
A BILL FOR AN ACT

RELATING TO THE LABELING OF PRODUCTS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Section 201-3.5, Hawaii Revised Statutes, is
2 amended by amending subsection (c) to read as follows:
3 "(c) No person shall:
4 (1) Keep, offer, display or expose for sale, or solicit
5 for the sale of any item, product, souvenir, or other
6 merchandise that:
7 (A) Is labeled "Hawaii Made"; or
8 (B) By any other means, represents the origin of the
9 item as being from any place within the State; or
10 (2) Use the phrase "Hawaii Made" as an advertising or
11 media tool,
12 for any item that has not been manufactured, assembled,
13 fabricated, or produced within the State and that has not had at
14 least fifty-one per cent of its wholesale value added by
15 manufacture, assembly, fabrication, or production within the
16 State, including Hawaii-sourced goods, services, and
17 intellectual property[-]; provided that any calculation to



1 determine whether a non-perishable good has had at least
2 fifty-one per cent of its wholesale value added by production
3 within the State shall include operating and overhead expenses
4 incurred and spent within the State."

5 SECTION 2. There is appropriated out of the general
6 revenues of the State of Hawaii the sum of \$ or so
7 much thereof as may be necessary for fiscal year 2023-2024 and
8 the same sum or so much thereof as may be necessary for fiscal
9 year 2024-2025 for the promotion and development of the "Made in
10 Hawaii" brand.

11 The sums appropriated shall be expended by the department
12 of business, economic development, and tourism for the purposes
13 of this Act.

14 SECTION 3. Statutory material to be repealed is bracketed
15 and stricken. New statutory material is underscored.

16 SECTION 4. This Act shall take effect on June 30, 3000.



Report Title:

Hawaii Made Program; DBEDT; Production; Made in Hawaii Program; Appropriation

Description:

Clarifies that calculations to determine whether a non-perishable good labeled "Hawaii Made" has met the requirement that at least 51% of the wholesale value of the product is added by production within the State include operating and overhead expenses incurred and spent within the State. Appropriates funds to promote and develop the "Made in Hawaii" brand. Effective 6/30/3000. (HD1)

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