-grown nuts but most consumers would not know which products these are. It is in the best interest of consumers of Hawaii 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.

Thank you.

Donna Miller
Yamada Enterprises, Inc.
President



IN SUPPORT OF HB1348

RELATING TO LABELING OF MACADAMIA NUTS

Macadamia Nuts; Labeling Requirements; Country of Origin; Private Right of Action

Aloha Chair, and Esteemed Committee Members,

The Kona Coffee Farmers Association stands in support of HB1348, alongside macadamia nut growers. The KCFA represent over 190 farms and agribusinesses in the Kona districts and our mission is to protect the economic interests of our growers. Many of our growers intercrop macadamia nuts.

Mandatory Country of Origin Labeling is Federal law and currently Hawaii is not enforcing it! The rules were required by the 2002 farm bill (P.L. 107-171) as amended by the 2008 farm bill (P.L. 110-246). For certain agricultural commodities, specifically including macadamia nuts, U.S. origin may only be claimed if the product was exclusively produced in the United States. Under Federal law, commingling of Hawaii grown macadamia nuts with foreign sources is allowable as long as all possible countries of origin are listed on the label.

Consumers have a right to know whether they are purchasing Hawaiian nuts. Growers also deserve to have their name protected in the marketplace.

Thank you for considering this bill. Your attention makes a difference in the lives of hundreds of farmers.

Mahalo nui loa!

A handwritten signature in black ink, appearing to read "Suzanne Shriner". The signature is fluid and cursive.

Suzanne Shriner
President

Testimony of Jeffrey Clark

Ka'u Farms Management and Hamakua Macadamia Nut Company

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce,

My name is Jeffrey Clark and 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 am writing you to support House Bill 1348 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. Our factory had always purchased nuts from about 150 small independent farmers from around the island up until a few years ago. Since then, the factory has not purchased nuts from these farmers which left many of them with nowhere to sell their crop. There has always been some foreign kernel that entered Hawai'i in the past, but the amount entering the state increased to the point that has threatened the future of macadamia nut farmers and the industry as a whole.

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.

The Hawaii macadamia nut industry is under great stress from economic and environmental pressures. 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,



Jeffrey Clark

Chief Operating Officer

Edmund C Olson Trust No. 2 / Ka'u Farms Management / Hamakua Macadamia Nut Company

HB-1348-HD-1

Submitted on: 2/15/2023 9:25:02 AM

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

Submitted By	Organization	Testifier Position	Testify
Matthew Holmes	Ahualoa Family Farms	Support	Written Testimony Only

Comments:

My name is Matthew Holmes and I work for Ahualoa Family Farms which grows and processes Hawaii-grown macadamia nuts in Honoka'a. I am writing you to support House Bill 1348 RELATING TO LABELING OF MACADAMIA 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.

The Hawaii macadamia nut industry is under great stress from economic and environmental pressures. 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,

Matthew Holmes

HB-1348-HD-1

Submitted on: 2/15/2023 10:51:10 AM

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

Submitted By	Organization	Testifier Position	Testify
Catarina Zaragoza	The Locavore Store	Support	Written Testimony Only

Comments:

Aloha kākou -

As a consumer, community member, and business owner, I would like to share my support of HB1348, requiring COOL for macadamia nuts sold in the state of Hawai‘i. As an important agricultural crop for Hawai‘i, this labeling requirement directly benefits our local farmers by allowing the consumer to differentiate between imported and locally-grown options.

My business specializes in Hawai‘i-sourced grocery products, and I can attest to the steady rise in demand and prioritization of locally-sourced food options from our local community and our visitors and tourists. Given the option to choose from Hawai‘i-grown or imported macadamia nuts, I believe the vast majority of retail consumers would prefer the Hawai‘i-grown option.

Consumers are more aware than ever of the impact of their purchases on the local economy and the direct benefit it can have on local farms and food producers. Hawai‘i’s community is especially aware of how critical our local food network is due to our over-dependence on imported food products to keep grocery store shelves filled. If we do not support our Hawai‘i-based farms with these kinds of distinctions and protections while we can, they will not be empowered to continue making their food available to us in the future. We cannot afford not to support local agriculture.

