



**DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM**  
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI  
A HO'OMĀKA'IKA'I

**JOSH GREEN, M.D.**  
GOVERNOR

**SYLVIA LUKE**  
LT. GOVERNOR

**JAMES KUNANE TOKIOKA**  
DIRECTOR

**DANE K. WICKER**  
DEPUTY DIRECTOR

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Statement of  
**JAMES KUNANE TOKIOKA**  
Director  
Department of Business, Economic Development, and Tourism  
before the  
**SENATE COMMITTEE ON WAYS AND MEANS**

Tuesday, April 1, 2025  
10:01 AM  
State Capitol, Conference Room 211

In consideration of  
**HB 774, HD2**  
**RELATING TO VALUE-ADDED PRODUCTS**

Chair Dela Cruz, Vice Chair Moriwaki, and members of the Committee:

Thank you for the opportunity to testify in strong support of HB 774, HD2, which proposes the establishment of the Agribusiness Development Corporation's (ADC) Food and Product Innovation Network. This initiative is pivotal to addressing systemic challenges in Hawai'i's agricultural sector and fostering a resilient and diversified economy that benefits all residents.

**Key Benefits of the Food and Product Innovation Network**

**Value-Added Production Opportunities:**

The network will empower farmers and food entrepreneurs to transform raw agricultural products into high-value goods. Access to centralized processing, packaging, and product development facilities will enable producers to generate greater revenue, extend product shelf life and reduce waste.

**Support for Local Farmers and Entrepreneurs:**

Many of Hawai'i's small-scale farmers and entrepreneurs lack the resources to develop and commercialize new products. Shared facilities, technical assistance, and training programs will level the playing field, enabling these businesses to compete in both local and global markets.

**Enhanced Food Security and Resilience:**

By increasing local food production and processing capacity, this initiative will reduce Hawai'i's reliance on imported goods. This strengthens the state's resilience against supply chain disruptions and aligns with Hawai'i's goals for food security and sustainability.

**Economic Development and Job Creation:**

The network will drive economic growth by supporting new and existing businesses, fostering innovation, and creating jobs in agriculture, food manufacturing and related sectors. Investments in facilities and equipment will provide the infrastructure needed to support these activities.

**Alignment with Sustainability Goals:**

The network promotes sustainable practices by encouraging the use of local ingredients, reducing food waste, and supporting environmentally friendly production methods. These efforts will contribute to Hawai'i's broader climate and sustainability objectives.

**Statewide Benefits and Regional Equity**

The establishment of a statewide network ensures equitable distribution of resources and opportunities across counties, addressing the unique agricultural strengths and needs of each region. Examples include:

- O'ahu: Leverage urban infrastructure for processing and distribution.
- Maui: Support diversified agriculture and innovative value-added products.
- Hawai'i Island: Focus on livestock processing, specialty crops and rural development.
- Kaua'i: Promote niche markets such as tropical fruits and agroforestry products.

Positioning future facilities on ADC-owned lands in Kekaha, Hawai'i Island, Maui and Moloka'i ensures greater access to value-added resources for local producers while utilizing existing infrastructure. This will help maximize the impact on Hawai'i's agricultural sector by fostering entrepreneurship, innovation and economic growth across the islands.

This bill is a forward-thinking measure that addresses critical gaps in Hawai'i's agricultural sector while creating opportunities for economic growth and resilience. By establishing the Food and Product Innovation Network, we can support small farmers and entrepreneurs, enhance food security and advance our state's sustainability goals.

We respectfully urge the Committee to pass this important measure and thank you for your dedication to Hawai'i's agricultural future. Mahalo for the opportunity to provide testimony.



# UNIVERSITY OF HAWAII SYSTEM

## ‘ŌNAEHANA KULANUI O HAWAII

### Legislative Testimony

#### Hō'ike Mana'o I Mua O Ka 'Aha'ōlelo

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Testimony Presented Before the  
Senate Committee on Ways and Means  
Tuesday, April 1, 2025, 10:01 a.m.

