

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 SENATE
COMMITTEE ON COMMERCE AND CONSUMER PROTECTION**

**WEDNESDAY, MARCH 20, 2024
9:30 AM
CONFERENCE ROOM 229 & VIDEOCONFERENCE**

**HOUSE BILL NO. 2278, HD2
RELATING TO LABELING OF MACADAMIA NUTS**

Chair Keohokalole, Vice Chair Fukunaga and Members of the Committee:

Thank you for the opportunity to testify on House Bill 2278, HD2. 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 processed macadamia nuts. The Department of Agriculture (DOA) supports this measure.

DOA's Measurement Standards Branch currently enforces section 486-120.5, Hawaii Revised Statutes relating to labeling requirements of macadamia nuts. 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 inspector position at the SR-22 level, beginning salary of \$63,000 to enforce these laws which will help rebuild the DOA packaging and labeling enforcement capability that was eliminated in 2010, so long as it does not adversely affect priorities identified in the Executive Supplemental Budget Request for FY2025.

Thank you for the opportunity to testify on this measure.





3-18-2024

RE: Testimony for HB2278

Aloha,

My name is Troy Keolanui, a multi-generational Macadamia farmer on the Big Island. We have been cultivating Macadamia here for two decades and are asking our legislature to support this bill. Our nearly 100 employees and their ohana depend on this industry to make a living, it is a way of life we are committed to.

It is a given that agriculture in Hawaii is difficult. It is also known that our capability to compete with other countries for market share of a product that has become an international commodity is nearly impossible. The fact that we here in Hawaii created the industry some 40 years prior, holds no credit. We are standing on the ledge with the abyss of total failure facing us. We are struggling to climb up, right ourselves and reestablish our brand, the original and worlds best Macadamia Nut.

Support for this bill would be a very good step in the right direction. We teach our children to tell the truth, to be honest, to do the right things, this is all we are asking for, transparency. Let's tell it like it is, let's compare apples to apples, then we can let the chips fall where they may. We believe that consumers want and deserve to know what a 100% Hawaiian Macadamia nut tastes like and how it compares. We feel at the end of the day consumers will support us if provided the chance to do so.

Please don't be swayed by the enormous amount of funding that is being poured in to stymie this bill. We are not opposed to a business plan that relies on foreign nuts to make ends meet, we simply want to know which businesses are on that path.

Respectfully submitted,
Troy Keolanui

A handwritten signature in green ink, appearing to read "Troy Keolanui", is written over the typed name.

The Farm at Rainbow Falls

1570 Maikalani St. | Hilo, HI 96720 | 934-9200

www.okfarmshawaii.com

@o.k.farms



Testimony of Andrew Trump

Island Harvest Inc.

March 20, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

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. 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.

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.

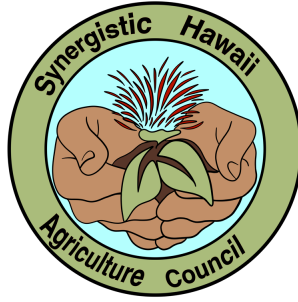
Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Andrew Trump

Vice President

Island Harvest Inc.



RE: SUPPORT for HB2278

RELATING TO LABELING OF MACADAMIA NUTS

Macadamia Nuts, Labeling Requirements, Country of Origin

Aloha Chair, Vice Chair, and Committee Members,

The Synergistic Hawai'i Agriculture Council (SHAC) stands in support of this Bill. Our consortium represents 1,500 agribusinesses, from growers to processors and shippers, stretching across the State.

SHAC receives Federal marketing funds to promote 100% Hawaiian origin products around the world, including macadamia nuts, coffee, papaya, and floriculture. Frequently we find that the demand for 100% Hawaiian products exceeds available supply. However, **without proper labeling, consumers cannot know whether they are truly buying Hawaiian products.**

There are over 800 growers in the state, 75% of which are small farms. Protecting the Hawaii name protects their jobs.

This bill will align State law with Federal country of origin requirements. It will make it easier for our state Department of Agriculture to support small and mid-sized growers who wish to bring their origin products to market. And **it will allow Hawaii growers to stand out in the marketplace.** This is win-win for growers, for consumers, and for our state excise coffers.

Proper labeling will level the playing field for everybody.

Mahalo nui loa for supporting this bill!

Suzanne Shriner
Administrator

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Sen. Jarrett Keohokalole, Chair
Sen. Carol Fukunaga, Vice Chair

Wednesday, March 20, 2024, 9:30am
Conference Room 229

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee,

My name is Scott Enright and I represent Macadamia Growers of Hawaii. I **STRONGLY SUPPORT** HB2278, HD2 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 Hawaii 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 rely largely on foreign nuts, mostly from Africa, which are much cheaper.

Therefore, the mac nut farmers require this legislative assistance to allow them fair business practices in the State of Hawaii and enable them to grow and flourish in the mac nut industry. Again, I strongly support HB2278, HD2.

Thank you for your consideration.

Mahalo,



Scott Enright
President
Scott E. Enright Company LLC



Officers

Kaipo Kekona
State President

Anabella Bruch
Vice-President

Maureen Datta
Secretary

Reba Lopez
Treasurer

Chapter Presidents

Clarence Baber
Kohala, Hawaii

Odysseus Yacalis
East Hawaii

Puna, Hawaii

Andrea Drayer
Ka'u, Hawaii

Kona, Hawaii

Fawn Helekahi-Burns
Hana, Maui

Mason Scharer
Haleakala, Maui

Kaiea Medeiros
Mauna Kahalawai,
Maui

Kaipo Kekona
Lahaina, Maui

Rufina Kaaui
Molokai

Negus Manna
Lana'i

India Clark
North Shore, O'ahu

Christian Zuckerman
Wai'anae, O'ahu

Ted Radovich
Waimanalo, O'ahu

Vincent Kimura
Honolulu, O'ahu

Natalie Urminska
Kauai

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Senate Commerce and Consumer Protection Committee,

The Hawaii Farmers Union is a 501(c)(5) agricultural advocacy nonprofit representing a network of over 2,500 family farmers and their supporters across the Hawaiian Islands. **HFUU supports HB2278.**

Recognizing the economic significance of Hawaii-grown commodities, particularly macadamia nuts, HB2278 underscores the necessity of clear labeling to protect consumers and ensure the authenticity of the state's agricultural products. The legislation proposes that consumer packages of raw or processed macadamia nuts prominently display the country of origin to uphold the integrity and premium branding of Hawaii-grown macadamia nuts.

The bill amends existing laws to specify that labels on packages containing 100% Hawaii-grown macadamia nuts must clearly indicate their origin, and for those packages containing a blend of nuts, the percentage by weight of the Hawaii-grown nuts must be stated, alongside the countries of origin for the non-Hawaii nuts. This measure aims not only to preserve the reputation of Hawaii's macadamia nut industry but also to provide consumers with transparent and accurate product information, fostering trust and promoting informed purchasing decisions.

By clarifying labeling requirements and enforcing the accurate representation of the origin and content of macadamia nut products, HB2278 seeks to protect Hawaii's agricultural heritage and ensure that consumers worldwide can confidently enjoy authentic Hawaii-grown macadamia nuts. This legislation is a step towards strengthening the state's economy, supporting local farmers, and maintaining the high standards associated with Hawaii's agricultural products.

Mahalo for the opportunity to testify.

Kaipo Kekona, President HFUU/HFUF



LATE

Testimony of Nathan Trump

Hawai'i Macadamia Nut Association

March 20, 2024

RE: HB2278: RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Senate Committee on Commerce and Consumer Protection,

The Hawai'i Macadamia Nut Association strongly supports House Bill 2278 HD2: RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i and macadamia nuts have been linked since the early 1900s 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, Hawaii'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 prominent loop at the end.

Nathan Trump

President

Hawai'i Macadamia Nut Association



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

March 20, 2024

HEARING BEFORE THE
SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

TESTIMONY ON HB 2278, HD2
RELATING TO LABELING OF MACADAMIA NUTS

Conference Room 229 & Videoconference
9:30 AM

Aloha Chair Keohokalole, Vice-Chair Fukunaga, 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, HD2, 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 globally (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, HD2, 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 Presented Before the Senate Committee on Commerce & Consumer Protection

March 20, 2024, at 9:30 am

RE: HB 2278 HD 2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committees:

I appreciate the opportunity to submit testimony in opposition of HB 2278 HD 2, 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.

Unlike other crops grown in Hawaii, there are many products that use Macadamias as an ingredient but not the sole source of the package. Macadamias, like other crops, are seasonal and require some volume to be purchased outside of Hawaii to maintain consistency and supply, with end products that include chocolate, shortbread, cookies, ice creams, nut milks, butters, and other confections. Those products likely contain some ingredients that are not grown but are **made into value-added products in Hawaii**. These products account for thousands of local jobs and a valuable diversification from tourism. HB 2278 HD 2 does not provide the operational flexibility needed for businesses that use Macadamias as an ingredient in products to manage through the crops seasonal volumes and supplement operations.