Mahalo nui for your time and consideration today.

Me ka oia‘i‘o,

Catarina Zaragoza

Co-Owner & Curator

The Locavore Store

Hilo, HI

Testimony of Chad Cleveland

Ahualoa Family Farms

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce,

My name is Chad Cleveland and I am a farmer of Hawaii-grown macadamia nuts in Honoka'a. I am writing you to support House Bill 1348 RELATING TO LABELING OF MACADAMIA 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.

The Hawaii macadamia nut industry is under great stress from economic and environmental pressures. 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,



Chad Cleveland

Owner, Ahualoa Family Farms LLC

HB-1348-HD-1

Submitted on: 2/15/2023 6:16:35 PM

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

Submitted By	Organization	Testifier Position	Testify
Colehour Bondera	Kanalani Ohana Farm	Support	Written Testimony Only

Comments:

Aloha Chair & Committee Members:

Please accept this as full support of HB1348.

Hawaii must ensure that the concept of using imported ingredients and calling something, "Hawaiian" or "Made in Hawaii" is truly from Hawaiian ingredients and not simply value being added to imported.

This applies to the primary component of what is labeled as well as to all parts (such as chocolate covered macadamia nuts, for example) and Hawaii legislators can and should ensure that a few processors are not misleading the public about what is actually Hawaiian!

Thank you for your attention and support for this truth in labeling effort.

Sincerely,

Colehour Bondera

KANALANI OHANA FARM

colemel2@gmail.com

IN SUPPORT OF HB1348

RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair, and Esteemed Committee Members,

Huahua Farm, a small diversified farm which includes growing and processing macadamia nuts, supports HB1348.

Federal law specifies mandatory country of origin labeling. For certain agricultural commodities, US origin may only be claimed if the product was exclusively produced in the United States. Macadamia nuts are included in this requirement.

Under Federal law, commingling of Hawaii grown macadamia nuts with foreign sources is allowable as long as all possible countries of origin are listed on the label.

Hawaii is not enforcing this law.

Many macadamia products sold in Hawaii were not grown in Hawaii but appear to be through packaging. Consumers are being fooled and the Hawaii macadamia nut growers are being affected by these lower priced items.

Times are tough for Hawaii farmers and the State needs to step up and support "home-grown" products as much as possible.

Thank you for considering this bill.

Mahalo nui loa!

Phil & Clare Wilson
Huahua Farm



Testimony of Nathan Trump

Island Harvest Inc.

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce,

My name is Nathan Trump, and I'm writing on behalf of Island Harvest Inc. to support House Bill 1348 RELATING TO LABELING OF MACADAMIA NUTS. Island Harvest is a 700-acre organic macadamia nut farm located in Kapaau on the Big Island. 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.

Many of the macadamia nut products sold to consumers in Hawaii contain macadamia nuts grown in foreign countries, like Kenya, South Africa, Guatemala, and Australia. These products are often sold under brands that use Hawaii-based language and images on their packaging.

We are not opposed to macadamia nuts grown in foreign countries being sold in Hawaii, however, we feel 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,

Nathan Trump

General Manager

Island Harvest Inc.

Testimony of Frank Lorenzo Sr.

Ka'u Farms Management LLC.

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce,

My name is Frank Lorenzo Sr. and I am the Orchard Manager for Ka'u Farms Management LLC., a company that grows Hawaii-grown macadamia nuts in Pahala, Ka'u, Hawaii Island. I have been working in the Hawaii macadamia nut industry since 1983. I am writing to you to support House Bill 1348 RELATING TO LABELING OF MACADAMIA 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.

The Hawaii macadamia nut industry is under great stress from economic and environmental pressures. 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,

Frank Lorenzo Sr.

Orchard Manager

Ka'u Farms Management LLC.

Testimony of Mary Mahina Lorenzo

Ka'u Farms Management LLC.

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & 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 in Pahala, Ka'u, Hawaii Island. I have been living in a community supported by the Hawaii macadamia nut industry all my life. I am writing to you to support House Bill 1348 RELATING TO LABELING OF MACADAMIA 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.