By

Della Teraoka

Interim Vice President for Community Colleges  
University of Hawai'i System

### HB 774 HD2 – RELATING TO VALUE-ADDED PRODUCTS

Chair Dela Cruz, Vice Chair Moriwaki, and Members of the Committee:

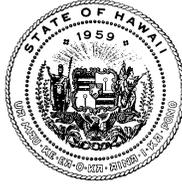
The University of Hawai'i supports the intent of HB 774 HD2, which establishes under the Agribusiness Development Corporation a “food and product innovation network” providing access to facilities, resources, expertise and education to capitalize on the “Made in Hawai'i”, “Produced in Hawai'i”, or “Processed in Hawai'i” brand, critical to meet the State’s agricultural and economic diversification goals.

Synergies between partner and primary network members can expand access statewide, and leverage resources while avoiding unnecessary duplication in support of innovation and business development.

Critical to the success of exports and commercialization of value-added products is the establishment of facilities with the capacity to support growing businesses in scaling up production, to support economic diversification through off-shore markets.

The University of Hawai'i supports the intent of HB 774 HD2, on the condition its passage does not replace or adversely impact priorities as indicated in our BOR Approved Budget.

Thank you for the opportunity to provide testimony in support of HB 774 HD2.



STATE OF HAWAII  
DEPARTMENT OF HEALTH  
KA 'OIHANA OLAKINO  
P. O. Box 3378  
Honolulu, HI 96801-3378  
doh.testimony@doh.hawaii.gov

WRITTEN  
TESTIMONY ONLY

**Testimony in SUPPORT of HB0774 HD2  
RELATING TO VALUE-ADDED PRODUCTS**

SENATOR DONOVAN DELA CRUZ, CHAIR  
SENATE COMMITTEE ON WAYS AND MEANS

Hearing Date, Time, and Room Number: April 1, 2025, 10:01 a.m., Room Number: 211

1 **Fiscal Implications:** This measure may impact the priorities identified in the Governor's  
2 Executive Budget Request for the Department of Health's (Department) appropriations and  
3 personnel priorities.

4 The Department requests annual funding of \$100,000 and the establishment of two full-  
5 time equivalent positions (one Program Specialist VI and one Environmental Health Specialist V)  
6 to assist with implementing this measure.

7 **Department Position:** The Department **supports** this measure and provides comments.

8 **Department Testimony:** The Environmental Health Services Division ("EHSD"), Food and Drug  
9 Branch ("FDB") provides the following testimony on behalf of the Department:

10 HB0774 HD2 establishes a network of value-added product development facilities  
11 statewide to assist local businesses with developing and manufacturing local food products. The  
12 Department supports this effort, as it is an important step towards reducing the State's  
13 dependence on imported foods, while at the same time diversifying the economy and  
14 supporting local agriculture.

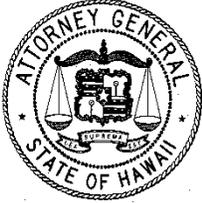
1           Establishing a statewide Food and Product Innovation Network will facilitate the  
2 development of new businesses and food products; however, the expansion of food producers  
3 will require the Department to expand its food production oversight efforts to ensure that food  
4 products are safe for sale and consumption. This necessitates that the Department increases  
5 food safety outreach, reviews additional food production plans, conducts inspections, and  
6 implements other food safety requirements prior to approving the sale of food products.

7           Since late-2024, the Department has been providing guidance to new value-add food  
8 manufacturers regarding safe food product manufacturing methods, product label reviews, and  
9 offering other assistance as necessary to facilitate the development of food products that are  
10 safe for human or pet consumption. The Department will require additional personnel to  
11 provide consultation and guidance as the Food Product Innovation Network is implemented  
12 statewide.

13           The Department respectfully requests the establishment of two full time equivalent (2.0  
14 FTE) positions and funding in FDB to build upon its efforts to support local food manufacturing.  
15 A Program Specialist VI would be tasked with developing and updating administrative rules,  
16 developing internal guidance for FDB inspectors, developing external guidance for businesses  
17 participating in the network, and conducting other outreach tasks. An Environmental Health  
18 Specialist V would be tasked with implementing FDB's monitoring program, establishing  
19 sampling and monitoring guidance for FDB to facilitate the collection and analysis of food  
20 products that may cause harm to human or pet health, and providing technical guidance to  
21 businesses participating in the network. An additional operating budget of \$100,000 per year is  
22 also requested to support travel, supplies and printing costs, and other related operating  
23 expenses.

