

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

ON THE FOLLOWING MEASURE:

S.B. NO. 3303, S.D. 1, RELATING TO LABELING OF MACADAMIA NUTS.

BEFORE THE:

SENATE COMMITTEE ON JUDICIARY

DATE: Friday, February 23, 2024 **TIME:** 9:30 a.m.

LOCATION: State Capitol, Room 016 and Videoconference

TESTIFIER(S): **WRITTEN TESTIMONY ONLY.**

(For more information, contact Travis T. Moon,
Deputy Attorney General, at (808) 586-1180)

Chair Rhoads and Members of the Committee:

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

This bill proposes to amend section 486-120.5, Hawaii Revised Statutes, by including additional labeling requirements for macadamia nuts, among other things, to list the countries of origin of the portion of the raw or processed macadamia nuts not grown in Hawaii on the label.

The country-of-origin labeling requirement on page 2, lines 11-14, of the bill may be subject to challenge under the United States Constitution's Supremacy Clause, which provides that the laws of the United States are declared to be supreme to those of the individual states. See U.S. Const. art. VI, cl. 2.

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

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

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

To avoid the Supremacy Clause issue, we recommend deleting the words "raw or" on page 2, line 12, of the bill. We note that the Committees on Agriculture and Environment and on Commerce and Consumer Protection in their Standing Committee Report No. 2722 regarding S.B. No. 3303, S.D. 1, stated that the bill would be amended to address this issue. The amendment, however, is not reflected in the bill.

Thank you for the opportunity to comment on this bill.

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 JUDICIARY

**FRIDAY, FEBRUARY 23, 2024
9:30 AM
CONFERENCE ROOM 016 & VIDEOCONFERENCE**

**SENATE BILL NO. 3303, SD1
RELATING TO LABELING OF MACADAMIA NUTS**

Chair Rhoads, Vice Chair Gabbard and Members of the Committee:

Thank you for the opportunity to testify on Senate Bill 3303, SD1. This measure clarifies labeling requirements for macadamia nuts. Requires country of origin to be included on the principal display panel of a consumer package of raw or processed macadamia nuts. Allows a private right of action for violations. The Department of Agriculture (DOA) supports this bill and requests one full-time inspector for enforcement if it does not impact the budget priorities set forth in the Executive Budget Submittal.

DOA's Measurement Standards Branch currently enforces section 486-120.5, Hawaii Revised Statutes relating to labeling requirements of macadamia nuts. We support the strengthening of this statute with the language in this bill. Truth in labeling should prevent companies from misusing the origin of the macadamia nut product being used and consumers being confused that they are getting a Hawaiian origin product when it may have been outsourced from another country. In addition, we ask you to support funding a dedicated position at the SR-22 level, beginning salary of \$63,000 to enforce these laws which will help rebuild the Department of Agriculture packaging and labeling enforcement capability that was eliminated in 2010.

Thank you for the opportunity to testify on this measure.





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

February 23, 2024

HEARING BEFORE THE
SENATE COMMITTEE ON JUDICIARY

TESTIMONY ON SB 3303, SD1
RELATING TO LABELING OF MACADAMIA NUTS

Conference Room 229 & Videoconference
9:10 AM

Aloha Chair Rhoads, Vice-Chair Gabbard, 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 SB 3303, SD1, which clarifies labeling requirements for macadamia nuts, requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts, and allows a private right of action for violations.

Hawai'i is the 5th largest producer of macadamia nuts in the world (620 farms, operating on 17,000 acres), after Australia, South Africa, China, and Kenya. Production in 2021 totaled 51 million pounds; the farm value was estimated at \$62.7 million.

The Hawai'i macadamia nut industry is under great stress from economic and environmental pressures. One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. Currently, there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawai'i. SB 3303, SD1 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.

SB-3303-SD-1

Submitted on: 2/20/2024 12:50:16 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Warren Watanabe	Testifying for Maui County Farm Bureau	Support	Written Testimony Only

Comments:

Maui County Farm Bureau requests the committee's support of SB 3303 SD1.

Mahalo.

SB-3303-SD-1

Submitted on: 2/20/2024 12:30:41 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Elizabeth Sitko	Testifying for Big Island Juicing	Support	Written Testimony Only

Comments:

I am writing to express my strong support for Bill SB3303, which seeks to mandate the labeling of macadamia nuts produced in Hawaii. As a business owner who incorporates macadamia nuts into our products, I believe that consumers have the right to know the origin of the ingredients they consume, and this bill aligns with our commitment to transparency and supporting local growers.

Hawaii's macadamia nut industry holds a special place in our agricultural landscape, contributing not only to the state's economy but also to its cultural heritage. The unique growing conditions in Hawaii produce macadamia nuts of exceptional quality and flavor, distinguishing them from those grown elsewhere. By labeling macadamia nuts with their origin, consumers can make informed choices, supporting local growers and recognizing the superior quality of Hawaii-grown nuts.

Furthermore, as a business, it is imperative that we have access to accurate information about the sourcing of our ingredients. Knowing the origin of the macadamia nuts we use allows us to establish meaningful relationships with local growers, ensuring the freshness and quality of our products while also promoting sustainability and community resilience.

This bill not only benefits consumers and businesses but also supports the agricultural sector in Hawaii by promoting the visibility and viability of local macadamia nut growers. It empowers consumers to make informed decisions about their food choices while fostering a stronger connection between producers and consumers.

In conclusion, I urge the committee to support Bill SB3303. By requiring the labeling of macadamia nuts produced in Hawaii, we can enhance transparency, support local growers, and promote the unique qualities of Hawaii-grown macadamia nuts. Thank you for considering my testimony in support of this important legislation.

Sincerely,

Elizabeth Sitko

Big Island Juicing

SB-3303-SD-1

Submitted on: 2/21/2024 9:16:49 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dana Shapiro	Testifying for Hawaii Ulu Cooperative	Support	Written Testimony Only

Comments:

We support this bill because labeling Hawaii grown agricultural products is vital to the survival of farming in the islands.

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

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

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

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

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

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

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

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

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

Mahalo,
Jaymie Umehira
Talent Acquisition Coordinator
Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, 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 SB 3303 SD1, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

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

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

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

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

of that and more. Through its dedicated team, HHG produces products that share the Spirit of Hawai'i, and these values, through every piece of delicious macadamia confections.

The proposed changes in macadamia nut labeling, as outlined in SB 3303 SD1, 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** SB 3303 SD1.

Thank you for considering my testimony.

Sincerely,
Tiffany Chu
Senior Talent Acquisition Specialist
Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

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Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 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 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 SB 3303 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 SB 3303.

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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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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 Committees on Commerce and Consumer
Protection and on Agriculture and Environment**

February 13th, 2024 at 9:10am

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

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

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

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

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

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

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

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

Thank you for considering my testimony.

Mahalo,
Ryan Manthey
Procurement Manager
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/20/2024 3:55:56 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I believe in the vision of Hawaiian Host Group because helping the islands flourish is a valiant effort. The product we produce is very good and people all over the world love it. I can't imagine dimming that light.

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. Therefore, I strongly oppose SB 3303.

I appreciate you considering this testimony.

Mahalo,

Alejandra Pedemonte

Director of Global Marketing, Hawaiian Host

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 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.

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.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. It is poorly written and contains vague language that will be difficult to enforce, opening up companies to frivolous action that will only waste everyone’s time and energy and hurting everyone involved. It is the same bill as written and discussed by the House last year with all of the same problems that we are now having to discuss again.

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 as a State can, and should, do better to make sure that we as a community all benefit and grow, yet we as a State keep finding new ways to avoid addressing the greater issues at large that hurt our community and wasting time on things that divide us further. Especially when we waste time in rehashing the same bills and the same arguments over and over. We can do better than this, and we must if we want our people to succeed.

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

Mahalo,
Kenneth Yeung
Data Engineer,
Hawaiian Host Group

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.

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

Thank you for considering my testimony.

Best,

Brenden Goo
Associate Inventory Analyst
Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of the people I work with every day. They are people who care deeply about Hawai‘i and want to see 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 SB 3303.

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

Mahalo,
Angel Flores
Corporate Buyer
Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 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 of the people I work with every day. They are people who care deeply about Hawai‘i and want to see 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 SB 3303.

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

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Angel Flores
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Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I was living on the mainland for 6 years, then covid brought me home. When I was looking for jobs, I really wanted to work for a company that was making a big impact not only in the lives of its employees but the community, my home. I had grown up with Hawaiian Host products, my family loves it, and it’s always what I send as omiyage to my mainland and international ohana, 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.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. I believe there will be long term negative impacts. 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. Therefore, I strongly oppose SB 3303.

I appreciate you considering my testimony.

All my best,
Dayna Tamashiro
Marketing Specialist
Hawaiian Host

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

- I 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 SB 3303.
- Your consideration of these matters and solutions is very much appreciated.

Mahalo!

Dane Otani

Key Account Manager

Hawaiian Host / Mauna Loa / Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

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

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

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

I 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.

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

Mahalo nui for considering my testimony.

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

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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 SB 3303 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 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. 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 SB 3303.

Thank you for considering my testimony.

Mahalo,

Jeffrey Lam

Director of Sales

Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, 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 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 provide futures for the next generations.

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

Thank you for considering my testimony.

Mahalo nui loa,

Denice Delos Santos
Senior Demand Planner
Hawaiian Host Group

Synergistic Hawaii Agriculture Council



THE SENATE
KA 'AHA KENEKOA
THE THIRTY-SECOND LEGISLATURE
REGULAR SESSION OF 2024

COMMITTEE ON JUDICIARY
Senator Karl Rhoads, Chair
Senator Mike Gabbard, Vice Chair

Tuesday, February 23, 2024 9:30 AM
Conference Room 016 & Videoconference

My name is Eric Tanouye and I am the President of the Synergistic Hawaii Agriculture Council (SHAC). SHAC is a statewide organization consisting of four associations - the Hawaii Coffee Association (HCA), the Hawaii Floriculture and Nursery Association (HFNA), the Hawaii Macadamia Nut Association (HMNA) and the Hawaii Papaya Industry Association (HPIA), and represents over 1000 businesses, from growers to processors and shippers, stretching across the State of Hawaii. Our mission is to support the growth of Hawaii agriculture and founded with the effort to better market Hawaii commodities to foreign and domestic markets.

SHAC STRONGLY SUPPORTS SB3303: RELATING TO LABELING OF MACADAMIA NUTS.

We request your support for this Macadamia Nut labeling bill that will address the problem of mislabeled macadamia nut products. This bill will require the country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation will help to ensure the authenticity of Hawai'i's macadamia nut products for consumers and retailers.

This will help Hawaii's Macadamia Nut farmers who have faced Farmgate prices falling to the lowest price since 2015, while at the same time facing input cost increases.

If you have any questions, I can be reached by phone at 808-959-3535 ext. 2627, cell 960-1433 and email eric@greenpointnursery.com.

Supporting Agriculture and Hawaii,

Eric Tanouye
President

Synergistic Hawaii Agriculture Council

Synergistic Hawaii Agriculture Council (SHAC)
190 Keawe St. Suite 204 Hilo HI 96720

SB-3303-SD-1

Submitted on: 2/20/2024 8:03:20 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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. SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. Thank you for considering my testimony.

Mahalo,

John Guting

IT Administrator

Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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.

SB 3303 will have an immediate impact to HHG’s business and therefore myself and the hundreds of people we employ. As Hawaiian manufacturers of macadamia products, we want to collaborate with farmers on regulations, but this bill will only divide us from growers. For these reasons, I strongly oppose SB 3303.

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

SB-3303-SD-1

Submitted on: 2/21/2024 6:40:11 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Andre Afonso	Individual	Oppose	Written Testimony Only

Comments:

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

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

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

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

I believe in the vision of Hawaiian Host Group because 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 spirits 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

Andre Afonso

Maintenance Manager

Mauna Loa Macadamia

SB-3303-SD-1

Submitted on: 2/21/2024 6:42:56 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Renz Ranan	Individual	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.