The Hawaii macadamia nut industry is under great stress from economic and environmental pressures. 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,

Mary Mahina Lorenzo

Manager's Assistant

Ka'u Farms Management LLC.

HB-1348-HD-1

Submitted on: 2/13/2023 12:56:41 PM

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

Submitted By	Organization	Testifier Position	Testify
David Chew	Individual	Support	Written Testimony Only

Comments:

I am in strong support of HB1348. Thank you

HB-1348-HD-1

Submitted on: 2/13/2023 1:05:58 PM

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

Submitted By	Organization	Testifier Position	Testify
Serena Takahashi	Individual	Support	Written Testimony Only

Comments:

I am support of HB1348.

HB-1348-HD-1

Submitted on: 2/13/2023 1:43:47 PM

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

Submitted By	Organization	Testifier Position	Testify
Dural Duenas	Individual	Support	Written Testimony Only

Comments:

I am in support for HB1348.

HB-1348-HD-1

Submitted on: 2/13/2023 4:25:59 PM

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

Submitted By	Organization	Testifier Position	Testify
Dillon Hullinger	Individual	Support	Written Testimony Only

Comments:

My name is Dillon Hullinger and I am in strong support of HB1348.

HB-1348-HD-1

Submitted on: 2/14/2023 9:28:37 AM

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

Submitted By	Organization	Testifier Position	Testify
Keanu Beddow	Individual	Support	Written Testimony Only

Comments:

I support bill 1348

HB-1348-HD-1

Submitted on: 2/14/2023 7:29:00 AM

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

Submitted By	Organization	Testifier Position	Testify
Roy Belmes	Individual	Support	Written Testimony Only

Comments:

i work for hawaiian macadamia nut services for 10+ years now.i support bill hb1348 so that we can keep our macadamia nuts as actually hawaiian nuts,this way we can help our own hawaiian growers as well...

HB-1348-HD-1

Submitted on: 2/14/2023 9:31:03 AM

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

Submitted By	Organization	Testifier Position	Testify
Chester Fukunaga	Individual	Support	Written Testimony Only

Comments:

1. I support this bill

HB-1348-HD-1

Submitted on: 2/14/2023 9:34:55 AM

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

Submitted By	Organization	Testifier Position	Testify
Matthew Ortega	Individual	Support	Written Testimony Only

Comments:

I support this bill

HB-1348-HD-1

Submitted on: 2/16/2023 7:58:14 AM

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

Submitted By	Organization	Testifier Position	Testify
Clodet Wright	Individual	Support	Written Testimony Only

Comments:

I support bill HB1348 pertaining to the labeling of macadamia nuts. Outsourcing mac nuts and claiming they are locally sourced and made is lying, deceiving, and wrong.

HB-1348-HD-1

Submitted on: 2/16/2023 7:31:11 AM

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

Submitted By	Organization	Testifier Position	Testify
Ebrajean Fune	Individual	Support	Written Testimony Only

Comments:

Mauna Loa Mac Nut is claiming to be locally sourced & made, but in truth, they are outsourcing the nut purchases out of the country. While farmers are suffering from an overload of products & we as consumers are being duped.

I support HB1348 pertaining the labeling of macadamia nuts.

HB-1348-HD-1

Submitted on: 2/16/2023 6:55:01 AM

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

Submitted By	Organization	Testifier Position	Testify
Crissa Okamura	Individual	Support	Written Testimony Only

Comments:

I am submitting written testimony in support of bill HB1348. I am a huge supporter of locally sourced, made & owned. When I am shopping/purchasing "locally" made products I am under the impression that every part of that product(s) are as they say, "locally made". Finding out that Mauna Loa Macadamia products are not fulfilling that promise by outsourcing their macadamia nut purchases instead of supporting our local farmers is very upsetting & downright shameful. I will spend the extra money just to support our Hawai'i island businesses before supporting businesses else where, as long as what they are selling is coming from our local farmers. Our farmers deserve to be treated & paid fairly for their hard work.