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 to grow and



purchase macadamias in Hawaii. We have worked hard to make 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.

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 progress in a short period, but we are 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 HD 2 also does not consider the potential consequences to local businesses downstream from the growers. The negative impacts HB 2278 HD 2 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.

Michelle Leon-Guerrero
Chief Administrative Officer
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:31:47 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Alexander B Alejo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Alexander B Alejo

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:34:49 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ambrocio Edwin T Felipe	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Ambrocio Edwin T Felipe

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:40:36 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Angela D Miguel	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Angela D Miguel

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:41:54 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Angelina I Libunao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Angelina I Libunao

Kapua Orchards

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RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

I write to you in **opposition of HB 2278 HD2**, 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 HD2**.

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-HD-2

Submitted on: 3/18/2024 8:44:38 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Artemio Libunao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Artemio Libunao

Kapua Orchards

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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 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry. Thank you for considering my testimony.

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

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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 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. **Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.**

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 Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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.

I understand the desire to protect our local growers. I truly get it. But the way we are doing so with this bill will harm local companies like ours in the process of doing so, companies that are doing what we can to stay local and to keep things local and to help our local community grow and flourish. We keep reacting and rushing to address a problem or concern that we end up doing harm and great disservice to the community at large, only to find ourselves with more problems on our hands that we now spend countless more hours and months and years to have to deal with because we didn’t consider the consequences. We as a State can, and should, do better to make sure that we as a community all benefit and grow. We can do better than this, and we must if we want our people to succeed.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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

Mahalo,

Kenneth Yeung
Data Engineer,
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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

Sincerely,

Jeremy Lok
Logistics Specialist
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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 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 Hawaii and the livelihoods of the people working for these legacy Hawai'i companies. If HB 2278 passes, it isn't a win for Hawaii 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.

I ask that you would PLEASE consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you so much for considering my testimony, as this is incredibly important!

Mahalo,

Amir Zahedi
Chief Sales Officer
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:47:40 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
John Guting	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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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 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. Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry. Thank you for considering my testimony.

Mahalo,

John Guting

IT Administrator

Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Best,

Brenden Goo

Associate Inventory Analyst

Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:47:58 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arthur A Estranero	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 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.

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Arthur A Estranero

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 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 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Mahalo nui for considering my testimony.

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

HB-2278-HD-2

Submitted on: 3/18/2024 8:49:16 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Avelina A Ancheta	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Avelina A Ancheta

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo.

Theresa Tuxhorn
Managing Director, KOHO
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 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 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Casey Smith
Demand Planner
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:51:27 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ben C Bolaoen	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Ben C Bolaoen

Kapua Orchards

**Testimony Presented Before the Senate Committee on
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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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 Senate Committee on
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Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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

Mahalo
Kody Agbayani
Warehouse Manager
Mauna Loa

**Testimony Presented Before the Senate Committee on
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Wednesday, March 20, 2024 at 9:30am

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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-HD-2

Submitted on: 3/18/2024 8:52:16 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Keilana Ishibashi	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

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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 Hawaiian Host Group is 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. There are also the people I work with every day. They are people who grew up here in the islands, 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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

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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 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 SB 3303 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Daniel Verduzco
Sales Operations Manager
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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
Demand Planning Manager
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:52:21 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Francine Kekona	Testifying for 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.

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

HB-2278-HD-2

Submitted on: 3/18/2024 8:52:35 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Andrew Miyashiro	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 provides many locals with jobs across the islands and I truly believe in the purpose of the company 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for your time and for reviewing my testimony.

Andrew Miyashiro

Inventory Manager

Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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

This bill is so unclearly defined as demonstrated by the Hearing on 2/14 per Representative Onishi’s concern, and is a distraction from growing the industry and instead further divides us all from the growers.

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 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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-HD-2

Submitted on: 3/18/2024 8:53:09 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Carlton George	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Carlton George

Kapua Orchards

Testimony Presented Before the House Committee on Judiciary & Hawaiian Affairs

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

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,
Ryan Manthey
Procurement Manager
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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, these gifts truly share the spirit of Hawai‘i with the world - 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Dayna Tamashiro
Marketing Specialist
Hawaiian Host

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 7 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawaii, they have been working most of their life in the Macadamia industry and are people that believe in making the islands’ future flourish. I am also proud of the delicious products we create every day that are loved by people across 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.

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,

Marsela Cani

Cost Accountant

Mauna Loa

HB-2278-HD-2

Submitted on: 3/18/2024 8:54:25 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Abegaile Baon	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 after living away from Hawai‘i for a few years I wanted to settle and start a career back home. I always knew I wanted to come back home and give back to the community, and that was through working with a Hawai‘i based company. A company that truly cares about the local community and their workers. After taking my time in researching I knew Hawaiian Host Group shared the same values.

I love my job and the company I work for because of the people I work with every day. They are people who grew up here and who care deeply about Hawai‘i. Just like me we want to continue to live in Hawai‘i, to raise our children and continue to give them the same childhood we had. To do that we need local companies to help support us.

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Abegaile Baon

Accounts Payable Coordinator

Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:54:39 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cecilia P Palalay	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Cecilia P Palalay

Kapua Orchards



TO: Senator Keohokalole, Chair Senate Commerce and Consumer Protection Committee
Senator Fukunaga, Vice Chair
Senate CPN Committee

FROM: Ed Schultz
President & CEO, Hawaiian Host Group

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

Aloha Chair Keohokalole, Vice Chair Fukunaga and members of the Senate Commerce and Consumer Protection 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 both from a business perspective and a legal viewpoint and believe it will ultimately cause harm to the industry.

This bill is a potential job killer and should be deferred so that we can better understand the economic impacts to the macadamia industry in Hawaii overall before passing such industry specific legislation.

The specific language in HB2278 that includes interstate commerce is concerning. Our factory is not set up to run two different types of packaging and further investment above \$1 million would be needed given our volume. Whether that investment is made in Hawaii or on the mainland must be considered as 49 other states have different labeling requirements.

Our investment in Hawaii should be focused on processing capacity and technology. This is where we can lower our collective costs significantly, give small growers the opportunity to build a brand to be sold directly to retailers or consumers as well as ensure the long-term viability of the macadamia industry in Hawaii. In order for Agriculture to thrive, size and scale matter. As an island industry we have not build a modern nut processing plan 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.



The future of the local macadamia nut industry is being able to have a technologically advanced plant where local nuts can be processed rather than sending nearly 40% of them to China for processing.

I am confident that we can work together as industry off session to address collective goals that we should have, find ways to make Hawaii grown macadamias unique in how we market them to the world and potentially look at labeling that makes sense for growers, processors and branded macadamia companies that are based in Hawaii.

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.

HB-2278-HD-2

Submitted on: 3/18/2024 8:56:00 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Katie Natori	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry. Your consideration of these matters and solutions is very much appreciated.

Mahalo Nui Loa,
Katie Natori
Associate Global Brand Manager, Mauna Loa

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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. Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Stella Jones
Procurement Specialist
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 with the best intentions for our team and for Hawai‘i at large. The people I work with grew up here and 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. Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Angel Flores
Corporate Buyer
Hawaiian Host

HB-2278-HD-2

Submitted on: 3/18/2024 8:56:17 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cedrick Felipe	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Cedrick Felipe

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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-HD-2

Submitted on: 3/18/2024 8:57:37 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Chita A Libunao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Chita A Libunao

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:57:50 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Diana Tellechea	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 it was important to me to represent a company that was local and gave back to the community. Hawaiian Host Group truly cares about our community and the macadamia industry in Hawaii.

HB 2278 does not consider the impact it will have on all of the companies in the macadamia industry in Hawaii, or the livelihoods of the people working for these legacy companies.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Diana Tellechea

Customer Support Manager

Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:58:03 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mia Dahl	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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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.

The reason why I joined Hawaiian Host Group is 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. There are also the people I work with every day. They are people who grew up here in the islands, 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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-HD-2

Submitted on: 3/18/2024 8:58:51 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Clifford M Kamei Jr	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Clifford M Kamei Jr

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:00:52 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Constante Ancheta	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Constante Ancheta

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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. 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 as a whole and take measures to promote its growth and sustainability rather than burdening it with excessive labeling regulations.

I urge you to defer this bill to allow more time for stakeholders to work collaboratively to develop solutions that work for the entire macadamia nut industry in Hawaii.

Thank you for considering my testimony.

Mahalo,

Kori Kawagishi
Associate Benefits and Leave Manager
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:01:21 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Fred Alvarado	Testifying for 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-HD-2

Submitted on: 3/18/2024 9:01:46 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Angelique Wilkes	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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'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. There are also the people I work with every day. They are people who grew up here in the islands, 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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

HB-2278-HD-2

Submitted on: 3/18/2024 9:02:46 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Mahalo,

Loi Bailey

Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:02:50 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Danilo F Ulep	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Danilo F Ulep

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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.