SB-3303-SD-1

Submitted on: 2/21/2024 6:45:09 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lon Olivar	Individual	Oppose	Written Testimony Only

Comments:

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

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

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

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278. Thank you for considering my testimony.

Mahalo

Lon Olivar

Maintenance

Maunaloa Macadamia

SB-3303-SD-1

Submitted on: 2/21/2024 6:56:50 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Reynan Ranada	Individual	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

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024, at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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 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. Therefore, I strongly oppose SB 3303.

I appreciate you considering my testimony.

Mahalo,

Tegan Hetzel-Dobbins

Innovation Manager

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 6:59:36 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Christopher M Walker	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 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.

This bill has the potential to do great harm to the Macadamia industry in the future. The current growers are not looking forward to what could and will become of their crops if companies like HHG, Mauna Loa and other manufacturers on the islands are forced to spend millions of dollars on separate packaging to call percentages on each product.

It doesn't help that these same growers have been selling their Macadamias to places like China since before the Covid-19 Pandemic forcing HHG and other local companies to source Macadamias from other places. If they were really concerned about Hawaii and local industry this would not be the case. The founding company of Mauna Loa planted most of those same farms that are now selling elsewhere instead of to us or other local companies. In essence this complaint about not using local Kernal is a problem of their own creation.

If they succeed in what seems like their goal of not only making percentages necessary but killing the brand name Mauna Loa or HHG which are worldwide known brands for over 50 years, how does that help Hawaii? How does that help our community and families if this in turn drives the business out of Hawaii? Who is going to buy local Macadamias which sell at a premium price if not local food processors like HHG?

It won't be long before the Mainland, China and other countries realize they can get their kernel for 1/3 the cost from places like Africa and Australia. When that happens, they will cease buying kernel from Hawaii growers altogether and the industry here is dead just like Sugar cane. This shortsighted view being taken is harmful to the future of Hawaii Macadamias, not beneficial.

HHG is committed to working with growers to keep the Macadamia business and brands here in Hawaii. This is not feasible if we incur millions of dollars of extra costs for something that does little or nothing for the consumer and ultimately does nothing to protect the growers here as well.

That's why I strongly oppose SB 3303.

Thank you for considering my testimony.

Aloha,

Chris Walker

Production Supervisor

Mauna Loa / Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you **in opposition of SB 3303 SD1** 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 SB 3303 SD1**.

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

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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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 SB 3303.

Thank you for considering my testimony.

Mahalo,
Daniel Verduzco
Sales Operations Manager
Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

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Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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.

I’m proud of the amazing 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. Our team is so committed to being a proud representation of the island and we’re bringing such love and adoration of Hawai‘i to the mainland.

SB 3303 does not consider the potential negative impact on Hawai‘i, the livelihoods of the people working for these legacy Hawai‘i companies and what it means for the long term sustainability of our industry. I strongly oppose SB 3303.

Mahalo
John Buehler
Director of Sales North America
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 7:20:11 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nelson Cabay	Individual	Oppose	Written Testimony Only

Comments:

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

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

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

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because I'm proud of the amazing/delicious product we create that are loved by people across the world. More important than being "from" or "made in 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. Therefore I strongly oppose HB 2278. Thank you for considering my testimony.

Mahalo

Nelson Cabay

Journeyman Electrical Technician

Maunaloa Macadamia

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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

I write to express my OPPOSITION to the proposed bill regarding the labeling requirements for macadamia nuts.

As a proud team member of Hawaiian Host Group, I can attest to our deep commitment to supporting the Hawaiian macadamia industry, our local communities, and our employees. We at HHG believe in making the Islands' future flourish. In the past year alone, we've allocated \$25 million towards bolstering Hawaiian agriculture. We are currently enhancing our Honolulu facility to ensure local jobs, and our plans include the development of a state-of-the-art macadamia processing facility in Kea'au, which will elevate the entire industry to new heights.

While I understand the importance of transparency in labeling, this bill puts unnecessary burdens on businesses and the judicial system, without providing any significant benefit to consumers. Courts should not be bogged down with endless litigation over minor labeling infractions when they have more significant cases to address, such as food safety, environmental sustainability, etc. Lawmakers should prioritize policies that genuinely protect consumers and promote responsible business practices.

It's crucial for lawmakers to recognize the importance of supporting Hawaii's macadamia industry and take measures to promote its growth and sustainability rather than burdening it with excessive labeling regulations. Policymakers should work collaboratively with industry stakeholders to develop solutions that balance consumer transparency with the needs of Hawaii's macadamia nut producers.

I urge you to reject this bill and instead pursue measures that encourage innovation and support and strengthen Hawaii businesses. Thank you for considering my testimony.

Mahalo,

Kori Kawagishi
HR Specialist
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 7:30:07 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marilou Akamine	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303 SD1, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering this testimony.

Mahalo,

Marilou Akamine

Factory Worker

Mauna Loa / Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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 are 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!

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

Thank you so much for considering my testimony.

Mahalo,

Amir Zahedi
Chief Sales Officer
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 7:35:17 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
William Lagura	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Greetings Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

My name is William Lagura and i am sending my testimony about this bill SB3303 SD 1, 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 SB3303 SD 1.

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

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024, at 9:30 am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

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 SB 3303 SD1 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 SB 3303 SD1.

I would like to thank you for considering my testimony.

Mahalo,

Dino Ortiz
Logistics Manager
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 7:50:16 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Merle C. Alvarado	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. Therefore, I strongly oppose SB 3303.

What is the true intention of this Bill? Who benefits from this Bill?

Do not let the Macadamia Nut Industry disappear like the Sugar Industry!

SB-3303-SD-1

Submitted on: 2/21/2024 7:56:10 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am opposing SB3303 SD 1, 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 SB3303 SD 1 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.

SB-3303-SD-1

Submitted on: 2/21/2024 8:01:27 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303 SD1, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

SB 3303 SD1 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 3303 SD1 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 3303 SD1.

Thank you for considering my testimony.

Sincerely,

Prima Nicolas

Mauna Loa / Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 8:09:52 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

I appreciate you considering this testimony.

Sincerely,

Jocelyn Ucol

Mauna Loa/Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 8:14:20 AM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

The reason why I joined Hawaiian Host Group is because of its commitment to the people of Hawai‘i and the future growth of its economy. I live on the mainland, but Hawai‘i has been a big part of my childhood and career. I remember the first time I visited when I was 15 years old and I was absolutely amazed by the Aloha spirit, the wonderful people, and the beauty of the islands. This is a magical place that I want to help continue to flourish for generations to come. And Hawaiian Host Group is helping make that happen with the decisions we make every day.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. It is our mission to help the economy thrive, and this bill will have a significant impact on our ability to do so, which may end up resulting in a loss of jobs, economic revenue, and future impact.

Thank you for considering my testimony.

Mahalo,

Stu Haack

Director of eCommerce

Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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. SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

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

SB-3303-SD-1

Submitted on: 2/21/2024 8:22:55 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Araceli Corpuz	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303 SD 1 relating to the labeling of macadamia nuts. This bill won't help the Hawaiian Macadamia industry as intended, but actually may hurt it.

As a team member who has worked for Mauna Loa Macadamia Nut Company for 38 years, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, and are working to renovate and improve our facilities in Kea`au and Honolulu that would benefit the entire industry. Yet, this bill is a further divides us from the growers.

We believe in working together so we can really make the Hawai`i flourish. Our visitor center even houses Mana Up products and this helps local entrepreneurs get their business out on the market. All of the companies should benefit from this bill, but unfortunately, it doesn't consider all the potential consequences it has on the Hawaiian macadamia nut industry as a whole.

I appreciate you considering this testimony. Mahalo.

SB-3303-SD-1

Submitted on: 2/21/2024 8:43:08 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I'm writing to oppose SB 3303 relating to the labeling of macadamia nuts.

I work for Hawaiian Host Group. I know our company cares about Hawai'i, the macadamia nut industry here, and most of all, the people who live and work in our islands.

Our company has invested a lot of money in the local macadamia industry. We are growers as well as manufacturers. I believe this bill will damage both sides of our business, putting unnecessary pressure and uncertainty on a company that has been an integral part of Hawai'i for almost a century.

This bill does not consider the potential impact it will have on our homegrown companies and products or to the people who work for and with us here in Hawai'i.

Mahalo for your consideration,

Linda Hokama

Payroll Analyst

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 8:45:02 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am opposing SB 3303 SD 1, 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 SB3303 SD 1 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.

SB-3303-SD-1

Submitted on: 2/21/2024 8:56:01 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jun German	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303 SD 1 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.

I joined Hawaiian Host Group because I'm really proud of all the amazing products we create. It's loved by so many people around the world and they are little gifts that share the big spirit of Hawai'i. If this bill passes, it isn't a win for Hawai'i but has potential consequences on the industry as a whole. Business downstream from the growers could go out of business and workers and their families could be impacted. Therefore, I strongly oppose SB3303 SD 1.

Thank you for considering my testimony. Mahalo.

SB-3303-SD-1

Submitted on: 2/21/2024 9:01:12 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am in opposition of SB3303, 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 SB3303 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.

SB-3303-SD-1

Submitted on: 2/21/2024 9:04:30 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Francine Kekona	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB3303, 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 SB3303.

Mahalo,

Francine Kekona

Acct Coordinator

HawaiianHost/Mauna Loa/Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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 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. Therefore, I strongly oppose SB 3303.

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

Sincerely,
Gloria D. Tolentino
Associate Staff Accountant
Hawaiian Host / Mauna Loa / Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

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

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

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

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

Mahalo,
Brandon Tanaka
Director of Technology
Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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.

SB3303 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 SB 3303.

Thank you for considering my testimony.

Mahalo,

Marsela Cani

Cost Accountant

Mauna Loa

SB-3303-SD-1

Submitted on: 2/21/2024 9:59:21 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Fred Alvarado	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

I appreciate you for considering my testimony.

Mahalo,

Fred Alvarado

Mauna Loa/Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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 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. Therefore, I strongly **oppose** SB 3303.

Thank you for considering my testimony.

Mahalo
Jason Lee
Financial Systems Analyst
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 10:22:44 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
russ clark	Individual	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Russell Clark and I am a farmer of Hawai'i -grown macadamia nuts in Holualoa. I am writing to you insupport of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

Mahalo,

Russell Clark

Vice President

Hawaii Macadamia Nut Association

SB-3303-SD-1

Submitted on: 2/21/2024 10:35:00 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Roscoe Young	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Roscoe Young and I am a farmer of Hawai'i -grown macadamia nuts in Hawaiian Macadamia Services in Pahala. I am writing to you as a equipment operator in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 10:38:24 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jonathan Navarro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jonathan Navarro and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a nursery worker employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

I am in full support of Senate Bill 3303.

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

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

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

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

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

I am opposed to SB 3303 because of the impact it will have on our business. For example:

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

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. Therefore, I strongly oppose SB 3303.

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 SB 3303.

Thank you for considering my testimony.

Mahalo

Drew Reynado

Field Sales Manager

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 10:42:02 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Teresita Baldonado	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Teresita Baldonado and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a harvest labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 10:43:02 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Yolanda Norberte	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Yolanda Norberte and I am a farmer of Hawai'i -grown macadamia nuts in Pahala Hawaiian Macadamia Nut Services. I am writing to you as harvest labor in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 10:44:03 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Treyton Calantoc	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Treyton Calantoc and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

I am in full support of Senate Bill 3303.

