

Honolulu, Hawaii

FEB 15

, 2024

RE: H.B. No. 2773
H.D. 1

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-Second State Legislature
Regular Session of 2024
State of Hawaii

Sir:

Your Committee on Agriculture & Food Systems, to which was referred H.B. No. 2773 entitled:

"A BILL FOR AN ACT RELATING TO AGRICULTURAL PRODUCT LABELING,"

begs leave to report as follows:

The purpose of this measure is to establish certain standards for agricultural products labeled as being Hawaiian or from Hawaii.

Your Committee received testimony in support of this measure from Hamakua Macadamia Nut Company; Rancho Aloha Coffee Farm; and Hawaii Cattlemen's Council. Your Committee received testimony in opposition to this measure from the Hawaii Coffee Company. Your Committee received comments on this measure from the Department of the Attorney General and Department of Agriculture.

Your Committee finds that the image of Hawaii can be used as a tool to increase brand recognition and market share. However, many businesses neither produce nor use products that are made in Hawaii, yet claim their commodities as such. This measure further protects the brand integrity of the State and improves transparency as to the origins of certain agricultural products.

Your Committee has amended this measure by:



- (1) Clarifying that processed macadamia nuts are subject to the agricultural product labeling standards;
- (2) Adding a definition for "animal product";
- (3) Inserting provisions to clarify possible conflicts with labeling requirements in existing statutes;
- (4) Changing the effective date to July 1, 3000, to encourage further discussion; and
- (5) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Agriculture & Food Systems that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 2773, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 2773, H.D. 1, and be referred to your Committee on Consumer Protection & Commerce.

Respectfully submitted on
behalf of the members of the
Committee on Agriculture & Food
Systems,



CEDRIC ASUEGA GATES, Chair