**Testimony Presented Before the Senate Committee on
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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 have 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 HHG, in part, because of the passion all of my colleagues share for spreading the culture of Hawai‘i through our delicious products.

Our leadership and our company has a long history of making investment to continue the prosperity of production of Hawai‘i produced macadamia products and continue to plan further investment.

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Brian Harvey
Sr. Logistics Manager
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:03:50 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Annabelle Shimasaki	Testifying for 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.

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 Hawai'i," they are gifts the share of 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 ,

Annabelle Shimasaki

Hawaiian Host / Mauna Loa / Hawaiian Host Group]

HB-2278-HD-2

Submitted on: 3/18/2024 9:03:55 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dedrick-Ken K Saplan	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Dedrick-Ken K Saplan

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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.

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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

Sincerely,
Gloria Tolentino
Associate Staff Accountant
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:05:21 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Catalina Barroga	Testifying for 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.

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-HD-2

Submitted on: 3/18/2024 9:05:34 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Delia L Ramos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Delia L Ramos

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

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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 HB2278 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 HB2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

I would like to thank you for considering my testimony.

Mahalo,
Dino Ortiz
Logistics Manager
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:06:07 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Imelda Ito	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Mahalo,

Imelda Ito

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024, at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

I appreciate you considering my testimony.

Mahalo,

Tegan Hetzel-Dobbins

Innovation Manager

Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:07:06 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Eduardo Gamilo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

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-HD-2

Submitted on: 3/18/2024 9:07:09 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Della M Kaluna	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Della M Kaluna

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 memories I had of sharing Hawaiian Host and Mauna Loa products with my grandparents. My grandpa moved from the Philippines to the US by way of O‘ahu island. I grew up visiting family on the Islands every summer as a kid and bringing home Hawaiian Host or Mauna Loa to share with others was always

I love my job because of the people I work with every day. They are people who care deeply about Hawai‘i 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo
Paulina Kim
Project Lead
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:08:27 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dennis Felipe	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Dennis Felipe

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:08:58 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Stu Haack	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 Hawaii and the future growth of its economy. I live on the mainland, but Hawaii has been a big part of my childhood and career. It 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.

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 and negative 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-HD-2

Submitted on: 3/18/2024 9:09:30 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jocelyn Ucol	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 considering this testimony.

Sincerely,

Jocelyn Ucol

Mauna Loa/Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:09:48 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Destiny Ward-Demotta	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Destiny Ward-Demotta

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:10:18 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ernesto Gamilo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

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-HD-2

Submitted on: 3/18/2024 9:10:50 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Michelle Wee	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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

As a proud team member of Hawaiian Host Group, our company cares about the Hawaiian macadamia industry and have shown it through:

- Investing \$25 million in Hawaiian agriculture just last year;
- Modernizing our Honolulu facility as we speak to ensure the quality of Hawaii products and support local jobs,
- Creating 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.

One of the main reasons I joined Hawaiian Host Group (and continue to stay) is because the company’s values and culture align with mine. We are one big Ohana growing towards the same goal. We continue to work hard to share the spirit of Aloha and Ohana to the rest of the world through our amazing products that convey these core messages of the Hawai’I islands. We support making the Hawai’i islands flourish through giving back to the local community

(especially the youth!) as well as providing job opportunities to our Kama'aina. Our brand legacy includes decades of college scholarships awarded to Hawai'i's graduating high school students.

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia 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

HB-2278-HD-2

Submitted on: 3/18/2024 9:11:08 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Domingo C Ramos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Domingo C Ramos

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:11:54 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Alejandra Pedemonte	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 as the #1 CPG company in Hawai‘i, we have made a huge economic impact on the islands.

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Alejandra Pedemonte

Director of Global Marketing, Hawaiian Host

HB-2278-HD-2

Submitted on: 3/18/2024 9:12:48 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Eduardo T Ballad	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Eduardo T Ballad

Mahalo,

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:13:54 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Daniel Tuzon	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 will 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-HD-2

Submitted on: 3/18/2024 9:14:35 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Edward Q Nolasco	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Edward Q Nolasco

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:15:45 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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.

1. **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 Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 have shown time after time that the vision aligns with Aloha and the positive actions taken by the Hawaiian Host Group.

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.

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Jon Iwaoka
Plant Manager, Hawaiian Host

HB-2278-HD-2

Submitted on: 3/18/2024 9:16:14 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Karen Marumoto	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection
Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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’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. There are also the people I work with every day. They are people who grew up here in the islands, 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate

with the growers on a solution that works for the entire macadamia industry. 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

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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 with the best intentions for our team and for Hawai‘i at large. Also, I’m proud of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i and are involved in our community and 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Sincerely,
Angie Juan
AP Coordinator
Hawaiian Host Group
[Title]

[Hawaiian Host / Mauna Loa / Hawaiian Host Group]

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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. 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-HD-2

Submitted on: 3/18/2024 9:20:53 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Luke Octavio	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts. This bill will not help the macadamia nut industry as intended.

As a proud member of Hawaiian Host Group, I know this company cares about the macadamia nut industry here in Hawai'i as the company just invested 25 million in Hawaiian agriculture and also investing in upgrading our plant Alakawa, and also is in the development stage of building a nut processing plant at Kea'au.

Hawaiian Host group has good intentions of building the macadamia nut industry in Hawai'i. Yet this bill is a distraction from growing the industry and divides us from the growers we need the leadership to bring us together so we can all thrive.

Mahalo

Luke Octavio

Operations Manager

Hawaiian Host Group (Mauna Loa)

HB-2278-HD-2

Submitted on: 3/18/2024 9:27:13 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Christopher M Walker	Testifying for Hawaiiin Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

I joined the team here at 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 Hawai‘i and are dedicated to growth in Hawai‘i.

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 Hawai‘i 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 Hawai‘i? 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.

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

Mahalo,

Chris Walker

Production Supervisor

Mauna Loa

HB-2278-HD-2

Submitted on: 3/18/2024 9:27:45 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Anselmo Jose Jr.	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

In 2006 I joined Mauna Loa as a seasonal husker. I have since worked my way up to become one of our company’s bulk handlers.

I greatly enjoy working for HHG/Mauna Loa because of the people I work with every day. We are community of people who gives back with events like Merrie Monarch. The people I work with every day are from Hawai‘i and wish to see our islands continue to grow.

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. This bill could potentially negatively impact the growth and livelihoods of my friends and family.

Thank you for considering my testimony.

Mahalo

Anselmo Jose Bulk Handler

Mauna Loa

HB-2278-HD-2

Submitted on: 3/18/2024 9:28:39 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Remedios Gani	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278 HD 2, 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, HB 2278 HD 2, 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.

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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-HD-2

Submitted on: 3/18/2024 9:32:52 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Linda Hokama	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha members,

I write in opposition of this bill relating to the labeling of macadamia nuts.

It will not help the people and the industry in our state. It will place a complicated burden on categorizing and labeling products that are made here.

I apologize for the brief testimony.

Thank you for your consideration.

Linda Hokama

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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. The people I work with every day are the people who grew up here and care wholeheartedly about Hawai‘i, are involved in our community and 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. 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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 Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

I am in opposition of SB 2278 HD2, 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

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

HB 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 HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Lastly, thank the Committee 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
John Buehler
Director of Sales North America
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:39:34 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
jonnay vilmaire	Testifying for hawaiian host group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Jonny Vilmaire

Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:45:52 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Josephine Matias	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

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-HD-2

Submitted on: 3/18/2024 9:49:39 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Leticia Dalmacio	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I am opposing HB 2278 , 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 HB 2278 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-HD-2

Submitted on: 3/18/2024 9:52:15 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dioning Ramiro	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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-HD-2

Submitted on: 3/18/2024 9:55:43 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Oscar Quilausing	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I am in opposition of HB 2278, 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. Such as modernizing our process plants in Honolulu and Kea`au so that we can ensure local jobs.

I believe in the vision of our company and our leadership team as they are transparent and have the best intentions for the growth of all our brands. 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 grow the Hawaiian macadamia industry.

I appreciate you considering this testimony.

HB-2278-HD-2

Submitted on: 3/18/2024 9:57:54 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Prima Nicolas	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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 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,
Brandon Tanaka
Director of Technology
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 10:12:03 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Elvira Alonzo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

I am in opposition of HB2278 , 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, HB2278 , 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

HB-2278-HD-2

Submitted on: 3/18/2024 10:16:23 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Antonio Salvador	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278 HD 2, 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 HB 2278 HD2.

Thank you for considering my testimony.

Sincerely,

Antonio Salvador

Mauna Loa/Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 10:20:59 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Romeo Reyes	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Since 2005, I've been a proud employee of Mauna Loa, working from our manufacturing facility plant in Kea'au.

I've stayed with the company for so 18 years, because I believe in the vision of our company and in our leadership team as they are as transparent with the best intentions for our team and for Hawai'i at large. I enjoy working with the people everyday on the Honey Roast Line and also as a Bulk Handler.