Hawaiian Macadamia Nut Services

February 23, 2024

TESTIMONY IN SUPPORT OF SB3303 SD1, RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

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 Senate Bill SB3303 SD1, 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. SB3303 SD1 will give Hawai'i growers a chance to keep our jobs and save Hawai'i'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

SB-3303-SD-1

Submitted on: 2/21/2024 10:46:06 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Desiree Salmo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Desiree Salmo and I am a farmer of Hawai'i -grown macadamia nuts in Pahala Hawaiian Macadamia Nut Services. I am writing to you as a equipment operator in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 10:47:37 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Loea Kaupu	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Loea Kaupu and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 10:50:17 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arnold Abellera	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Arnold Abellera and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a harvest labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 10:52:12 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Iokepa	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Iokepa and I am a farmer of Hawai'i -grown macadamia nuts in Pahala. I am writing to you in operator that support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 10:52:34 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lydia Agustin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Lydia Agustin and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 10:58:44 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Robert Aurelio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Robert Aurelio and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:00:12 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Eugenio Asistin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Eugenio Asistin and I am a farmer of Hawai'i -grown macadamia nuts in Pahala. I am writing to you as a harvest labor in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 11:01:10 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jose Baruelo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jose Baruelo and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a harvest labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:05:23 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Pete Dacalio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Pete Dacalio and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:12:43 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nestor Visaya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Nestor Visaya and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a harvest labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:13:11 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
William Mitchell	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is William Mitchell and I am a farmer of Hawai'i -grown macadamia nuts in Pahala. I am writing to you as a Truck Driver in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 11:14:32 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jerod Andrade	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jerod Andrade and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

Testimony of Cara Souza



Hawaiian Macadamia Nut Services

February 23, 2024

RE: SB3303 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

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 SB3303 SD1 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. SB3303 SD1 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 SB3303 SD1.

Mahalo for your time and consideration,

Cara Souza
Hawaiian Macadamia Nut Services

SB-3303-SD-1

Submitted on: 2/21/2024 11:16:13 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Carlos Dulig	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Carlos Dulig and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:18:09 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Laureno Galban	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Laureno Galban and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:19:44 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Shaine Kuilipule	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Shaine Kuilipule and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:19:58 AM

Testimony for JDC on 2/23/2024 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:

Hi my name is Pamela Salmo I being working for Hawaiian Macadamia Nut Services in Pahala for 37 years. My heart is here working in Pahala for Hawaiian Macadamia Nut Services without the company what will happend here out in Ka'u no jobs, it will be a ghost town here. I support 100% of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/21/2024 11:22:08 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arsenio Norberte	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Arsenio Norberte and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:23:56 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Victoriano Pinzon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Victoriano Pinzon and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:27:41 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ruby Manantan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ruby Manantan and I am a farmer of Hawai'i -grown macadamia nuts in Pahala. I am writing to you as a Harvesting Foreman in Support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 11:31:24 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jennifer Navarro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jennifer Navarro and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a HR Administrative Assistant employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:37:07 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Betty Aguinaldo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Betty Aguinaldo and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:38:54 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Aurea Aquino	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Aurea Aquino and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:39:00 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lance Michael Clark	Testifying for Hawaiian host group	Oppose	Written Testimony Only

Comments:

<p>Hawaiian host imports foreign nuts to process and package to send out to other destinations such as the united states mainland, Guam, the far east etc. This is necessary since the local crops they grow here are not sufficient for supplying are customers far away. </p>

SB-3303-SD-1

Submitted on: 2/21/2024 11:40:35 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Flora Ballesteros	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Flora Ballesteros and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:42:41 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Harris Bautista	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Harris Bautista and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:45:37 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jeffrey Calaro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jeffrey Calaro and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:47:12 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Monaliza Caluya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Monaliza Caluya and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:48:40 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Reima Corpuz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Reima Corpuz and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:50:04 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Roger Jacinto	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Roger Jacinto and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:51:36 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Patrick Lucas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Patrick Lucas and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:53:49 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rodolfo Manzano	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Rodolfo Manzano and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 11:55:35 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Charles E Ensey	Testifying for Hamakua Macadamia Nut Co.	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Charles Ensey and I am a processor of Hawai'i -grown macadamia nuts on Hawaii Island. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

This will bring transparency so the consumer will stop being deceived when buying Macadamia Nuts in Hawaii, believing the nuts were grown here. Mauna Loa has for years purchased foreign kernel for cheap prices and passed them off as grown locally. The consumers buying the product paid a "Hawaii Premium" because there was no labeling declaring otherwise.

This is also not fair to Hawaii farmers who are faced with the high cost of land and labor expenses but have to compete at foreign kernel pricing. This labeling bill will help to protect farmers success because they will be able to sell their crop for more since it is a limited commodity.

Regards,

Charles Ensey

Vice President

Hamakua Macadamia Nut Co.

SB-3303-SD-1

Submitted on: 2/21/2024 12:06:36 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I believe in the vision of Hawaiian Host Group because we are actively working to strengthen and better the local macadamia nut industry.

I am proud to work for Hawaiian Host Group because I'm proud of the amazing products we create that are loved and shared globally. More important than being "from" or "made in Hawai'i," they are gifts that share the spirit of Hawai'i with the world.

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

Thank you for considering my testimony.

Mahalo,

Jonnay Vilmaire

Marketing Specialist

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 12:10:36 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Manuel Prado	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Manuel Prado and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a harvest labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:13:58 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arthur Puas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Arthur Puas and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:16:33 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Joselito Rosana	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Joselito Rosana and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:17:31 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Tazsha Taatia	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha,

As a proud team member of Hawaiian Host Group, I absolutely know this organization fully supports the Hawaiian macadamia industry. With that being said we are currently modernizing our Honolulu facility 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 supports our local farmers 100%. However, our demand for Macadamia kernels is well elevated. It is important that we continue to grow our Hawaiian culture and business with suppliers overseas. This gives Hawaiian Host an opportunity to share Aloha throughout the world.

Aloha no,

Tazsha Taatia

Production Manager

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 12:18:56 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Charles Spencer	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Charles Spencer and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:21:24 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Felicitas Bautista	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Felicitas Bautista and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:23:01 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marilyn Bernardo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Marilyn Bernardo and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:46:19 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Fe Caluya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Fe Caluya and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:47:48 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Emeterio Castro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Emeterio Castro and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:48:21 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Brooke Isa	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB3303 SD 1, relating to the labeling of macadamia nuts. I view that this bill could hurt our macadamia industry in Hawai`i.

Though I've only been a team member of Hawaiian Host Group for a short time, I know that the macadamia is highly valued by people worldwide. Our company invested \$25 million in Hawaiian agriculture just last year to bring it back to local roots, and we are in the works of modernizing our Honolulu and Kea`au facilities so that we can improve our processes and production. Yet, this bill could potentially stop the industry from growing and instead further divides us from the growers.

I have always known the brand Mauna Loa & stopped by the Visitor Center many times as a child to pick up omiyage. As I got older, I went away for school, but each time I left, I made sure to take up some Mauna Loa products to share. Some of them already knew of Mauna Loa (even internationally), but for others it was their first time hearing about us. This is what we, as Hawaiian Host Group, which is the parent company of the brands: Mauna Loa, Hawaiian Host, MacFarms & KOHO, strive to do--share the essence of Hawai`i with the world. Since I started working here, I've been given the great privilege to see our employees hard at work. From our families that harvest from the fields, to production side that makes the products, to our Visitor Center staff that cater for many tour companies as an essential stop, to our marketing & sales team who had such a huge hand in rebranding our packaging so we can show off locations in Hawai`i just by being on the shelves.

I'm opposing SB3303 SD1 because it doesn't consider the possible impact it will have on the Hawaiian macadamia industry as a whole. Due to our companies having so many products and being international, we need the nuts to make product. The hope is always to buy Hawaiian kernel so that we are able to produce more jobs in Hawai`i. In the meantime, what would happen to our workers? We would need to pause production just to rework packaging (both primary and secondary), they wouldn't be able to work at the capacity they are now. In addition, who would the farmers sell their nuts to? There are so many unknowns to this bill that it's concerning for the livelihoods of all those that are working in the Hawaiian macadamia industry. I would like to see collaboration and compromise with growers and manufacturers so that we can really make the this industry flourish.

Thank you for considering my testimony. Mahalo.

SB-3303-SD-1

Submitted on: 2/21/2024 12:49:38 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Leonarda Castro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Leonarda Castro and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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 SB 3303 SD1.

Thank you for considering my testimony.

Mahalo.

Theresa Tuxhorn
Managing Director, KOHO
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 12:51:27 PM

Testimony for JDC on 2/23/2024 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:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Julita Dela Cruz and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:54:19 PM

Testimony for JDC on 2/23/2024 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:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Margarita Dela Cruz and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:55:52 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ignacio Elefante	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ignacio Elefante and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:57:21 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bonie Gamilo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Bonie Gamilo and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipmet operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 12:58:41 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lauro Manzano	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Lauro Manzano and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 1:00:09 PM

Testimony for JDC on 2/23/2024 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:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Evelyn San Diego and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvester employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/21/2024 1:01:39 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
John Sorei	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is John Sorei and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a harvest labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/20/2024 4:17:49 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Strong support

SB-3303-SD-1

Submitted on: 2/20/2024 4:24:08 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jimmy Gomes	Individual	Support	Written Testimony Only

Comments:

Stand by HFB testimony

SB-3303-SD-1

Submitted on: 2/21/2024 7:05:46 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
draden kapua	Individual	Oppose	Written Testimony Only

Comments:

I oppose bill SB3303.

SB-3303-SD-1

Submitted on: 2/21/2024 7:14:19 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Andrew Ito	Individual	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.

SB-3303-SD-1

Submitted on: 2/21/2024 7:30:46 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Steven Gamble	Individual	Oppose	Written Testimony Only

Comments:

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

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

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

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

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

SB-3303-SD-1

Submitted on: 2/21/2024 7:33:32 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Charles W Hill	Individual	Oppose	Written Testimony Only

Comments:

Senator Jarrett Keohokalole, Chair for the Committee on Commerce and Consumer Protection

Senator Carol Fukunaga, Vice Chair for the Committee on Commerce and Consumer Protection

Senator Mike Gabbard, Chair for the Committee on Agriculture and Environment

Senator Herbert M. "Tim" Richards, III, Vice Chair for the Committee on Agriculture and Environment

**RE: HB1348 HD2 Relating to Labeling of Macadamia Nuts – In
Opposition Hearing Date: Friday, March 17, 2023, 10am HST**

Aloha Chair Keohokalole, Chair Gabbard, Vice Chair Fukunaga, Vice Chair Richards, and members of the Committees:

I've been working in Maintenance Department at Mauna Loa for 7 years now. I love working here because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai'i, and people who believe in making the Islands future flourish. Mauna Loa has supported me throughout the years by taking care of me and my family with all the benefits that has been providing to me. If Bill 1348 passes, it might be a short-term win for farmers, but 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 like ours. Therefore, I strongly Oppose HB1348.

I appreciate you considering this testimony.

Mahalo

Charles W Hill

SB-3303-SD-1

Submitted on: 2/21/2024 8:08:07 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maria Cabay	Individual	Oppose	Written Testimony Only

Comments:

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

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts, This bill put simply- wil 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'u that would benifit 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 accross the world. More important than Being "from" or made in Hawaii, they are gifts that share the spirit of Hawaii.

SB3303 does not consider the potenital 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 SB3303.

Thank you for considering my testimony.

Mahalo,

Maria Cabay

Factory Worker

Hawaiian Host Group.

SB-3303-SD-1

Submitted on: 2/21/2024 8:11:17 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Austin	Individual	Oppose	Written Testimony Only

Comments:

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

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

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

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Thank you for considering my testimony.

Mahalo

Austin Mattos

SB-3303-SD-1

Submitted on: 2/21/2024 11:01:53 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Samuel Mangoba	Individual	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Samuel Mangoba and I am a farmer of Hawai'i -grown macadamia nuts in Pahala. I am writing to you in hand harvest in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 10:40:35 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marlon Biason	Individual	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Marlon Biason and I am a farmer of Hawai'i -grown macadamia nut in Hawaiian Macadamia Nut Services in Pahala. I am writing to you as equipment operator in the support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/21/2024 1:30:05 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rolando Sabala	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Rolando Sabala

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:33:16 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Romeo T Felipe

Kapua Orchards

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I 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!

As a company that manufactures in Hawaii, our costs are much higher than competitors, but we still must compete in a global market. SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

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

Aloha,
Earl Kurisu
Sr. Director of International Sales
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 1:35:28 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Recto Bautista	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Recto Bautista

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:36:12 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am in opposition of SB3303, 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 SB3303.