HB-1348-HD-1

Submitted on: 2/15/2023 9:05:14 PM

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

Submitted By	Organization	Testifier Position	Testify
Mark Shaw	Individual	Support	Written Testimony Only

Comments:

I support HB 1348 to clarify labeling requirements for macadamia nuts. The country of origin should be included on the label of a consumer package of raw or processed macadamia nuts. Allow a private right of action for violations.

HB-1348-HD-1

Submitted on: 2/14/2023 9:35:07 AM

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

Submitted By	Organization	Testifier Position	Testify
Owen Salmo	Individual	Support	Written Testimony Only

Comments:

I support this Bill

HB-1348-HD-1

Submitted on: 2/14/2023 9:38:04 AM

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

Submitted By	Organization	Testifier Position	Testify
blaine navarro	Individual	Support	Written Testimony Only

Comments:

I support this bill

HB-1348-HD-1

Submitted on: 2/14/2023 9:44:29 AM

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

Submitted By	Organization	Testifier Position	Testify
Grace Sales	Individual	Support	Written Testimony Only

Comments:

I support HB1348 HD1

HB-1348-HD-1

Submitted on: 2/14/2023 9:49:26 AM

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

Submitted By	Organization	Testifier Position	Testify
Roslyn L. Fukunaga	Individual	Support	Written Testimony Only

Comments:

I support bill HB1348

HB1348

Aloha, I support bill HB1348. It is extremely important to support and protect Hawaii's agricultural industry. This bill will help ensure Hawaii's local Macadamia Nut growers will have the opportunity to sell their product locally.

In a time where the state of Hawaii is looking for ways to diversify from tourism, agriculture is one of the avenues that is being looked at to do so. This bill directly enhances that effort.

I was a member of the existing Ka'u Community Development Plan's (KCDP) steering committee. One issue that concerned the Ka'u community was protecting the agriculture industry in Ka'u. and is covered within our KCDP.. Bill HB1348 can only help the agriculture farmers in Ka'u and through out the big island.

The agriculture industry creates needed jobs that covers no-technical to technical skill sets. It has jobs for everyone.

HB1348 will help our local people of Hawaii in giving them job opportunities here in Hawaii and needing to move to the mainland for work.

Mahalo

Simon B Torres Jr

14Feb23

HB-1348-HD-1

Submitted on: 2/14/2023 9:56:47 AM

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

Submitted By	Organization	Testifier Position	Testify
Carl Perreira	Individual	Support	Written Testimony Only

Comments:

I support bill HB1348

HB-1348-HD-1

Submitted on: 2/14/2023 10:18:05 AM

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

Submitted By	Organization	Testifier Position	Testify
Joseph Barry	Individual	Support	Written Testimony Only

Comments:

The Coffee people did this.

I have 315 Mac nut crop on the ground because of out of state nuts.

HB-1348-HD-1

Submitted on: 2/14/2023 11:06:16 AM

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

Submitted By	Organization	Testifier Position	Testify
Colleen	Individual	Support	Written Testimony Only

Comments:

Aloha Committee Chair and Members

My name is Colleen Antonio and I am in strong support of HB1348 relating to labeling of Macadamia nuts.

Mahalo, Colleen Antonio

STRONG SUPPORT ON HOUSE BILL 1348

Regarding: STRONG SUPPORT ON HOUSE BILL 1348

Stephen West

964 Makani Road
Makawao Hi 96768
(808) 856-6687

STEPHENWVWEST@ICLOUD.COM

Thank you for the opportunity to testify in STRONG SUPPORT on House Bill 1348, The reason I am In Strong Support of 1348, People should know where anything that is Hawaii Labeled Hawaii, comes from Hawaii. represents Hawaii comes from please pass 1348.

Thank you in advance for Passing House Bill 1348.

Mahalo & Me Ke Aloha Pumehana

Stephen West

Testimony of Rebecca Hemstead

Hawaiian Macadamia Nut Company

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce,

My name is Rebecca Hemstead and I am a farmer of Hawaii-grown macadamia nuts in Kona, Hawaii. I am writing you to support House Bill 1348 RELATING TO LABELING OF MACADAMIA 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.