Mauna Loa has supported me throughout the years by provided for me and my family that includes my 11 year old son.

The main reason why I oppose HB 2278 is because it doesn't help the Hawaiian macadamia industry at large as it solely focuses on sustaining the business of growers and farmers. It does not consider the potential impact it will have on other companies and the livelihoods of the people working for these companies.

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

Mahalo Nui,

Romeo Reyes

HB-2278-HD-2

Submitted on: 3/18/2024 10:22:31 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Luke Laliberte	Testifying for 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

HB-2278-HD-2

Submitted on: 3/18/2024 10:23:52 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Esther Lynn Lucas	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 46 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawaii, they have been working most of their life in the Macadamia industry and are people that believe in making the islands' future flourish. I am also proud of the delicious products we create every day that are loved by people across 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.

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,

Esther Lynn Lucas

Packer

Mauna Loa

HB-2278-HD-2

Submitted on: 3/18/2024 10:26:03 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
William Lagura	Testifying for 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-HD-2

Submitted on: 3/18/2024 11:00:34 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 they support the community and local businesses. 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 OPPOSE HB 2278 because of the impact it will have on our business. 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 oppose

HB 2278.

I respectfully request that you please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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

Mahalo,

Garrett Gum
Hawaiian Host Group

Testimony Presented Before the House Committee on Judiciary & Hawaiian Affairs

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

I write to you in opposition to HB 2278 HD2, 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 HD2.

Thank you for considering my testimony.

Mahalo,

Darryl Miki
Sales Manager
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 12:18:44 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Steven Lim	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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. The team members who make up our company work tirelessly each and every day towards our Purpose Statement which is to 'make the islands future flourish'. Our team members are as diverse as the farmers and factory workers to office and admin staff. Even though we all play different roles to bring our products to market for consumers to enjoy, we are all united in this purpose.

This bill is a distraction from growing the industry and instead further divides us from the growers. I strongly oppose this bill. It absolutely will harm the industry, not just our company but all the growers and vendors that service the macadamia nut industry. Farmers will have no one to send their crop to if companies like ours are not able to compete in the market place due to regulations placed on us. The negative downstream effects of this bill will be massive in regards to job losses. Hawaiian Host Group has done and will continue to do what we can to support the industry. I have already mentioned 3 major initiatives that our company has done, is currently executing on, and has plans for in the near future.

I thank you for taking the time to read my testimony and hope you will consider the realistic impact of how this bill will negatively affect our company, the macadamia nut industry, and ultimately Hawaii at large if passed.

Mahalo,

Steven Lim

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

I appreciate you considering this testimony.

Sincerely,

Lance Nakamura
Sales Representative
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 10:39:06 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

Strong support

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...
- 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]

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

LATE

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

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

Earl Kurisu
Senior Director of International Sales
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:38:57 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Wilfredo B Olarte	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Wilfredo B Olarte

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:45:55 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Frando V Libunao	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Frando V Libunao

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:47:06 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Gloria B Olarte	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Gloria B Olarte

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:48:13 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Hazel C Pumaras	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Hazel C Pumaras

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:48:42 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sunnia Amps	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Sunnia Amps

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:49:58 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Russell D Medeiros	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Russell D Medeiros

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:50:29 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Hegine Kenny Tugade	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Hegine Kenny Tugade

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:51:46 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jaime Baclig	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Jaime Baclig

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:51:53 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rowena Flores	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Rowena Flores

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:52:40 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Janet Bety Candaroma	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Commerce and Consumer Protection

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Thank you for considering my testimony.

Mahalo,

Janet Bety Candaroma

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:53:44 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jose Carmelo Manantan	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Jose Carmelo Manantan

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:54:01 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rosita C Tayamen	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Rosita C Tayamen

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:55:09 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Romeo T Felipe	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Romeo T Felipe

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:55:16 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Josephine Dela C Velasco	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Josephine Dela C Velasco

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:56:06 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rolando Sabala	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

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Thank you for considering my testimony.

Mahalo,

Rolando Sabala

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:56:22 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Joseph P Castaneda	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

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Thank you for considering my testimony.

Mahalo,

Joseph P Castaneda

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:57:04 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rolando C Cancio	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

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Mahalo,

Rolando C Cancio

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:57:13 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Geraldin B Felipe	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Geraldin B Felipe

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:58:40 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Recto Bautista	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Recto Bautista

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:59:02 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Juliet T Tabilin	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Juliet T Tabilin

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:59:37 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Pagasa Domingo	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

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Mahalo,

Pagasa Domingo

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:59:51 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Julio C Bilog	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Julio C Bilog

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:00:43 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Oscar T Tabilin	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Oscar T Tabilin

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:01:03 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lawrence Mejia	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Lawrence Mejia

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:01:53 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Orlando V Libunao	Testifying for Kapua Orchards Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Orlando V Libunao

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:01:59 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Leonardo B Lalin	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Leonardo B Lalin

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:02:39 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Leonida Eder	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Leonida Eder

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:02:47 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nicanor N Duldulao	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

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Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Nicanor N Duldulao

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:03:44 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nestor B Alejo	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

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Thank you for considering my testimony.

Mahalo,

Nestor B Alejo

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:03:49 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lilibeth F Tolentino	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Commerce and Consumer Protection

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Thank you for considering my testimony.

Mahalo,

Lilibeth F Tolentino

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:04:40 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lolita V Cariaga	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

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Thank you for considering my testimony.

Mahalo,

Lolita V Cariaga

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:04:42 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nenita Gallarde	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Nenita Gallarde

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:05:40 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nenita B Jara	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Nenita B Jara

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:05:43 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Luzviminda C Velasco	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
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Thank you for considering my testimony.

Mahalo,

Luzviminda C Velasco

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:06:31 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Luzviminda O. Ulep	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
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Mahalo,

Luzviminda O. Ulep

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:06:36 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Myrle Saplan	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
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Thank you for considering my testimony.

Mahalo,

Myrle Saplan

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:07:27 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Madelyn Eder	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
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Mahalo,

Madelyn Eder

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:07:31 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mirasol Tyson	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
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Thank you for considering my testimony.

Mahalo,

Mirasol Tyson

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:08:13 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maria C Ballad	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Mahalo,

Maria C Ballard

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:08:21 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Michael M Baniaga	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
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Thank you for considering my testimony.

Mahalo,

Michael M Baniaga

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:09:04 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maria Theresa O Sheppard	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Maria Theresa O Sheppard

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:09:21 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Michael Tolentino	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Michael Tolentino

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:10:35 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marites Angalao	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Marites Angalao

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:09:47 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marites Felipe	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Marites Felipe

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:11:19 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mary Ann Felipe	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Mary Ann Felipe

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:12:50 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Zennia Alejo	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Zennia Alejo

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:11:45 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Melchor B Miguel	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Melchor B Miguel

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:13:47 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Wilma O Obra	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

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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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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Wilma O Obra

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:12:09 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maycel B. Lugtu	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Maycel B. Lugtu

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:16:03 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ferdinand P Pumaras	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Ferdinand P Pumaras

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:15:18 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Florpina Alinea	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Floripina Alinea

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:14:00 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Francisco Alexander C Nolasco	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Francisco Alexander C Nolasco

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:16:50 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Felicia Mason	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Felicia Mason

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:17:48 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Fedelina B Balibat	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Fedelina B Balibat

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 9:19:00 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Emilia Miguel	Testifying for Kapua Orchards Inc.	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

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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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Emilia Miguel

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:48:34 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Andre Afonso	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose this bill!

HB-2278-HD-2

Submitted on: 3/18/2024 8:50:19 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
draden kapua	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose this bill

HB-2278-HD-2

Submitted on: 3/18/2024 8:51:57 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lon Olivar	Testifying for Maunaloa Macadamia	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

HB-2278-HD-2

Submitted on: 3/18/2024 8:53:16 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Usha Jenkins	Testifying for Mauna Loa Macadamia Nut Company LLC	Oppose	Written Testimony Only

Comments:

I oppose this bill as written.

HB-2278-HD-2

Submitted on: 3/18/2024 8:54:11 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Austin	Testifying for Maunaloa Macadamia	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-HD-2

Submitted on: 3/18/2024 9:01:35 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nelson Cabay	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose bill HB2278

HB-2278-HD-2

Submitted on: 3/18/2024 9:02:35 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Renz Ranan	Testifying for Maunaloa Macadamia	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-HD-2

Submitted on: 3/18/2024 9:07:41 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Steven Gamble	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose bill HB2278

HB-2278-HD-2

Submitted on: 3/18/2024 9:13:46 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Reynan Ranada	Testifying for Maunaloa Macadamia	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-HD-2

Submitted on: 3/18/2024 9:17:58 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Charles W Hill	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose bill HB2278

HB-2278-HD-2

Submitted on: 3/18/2024 9:20:01 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Andrew Ito	Testifying for Maunaloa Macadamia	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.