24 **Offered Amendments:** None.

25           Thank you for the opportunity to testify on this measure.



**WRITTEN TESTIMONY OF  
THE DEPARTMENT OF THE ATTORNEY GENERAL  
KA 'OIHANA O KA LOIO KUHINA  
THIRTY-THIRD LEGISLATURE, 2025**

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**ON THE FOLLOWING MEASURE:**

H.B. NO. 774, H.D. 2, RELATING TO VALUE-ADDED PRODUCTS.

**BEFORE THE:**

SENATE COMMITTEE ON WAYS AND MEANS

**DATE:** Tuesday, April 1, 2025

**TIME:** 10:01 a.m.

**LOCATION:** State Capitol, Room 211

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

(For more information, contact Delanie Prescott-Tate,  
Deputy Attorney General, at 808-586-1180)

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Chair Dela Cruz and Members of the Committee:

The Department of the Attorney General provides the following comments.

This bill establishes a food and product innovation network within the Agribusiness Development Corporation.

Section 2 of the bill adds a new section to chapter 163D, Hawaii Revised Statutes (HRS), to establish the food and product innovation network.

Subsection (b)(1), on page 2, lines 15-20, provides:

- (1) Future facilities to be developed on lands owned by the agribusiness development corporation in Kekaha, on the island of Kauai; a to-be-determined location on the island of Hawaii; and additional facilities on the islands of Maui and Molokai to expand regional support and enhance statewide coverage;

The Agribusiness Development Corporation does not own land in Kekaha, on the island of Kauai. Land in Kekaha has been set aside to the Agribusiness Development Corporation by Executive Order No. 4007, as amended by Executive Order Nos. 4034, 4165, and 4330, for agricultural and related purposes.

Therefore, we request that the proposed section 163D- (b)(1) (page 2, lines 15-20) be amended as follows (changes in bold):

- (1) Future facilities to be developed on lands **set aside by executive order to the agribusiness development corporation in Kekaha, on the island of Kauai; a to-be-determined location on the island of Hawaii; and additional facilities on the islands of Maui and Molokai to expand regional support and enhance statewide coverage;**

Additionally, if the to-be-determined location on the island of Hawaii or additional facilities on the islands of Maui and Molokai involve the purchase of land, the bill may not create adequate authority for the Agribusiness Development Corporation to complete the acquisition(s).

Section 163D-31(b), HRS, provides:

- (b) The acquisition shall be authorized by a bill enacted into law and shall contain:
  - (1) A statement of the value of the interest in land as a resource to the State;
  - (2) A description of the specific parcel of land or agricultural easement proposed to be acquired;
  - (3) The name of the owner of the property; and
  - (4) The estimated costs of acquiring the interest in the land.

To address this issue, we respectfully request that this bill be amended to include the items specified in section 163D-31(b), HRS, should acquisition of property be contemplated.

Thank you for the opportunity to provide comments.

JOSH GREEN, M.D.  
GOVERNOR

SYLVIA LUKE  
LT. GOVERNOR



WENDY GADY  
EXECUTIVE DIRECTOR

STATE OF HAWAII  
**AGRIBUSINESS DEVELOPMENT CORPORATION**  
HUI HO'OU LU AINA MAHIAI

TESTIMONY OF WENDY L. GADY  
EXECUTIVE DIRECTOR  
AGRIBUSINESS DEVELOPMENT CORPORATION

BEFORE THE SENATE COMMITTEE ON WAYS AND MEANS

April 1, 2025  
10:01 a.m..

Conference Room 211 & Videoconference

HOUSE BILL NO. 774 HD2  
RELATING TO VALUE-ADDED PRODUCTS

Chair Dela Cruz, Vice Chair Moriwaki, and Members of the Committee:

Thank you for the opportunity to testify in **support** of House Bill No. 774 HD2, which proposes the establishment of the Agribusiness Development Corporation's (ADC) Food and Product Innovation Network across the state of Hawaii'i. This initiative represents a transformative opportunity to strengthen the state's agricultural sector, diversify the local economy, and enhance Hawaii'i's food security and sustainability efforts.

The ADC respectfully requests the following amendments be considered to HB774 HD2 to replace SECTION 2, Subsection (b), item (1) with the following.