The Hawaii macadamia nut industry is under great stress from economic and environmental pressures. 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,



Rebecca Hemstead

Hawaiian Macadamia Nut Company

HB-1348-HD-1

Submitted on: 2/14/2023 12:00:08 PM

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

Submitted By	Organization	Testifier Position	Testify
Carolyn Witcover	Individual	Support	Written Testimony Only

Comments:

I am a farmer of Hawaii-grown macadamia nuts in Captain Cook. **I Support House Bill 1348.** The macadamia nut industry is a significant contributor and 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. Mahalo.

HB-1348-HD-1

Submitted on: 2/14/2023 12:09:29 PM

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

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

Comments:

I support HR1348

HB-1348-HD-1

Submitted on: 2/14/2023 2:28:09 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-1348-HD-1

Submitted on: 2/14/2023 4:09:42 PM

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

Submitted By	Organization	Testifier Position	Testify
Scott Crawford	Individual	Support	Written Testimony Only

Comments:

I encourage your support for this measure to support the local Mac nut industry in Hawaii.

HB-1348-HD-1

Submitted on: 2/14/2023 6:01:51 PM

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

Submitted By	Organization	Testifier Position	Testify
Rexann Dubiel	Individual	Support	Written Testimony Only

Comments:

I support this bill because we need to stick up for the mac nut farmers.

No interlopers!

HB-1348-HD-1

Submitted on: 2/14/2023 6:41:35 PM

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

Submitted By	Organization	Testifier Position	Testify
Kevin Mulkern	Individual	Support	Written Testimony Only

Comments:

Truth in labeling makes good \$ sense

HB-1348-HD-1

Submitted on: 2/14/2023 7:58:17 PM

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

Submitted By	Organization	Testifier Position	Testify
Teresa Gardner	Individual	Support	Written Testimony Only

Comments:

Aloha-

I believe this labeling to clarify the country of origin is very important to protect our local farmers and their markets for macadamia nuts.

please kokua and pass this bill.

sincerely, Teresa Gardner

HB-1348-HD-1

Submitted on: 2/14/2023 8:52:14 PM

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

Submitted By	Organization	Testifier Position	Testify
Raphiell Nolin	Individual	Support	Written Testimony Only

Comments:

I strongly support hb1348

HB-1348-HD-1

Submitted on: 2/14/2023 9:41:05 PM

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

Submitted By	Organization	Testifier Position	Testify
Guy Ward	Individual	Support	Written Testimony Only

Comments:

I raise mac nuts on a 15 acre farm in North Hilo. This year my crop is good but I cannot sell at a price that justifies harvesting. Apparently nuts are coming from elsewhere and being sold with the implication that they are a Hawaii product. A labeling requirement may be helpful.

Mahalo,

Guy Ward

Papaaloa

HB-1348-HD-1

Submitted on: 2/14/2023 9:50:18 PM

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

Submitted By	Organization	Testifier Position	Testify
MICHELE WEINHOUSE	Individual	Support	Written Testimony Only

Comments:

My name is Michele Weinhouse, a farmer on Lāna‘i. I am in support of HB1348. As a farmer on Lāna‘i, my brand is very important as are Hawaiian macadamia nut farmers' are. We need to protect all of Hawai‘i's brands. We need to support and protect the brands of Hawaiian agriculture.

HB-1348-HD-1

Submitted on: 2/14/2023 10:56:29 PM

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

Submitted By	Organization	Testifier Position	Testify
C. Kauai Lucas	Individual	Support	Written Testimony Only

Comments:

Chair Nakashima, Vice Chair Sayama, Committee Members,

Hawai'i's farmers have it 2,500 miles harder than any other US growers, not to mention pigs and pests. Despite that, our macadamia nut industry delivers superior product, and therefore deserves commensurate protection.

Please protect our mac nut farmers' livelihood. They provide a vital food security resource: highly nutritious, plant based protein and oil. An additional benefit is the trees actively sequester carbon, every day, rain or shine, without additional energy, grant applications, or subsidies.