Hawaiian Macadamia Nut Services

March 20, 2024

TESTIMONY IN SUPPORT OF HB2278 HD2, RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate 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 HB2278 HD2, 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 HD2 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

Testimony of Cara Souza



Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate 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 HB2278 HD2 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. HB2278 HD2 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 HB2278 HD2.

Mahalo for your time and consideration,

Cara Souza
Hawaiian Macadamia Nut Services

Hawaiian Macadamia Nut Services
TESTIMONY IN SUPPORT OF HB2278 HD 2,
RELATING TO LABELING OF MACADAMIA NUTS
MARCH 20,2024

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Oliver Asistin and I am a farmer of Hawaii -grown macadamia nuts in Hawaiian Macadamia Nut Services which farms in the districts of Keaau and Ka'u on the Big Island. I am pleading with you to strongly support House Bill HB2278 HD 2, 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.

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 3rd 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 HD 2 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-HD-2

Submitted on: 3/18/2024 9:49:06 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Amanda Irish	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

Testimony of Amanda Irish

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Amanda Irish and I am a farmer of Hawaii-grown macadamia nuts in Kea'au and Pahala, HI. I am writing to you in support of House Bill 2278 HD 2 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,

Amanda Irish

Amanda Irish, M.S.

Certified Arborist WE-14496A

Hawaiian Macadamia Nut Services

Hawaiian macadamia nut services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Domingo Pablo and I am a farmer of Hawaii-grown macadamia nuts in Keaau. I am writing to you in support of House Bill 2278 HD 2 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,

Domingo Pablo

-Mechanic at Hawaiian Macadamia nut services

HB-2278-HD-2

Submitted on: 3/18/2024 11:35:41 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cameron Uemura	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

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, and throughout the year I have been with this company I have grown to love working in this industry and hope to continue building my career here.

I believe that HB2278 HD2 will help Hawaiian macadamia nut farms. Labeling and clarification of the origin of nuts is important and will help prevent false advertising. This bill can help and will give Hawaii growers a chance to keep our jobs and help save Hawaii’s macadamia nut farming industry.

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

Mahalo,

Cameron Uemura

Mechanic

Hawaiian Macadamia Nut Services



Testimony of Nenita Duliq

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Nenita Duliq and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Nenita Duliq



Testimony of Adela Fukunaga

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Adela Fukunaga and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Adela Fukunaga



Testimony of Rosita Castillo

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Rosita Castillo and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Rosita Castillo



Testimony of Adela Fukunaga

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Adela Fukunaga and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Adela Fukunaga



Testimony of Nenita Duliq

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Nenita Duliq and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Nenita Duliq



Testimony of Grace Sales

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Grace Sales and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Grace Sales



Testimony of Owen Salmo

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Owen Salmo and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Owen Salmo



Testimony of Jerry Salmo

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jerry Salmo and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Jerry Salmo



Testimony of Rodel Abero

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Rodel Abero and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Rodel Abero



Testimony of Chester Fukunaga

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Chester Fukunaga and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Chester Fukunaga



Testimony of Mario Badua

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Mario Badua and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Mario Badua



Testimony of Rocky Badua

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Rocky Badua and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Rocky Badua



Testimony of Glorifidad Soto

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Glorifidad Soto and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Glorifidad Soto



Testimony of Ezra Keahuloa
Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Ezra Keahuloa and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Ezra Keahuloa



Testimony of Grace Sales

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Grace Sales and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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.

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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,

Grace Sales



Testimony of Owen Salmo

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Owen Salmo and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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.

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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,

Owen Salmo



Testimony of Chester Fukunaga

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Chester Fukunaga and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Chester Fukunaga



Testimony of Jerry Salmo

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jerry Salmo and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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.

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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,

Jerry Salmo



Testimony of Ezra Keahuloa

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Ezra Keahuloa and I reside in Pahala, Hawaii . In the short time that I have been employed at Hawaiian Macadamia Nut Services, LLC., I can clearly see the negative impact the industry will have if the this bill is not passed.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Ezra Keahuloa

Testimony of Roy Belmes
Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Roy Belmes and I am a farmer of Hawaii-grown macadamia nuts in Keaau. I am writing to you in support of House Bill 2278 HD 2 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%, 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,

Roy Belmes

Cultivation / Harvesting Manager

Hawaiian Macadamia Nut Services



Testimony of Rocky Badua

Hawaiian Macadamia Nut Services, LLC.

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Rocky Badua and I reside in Pahala, Hawaii . For many years I have been employed at Hawaiian Macadamia Nut Services, LLC., one of the largest farms of Hawaii grown Macadamia nuts.

I am writing to you in **support** of House Bill 2278 HD 2 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,

Rocky Badua

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Emmanuel Candia and I am a farmer of Hawaii-grown macadamia nuts in Keaau, I am writing to you in support of House Bill 2278 HD 2 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,

EMMANUEL CANDIA

MECHANIC At Hawaiian Macadamia Nut Services

HB-2278-HD-2

Submitted on: 3/18/2024 12:34:02 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lena Davis-Natividad	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Lena Davis Natividad and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:46:14 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Pablo Sebastian	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Pablo Sebastian and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:49:14 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jordan Ancheta	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Jordan Ancheta and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:53:39 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kerman Dilipau	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Kerman Dilipau and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:55:37 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maricel Aguinaldo	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Maricel Aguinaldo and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:57:06 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Victor Salmo	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Victor Salmo and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 1:01:42 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maverick Mariano	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Maverick Mariano and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 1:02:56 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
dillin ballo	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Dillin Ballo and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 1:05:52 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Seth Crippen	Testifying for Hawaiian Macadamia Services	Support	Written Testimony Only

Comments:

My name is Seth Crippen and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 1:07:37 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kaeo Pascubillo	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Kaeo Pascubillo and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 1:11:23 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dennis Andres	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Dennis Andres and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 1:12:40 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
tyler blanco-louis	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Tyler Blanco Louis and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 2:35:03 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Desiree Salmo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Desiree Salmo

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Desiree Salmo and I am a farmer of Hawaii-grown macadamia nuts in (insert location). I am writing to you in support of House Bill 2278 HD 2 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,

Desiree Salmo

Desiree Salmo

Equipment Operator, Hawaiian Macadamia Nut Services

HB-2278-HD-2

Submitted on: 3/18/2024 2:42:28 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
PAMELA A. SALMO	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Pamela Salmo

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Pamela Salmo, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Pamela Salmo

Pamela Salmo

Harvesting Supervisor Hawaiian Macadamia Nut Services Pahala Orchard

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Rene Marcos and I am a farmer of Hawaii-grown macadamia nuts in Keaau. I am writing to you in support of House Bill 2278 HD 2 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,

RENE MARCOS

Mechanic at Hawaiian Macadamia Nut services

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Isaiah Souza and I am a farmer of Hawaii-grown macadamia nuts in Keaau, I am writing to you in support of House Bill 2278 HD 2 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,

ISIAAH SOUZA

Hawaiian Macadamia Nut Services

HB-2278-HD-2

Submitted on: 3/18/2024 2:47:37 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ruby Manantan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Ruby Manantan

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Ruby Manantan, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Ruby Manantan

Ruby Manantan

Harvesting Supervisor, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 2:51:00 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Eugenio Asistin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Eugenio Asistin

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Eugenio Asistin, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Eugenio Asistin

Hand Harvest Labor, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 2:54:17 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Iokepa Fernandez-Higa	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Iokepa Fernandez-Higa

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Iokepa Fernandez- Higa, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Iokepa Fernandez-Higa

Iokepa Fernandez-Higa

General Equipment Operator, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 2:56:55 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marlon Biason	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Marlon Biason

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Marlon Biason, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Marlon Biason

Marlon Biason

General Equipment Operator, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 3:03:23 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
William Mitchell	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of William Mitchell

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is William Mitchell, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

William Mitchell

William Mitchell

Regular General Equipment Operator, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 3:05:47 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Yolanda Norberte	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Yolanda Norberte

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Yolanda Norberte, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Yolanda Norberte

Yolanda Norberte

Harvest Labor, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 3:08:01 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kani Konman	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Kani Konman

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Kani Konaman, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Kani Konman

Kani Konman

Seasonal General Equipment Operator, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 3:11:06 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Emelda Bilog	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Emelda Bilog

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Emelda Bilog, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Emelda Bilog

Emelda Bilog

Seasonal Harvest Labor, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 1:04:31 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Clive Galban	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

My name is Clive Galban and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:16:02 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Teresita Baldonado	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Teresita Baldonado

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Teresita Baldonado and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:17:54 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Treyton Calantoc	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Treyton Calantoc

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Treyton Calantoc and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:19:30 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Pete Dacalio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Pete Dacalio

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Pete Dacalio and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 3:46:10 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ruth Balcita	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS (I SUPPORT)

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

I am writing to you in SUPPORT of House Bill 2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS. We need to protect the macadamia agri business of Hawaii.