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

SB-3303-SD-1

Submitted on: 2/21/2024 1:37:56 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Luzviminda O. Ulep	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Luzviminda O. Ulep

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:38:35 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Dennis G Felipe

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:42:19 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jaime Baclig	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Jaime R Baclig

Kapua Orchards



I am writing in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS. In 1983 I started working for the Kau Macadamia Orchards as a labor worker. We had several close relatives that started in the 1960's and 1970's and friends working for the company making macadamia a primary source of income for our families and the community. To this day the macadamia industry has a big role in the community. We were taught to do our best and work hard and the company would maintain sustainability for generation to come. We must preserve our Hawaiian kernel and ensure it is properly marketed. We are relying on our Local, State and government leaders to assure the Hawaiian Macadamia is truly a Hawaiian Macadamia.

Mahalo

Leonard Fuerte

Hawaiian Macadamia Nut Services

SB-3303-SD-1

Submitted on: 2/21/2024 1:45:08 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Edward Q Nolasco

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:46:38 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Mary Ann M Felipe

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:48:24 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 does not consider the potential impact it will have on the market, local business, the Hawai‘i macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Orlando V Libunao

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:48:37 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jose Carmelo Manantan	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Jose Carmelo G Manantan

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:49:43 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Michael Tolentino	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Michael A Tolentino

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:50:28 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lolita V Cariaga	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Lolita V Cariaga

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:51:00 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Lilibeth F Tolentino

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:51:04 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I am proud to work for Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community and people who believe in making the islands’ future flourish.

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

Thank you for considering my testimony.

Paterno Padasdao

SB-3303-SD-1

Submitted on: 2/21/2024 1:51:48 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Adelaida Agudo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am opposing SB 3303 SD 1 relating to the labeling of macadamia nuts because this bill 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 could hinder the industry from growing and instead further divides us from the growers.

I would like to see all of our companies continue to grow. I have worked here for 38 years and have seen my team members working everyday and we all do this to provide for our families. I believe in the vision of our company and our leadership team as they are transparent with us about the future of our company. We can see how our plans can help the Hawaiian macadamia industry as a whole.

This bill could potentially put many families out of work since many of us are all related to each other. It also has potential consequences for all agriculture, production, and retailers. We would really like to collaborate with growers so that we can create a thriving industry. Your consideration of these matters and solutions is very much appreciated. Mahalo.

SB-3303-SD-1

Submitted on: 2/21/2024 1:52:28 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Cedrick Felipe

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:53:22 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Avelina A Ancheta

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 1:54:22 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

The reason why I joined Hawaiian Host Group is because I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

If 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. Therefore, I strongly oppose SB 3303.

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

SB-3303-SD-1

Submitted on: 2/21/2024 1:55:33 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Caryn Tangalin	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I am proud to work for Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai'i, people who are involved in our community and people who believe in making the islands' future flourish.

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

Thank you for considering my testimony.

Mahalo,

Caryn Tangalin

HR Manager

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 1:56:48 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am in opposition of SB3303 HD 1, 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, SB 3303 HD 1, 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

SB-3303-SD-1

Submitted on: 2/21/2024 1:57:59 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

The reason why I joined Hawaiian Host Group is because I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

If 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. Therefore, I strongly oppose SB 3303.

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

SB-3303-SD-1

Submitted on: 2/21/2024 2:06:38 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Frando V Libunao

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:07:35 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Angela D Miguel

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:09:17 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nicanor N Duldulao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Nicanor N Duldulao

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:09:47 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Artemio Libunao

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:10:41 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Rosita C Tayamen

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:11:50 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nenita Gallarde	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Nenita Gallarde

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:12:52 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Constante Ancheta

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:18:50 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Virgilio V Candaroma	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Virgilio V Candaroma

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:21:45 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Hazel C Pumaras

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:22:45 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Ferdinand P Pumaras

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:23:58 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Rolando C Cancio

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:24:24 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Leonardo B Lalin

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:24:57 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Eduardo T Ballad

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:25:58 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Maria C Ballad

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:26:54 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maycel B. Lugtu	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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Thank you for considering my testimony.

Mahalo,

Maycel B. Lugtu

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:28:39 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cecilia P Palalay	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Thank you for considering my testimony.

Mahalo,

Cecilia P Palalay

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:29:35 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Thank you for considering my testimony.

Mahalo,

Marites Felipe

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:29:41 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Welhelmino Cortel	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Welhelmino Cortel

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:30:41 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Juliet T Tabilin	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Juliet T Tabilin

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:31:43 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 does not consider the potential impact it will have on the market, local business, the Hawai‘i macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Geraldin B Felipe

Kapua Orchards



Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in strong opposition of SB 3303, relating to the labeling of macadamia nuts. This bill, though well-intentioned, threatens to replicate the historical decline experienced by the pineapple and sugar cane industries in Hawai'i, a fate we cannot afford for our macadamia sector.

Our Commitment to Hawai'i

Hawaiian Host Group cares about the local macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and 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 scaling the industry and instead further divides us from the growers.

I've had the fortune to work with many companies around the world, from some of the Fortune 100 to local start-ups, across multiple industries. Yet, I became a Hawai'i-resident, leaving all of my family and friends on the other side of this planet, because I deeply believe in Hawaiian Host Group as a purpose-driven organization. Having worked with our executives for years now, I can attest that they make decisions with the best intentions, not just for our company, but for Hawai'i at large.

The Potential Harm of SB 3303

SB 3303 poses significant operational challenges for businesses like ours. It mandates a complete overhaul of packaging and branding, introduces complexity into our systems, complicates inventory processes, and disrupts our production and supply chain entirely. These changes not only incur substantial costs but also risk the viability of local operations, potentially leading to significant job losses.

Conclusion

In conclusion, I urge you to consider the potential adverse effects of SB 3303 on Hawaii's macadamia industry and to seek alternatives that encourage unity and progress. Let us not repeat the history of the pineapple and sugar cane industries. Let us work together towards a thriving future for our entire industry.

Therefore, I respectfully oppose SB 3303 and am eager to look into different solutions that will benefit all parties involved. Thank you for taking the time to read through and consider my testimony.

Stijn Spaas
Director of Corporate Brand Strategy

SB-3303-SD-1

Submitted on: 2/21/2024 2:46:14 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303 SD 1, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

SB 3303 SD 1 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Sincerely,

Mercedes Habab

Mauna Loa / Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 2:55:33 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Gema A Cardenas

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 2:57:09 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sonia Tejada	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am opposing SB 3303 relating to the labeling of macadamia nuts because it will not help the Hawaiian Macadamia industry as intended.

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

I have been with Mauna Loa for 38 years on our cupline. I love coming into work for 38 years is because of the people I work with. These are people who care deeply about Hawai‘i. Mauna Loa has helped me put my kids through school. I oppose SB 3303 SD 1 because it only focuses on the farmers and does not focus on the whole industry of Macnuts for Hawai‘i.

Thank you for considering my testimony.

Sonia Tejada

SB-3303-SD-1

Submitted on: 2/21/2024 3:01:53 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I joined Hawaiian Host Group because they support local community and business. 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.

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

Thank you for considering my testimony.

Aloha ,

Garrett Gum
Hawaiian Host tGroup

SB-3303-SD-1

Submitted on: 2/21/2024 3:02:43 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Analisa B Ancheta

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:02:56 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts because there are many potential consequences that can hinder the growth of the Hawaiian macadamia industry.

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

I believe in the vision of Hawaiian Host Group because the products that we put out are loved by people all over the world. They are small gifts that share the great spirit of Hawai`i. I'm opposing SB 3303 SD 1 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai`i and the livelihoods of its workers and families.

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

SB-3303-SD-1

Submitted on: 2/21/2024 3:03:53 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Domingo C Ramos

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:07:29 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303 SD 1, 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, SB 3303 SD 1, 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.

SB-3303-SD-1

Submitted on: 2/21/2024 3:11:43 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mariel Badua	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Mariel Badua

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:12:50 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Chita A Libunao

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:14:08 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lolita V Candaroma	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Lolita V Candaroma

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:15:05 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mary Falay	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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 SB 3303.

Thank you for considering my testimony.

Sincerely,

Mary Falay

Mauna Loa/ Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 3:15:19 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Oscar T Tabilin

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:18:21 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Melchor B Miguel

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:21:53 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Rogelio A Palalay

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:32:28 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Fedelina B Balibat

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:33:39 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Nestor B Alejo

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:35:08 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Ben C Bolaoen

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:36:28 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marcelina Miyamoto	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts because this bill could potentially hinder the Hawaiian macadamia industry.

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

I believe in the vision of our company, of sharing the spirit of Hawai`i, and our leadership team has been transparent and shown us what is planned for the future so that the Hawaiian macadamia industry can grow more. I oppose SB3303 because of the potential consequences it would have on the macadamia industry in Hawai`i. I appreciate you considering my testimony. Mahalo.

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

As someone who is part of the Innovation Team, I am proud of the amazing products that we get to create that are so loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share spirit of Hawai‘i.

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

I appreciate you considering this testimony.

Mahalo,
Vivian Xu
Associate Innovation Manager
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 3:41:22 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Myrle Saplan	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Myrle Saplan

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:43:00 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Susana R Alejo

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:44:33 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ruben Tugade	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Ruben Tugade

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 3:58:39 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Pilar Cacho	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB 3303 relating to the labeling of macadamia nuts because this bill 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 but, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of our company because we have been striving to improve our facilities as I have mentioned above. Our products have become a wonderful gift to many tourists and spread through people around the world. However, this bill really divides growers and manufacturers which can hurt the Hawaiian macadamia industry if we don't work together.

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

SB-3303-SD-1

Submitted on: 2/21/2024 3:59:29 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

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

You may continue with a statement along the lines of:

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

Examples of reasons why you might love your job are:

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

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

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

Lastly, thank the Committees for considering your testimony:

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

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

Bret McNamara

Production supervisor

[Hawaiian Host / Mauna Loa / Hawaiian Host Group]

SB-3303-SD-1

Submitted on: 2/21/2024 4:06:26 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Romulo O Flores	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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. SB 3303 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 oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Romulo O Flores

Kapua Orchards

SB-3303-SD-1

Submitted on: 2/21/2024 4:07:04 PM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

The reason why I joined Hawaiian Host Group is because I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

If 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. Therefore, I strongly oppose SB 3303.

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

SB-3303-SD-1

Submitted on: 2/21/2024 4:11:07 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mikiko Yamagishi	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

The reason why I joined Hawaiian Host Group is because I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

If 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. Therefore, I strongly oppose SB 3303.

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

Mahalo,

Mikiko Yamagishi

Visitors Center Sales Associate

Hawaiian Host / Mauna Loa / Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 4:17:14 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bobbi Wilson	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of its long history of doing business in Hawai‘i and the iconic products we produce. I enjoy my job because of the people I work with every day, they are involved in our community and care deeply about Hawai‘i.

I oppose SB 3303 as it does not consider the impact it could have on all companies in the macadamia industry in Hawai'i and the people they employ. My hope is that growers and manufacturers can work together so it's a win for all and a win for Hawai'i.

Thank you for considering my testimony.

Mahalo,

Bobbi Wilson

Mauna Loa

SB-3303-SD-1

Submitted on: 2/21/2024 4:17:48 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of SB3303 SD 1, 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 SB3303 SD1.

Thank you for considering my testimony.

Sincerely,

Antonio Salvador

Mauna Loa/Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 4:19:20 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Shannon Castellanos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

I write to you **in opposition** of SB 3303, relating to the labeling of macadamia nuts. In short, this bill will not help the Hawaiian Macadamia industry as intended.

I joined Hawaiian Host Group two years ago because of how special the products we create, and sell are to the local community, as well as around the world. These products are more than just something people consume. They are products made and supported by hundreds of local employees filled with pride for the community they grew up in and care deeply about. Our delicious products share the spirit of Hawai'i, their Islands, with all who receive them, which is far more important than where the products are made or from.