This one's easy, please support Hawai'i's macadamia nut farmers and pass HB1348.

me ka pono,

Kauai
Lucas
ulu County Neighborhood Board #2 member

Honol

HB-1348-HD-1

Submitted on: 2/15/2023 6:40:54 AM

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

Submitted By	Organization	Testifier Position	Testify
Michael Yamaguchi	Individual	Support	Written Testimony Only

Comments:

I strongly support HB 1348.

HB-1348-HD-1

Submitted on: 2/15/2023 6:55:37 AM

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

Submitted By	Organization	Testifier Position	Testify
Michelle Matson	Individual	Support	Written Testimony Only

Comments:

I am in full support of HB 1348.

HB-1348-HD-1

Submitted on: 2/15/2023 7:05:34 AM

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

Submitted By	Organization	Testifier Position	Testify
Amelita Santos	Individual	Support	Written Testimony Only

Comments:

I, Amelita Santos support Bill HB1348. I have been working with HMNS for 16 years.

HB-1348-HD-1

Submitted on: 2/15/2023 7:09:16 AM

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

Submitted By	Organization	Testifier Position	Testify
Nenita Dulig	Individual	Support	Written Testimony Only

Comments:

I, Nenita Dulig support Bill HB1348. I have been working with HMNS for 13 years.

HB-1348-HD-1

Submitted on: 2/15/2023 7:15:57 AM

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

Submitted By	Organization	Testifier Position	Testify
Paris Fernandez	Individual	Support	Written Testimony Only

Comments:

My name is Paris Fernandez and I am in strong support of HB1348.

HB-1348-HD-1

Submitted on: 2/15/2023 8:11:03 AM

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

Submitted By	Organization	Testifier Position	Testify
John C. Cross	Individual	Support	Written Testimony Only

Comments:

Dear Chair Nakashima, Vice Chair Sayama and the members of the Consumer Protection and Commerce Committee, My name is John C. Cross and I am in strong support of HB 1348. My whole life has been involved in some way or another with Hawaiian grown Macadamia Nuts. My father was manager of Royal Hawaiian Macadamia Nut company and planted the first trees at Keaau on the Big Island in 1949.

This orchard would become the epi-center of the largest macadamia operation in the WORLD. The State of Hawaii became the world leader in growing and producing macadamia nuts for consumption. Other countries started to grow macadamias seeing the success in Hawaii. Sadly now some of those countries are threatening to destroy the industry where it all started. Unscrupulous processors are blending cheap foreign grown kernel into bags of what is supposedly a Hawaii labeled product! This must stop. The Hawaiian kernel is known to be of SUPERIOR quality and taste to that grown in other world locations. These sub-quality foreign grown macadamias are threatening the industry in Hawaii. Local Hawaiian growers are finding nowhere to sell their Hawaii grown nuts due to processors shutting their doors to local grown nuts and having replaced them with foreign grown kernels.

Hawaii has made a name for itself as being leaders in the global macadamia nut industry. Our University of Hawaii CTAHR has developed some of the best varieties of trees, as well as improved methods of cultivation, disease control and even processing methods. Dont let all this wonderful research and decades of dedication to the soil and the orchards go the way of sugarcane and pineapple. Please support this bill and the Macadamia growers of Hawaii !

HB-1348-HD-1

Submitted on: 2/15/2023 8:27:45 AM

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

Submitted By	Organization	Testifier Position	Testify
Elmer Gorospe	Individual	Support	Written Testimony Only

Comments:

Dear Legislatures:

I'm writing in strong support of HB1348 regarding labeling. Companies that utilize the Hawaii name or any form of representation of Hawaii that sells or market their Macadamia Nut product shall not mislead consumers and instead be transparent and label the origins of the macadamia nuts being package and sold if its less than 100% grown in Hawaii

HB-1348-HD-1

Submitted on: 2/15/2023 8:36:54 AM

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

Submitted By	Organization	Testifier Position	Testify
Andrew Trump	Individual	Support	Written Testimony Only

Comments:

As a second-generation Hawai'i macadamia farmer, I support this bill to clarify the labeling of macadamia products. It should be clear to consumers the country of origin of the macadamia products they are buying here in the state.