Not requiring processing companies to label wherefrom they purchased the mac nuts they used, would mean Hawaiian mac nut prices cannot compete with imported mac nuts.

We all know these countries where mac nuts are imported from have little to no labor and health standards compared to the American standard/requirements. Hence, they could lower their prices to make their mac nuts attractive to buyers/processors.

Who is going to stop these buyers/processors from lowering their buying prices when they buy mac nuts from our local agri businesses? If these local agri businesses accept the lower prices, then we all know they are all soon going to die off just like what happened to our sugar industry. Do we really want that?

Furthermore, what is there to hide? Why do these companies not want to put in their labels the origin of their mac nuts?

Therefore, Legislature is respectfully entreated to be fair and equal in their viewpoint towards the different local businesses in the State. We should be welcoming towards imported products; however, we cannot totally ignore or intentionally not recognize our local produce.

We respectfully beg, your honorable officials, to consider our stand on the importance of labelling and making known the origin of mac nuts processed for consumption. We believe it is just, fair, and right.

Respectfully yours,

Ruth Balcita

Hawaiian Macadamia Nut Services

HB-2278-HD-2

Submitted on: 3/18/2024 9:21:08 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cristina Echalas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Cristina Echalas

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Cristina Echalas and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:23:29 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Loea Kaupu	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Loea Kaupu

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Loea Kaupu and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:25:15 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arnold Abellera	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Arnold Abellera

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Arnold Abellera and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:26:29 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lydia Agustin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Lydia Agustin

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Lydia Agustin and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:30:13 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Robert Aurelio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Robert Aurelio

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Robert Aurelio and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:32:28 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jose Baruelo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Jose Baruelo

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jose Baruelo and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:35:32 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jarold Capiral	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Jarold Capiral

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jarold Capiral and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:39:05 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nestor Visaya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Nestor Visaya

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Nestor Visaya and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:42:16 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jerod Andrade	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Jerod Andrade

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jerod Andrade and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:43:39 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Carlos Dulig	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Carlos Dulig

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Carlos Dulig and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:46:03 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bonifacio Echalas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Bonifacio Echalas

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Bonifacio Echalas and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:47:20 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Laureno Galban	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Laureno Galban

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Laureno Galban and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:49:00 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Shaine Kuilipule	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Shaine Kuilipule

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Shaine Kuilipule and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:53:15 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Paris Marques	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Paris Marques

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Paris Marques and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:54:19 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jonathan Navarro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Jonathan Navarro

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jonathan Navarro and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:55:48 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arsenio Norberte	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Arsenio Norberte

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Arsenio Norberte and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:57:05 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Victoriano Pinzon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Victoriano Pinzon

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Victoriano Pinzon and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 9:58:52 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Betty Aguinaldo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Betty Aguinaldo

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Betty Aguinaldo and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:00:42 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dayson Antonio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Dayson Antonio

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Dayson Antonio and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:02:05 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Aurea Aquino	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Aurea Aquino

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Aurea Aquino and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:03:24 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Danilo Aquino	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Danilo Aquino

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Danilo Aquino and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:04:51 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Claudio Bagaoisan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Claudio Bagaoisan

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Claudio Bagaoisan and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:06:32 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Flora Ballesteros	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Flora Ballesteros

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Flora Ballesteros and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:07:55 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Harris Bautista	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Harris Bautista

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Harris Bautista and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:09:18 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Antonio Calaro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Antonio Calaro

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Antonio Calaro and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:11:00 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jeffrey Calaro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Jeffrey Calaro

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jeffrey Calaro and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:12:12 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Monaliza Caluya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Monaliza Caluya

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Monaliza Caluya and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:13:49 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arturo Candia	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Arturo Candia

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Arturo Candia and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:16:52 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Reima Corpuz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Reima Corpuz

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Reima Corpuz and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:18:14 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Reynaldo Jacinto	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Reynaldo Jacinto

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Reynaldo Jacinto and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:19:40 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Roger Jacinto	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Roger Jacinto

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Roger Jacinto and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:20:51 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Patrick Lucas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Patrick Lucas

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Patrick Lucas and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:22:19 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rodolfo Manzano	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Rodolfo Manzano

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Rodolfo Manzano and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:23:54 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Manuel Prado	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Manuel Prado

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Manuel Prado and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:25:16 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arthur Puas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Arthur Puas

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Arthur Puas and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:26:44 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Joselito Rosana	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Joselito Rosana

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Joselito Rosana and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:28:09 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Renny Simeona	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Renny Simeona

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Renny Simeona and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:29:31 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Charles Spencer	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Charles Spencer

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Charles Spencer and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:30:50 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dominador Tarona	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Dominador Tarona

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Dominador Tarona and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:34:56 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Carlos Andrew	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Carlos Andrew

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Carlos Andrew and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:36:20 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Felicitas Bautista	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Felicitas Bautista

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Felicitas Bautista and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:37:47 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Irineo Bautista	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Irineo Bautista

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Irineo Bautista and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:39:06 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marilyn Bernardo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Marilyn Bernardo

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Marilyn Bernardo and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:40:27 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Fe Caluya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Fe Caluya

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Fe Caluya and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:41:46 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Emeterio Castro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Emeterio Castro

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Emeterio Castro and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:43:24 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Leonarda Castro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Leonarda Castro

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Leonarda Castro and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:44:45 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Domingo Corpuz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Domingo Corpuz

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Domingo Corpuz and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:46:39 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Julita Dela Cruz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Julita Dela Cruz

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Julita Dela Cruz and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:48:23 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Margarita Dela Cruz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Margarita Dela Cruz

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Margarita Dela Cruz and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:49:46 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ignacio Elefante	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Ignacio Elefante

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Ignacio Elefante and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:50:57 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bonie Gamilo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Bonie Gamilo

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Bonie Gamilo and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:52:08 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lauro Manzano	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Lauro Manzano

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Lauro Manzano and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:53:40 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Efres Nethon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Efres Nethon

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Efres Nethon and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:55:07 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Evelyn San Diego	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Evelyn San Diego

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Evelyn San Diego and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:57:34 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Judith simolata	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Judith Simolata

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Judith Simolata and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 10:58:47 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
John Sorei	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of John Sorei

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is John Sorei and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 11:04:46 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jennifer Navarro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Jennifer Navarro

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jennifer Navarro and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 11:07:30 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Imelda Asistin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Imelda Asistin

Hawaiian Macadamia Nut Services, LLC

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Imelda Asistin and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD 2 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 IN SUPPORT OF HB 2278 HD 2, RELATED TO LABELING OF MACADAMIA NUTS

March 20, 2024

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

Hawaiian Macadamia Nut Services strongly supports HB 2278 HD 2 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 controls most of the volume 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. Fair competition will lead to investment in both plant and the ability to pay fair, living wages to our employees.

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 HD 2.

Thank you for allowing us to share our concerns on this bill.

Respectfully,

Bradford Nelson
President

HB-2278-HD-2

Submitted on: 3/19/2024 8:51:44 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
DONNA SHIBUYA	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Donna Shibuya, I am an employee of Hawaiian Macadamia Nut Services, LLC. I am writing to you in support of House Bill 2278 HD 2 Relating to Labeling of Macadamia Nuts.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading 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.

Mahalo and Thank You for your Consideration.

Donna Shibuya

HB-2278-HD-2

Submitted on: 3/18/2024 12:42:21 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Charles Ensey	Testifying for Hamakua Macadamia Nut Co.	Support	Written Testimony Only

Comments:

Aloha,

I support this labeling bill. It will help Macadamia Nut Farmers receive the a fair price for their crop. For decades Mauna Loa has been buying foreign kernel and passing it off as Hawaiian kernel. This is deceptive practice and should not be allowed.

Regards,

Charles Ensey

Vice President

Hamakua Macadamia Nut Co

Testimony of Zachary Kvasnikoff, PE

Hamakua Macadamia Nut Co.

March 19, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Zach Kvasnikoff, and I am a Engineer working on the production side of macadamia nut processing on the Big Island of Hawaii. I am writing to you in support of House Bill 2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS.

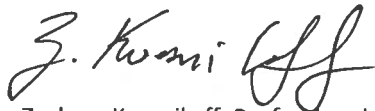
Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia 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.

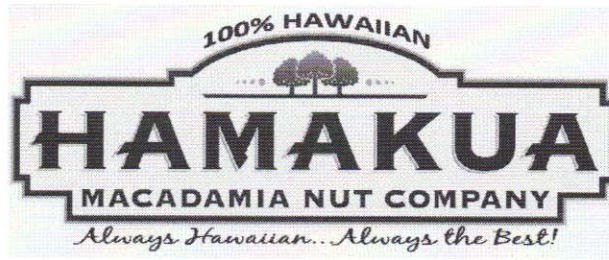
Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Zachary Kvasnikoff, Professional Engineer

Hamakua Macadamia Nut Co.
61-3251 Maluokalani St
Kawaihae, HI 96743



Testimony of Jacob Salvador

Hamakua Macadamia Nut Company

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jacob Salvador and I am a manufacturing employee of Hawaii-grown macadamia nuts on the Big Island of Hawaii. I am writing to you in support of House Bill 2278 HD 2 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.