Over the last two years, I have had the pleasure of spending time with many of our wonderful employees who have spent their lives in Hawai'i, giving back to their communities and demonstrating great commitment to ensuring the islands continue to flourish. It is because they are employed by Hawaiian Host Group, that they can continue to invest in the future of Hawai'i.

As a member of the Executive Team of Hawaiian Host Group, I know firsthand how much this company cares about the Hawaiian macadamia industry. It is at the heart of every decision we make. We continue to invest in Hawaiian agriculture to move the industry forward as well as ensure we keep jobs local. Last year, we invested \$25 million in Hawaiian agriculture, we have invested heavily to modernizing our Honolulu facility as we speak to ensure local jobs, and we have developed plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

With all this investment and demonstrated commitment to the communities of Hawai'i, we are looking to collaborate with other farmers on regulations. This Bill, as written, will prevent the Hawaiian macadamia industry from growing and instead further divide us from the growers.

I believe in the vision of Hawaiian Host Group because I get to be part of creating it. We as a leadership team have the best intentions for our team, for Hawai'i as a whole and the Hawaiian macadamia industry. My family has lived on Oahu for over 50 years and some of my best childhood memories include getting to choose a Hawaiian Host Group product at Longs so many years ago. I am so proud to be employed by such a special and memorable brand that truly represents Hawai'i.

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

Thank you for considering my testimony.

Sincerely,

Shannon Castellanos

Chief Financial Officer

Hawaiian Host Group

Testimony of James Trump
Island Harvest Inc.
February 21, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

This is a letter in support of SB3303. We are a medium sized grower (500 acres) of macadamia nuts in North Kohala but this testimony also reflects the views of most, if not all, small growers in our district. In my thirty years managing macadamia nut orchards, I believe that this is clearly the most important legislation that the industry has faced.

North Kohala macadamia growers ship their in-shell nuts to on-island processors who buy, crack and package our crop. Hawaii kernel has a great reputation for its freshness, distinct oil content and its association to the State of Hawaii. We can compete globally because of these distinctions. When cheaper foreign kernel is sold, implying Hawaii as a place of origin, local growers cannot compete. Fairness in labeling is necessary or Hawaii macadamia nut farming will be history. Truth in labeling is the request; we are not asking for subsidies or bailouts.

Please feel to contact me regarding this important legislation.

Thank you,

James Trump
President
Island Harvest Inc.
808-895-3448
jamestrump@gmail.com

Testimony of Brad and Jeri Raymond - Kealahou, Hawaii

Hawai'i Macadamia Nut Association

February 21, 2024

RE: SB3303: RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary.

Our names are Brad and Jeri Raymond, and we are testifying on behalf of the Hawai'i Macadamia Nut Association in strong support of Senate Bill 3303: RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i and macadamia nuts have been linked since the early 1900's when Hawai'i became the birthplace of the commercial macadamia nut industry. Macadamia nuts became especially important to Hawai'i's economy when sugar cane became infeasible, and farmers began to seek alternative ways to support themselves and the communities that had been created around important agricultural lands.

Today, Hawai'i has built a globally recognized brand around Hawai'i-grown macadamia nuts, but unfortunately, the Hawai'i brand is now being used to market macadamia nuts grown in foreign countries. Hawaiian words, place names, and images of Hawai'i's beautiful landscapes are being used on packaging of macadamia nut products that contain foreign grown macadamia nuts.

Hawai'i's macadamia nuts have a special taste, unique crunch, and are grown almost exclusively under non-irrigated rainfed orchards. Unlike macadamia nuts grown in other parts of the world, almost all Hawai'i macadamia nuts are insecticide-free.

Macadamia nuts are growing in popularity as people recognize the importance of healthy fats and Hawai'i is well-positioned with its reputation for beauty, cleanliness, and luxury, to increase the agricultural value of Hawai'i-grown macadamia nuts. Unfortunately, Hawai'i's macadamia industry is not growing as farmers face the threat of cheaper macadamia nuts of foreign origin flowing into the Hawaii market due to their labor and extenuating factors.

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

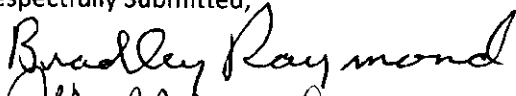

while they've been able to find a market for their macadamia nuts, the prices they are receiving are not enough to cover the cost of production for most growers.

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 SB3303 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,



Brad and Jeri Raymond, Kealahou, Hawaii

Hawai'i Macadamia Nut Association

SB-3303-SD-1

Submitted on: 2/21/2024 5:17:21 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

My name is Carolyn Witcover and I am a farmer of Hawai'i -grown macadamia nuts in Captain Cook. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

- The reason why I joined Hawaiian Host Group because of the people I work with every day. They are people who grew up here / people who care deeply about Hawai‘i / people who are involved in our community / people who believe in making the Islands’ future flourish...
- SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

I appreciate you considering this testimony.

Sincerely,
Gene Uehara

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 5:50:02 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Esmenia Garo	Individual	Support	Written Testimony Only

Comments:

I Esmenia Garo working for Hawaiian Macadamia Services in Pahala, Hawaii. I am an ILWU memeber and strongly support bill SB3303 RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/21/2024 5:57:08 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
CAESARIA SALMO	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I Caesaria Salmo a retired Hand Harvest foreman strongly support Bill 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.



TESTIMONY IN SUPPORT OF SB 3303, RELATED TO LABELING OF MACADAMIA NUTS

February 21, 2024

**Senator Karl Rhoads, Chair
Senate Committee on Judiciary**

Aloha Chair Rhoads, Vice Chair Gabbard and Committee Members,

Hawaiian Macadamia Nut Services strongly supports SB 3303 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.

While this bill is about labeling, for our company and our employees, this bill is about the survival of our industry and their jobs. We employ families. Whole households are being impacted and at risk.

Last year, the growers testified that millions of pounds of macadamia nuts were left on the ground. Subsequently, that has been proven to be true with the USDA report showing a decline of 49% in the farm value of the macadamia nut industry. This removed more than \$30 million from the economy of rural Hawai'i. As the largest grower, our company and our employees bore the largest part of the decline, weakening households that were just recovering from the pandemic.

As a farmer, we are constantly at risk from environmental and market factors, and we understand and accept them. But in this case, there is one company creating unfair conditions for farmers and is opposing the bill to keep things that way. The same company has over 90% retail market share in Hawai'i and controls the majority of processing capacity in Hawai'i. The opposition claims that the problem is due to outdated plants without making it clear that it is the one that has not invested in updating its plants. The opposition claims it is buying as many nuts as it can from growers but not stating that the price it is paying is below the cost of farming in Hawai'i and that its labeling practice enables this as it forces growers to compete with foreign nuts from low cost growing regions.

When a company is a monopoly and has so much power, regulation is needed to ensure a fair and competitive market. Without fair labeling, there is no market and there will be no further investment in plants. Without fair labeling, there will be no macadamia industry.

Thank you for allowing us to share our concerns on this bill.

Sincerely,

Bradford Nelson
President



February 21, 2024

Senator Karl Rhoads
Chair, JDC
Conference Room 016 & 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 SB3303 SD1, 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 SB3303 SD1, 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.

SB3303 SD1 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 SB3303 SD1 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 SB3303 SD1 and stand with Hawaii's macadamia nut growers and workers.

Thank you for your time and consideration.

Sincerely,

Bonnie Self
Macadamia Growers of Hawaii

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I oppose this bill.

Mahalo,
Justin Virtudes
Sales Representative
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/21/2024 7:35:49 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lance Michael Clark	Testifying for Hawaiian host group	Oppose	Written Testimony Only

Comments:

Hawaiian host imports foreign nuts to process and package to send out to other destinations such as the united states mainland, Guam, the far east etc. This is necessary since the local crops they grow here are not sufficient for supplying are customers far away.

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

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

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

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

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

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

I appreciate you considering this testimony.

Sincerely,

Lance Nakamura
Sales Representative
Hawaiian Host Group



TO: Senator Rhoads, Chair Senate Judiciary Committee
Senator Gabbard, Vice Chair
Senate Judiciary Committee

FROM: Ed Schultz
President & CEO, Hawaiian Host Group

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

Aloha Chair Rhoads, Vice Chair Gabbard and members of the Judiciary 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.

First, the main challenge for the industry is not in the purchase of local macadamia nuts but in processing capacity. There is not enough capacity to process all of the nuts grown in Hawaii. At the start of harvest in September 2023, HHG offered to purchase nuts from all growers who were willing to harvest their orchard.



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

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

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

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

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

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

Finally, and most specifically for this committee, there are substantial legal concerns about the implementation of this bill. These concerns were on display during the House Consumer Protection Committee hearing on February 16, where Representatives Belatti and Onishi were asking simple questions to the Assistant Attorney General and the Hawaii Department of Agriculture about the implementation of the HB2278 and they could not provide clear answers. If the committee members would like to review the session it is at the 1h 51m mark of the recording of the February 16 hearing the House Committee of Consumer Protection and Commerce held.

Specifically here are our legal concerns that the Senate Judiciary committee should take into account when reviewing SB3303

- 1. May be found void for vagueness.** SB3303 fails to give notice that will enable ordinary people a reasonable opportunity to understand what it prohibits so they may act accordingly; and provide explicit standards for those who will be tasked with applying the law. See *Planned Parenthood of Cent. & N. Arizona v. State of Ariz.*, 718 F.2d 938, 948 (9th Cir.1983) (holding that a statute is void for vagueness if persons of common intelligence must necessarily guess at its meaning); *Chicago v Morales*, 527 U.S. 41, 119 S.Ct. 1849, 144 L.Ed.2d 67 (1999) (recognizing that vagueness may invalidate a statute for two independent reasons: “[f]irst, it may fail to provide the kind of notice that will enable ordinary people to understand what conduct it prohibits; second, it may authorize and even encourage arbitrary and discriminatory enforcement.”). We see at least several issues with SB3303 as currently written, including:

First, that SB3303 provides that the use of “images of the State” on packaging of a product which contains raw or processed macadamia nuts *per se* (automatically and by itself) represents the origin of the raw or processed macadamia nuts as being from any place within the State, is overbroad and susceptible of being found void for its vagueness. SB3303 does not require that the use of “images of the State” be used together with an express written representation that the macadamia nuts were in fact grown in Hawai‘i, e.g., “Hawai‘i-Grown Macadamia Nuts.” The phrase “images of the State” is an undefined term that on its face, is overbroad, vague and ambiguous. For example, SB3303 does not require that the image depict any natural or manmade landmark that is “famous” or provide explicit standards to allow ordinary persons to understand what qualifies as an image of the State. Under SB3303, “ordinary” and / or “generic” images of coconut, macadamia nuts, plumeria, hibiscus, and orchids which are often associated with, but are neither native nor exclusive to the State, could arguably trigger compliance. Similarly, images of ordinary and / or generic beach scenery, pineapple fields, or volcanos could be misattributed as being “images of the State” when in fact they are not.

Second, SB3303 creates a bright line rule that a company name alone can represent the origin of the raw or processed macadamia nuts as being from any place within the State, but does not articulate the criteria by which a company



name necessarily represents the origin of the macadamia nuts as being from any place within the State. Under SB3303, arguably, a company name which includes words such as "Hawaiian", geographic descriptors such as "Hawai'i", "Diamond Head", "Kaua'i", "Maui", "Honolulu", or "Hilo", or Hawaiian language words such as "Aloha" or "Mele", whether used together or with other words, could require compliance with SB3303.

Third, SB3303 includes the phrase "including but not limited to" which precedes "company name or the use of images of the State" as ways in which product packaging may be deemed to represent the origin of the raw or processed macadamia nuts as being from any place within the State. This catch-all phrase even further expands the overbroad nature of SB3303 to allow potentially infinite ways in which the law could require compliance without providing notice to ordinary people of what is prohibited or explicit standards for enforcement.