HB-1348-HD-1

Submitted on: 2/15/2023 8:56:12 AM

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

Submitted By	Organization	Testifier Position	Testify
Ruby Soares	Individual	Support	Written Testimony Only

Comments:

My name is Ruby Soares and I support HB1348.

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 our local economy.

Thank you for the opportunity to testify in support of this important matter.

HB-1348-HD-1

Submitted on: 2/15/2023 9:11:01 AM

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

Submitted By	Organization	Testifier Position	Testify
Sunny Savage	Individual	Support	Written Testimony Only

Comments:

In strong support!

HB-1348-HD-1

Submitted on: 2/15/2023 9:45:16 AM

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

Submitted By	Organization	Testifier Position	Testify
Jim Monk	Individual	Support	Written Testimony Only

Comments:

I support HB1348. Hawaii needs to protect its reputation and its farmers. Mac nuts are an important crop and need to be protected. Please support this bill.

IN SUPPORT OF HB1348

RELATING TO LABELING OF MACADAMIA NUTS

Macadamia Nuts; Labeling Requirements; Country of Origin; Private Right of Action

Aloha Chair, and Esteemed Committee Members,

The Kona Coffee Farmers Association (KCFA) stands in support of HB1348, with the growers of macadamia nut grows. The KCFA members make up 200 farms and agribusinesses in the Kona districts and our mission is to safeguard the economic interests of our growers. Many of our growers are diversified farmers that intercrop with macadamia nuts.

Mandatory Country of Origin Labeling is law and Hawaii is not enforcing it!

The labeling requirements rules were codified by the 2002 farm bill (P.L. 107-171) as amended by the 2008 farm bill (P.L. 110-246). For certain agricultural commodities, specifically including macadamia nuts, U.S. origin may only be claimed if the product was exclusively produced in the United States. Under Federal law, commingling of Hawaii grown macadamia nuts with foreign sources is allowable as long as all possible countries of origin are listed on the label.

Consumers need to know whether they are purchasing Hawaiian nuts. Growers also deserve to have their brand protected. Thank you for considering this bill. Your support for this bill can make a beneficial difference in the retail marketplace for Hawaii growers.

Mahalo nui loa!

A handwritten signature in black ink that reads "Mark Petersen". The signature is written in a cursive, flowing style with a long horizontal line extending to the right.

Mark Petersen
Vice President

HB-1348-HD-1

Submitted on: 2/15/2023 9:59:43 AM

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

Submitted By	Organization	Testifier Position	Testify
Pablo Sebastian	Individual	Comments	Written Testimony Only

Comments:

I am Pablo Sebastian, employed at Hawaiian Macadamia Nut Services. And I strongly support HB1348!

Thank you.

HB-1348-HD-1

Submitted on: 2/15/2023 10:00:57 AM

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

Submitted By	Organization	Testifier Position	Testify
Jordan Ancheta	Individual	Comments	Written Testimony Only

Comments:

I am Jordan Ancheta, Employed at Hawaiian Macadamia Nut Services and I strongly support HB1348!

HB-1348-HD-1

Submitted on: 2/15/2023 10:04:05 AM

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

Submitted By	Organization	Testifier Position	Testify
Bryan Davis-Natividad	Individual	Support	Written Testimony Only

Comments:

I Bryan Davis-Natividad support bill HB1348.

HB-1348-HD-1

Submitted on: 2/15/2023 10:04:22 AM

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

Submitted By	Organization	Testifier Position	Testify
Mark Erald Aurelio	Individual	Support	Written Testimony Only

Comments:

I am strongly supporting HB1348

HB-1348-HD-1

Submitted on: 2/15/2023 10:04:47 AM

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

Submitted By	Organization	Testifier Position	Testify
Jhames Kenneth Soriano	Individual	Support	Written Testimony Only

Comments:

I support HB1348.

HB-1348-HD-1

Submitted on: 2/15/2023 10:15:04 AM

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

Submitted By	Organization	Testifier Position	Testify
Raul Simulata	Individual	Comments	Written Testimony Only

Comments:

I strongly Support HB1348.