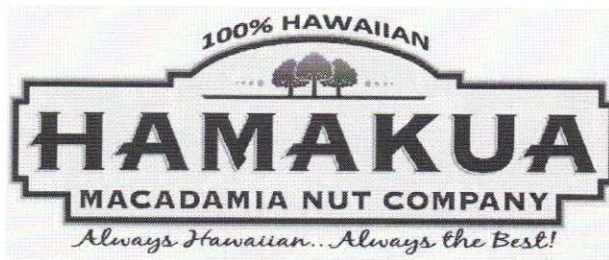
Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in cursive script that reads "Jacob Salvador".

Jacob Salvador

Factory Supervisor, Hamakua Macadamia Nut Company



Testimony of Christie Bruno-Nahinu

Hamakua Macadamia Nut Company

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Christie Bruno-Nahinu and I am a manufacturing employee of Hawaii-grown macadamia nuts on the Big Island of Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

A handwritten signature in blue ink that reads 'C. Bruno-Nahinu'.

Christie Bruno-Nahinu

Production Lead, Hamakua Macadamia Nut Company



Testimony of Raymond Kanehailua Jr.

Hamakua Macadamia Nut Company

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Raymond Kanehailua Jr. and I am a manufacturing employee of Hawaii-grown macadamia nuts on the Big Island of Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Raymond Kanehailua Jr.

Production Manager, Hamakua Macadamia Nut Company



Testimony of Jackie Montibon

Hamakua Macadamia Nut Company

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Jackie Montibon and I work for a company that owns a farm which grows Hawaii-grown macadamia nuts on the Ka'u side of Big Island. I am writing to you in support of House Bill 2278 HD 2 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%, 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,

A handwritten signature in black ink, appearing to read "Jackie Montibon", with a long horizontal line extending to the right.

Jackie Montibon

Wholesale/Customer Relations

Hamakua Macadamia Nut Company



Testimony of Kathryn Piispanen
Hamakua Macadamia Nut Company

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Kathryn Piispanen and I am an employee of Hawaii-grown macadamia nut company in Kawaihae, HI. I am writing to you in support of House Bill 2278 HD 2 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,

Kathryn Piispanen

Quality Assurance Manager for Hamakua Macadamia Nut Company

Testimony of Jeffrey Clark

Ka'u Farms Management and Hamakua Macadamia Nut Company

March 20, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

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

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 'Jeffrey 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

LATE

HB-2278-HD-2

Submitted on: 3/18/2024 6:00:50 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Wikum	Testifying for Mai Mahealani Farm LLC	Support	Written Testimony Only

Comments:

Aloha Chair, Co-Chair and Committee Members,

My family has a multi-generational macadamia nut and coffee farm. Please protect Hawaii origin products and prioritize their proper labeling.

Thank you Jacqueline Wikum

Testimony of Mary Mahina Lorenzo

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Mary Mahina Lorenzo, and I am the Manager's Assistant at 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 HD 2 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,

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

Testimony of Frank Lorenzo Sr.

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

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 Ikaika Grace

March 18, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

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 of Jesse Lorenzo

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

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

HB-2278-HD-2

Submitted on: 3/19/2024 8:11:28 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Clare & Philip Wilson	Testifying for Huahua Farm LLC	Support	Written Testimony Only

Comments:

Aloha,

We grow, process, and sell macadamia nuts on our farm near Holualoa in Kona. We support this labeling bill except for the ridiculous timing of enactment.

The high cost of producing macadamia nuts in Hawaii makes it difficult to compete with foreign macadamia nuts. To allow these foreign nuts to use the name Hawaii anywhere on the package label must be stopped.

Mahalo

Testimony of Rebecca Hemstead

Hawaiian Macadamia Nut Company

February 23, 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,

A handwritten signature in black ink, appearing to read 'Rebecca Hemstead', written in a cursive style.

Rebecca Hemstead

Hawaiian Macadamia Nut Company

Macadamia Growers of Hawai'i

LATE

March 18, 2024

Senator Jarrett Keohokalole
Chair, CPN
Conference Room 229 & 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 HB 2278 HD2, 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 HB 2278 HD2, 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.

HB 2278 HD2 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 HB 2278 HD2 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 HB 2278 HD2 and stand with Hawaii's macadamia nut growers and workers.

Thank you for your time and consideration.

Sincerely,

Bonnie Self
Macadamia Growers of Hawaii

HB-2278-HD-2

Submitted on: 3/17/2024 7:11:04 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
B Anderson	Individual	Support	Written Testimony Only

Comments:

Testimony of Barbara Anderson

Small Farm Grower of Mac Nuts on Hawai'i Island

March 17, 2024

RE: SUPPORT HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, and Committee Members,

My name is Barbara Anderson, and I am in SUPPORT of this bill. I am a small farmer of Hawai'i-grown macadamia nuts on Milolii Rd on Hawai'i Island who is financially impacted by the lack of regulation regarding labeling of Macadamia Nut (MN) products. Here is the reason why:

I sell my MN wholesale in the shell and the price of MN in shell has dropped from \$1.20 to \$.88/pound since 2021. I was selling the nuts to Mac Farms processing plant in South Kona and they stopped buying for a year and one half. Hawai'i Host Group (HHG) then purchased Mac Farms from an Australian group and with the addition of this plant now processes about 90% of all MN grown on Hawai'i Island. When Mac Farms as HHG began purchasing MN in 2023 the price was \$.88/pound. The USDA published this lower price due to HHG purchasing foreign MN for as low as \$.20/lb.

I ask you... does this not sound strange....when prices are rising after COVID and small farmers are getting paid less for MN? We still must pay the increasing price of fertilizers, and labor?

In Hawai'i the same company who sells over 90% of Hawai'i labeled MN, mixes foreign MN in the package. This is misleading and damages the Hawai'i brand for small farmers, consumers etc., yet there is no safeguard. When you think of MN, you think of Hawai'i not South Africa. Without proper labeling, consumers cannot know whether they are truly buying Hawaiian products. And they have no reason to suspect they are not grown in Hawai'i!

It is in the best interest 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,

Barbara Anderson

HB-2278-HD-2

Submitted on: 3/18/2024 8:29:17 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Tiffany Chu	Individual	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire 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, 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

HB-2278-HD-2

Submitted on: 3/18/2024 8:40:51 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Welhelmino B Cortel	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Welhelmino B Cortel

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:41:39 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Michael Taylor	Individual	Oppose	Written Testimony Only

Comments:

I oppose bill HB 2278 as written.

HB-2278-HD-2

Submitted on: 3/18/2024 8:45:17 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Virgilio V Candaroma	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Virgilio V Candaroma

Kapua Orchards

HB-2278-HD-2

Submitted on: 3/18/2024 8:47:33 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Teresita B Alejo	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Teresita B Alejo

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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 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 Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.
- Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.
-
- Thank you for considering my testimony.

Mahalo!
Dane Otani
Key Account Manager
Hawaiian Host / Mauna Loa / Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 8:56:35 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Glen Kagamida	Individual	Support	Written Testimony Only

Comments:

STRONG SUPPORT TO PROTECT OUR MAC NUT INDUSTRY.

LONG OVERDUE.

MAHALO!

**Testimony Presented Before the Senate Committee on
Commerce and Consumer Protection**

Wednesday, March 20, 2024

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

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.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

I appreciate you taking the time to consider my testimony.

Aloha,

Kamalei Grace
Executive Assistant & Office Manager
Hawaiian Host Group

HB-2278-HD-2

Submitted on: 3/18/2024 9:19:46 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kelden Yagin	Individual	Oppose	Written Testimony Only

Comments:

I oppose bill hb2278. It will not help the mac nut industry.

HB-2278-HD-2

Submitted on: 3/18/2024 10:39:06 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

Strong support

HB-2278-HD-2

Submitted on: 3/18/2024 12:36:56 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

Testimony of Michelle Buck

Ka Ma Kou Lani Farm

March 18, 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. 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-HD-2

Submitted on: 3/18/2024 12:37:07 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Almaliza Tuzon	Individual	Support	Written Testimony Only

Comments:

My name is Almaliza Tuzon and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:39:01 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sally Rose Aguinaldo	Individual	Support	Written Testimony Only

Comments:

My name is Sally Rose Aguinaldo and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:41:08 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

My name is Philip Alaoan and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:43:38 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Derek Andrade	Individual	Support	Written Testimony Only

Comments:

My name is Derek Andrade and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:44:46 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
NOEL SEBASTIAN	Individual	Support	Written Testimony Only

Comments:

My name is Noel Sebastian and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:47:39 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Elizabeth Sebastian	Individual	Support	Written Testimony Only

Comments:

My name is Elizabeth Sebastian and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:50:54 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

My name is Ernesto Gallarde and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:52:21 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

My name is Jhames Kenneth Soriano and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 12:58:59 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

My name is Alfred Keanu and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 1:08:39 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

My name is Bryan Davis Natividad and I am a farmer of Hawaii-grown macadamia nuts in Kau. I am writing to you in support of House Bill 2278 HD 2 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-HD-2

Submitted on: 3/18/2024 1:09:10 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

Aloha Chair Keohokalole and AG Committee,

Support for labeling is the primary vehicle to make Hawaii macadamia products value added. Please support this bill.