Fourth, when the overbroad, vague and ambiguous language of SB3303 is coupled with the bill's private right of action that empowers "any person injured by a violation of this section [to bring] a civil action in court for damages", the potential and possibilities for arbitrary and capricious enforcement is magnified.

- 2. May violate the dormant Commerce Clause.** SB3303 may violate the dormant Commerce Clause to the extent it (1) discriminates against interstate commerce in favor of in-state commerce; and (2) imposes a burden on interstate commerce that is excessive relative to the putative benefits as there has been no demonstration that the intent of SB3303 cannot be served by reasonable nondiscriminatory alternatives. SB3303 is not facially discriminatory, but appears purposefully discriminatory because it burdens commerce, including interstate commerce, with new onerous labeling requirements for macadamia nut products designed and specifically intended to benefit of Hawai'i based mac nut farmers. The labeling requirements are made more burdensome and onerous as a result of the vague language and the proposed private right of action.

- 3. May conflict with the policy of federal trademark law under the Lanham Act.** Hawaiian Host and Mauna Loa Macadamia Nut Company are the owners of dozens of well-known and widely recognized federal and state trademarks (as well as trademarks registered in other countries). Hawaiian Host and Mauna Loa Macadamia Nut Company have spent significant time, energy, and expense promoting their respective trademarks and those trademarks have accrued considerable value and goodwill to each company as a result thereof. Each company's claims of ownership in their respective trademarks are based upon long existing and clearly delineated common law and statutory rights. These rights constitute legally protectable property. As to the trademarks for which Hawaiian Host and Mauna Loa Macadamia Nut Company hold federal registrations, the federal trademark laws are designed to promote and encourage uniform trademark use, and to discourage activities which would result in confusion among purchasers. To the extent local labeling regulations, such as SB3303, disproportionately burdens those owning federally registered marks incorporating Hawai'i place names, and effectively require those marks to be modified to comply with local labeling regulations, this would produce a result that conflicts with the underlying policy of federal trademark law to promote and encourage uniform trademark use.



4. Is unduly burdensome and not commercially reasonable as it does not have any phase-in over time provisions to allow vendors to come into compliance. SB3303, given its broad language, may impact many businesses and require significant economic investment to completely redesign packaging due to the cost of fabricating new printing plates for each unique blend of nuts that we may use in commercial production and new packaging equipment itself, which for a brand our size would be in the millions. The expense of redesigning product packaging to comply with SB3303 would apply broadly to products consisting solely or primarily of macadamia nuts to products in which the quantity of macadamia nut is negligible. It may be impossible or impractical to retrieve products already being offered for sale or in the possession/control/ownership of third-parties and imposing the requirements of SB3303, including without any phase-in over time provisions, is not commercially reasonable.

In conclusion, while SB3303 is well intended, it will not benefit growers as believed, but in fact will hurt the jobs of a large legacy agriculture company in Hawaii. Our 400+ local employees want to grow the macadamia industry in Hawaii, on the mainland and abroad. When we do this, all will benefit our agricultural ecosystem.

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



Testimony Presented Before the Senate Committee on Judiciary

February 23, 2024, at 9:30 am

RE: HB SB 3303 SD 1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoades, Vice Chair Gabbard, and Members of the Committees:

I appreciate the opportunity to submit testimony in opposition of SB 3303 SD 1, 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.

SB 3303 SD 1 as it is currently written is vague and does not clearly define what should be included regarding type of product. Given the broad language of the bill, companies could incur tremendous expenses to redesign and set up new packaging and be left with considerable amount of packaging inventory that will result in additional financial burden for these local businesses. In addition, it may be impossible or impractical to retrieve products already being



offered for sale or in the possession/control/ownership of third parties and imposing the requirements of SB3303, including without any phase-in over time provisions, is not commercially reasonable.

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. SB 3303 SD1 also does not consider the potential consequences to local businesses downstream from the growers. The negative impacts SB 3303 SD 1 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

SB-3303-SD-1

Submitted on: 2/22/2024 5:31:19 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Amanda Irish	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

Aloha Chair Rhodes, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Amanda Irish and I am an agriculturist in Hawai'i grown macadamia nuts in Kea'au and Pāhala. I'm writing to you in support of Senate Bill 3303 relating to labeling of macadamia nuts.

Mahalo,

Amanda Irish

SB-3303-SD-1

Submitted on: 2/22/2024 6:33:31 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
DONNA SHIBUYA	Individual	Support	Written Testimony Only

Comments:

Aloha Senate Committee,

My name is Donna Shibuya and I am a farmer of Hawaiian grown macadamia nuts in the Ka'u district of Hawaii. I am writing to you in "SUPPORT" of Senate Bill 3303 relating to Labeling of Macadamia Nuts.

Mahalo!

SB-3303-SD-1

Submitted on: 2/22/2024 6:35:07 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kelden Yagin	Individual	Oppose	Written Testimony Only

Comments:

I oppose bill sb 3303.

Testimony of Jeffrey Clark

Ka'u Farms Management and Hamakua Macadamia Nut Company

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Members of the Committee on Judiciary.

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** Senate Bill 3303 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 now 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 SB3303 seeks to strengthen the law to protect the farming community and inform consumers.

Seasonality

Macadamia nuts are a seasonal product, like virtually all other agriculture products. If a brand needs to bring in foreign grown nuts to 'fill in the gaps', then they will just have to label them properly. This is a simple solution. We are not advocating for a ban on selling foreign-grown nuts, we just want them to be labeled properly for their country of origin so consumers can make an educated decision when purchasing products.

To be clear, this is not what is happening today. There are brands that have switched their source for macadamia nuts so that a majority of what they sell are from foreign sources.

Vagueness

Supposedly, there is some concern about vagueness in the bill, as written. The bill should be clear that it covers all products that contain macadamia nuts, since consumers can be fooled by any product that appears to contain products from Hawai'i.

Dormant Commerce Clause

The Dormant Commerce Clause does not apply in this case. The Tariff Act of 1930 already requires brands to label country of origin on packaging at the federal level. This legislation adds protections for Hawaii-grown macadamia nuts similar to other states, like "Florida Oranges", "Idaho Potatoes", "Napa Valley Wines", etc. Many states have sought to protect the rights of farmers within certain growing regions. This is not something new. It only serves to prevent deception.

Trademark Rights

Nothing in the bill impinges on federal trademark rights. The trigger for the bill's labeling contents is the content of the products; nothing restricts the use of any trademark. Rather, the bill only prevents deception by requiring disclosure.

A trademark does not allow a company to deceive consumers by omission or false statements. You can't trademark "Hawaii Organic Macadamia Nut Company" on a package while using product that is not certified organic and not labelled as such. There are labelling laws at both the state and federal level to protect and inform consumers about the product inside the package. This bill simply extends that requirement to protect the integrity of the Hawai'i mac nut industry by requiring disclosure if a company that wants to take advantage of the hard-won and long-standing high quality, premium brand enjoyed by Hawaii-grown macadamia nuts, while using a low-cost supply from a foreign source.

Unduly Burdensome

It is practical and reasonable to expect that there will be a brief grace period for brands to comply with the new law. It would make sense to allow 3 months from when the bill is passed to allow for new packaging to be produced and distributed. It is not expensive to add stickers to existing packaging to avoid deception.

Under the Tariff Act of 1930 and reinforced in the 2008 Farm Bill, macadamia nuts that are imported need to be labelled properly on retail packaging. Several brands are currently not in compliance with this law at the federal level and will have to redesign their packaging to comply.

This is the perfect time to incorporate these new regulations under SB3303.

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

Mahalo,



Jeffrey Clark

Chief Operating Officer

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

SB-3303-SD-1

Submitted on: 2/22/2024 6:53:27 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Brendon natividad	Individual	Support	Written Testimony Only

Comments:

I Brendon Natividad and i am strongly support this bill.



Hawaiian Macadamia Nut Services

TESTIMONY IN SUPPORT OF SB3303,

RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary,

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 Kea'au and Ka'u on the Big Island. I am pleading with you to strongly support SB3303, RELATING TO THE LABELING OF MACADAMIA NUTS.

I started working in the macadamia nut industry in 2020 as a mechanic for Hawaiian macadamia nut services in the district of Ka'u, throughout the years I been with this company I have grown to love and enjoy working in this industry. In just a short of time working here I've made my way up to garage supervisor for the Kea'au side of the company which I enjoy having to build up my history here as an employee.

I am a 3rd Generation macadamia nut employee. My grandparents 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.

SB3303 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

SB-3303-SD-1

Submitted on: 2/22/2024 7:02:19 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jozenn zedrick cardenas	Individual	Support	Written Testimony Only

Comments:

I Jozen Cardenas strongly support this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 7:03:56 AM

Testimony for JDC on 2/23/2024 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 Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

As a proud team member of Hawaiian Host Group, I know this company care about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing out 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 everyday. 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.

SB 330 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Thank you for considering my testimony.

Mahalo,

Abegaile Baon

Accounts Payable Coordinator

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/22/2024 7:04:28 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jensen Navarro-Villa	Individual	Support	Written Testimony Only

Comments:

I am Jensen Villa and I am strongly support this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 7:06:51 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kaimana kaupu-Manini	Individual	Support	Written Testimony Only

Comments:

I am kaimanna Kaupu and I strongly support this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 7:12:49 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Paris Marques	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Paris Marques and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

Testimony of Rebecca Hemstead

Hawaiian Macadamia Nut Company

February 23, 2024

RE: SB3303 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 Senate Bill 3303 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. Senate Bill 3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation safeguards the authenticity of Hawai'i's macadamia nut products and provides consumers and retailers important information on the origin of the macadamia nuts used in the products.

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

Mahalo,



Rebecca Hemstead

Hawaiian Macadamia Nut Company

SB-3303-SD-1

Submitted on: 2/22/2024 7:18:59 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sharri Thornton	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Roads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary,

My name is Sharri Thornton and I have a Hawaii-grown orchard in North Kohala. I'm writing to you in support of Senate Bill 3303, relating to the labeling of macadamia nuts.

SB-3303-SD-1

Submitted on: 2/22/2024 7:20:16 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jarold Capiral	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jarold Capiral and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.



Testimony of Nathan Trump

Hawai'i Macadamia Nut Association

February 23, 2024

RE: SB3303: RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary,

My name is Nathan Trump, and I am testifying on behalf of the Hawai'i Macadamia Nut Association in strong support of Senate Bill 3303: RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i and macadamia nuts have been linked since the early 1900's when Hawai'i became the birthplace of the commercial macadamia nut industry. Macadamia nuts became especially important to Hawai'i's economy when sugar cane became infeasible, and farmers began to seek alternative ways to support themselves and the communities that had been created around important agricultural lands.

Today, Hawai'i has built a globally recognized brand around Hawai'i-grown macadamia nuts, but unfortunately, the Hawai'i brand is now being used to market macadamia nuts grown in foreign countries. Hawaiian words, place names, and images of Hawai'i's beautiful landscapes are being used on packaging of macadamia nut products that contain foreign grown macadamia nuts.

Hawai'i's macadamia nuts have a special taste, unique crunch, and are grown almost exclusively under non-irrigated rainfed orchards. Unlike macadamia nuts grown in other parts of the world, almost all Hawai'i macadamia nuts are insecticide-free.

Macadamia nuts are growing in popularity as people recognize the importance of healthy fats and Hawai'i is well-positioned with its reputation for beauty, cleanliness, and luxury, to increase the agricultural value of Hawai'i-grown macadamia nuts. Unfortunately, Hawai'i's macadamia industry is not growing as farmers face the threat of cheaper macadamia nuts of foreign origin flowing into the Hawaii market.

The impact of the increased prevalence of foreign-grown macadamia nuts has had a clear negative impact on Hawai'i's growers the past few years. In 2022, many growers were not able to find buyers for their crop, and those who did saw the farmgate value of in-shell macadamia nuts plummet. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value. 2023 statistics are not yet available, but growers report that while they've been able to find a market for their macadamia nuts, the prices they are receiving are not enough to cover the cost of production for most growers.