HB-1348-HD-1

Submitted on: 2/15/2023 10:15:55 AM

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

Submitted By	Organization	Testifier Position	Testify
Robin Hill	Individual	Support	Written Testimony Only

Comments:

Testimony of Robin Hill

February 16, 2023

RE: HB1348 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Nakashima, Vice Chair Sayama, and the members of the House Committee on Consumer Protection & Commerce,

My name is Robin Hill and I am supporting our local farmers of Hawai‘i-grown macadamia nuts in South Kona. I am writing you to support House Bill 1348 RELATING TO LABELING OF MACADAMIA NUTS.

The macadamia nut industry is a significant contributor to Hawai‘i’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.

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 and images to market macadamia nuts grown outside of Hawai‘i.

Consumers may not be aware that many of the macadamia nut products sold in Hawai‘i contain little to no Hawai‘i-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,

Robin Hill

HB-1348-HD-1

Submitted on: 2/15/2023 10:18:27 AM

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

Submitted By	Organization	Testifier Position	Testify
Ernesto Gallarde	Individual	Support	Written Testimony Only

Comments:

I strongly Support HB1348.

HB-1348-HD-1

Submitted on: 2/15/2023 10:32:09 AM

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

Submitted By	Organization	Testifier Position	Testify
jeffery Robert Ramos	Individual	Support	Written Testimony Only

Comments:

my name is jeffery ramos i am a pac chair member for the ILWU LOCAL 142 and i am in strong support of HB1348 thank you,

HB-1348-HD-1

Submitted on: 2/15/2023 11:02:54 AM

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

Submitted By	Organization	Testifier Position	Testify
Susan Nakatsu	Individual	Support	Written Testimony Only

Comments:

I support this Bill which clarifies requirements for macadamia nuts. Disclosing the origin of macadamia nuts grown in Hawaii provides the consumer with accurate product information. As a local consumer of Hawaii grown, I rely on trustworthy labeling, especially for macadamia nuts. Please pass this bill, thank you.

HB-1348-HD-1

Submitted on: 2/15/2023 11:06:45 AM

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

Submitted By	Organization	Testifier Position	Testify
Marta Barreras	Individual	Support	Written Testimony Only

Comments:

I strongly support this bill. I have experienced Hawaii Macademia nuts to be very different and unique in comparison to other countries. Mahalo!

HB-1348-HD-1

Submitted on: 2/15/2023 11:13:12 AM

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

Submitted By	Organization	Testifier Position	Testify
Philip Rafael	Individual	Support	Written Testimony Only

Comments:

I Support Bill HB1348, Labeling of macadamia nuts

Labeling of these products will provide transparency of those nuts origin. Hawaiian macadamia nut products should be labeled accordingly so that consumers are well aware of the origin of their items prior to consumption. Any outsourcing of macadamia shouldn't be considered a Hawaiian grown product. Diversifying between Hawaiian grown macadamia and non Hawaiian grown macadamia helps provide better understanding of where the products are from, what they're consuming & supporting.

HB-1348-HD-1

Submitted on: 2/15/2023 11:06:49 AM

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

Submitted By	Organization	Testifier Position	Testify
Lourdes millan	Hawaii farmers union	Support	Written Testimony Only

Comments:

I support Bill hb1348 hd1

HB-1348-HD-1

Submitted on: 2/15/2023 1:47:14 PM

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

Submitted By	Organization	Testifier Position	Testify
petra zoeller	Individual	Support	Written Testimony Only

Comments:

Aloha,

this is important so that the consumer can know where the mac nuts are from....

and deceptive ways of insinuating that a product is from here when it isn't stop.

Mahalo,

Petra Zoeller

HB-1348-HD-1

Submitted on: 2/15/2023 12:03:24 PM

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

Submitted By	Organization	Testifier Position	Testify
CAESARIA SALMO	Individual	Support	Written Testimony Only

Comments:

My name is Carsaria Salmo I am a retired Foreperson for Hawaiian Macadamia Nut Services.
I've work for the company for 36 years.

I strongly support Bill HB1348.

HB-1348-HD-1

Submitted on: 2/15/2023 11:39:18 AM

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

Submitted By	Organization	Testifier Position	Testify
bonie gamilo	Individual	Support	Written Testimony Only

Comments:

I support