HB-2278-HD-2

Submitted on: 3/18/2024 1:19:53 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

I support this Bill

HB-2278-HD-2

Submitted on: 3/18/2024 1:20:50 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

I support this Bill

HB-2278-HD-2

Submitted on: 3/18/2024 1:27:11 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

I Philip Rafael am in support of bill # HB2278 relating to labeling of macadamia.

The origin of macadamia used in Hawaii made products must be kept transparent, origin of any macadamia should be displayed on every Hawaii made product label. This ensures that Hawaii grown macadamia can retain their authenticity and products utilizing foreign macadamia can be easily distinguished. The use of foreign macadamia tarnishes a Hawaii staple product that has been grown and processed here within our islands for over 70 years. Locally grown macadamia that is world renowned should be protected and projected upon, not replaced by that of another for profit purposes. We have macadamia companies and growers that are still farming this local product. Companies and their multi-generational employees that depend on the sale of the macadamia they care for.

Introduction of foreign macadamia within our Hawaiian economy floods the market, ultimately hindering our local farmers and their companies from maintaining & sustainability.

Being part of this macadamia harvesting industry for 17 years gives me great pride in what it takes for us to accomplish our goals year to year. Allowing foreign countries to dilute our authentic products is shameful and disheartening. I want these local macadamia companies and farms to flourish and survive to support future generations with work opportunities in an industry that we can be proud to take part in.

HB-2278-HD-2

Submitted on: 3/18/2024 2:32:55 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
russ clark	Individual	Support	Written Testimony Only

Comments:

Please support this important labeling requirement. As a macnut farmer in Hawaii our industry is threatened by foreign nuts being sold without proper disclosure of country of origin. This bill will help.

mahalo

russ

HB-2278-HD-2

Submitted on: 3/18/2024 2:33:04 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

Im Mark Aurelio, working in Hawaiian macadamia nut services with my family, relatives, friends and neighborhood. I am strongly support this bill.

HB-2278-HD-2

Submitted on: 3/18/2024 2:59:53 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Samuel Mangoba	Individual	Support	Written Testimony Only

Comments:

Testimony of Samuel Mangoba

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Samuel Mangoba, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Samuel Mangoba

Samuel Mangoba

Hand Harvest Labor, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 3:04:17 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kaimana kaupu-Manini	Individual	Support	Written Testimony Only

Comments:

I am Mana Kaupu, working in Hawaiian macadamia nut services and I strongly support this bill.

HB-2278-HD-2

Submitted on: 3/18/2024 3:07:35 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jensen Navarro-Villa	Individual	Support	Written Testimony Only

Comments:

I am Jensen villa working at Hawaiian macadamia nut services and I am strongly support this bill.

HB-2278-HD-2

Submitted on: 3/18/2024 3:16:08 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Esmeria Garo	Individual	Support	Written Testimony Only

Comments:

Testimony of Esmeria Garo

Hawaiian Macadamia Nut Services

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Esmeria Garo, and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD 2 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,

Esmenia Garo

Esmenia Garo

Seasonal Hand Harvester Labor, Hawaiian Macadamia Nut Services Pahala Orchard

HB-2278-HD-2

Submitted on: 3/18/2024 3:21:30 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jozenn zedrick cardenas	Individual	Support	Written Testimony Only

Comments:

I am Jozen Cardenas and currently working at hawaiian macadamia nut services. And I strongly support this bill.

HB-2278-HD-2

Submitted on: 3/18/2024 3:24:39 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jimmy Gomes	Individual	Support	Written Testimony Only

Comments:

I am in support and also agree HFB testimony.

HB-2278-HD-2

Submitted on: 3/18/2024 3:42:40 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Simon Torres Jr	Individual	Support	Written Testimony Only

Comments:

I support this bill. It is extremely important to support Hawaii's agriculture industry.

HB-2278-HD-2

Submitted on: 3/18/2024 4:56:26 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Brendon natividad	Individual	Support	Written Testimony Only

Comments:

I am Brendon Natividad, working at hawaiian macadamia nut services and i am strongly support this bill.

LATE

HB-2278-HD-2

Submitted on: 3/18/2024 5:02:53 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Beth Robinson	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Beth Robinson and I am a farmer of macadamia nuts grown on 6-1/2 acres in Hawi, North Kohala on Hawai'i Island. I am writing to you in support of House Bill 2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS.

For those of us who do not operate on large scale, the only way to have a viable farming operation is with the value added by branding. Consumers will pay to know that they have a product grown and processed right here in Hawai'i. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

This is very similar to the issue that our coffee farmers have faced, and been successful in requiring labels to show the percentage of coffee that is actually Hawai'i-grown. Consumers appreciate accurate labeling of any product so the bill will benefit them as well as supporting agriculture and small farmers in Hawai'i.

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

Mahalo,

Beth Robinson
Hawi, Hawaii

HB-2278-HD-2

Submitted on: 3/18/2024 9:18:59 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Megan Blazak	Individual	Support	Written Testimony Only

Comments:

I support HB 2278, HD2, which clarifies labeling requirements for macadamia nuts and requires the 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 fifth largest producer of macadamia nuts globally (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, HD2, 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-HD-2

Submitted on: 3/18/2024 9:53:35 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Frederick M. Mencher	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Keohokalole, Vice-Chair Fukunaga, and Members of the Committee:

I support HB 2278, HD2, which clarifies labeling requirements for macadamia nuts and requires the 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 globally (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, HD2, 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

Testimony of Frank Lorenzo Jr.

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

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/Ranchhand
Kapapala Ranch

Testimony of Lori-Lee Lorenzo

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

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 Senate Bill 3303 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. 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.

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

Mahalo,
Lori-Lee Lorenzo

Testimony of Raylyne Welker

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

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

Testimony of Michael A Foley
Independent Macadamia Grower

March 20, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Michael A Foley and I am a farmer of Hawaii-grown macadamia nuts in Hawi, HI. I am writing to you in support of House Bill 2278 HD 2 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,

A handwritten signature in black ink that reads "M Foley". The signature is stylized and cursive.

Michael A Foley

HB-2278-HD-2

Submitted on: 3/19/2024 9:15:36 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

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

Comments:

I strongly support this bill and hope you will support our local macadamia nut growers by passing it. Thank you.



Mark K. Crawford

PO Box 195

Captain Cook

Testimony of Mark K. Crawford

February 21, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Mark K. Crawford, and I am a retired macadamia nut industry leader with 42 years of extensive macadamia experience. I am writing to you in support of Senate Bill 3033 RELATING TO THE 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 sustainability 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 foreign grown macadamia nuts here in Hawaii. The lack origin labeling requirement, Hawaii's macadamia nut farmers sustainability is at risk. The risk will also apply to the viability of Hawaii's macadamia processing plants. I also believe that consumers should have the ability to determine where the macadamias they are eating were originally grown.

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,

Mark K. Crawford

Retired Macadamia Industry Leader

HB-2278-HD-2

Submitted on: 3/19/2024 12:29:37 PM

Testimony for CPN on 3/20/2024 9:30:00 AM

LATE

Submitted By	Organization	Testifier Position	Testify
Renee Keenan	Individual	Support	Written Testimony Only

Comments:

Subject: Support for Labeling Macadamia Nuts - HB 2278 HD 2

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

I hope you're doing well. I'm writing to support House Bill 2278 HD 2 about macadamia nut labeling.

Hawaii's macadamia nut industry is struggling. Production and prices have dropped, affecting farmers and our economy. One big issue is misleading labels on macadamia nut products. Right now, there aren't enough rules to stop companies from using Hawaiian names and images, even if their nuts aren't from Hawaii. This confuses consumers who might not realize they're not buying local nuts.

We need clearer labeling rules to make sure people know what they're buying and to support our local farmers. Please consider supporting HB 2278 HD 2.

Thank you for your time and service.

Sincerely,

C. Renee Keenan

(808) 315-7987

LATE

LATE

HB-2278-HD-2

Submitted on: 3/20/2024 6:27:41 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jason Moniz	Individual	Support	Written Testimony Only

Comments:

Please support this important Bill that supports Hawaii's agriculture.

HB-2278-HD-2

Submitted on: 3/20/2024 6:56:33 AM

Testimony for CPN on 3/20/2024 9:30:00 AM

LATE

LATE

Submitted By	Organization	Testifier Position	Testify
Charles Blaum	Individual	Oppose	Written Testimony Only

Comments:

I am opposed to this bill