We need clear action from Hawai'i's state government to address the concerns of Hawai'i's macadamia nut farmers. The Hawai'i Macadamia Nut Association believes SB3303 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

SB-3303-SD-1

Submitted on: 2/22/2024 7:31:42 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Cristina Echalas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Cristina Echalas and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 7:33:42 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

I Mark Aurelio, and i am strongly support this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 7:34:25 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Emelda Bilog	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I Emelda Bilog support Bill 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 7:35:32 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Imelda Asistin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhodes, Vice Chair Gabbard and member of the Senate Committee on Judiciary

My name is Imelda Asistin and I am farmer of Hawaii-Grown Macadamia Nuts in Pahala Hawaii. I am writing to you in Support of Senate Bill 3303 relating to Labeling of Macadamia Nuts.

Thank you!

SB-3303-SD-1

Submitted on: 2/22/2024 7:36:12 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Domingo Corpuz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Domingo Corpuz and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvest emplouuee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 7:41:35 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Arturo Candia	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Arturo Jr Candia and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 7:43:57 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ruby Soares and I support the country of origin labeling requirements for macadamia nuts because greater transparency with respect to origin is important to me. I support the macadamia nut industry in Hawaii and packaging that accurately conveys the origin of macadamia nuts will make it easier for me as the consumer and ensure that I am truly supporting the Hawaii macadamia nut industry. Further, I purchase macadamia nuts for family and friends as a gift from Hawaii and I fully intend for the macadamia nuts to actually be Hawaii-grown.

Macadamia nuts have long been a well known Hawaii commodity, but the increase in macadamia nuts being grown globally has threatened our local industry. Enacting this bill will help to keep the Hawaii macadamia nut industry going, in turn supporting the livelihood of those who work in the macadamia nut industry in Hawaii, their families and our local economy.

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

Mahalo,

Ruby Soares

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am in opposition of SB 3303 SD1, 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 3303 SD1 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 3303 SD1 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 3303 SD1.

Thank you for considering my testimony.

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

SB-3303-SD-1

Submitted on: 2/22/2024 7:46:52 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bonifacio Echalas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Bonifacio Echalas and I am a farmer of Hawai'i -grown macadamia nuts in Ka'u. I am writing to you as a genral equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS

I am in support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 7:47:58 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kani Konman	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Kani Konman and I am a farmer of Hawai'i -grown macadamia nuts in Pahala. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

SB-3303-SD-1

Submitted on: 2/22/2024 7:49:18 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Joy Takanishi	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

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

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

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

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

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

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

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

Mahalo,

Joy Takanishi

Senior Director of Talent Management

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/22/2024 7:53:11 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dennis Andres	Testifying for Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I am Dennis Andres an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS..

SB-3303-SD-1

Submitted on: 2/22/2024 7:54:31 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maverick Mariano	Testifying for Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I am Maverick Mariano an employee of Hawaiian Macadamia Nut Services and I fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

Testimony of Zach Kvasnikoff

Hamakua Macadamia Nut Co.

February 22, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Zach Kvasnikoff and I am a licensed professional engineer that works for Hamakua Macadamia Nut Company which processes locally (Hawaiian) grown macadamia nuts. 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,

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

Zach Kvasnikoff, PE

Engineering and Maintenance Manager

SB-3303-SD-1

Submitted on: 2/22/2024 7:55:58 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bryan Davis-Natividad	Testifying for Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I am Bryan Davis Natividad an employee of Hawaiian Macadamia Nut Services and i fully support

3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

**TESTIMONY IN SUPPORT OF SB 3303,
RELATING TO LABELING OF MACADAMIA NUTS**

February 22, 2024

Senate Committee on Judiciary

Aloha Chair Rhodes, Vice Chair Gabbard, and Members of the Committee on Judiciary:

My name is John C. Cross, a director of Macadamia Growers of Hawai'i, our organization strongly supports SB 3303, Relating to Labeling of Macadamia Nuts. We are concerned that the Hawaiian macadamia nut industry is at risk of collapsing. For the past few years, our industry has faced increasingly intense global competition and now the import dumping of foreign nuts into the Hawaii and U.S. market. This has been used by certain well-known companies that appear on label as Hawaii grown and produced macadamia nuts, but the kernel inside those bags are anything but Hawaiian, they are from foreign sources. This undermines the value of Hawai'i-grown macadamia nuts through their deceptive labeling practices. As a result, millions of pounds of nuts have gone unharvested, and growers are facing millions of dollars of losses due to unsold or unharvested inventories. Worse yet many hundreds of acres of mature macadamia trees are being bulldozed out of existence. The investments into these orchards and the families had loved, lived, eaten, and raised their children upon are gone.

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

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

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

Sincerely,

John C. Cross
Director
Macadamia Growers of Hawai'i

SB-3303-SD-1

Submitted on: 2/22/2024 7:57:31 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Derek Andrade	Testifying for Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I am Derek Andrade employee of Hawaiian Macadamia Nut services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 7:59:37 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kaeo Pascubillo	Testifying for Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I am Kaeo Pascubillo an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:01:17 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

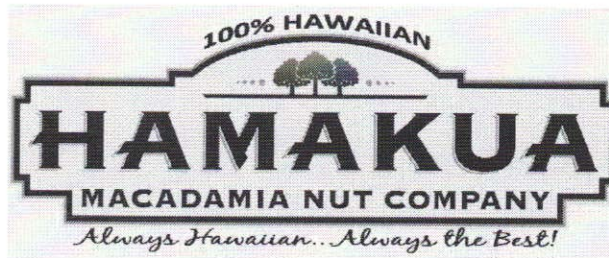
Submitted By	Organization	Testifier Position	Testify
Ernesto Abellera	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Hi

My name is Ernesto Abellera and I support Senate Bill 3303.

Thank you so much!



Testimony of Raymond Kanehailua Jr.

Hamakua Macadamia Nut Company

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

My name is Raymond Kanehailua Jr. and I am a manufacturing employee of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in **SUPPORT** of 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,

A handwritten signature in blue ink, appearing to be "RK", is written over the word "Mahalo,".

Raymond Kanehailua Jr.

Production Manager, Hamakua Macadamia Nut Company

SB-3303-SD-1

Submitted on: 2/22/2024 8:01:28 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Judith simolata	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Judith Simolata and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 8:01:38 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Seth Crippen	Testifying for Hawaiian Macadamia Nut Services	Comments	Written Testimony Only

Comments:

I am Seth Crippen employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:02:05 AM

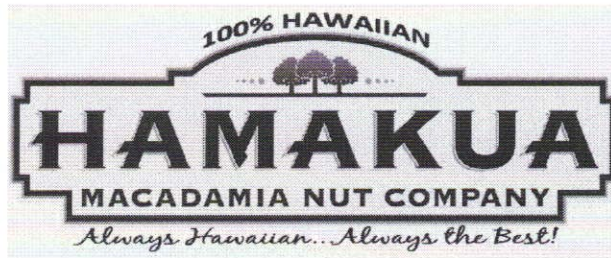
Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Trieson Pascubillo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Trieson Pascubillo and I am a farmer of Hawai'i -grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."



Testimony of Christie Bruno-Nahinu

Hamakua Macadamia Nut Company

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

My name is Christie Bruno-Nahinu and I am a manufacturing employee of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in **SUPPORT** of 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,

A handwritten signature in blue ink that reads "C. Bruno - Nah." The signature is written in a cursive, flowing style.

Christie Bruno-Nahinu

Production Lead, Hamakua Macadamia Nut Company

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

Hawaiian Host Group’s values align with my personal values as I believe the company’s goal is to make the islands future flourish.

I love my job because I believe in the vision of our company and in our leadership team as they are communicative about the best intentions for our team and for Hawai‘i at large.

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

Thank you for considering my testimony.

Sincerely,
Paulina Kim
Project Lead
Hawaiian Host Group

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary,

My name is Cameron Uemura, and I am a farmer of Hawai'i -grown macadamia nuts in Hawaiian Macadamia Nut Services. I am writing to you in support of SB3303
RELATING TO LABELING OF MACADAMIA NUTS

I started working for Hawaii Macadamia nut Services as a mechanic in 2023 in the district of kea'au. Throughout the short time that I've been here I've grown to love the job and the people around me. I'm a 3rd generation mac nut employee and want to make many memories and grow with the company.

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. SB3303 will help and benefit farmers in the industry, it could help workers like me keep our jobs and prevent the industry from shutting down like how the sugar plantation days. So, I support this bill and hope for it to pass.

SB-3303-SD-1

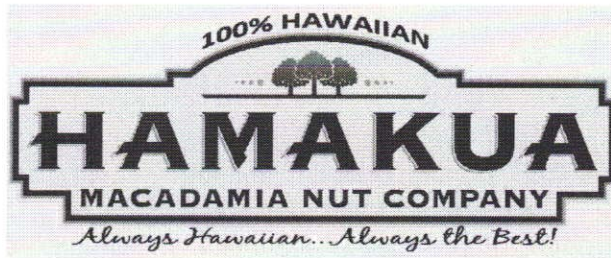
Submitted on: 2/22/2024 8:04:09 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Clive Galban	Testifying for Hawaiian Macadamia Services	Support	Written Testimony Only

Comments:

I am Clive Galban an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.



Testimony of Jacob Salvador

Hamakua Macadamia Nut Company

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

My name is Jacob Salvador and I am a manufacturing employee of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in **SUPPORT** of 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,

A handwritten signature in blue ink that reads "Jacob Salvador".

Jacob Salvador

Factory Supervisor, Hamakua Macadamia Nut Company

SB-3303-SD-1

Submitted on: 2/22/2024 8:05:32 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
dillin ballo	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Dillin Ballo an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:06:22 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
tyler blanco-louis	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Tyler Blanco an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:07:25 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Elizabeth Sebastian	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Elizabeth Sebastian an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:09:35 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Alfred Keanu	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Alfred Keanu an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:10:40 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Victor Salmo	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Victor Salmo an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:11:11 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Claudio Bagaoisan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Claudio Bagaoisan and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you a harvest labor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 8:11:55 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Raul Simulata	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Raul Simulata an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:13:09 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Maricel Aguinaldo	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Maricel Aguinaldo an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:14:08 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Kerman Dilipau	Individual	Support	Written Testimony Only

Comments:

I am Kerman Dilipau an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:15:11 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jhames Kenneth Soriano	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Jhames Soriano an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary,

My name is Isaiah Souza and I am a farmer of Hawai'i -grown macadamia nuts in Hawaiian Macadamia Nut Services. I am writing to you in support of SB3303
RELATING TO LABELING OF MACADAMIA NUTS

I am a 2nd generation in Hawaiian Macadamia nut services, I work in the fields of Keaau. I support this bill and hope to see this pass.

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.

SB-3303-SD-1

Submitted on: 2/22/2024 8:16:15 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Ernesto Gallarde	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Ernesto Gallarde an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:16:32 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Antonio Calaro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Antonio Calaro and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a hand harvest employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 8:17:05 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

I support SB3303 for the future of our employees, our families and our community.

SB-3303-SD-1

Submitted on: 2/22/2024 8:17:19 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Almaliza Tuzon	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Almaliza Tuzon an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:18:46 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sally Rose Aguinaldo	Testifying for Hawaiian Macadamia Nut Service	Support	Written Testimony Only

Comments:

I am Sally Rose Aguinaldo an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:19:22 AM

Testimony for JDC on 2/23/2024 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 SB3303, 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 will all the local growers to help grow the Hawaiian macadamia industry.

I appreciate you considering this testimony.

SB-3303-SD-1

Submitted on: 2/22/2024 8:19:45 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

I am Jordan Ancheta an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:20:54 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Pablo Sebastian	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Pablo Sebastian an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:21:53 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
NOEL SEBASTIAN	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Noel Sebastian an employee of Hawaiian Macadamia Nut Services and i fully support 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:22:14 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

For 29+ years I have emmployed at Hawaiian Macadamia Nut Services. Currently I am a General Equipment Operator for the Husking Plant.

Today I am writing to you in **SUPPORT** of **Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.**

Thank you

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary,

My name Domingo Pablo and I am a farmer of Hawai'i -grown macadamia nuts in Hawaiian Macadamia Nut Services. I am writing to you in support of SB3303
RELATING TO LABELING OF MACADAMIA NUTS

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.

SB-3303-SD-1

Submitted on: 2/22/2024 8:26:44 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Lena Davis-Natividad	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

I am Lena Davis- Natividad an employee of Hawaiian Macadamia Nut Services and i fully support

3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

SB-3303-SD-1

Submitted on: 2/22/2024 8:27:55 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Nenita Dulig	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Nenita Dulig and I am an employee at Hawaiian Macadamia Nut Services for 13+ years.

I am writing to you in **SUPPORT** of **Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.**

Thank you

SB-3303-SD-1

Submitted on: 2/22/2024 8:29:56 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Brilliante Aguinaldo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Brilliante Aguinaldo and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 8:35:05 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Michael Taylor	Individual	Oppose	Written Testimony Only

Comments:

I oppose bill SB3303 as written.

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary,

My name Rene Marcos and I am a farmer of Hawai'i -grown macadamia nuts in Hawaiian Macadamia Nut Services. I am writing to you in support of SB3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii has 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. 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. I support this bill because for macadamia nut to be labeled it will help businesses grow, having label of origin of macadamia helps a lot.

SB-3303-SD-1

Submitted on: 2/22/2024 8:35:58 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Danilo Aquino	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Danilo Aquino and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 8:37:30 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Adela Fukunaga and have been employee of Hawaiian Macdamia Nut Services for over 35+ years. My husband and daughter is also employed here. Combined, we are 2 generations with nearly 72 years of experience within the mac nut industry.

This morning, I am writing to show my **SUPPORT** for **Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.**

Thank you

SB-3303-SD-1

Submitted on: 2/22/2024 8:38:01 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Usha Jenkins	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I oppose this bill as written.

SB-3303-SD-1

Submitted on: 2/22/2024 8:40:39 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Grace Sales	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Grace Sales and I am a farmer of Hawai'i -grown macadamia nuts in Kau, Hawaii

. I am writing to you in SUPPORT of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

Thank you

SB-3303-SD-1

Submitted on: 2/22/2024 8:40:50 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Efres Nethon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Efres Nethon and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 8:43:12 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Owen Salmo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Owen Salmo and I am a farmer of Hawai'i -grown macadamia nuts in Kau on the Big Island.

I am writing to you in **SUPPORT** of **Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.**

SB-3303-SD-1

Submitted on: 2/22/2024 8:47:17 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mari Hamada	Individual	Oppose	Written Testimony Only

Comments:

I oppose Bill SB3303 as written.

SB-3303-SD-1

Submitted on: 2/22/2024 8:49:13 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Carlos Andrew	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Carlos Andrew and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 8:53:47 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Leslie Cerovich	Individual	Oppose	Written Testimony Only

Comments:

I opposed SB 3303 relating to labeling of macadamia nuts as written.

SB-3303-SD-1

Submitted on: 2/22/2024 8:57:23 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Andre Carvalho	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Gabbard and Members of the Senate Committee on Judiciary,

My name is Andre Carvalho and I am a former of Hawai'i-grown macadamia nuts in Ka'u. I am writing to you as a general equipment operator employee in support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/22/2024 9:02:49 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

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

I joined Hawaiian Host Group because the company's values align with my own personal values. As a mother raising her kids in Hawai'i, I felt it was important as a mother to work for a company that cares about our community and supports the people. Our leadership is very transparent with its employees and has the best of intentions not just for our company, but for Hawai'i at large.

SB3303 does not consider the negative impact it will have on all of the companies in the macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies.

Thank you for considering my testimony.

Mahalo,

Diana Tellechea

Customer Support Manager

Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/22/2024 9:09:40 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rodrigo Bagaoisan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Gabbard and Members of the Senate Committee on Judiciary,

My name is Rodrigo Bagaoisan and I am a former of Hawai'i-grown macadamia nuts in Kea'auu. I am writing to you as a general equipment operator employee in support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/22/2024 9:10:35 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Josephine Ceredon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Gabbard and Members of the Senate Committee on Judiciary,

My name is Josephine Ceredon and I am a former of Hawai'i-grown macadamia nuts in Kea'au. I am writing to you as a hand harvest employee in support of Senate Bill 3303.

SB-3303-SD-1

Submitted on: 2/22/2024 9:14:19 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Roy Belmes	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Roy Belmes and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a harvesting supervisor employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 9:20:13 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Mario Badua	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Mario Badua and I am an employee @ Hawaiian Macadamia Nut Services in Kau on the island of Hawaii.

I am writing to you in **SUPPORT** of **Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.**

Thank you

Mark K. Crawford

PO Box 195

Captain Cook

Testimony of Mark K. Crawford

February 21, 2024

RE: SB3033 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard, and members of the Senate Judiciary Committee.

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

SB-3303-SD-1

Submitted on: 2/22/2024 9:22:57 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee

i write to you in opposition of SB 3303, 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)

SB-3303-SD-1

Submitted on: 2/22/2024 9:24:08 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

I support this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 9:25:04 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

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

Comments:

I support this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 9:25:09 AM

Testimony for JDC on 2/23/2024 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 # SB3303

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.

SB-3303-SD-1

Submitted on: 2/22/2024 9:25:13 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Renny Simeona	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Renny Simeona and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 9:29:24 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Chester Fukunaga	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Chester Fukunaga and am employed at Hawaiian Macadamia Nut Services for 29+ years.

I am writing to you in SUPPORT of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

Thank you

SB-3303-SD-1

Submitted on: 2/22/2024 9:29:48 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Dayson Antonio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Dayson Antonio and I am a farmer of Hawai'i -grown macadamia nuts in Kea'au. I am writing to you as a general equipment operator employee of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

I am in full support of this bill.

SB-3303-SD-1

Submitted on: 2/22/2024 9:33:08 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
g Buck	Individual	Support	Written Testimony Only

Comments:

Testimony of Michelle Buck

Ka Ma Kou Lani Farm

February 22, 2024

RE: SB3303 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.

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.

SB3303 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 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.

Our industry is struggling in part because one of the largest brands in Hawai‘i does not purchase the majority of their macadamia nuts from Hawaiian growers, instead relying on nuts from

foreign countries because they are cheaper but still exploiting the Hawai'i agricultural connection in the marketing.

I appreciate you for taking the time to consider this bill and review this testimony.

Mahalo,

M Lee Buck

Ka Ma Kou Lani Farm

SB-3303-SD-1

Submitted on: 2/22/2024 9:34:07 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Roslyn L. Fukunaga	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Roslyn Fukunaga and am employed at Hawaiian Macadamia Nut Services.

I am writing today in SUPPORT in 3303 SB RELATING TO LABELING OF MACADAMIA NUTS.

Testimony of Mary Mahina Lorenzo

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

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 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.

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

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 SB3303 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. 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,

Frank Lorenzo Sr.
Manager
Ka'u Farms Management LLC.

SB-3303-SD-1

Submitted on: 2/22/2024 9:44:32 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Simon Torres Jr	Individual	Support	Written Testimony Only

Comments:

"Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Simon Torres Jr and I am a farmer of Hawai'i -grown macadamia nuts in Pahala. I am writing to you in (list your position here) of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS."

Testimony of Lori-Lee Lorenzo

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

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
Conservation Practitioner
The Nature Conservancy: Ka'u Preserve

Testimony of Frank Lorenzo Jr.

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

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 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,
Frank Lorenzo Jr.
Cowboy/Ranchhand
Kapapala Ranch

Testimony of Raylyne Welker

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

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 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,

Raylyne Welker

Testimony of Ikaika Grace

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

My name is Ikaika Grace and I work for Ka'u Farms Management LLC. a company that grows Hawaii-grown macadamia nuts, in Pahala, Hawaii. In this town 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,

Ikaika Grace
Ka'u Farms Management LLC.

Testimony of Jesse Lorenzo

February 23, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhodes, Vice-Chair Gabbard, and Members of the Committee on Judiciary,

My name is Jesse Lorenzo and I work for Ka'u Farms Management LLC. a company that grows Hawaii-grown macadamia nuts, in Pahala, Hawaii. In this town 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,

Jesse Lorenzo
Ka'u Farms Management LLC.

SB-3303-SD-1

Submitted on: 2/22/2024 10:10:17 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Roslyn Fukunaga	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Rodel Abero and am employed under Hawaiian macadamia nut Services in Pahala, Hawaii.

I am writing this morning to voice my SUPPORT for SB3303 - Relating to the labeling of macadamia nuts.

COMMITTEE ON JUDICIARY
Senator Karl Rhoads, Chair
Senator Mike Gabbard, Vice Chair

Friday, February 23, 2024, 9:30am
Conference Room 016

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee on Judiciary,

My name is Scott Enright and I represent the Hawaii Macadamia Nut Association (HMNA). I **STRONGLY SUPPORT SB3303 RELATING TO LABELING OF MACADAMIA NUTS.**

The macadamia nut industry is a significant contributor to Hawaii's agricultural economy. There are currently about 16,000 acres of macadamia nuts statewide on roughly 620 farms. In 2021, the industry generated \$62.73 million (51 million pounds of wet-in shell sales), and in 2020, it was the 2nd largest agricultural commodity produced in Hawai'i, behind only seed crops. 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.

Therefore, the mac nut farmers who are members of the HMNA 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 SB3303.

Thank you for your consideration.

Mahalo,



Scott Enright

SB-3303-SD-1

Submitted on: 2/22/2024 10:43:43 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rosita Castillo	Individual	Support	Written Testimony Only

Comments:

My name is Rosita Castillo have been an employee for Hawaiian macadamia nut services for over 45+ years.

I am writing today in support of SB3303 - Labeling of Macadamia Nuts.

Thank you

SB-3303-SD-1

Submitted on: 2/22/2024 10:59:08 AM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Roquito Badua	Individual	Support	Written Testimony Only

Comments:

Members of the Senate Committee on Judiciary,

My name is Roquito Badua and i have been employed with hawaiian macadamia nut services for 17+ years.

I am writing in strong support for SB3303 - relating to the labeling of macadamia nuts

Testimony Presented Before the House Committee on Judiciary & Hawaiian Affairs

February 23rd, 2024 at 2:00pm

RE: HB 2278 HD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Tarnas, Vice Chair Takayama, and Members of the Committee:

My name is Rhiannan Shippen. I am the Director of Supply Chain for Hawaiian Host and Treasurer of the Hawaii Macadamia Nut Association. I am writing 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 all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Rhiannan Shippen

Director of Supply Chain
Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

February 23rd, 2024 at 9:30am

RE: SB 3303 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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

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

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 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 SB 3303.

I appreciate you taking the time to consider my testimony.

Aloha,

Kamalei Grace
Executive Assistant & Office Manager
Hawaiian Host Group

SB-3303-SD-1

Submitted on: 2/22/2024 1:05:31 PM

Testimony for JDC on 2/23/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Gloria Sotto	Individual	Support	Written Testimony Only

Comments:

I support SB 3303 - labeling of macadamia nuts



Testimony of Andrew Trump

Island Harvest Inc.

February 22, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard, and members of the Committee on Judiciary,

My name is Andrew Trump and I am a second-generation macadamia farmer writing on behalf of Island Harvest Inc. to support Senate Bill 3303 Relating to Labeling of Macadamia Nuts. Island Harvest manages over 500-acres of organic macadamia nuts in Kapa'au on the Island of Hawai'i. In addition to macadamia nuts, we grow breadfruit, limes, and raise sheep. As a farming company, we employ agricultural and business practices that contribute positively to our environment and community while ensuring that our farming team can work in a safe environment.

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

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

We are not opposed to macadamia nuts grown in foreign countries being sold in Hawai'i, however, consumers should not be misled to believe that the product they are purchasing contains Hawaiian macadamia nuts when it does not.

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

Mahalo,

Andrew Trump

Vice President

Island Harvest Inc.