- (1) Future facilities to be developed on lands set aside by executive order to the agribusiness development corporation in Kekaha, on the island of Kauai; a to-be-determined location on the island of Hawaii; and additional facilities on the islands of Maui and Molokai to expand regional support and enhance statewide coverage;

The proposed amendment to Section 2 of the bill is necessary because the ADC does not own land in Kekaha, on the island of Kauai. Rather, that land was set aside to the ADC by executive order.

House Bill 774 HD2 represents a bold and necessary step toward strengthening Hawai'i's agricultural economy and ensuring the long-term viability of local food production. By establishing the Agribusiness Development Corporation's Food and Product Innovation Network, we can empower farmers and producers, foster innovation, and build a more resilient and sustainable food system for the state.

I respectfully urge you to support this measure with amendments and the prioritize its passage. Thank you for your attention to this critical issue and for your commitment to advancing Hawai'i's agricultural future.

We support this bill provided that its passage does not replace or adversely impact priorities indicated in our Executive Budget. Thank you for your consideration of our testimony.

**JOSH GREEN, M.D.**  
Governor

**SYLVIA LUKE**  
Lt. Governor



**SHARON HURD**  
Chairperson, Board of Agriculture

**DEAN M. MATSUKAWA**  
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 WAYS AND MEANS**

**TUESDAY, APRIL 1, 2025  
10:01 A.M.  
CONFERENCE ROOM 211**

**HOUSE BILL NO. 774, H.D. 2  
RELATING TO VALUE-ADDED PRODUCTS**

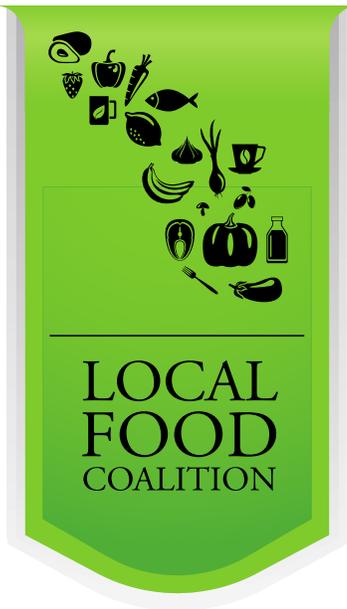
Chairs Dela Cruz, Vice Chair Moriwaki and Members of the Committee:

Thank you for the opportunity to testify on House Bill 774, H.D. 2. This bill seeks to establish a food and product innovation network within the Agribusiness Development Corporation, enabling local businesses to scale up new products from research and development to manufacturing and commercialization. The Department of Agriculture (Department) supports this initiative.

The food and product innovation network proposed in this measure includes a range of robust facility partners on Kauai, Hawai'i, Maui, Molokai, and Oahu. The Department believes this network has the ability to significantly assist Hawai'i's agricultural businesses by offering space, equipment and specialized expertise to local farmers and other entrepreneurs for creating value-added products using locally grown and raised agricultural products. Additionally, it may serve as a catalyst for innovations in food products, processing technologies, packaging and labeling processes, export certification, inventive supply chain logistics, and new marketing channels.

Thank you for the opportunity to testify on this measure.





## SENATE COMMITTEE ON WAYS AND MEANS

Tuesday, April 1, 2025 – 10:01 a.m.  
Conference Room 211 & Videoconference

### **HB 774 HD2 – RELATING TO VALUE-ADDED PRODUCTS**

Aloha Chair Dela Cruz, Vice Chair Moriwaki, and Members of the Committee:

The Local Food Coalition **SUPPORTS** HB 774 HD2, which establishes a Food and Product Innovation Network within the Agribusiness Development Corporation.

Value-add manufacturing plays an indispensable role in bolstering both our agricultural sector and the broader economy. Establishing a network of open-access food and value-added product development facilities is not merely an aspiration but a necessity in our quest for agricultural and economic sustainability.

HB 774 HD2 would serve as a catalyst for initiating innovations in food products, processing technologies, packaging – ultimately to advance and support farmers and entrepreneurs to create value-added products made with locally grown and raised agricultural product.

The Local Food Coalition is an organization comprised of farmers, ranchers, livestock producers, investors and other organizations working to provide Hawaii's food supply.

Thank you for the opportunity to submit testimony in support of HB 774 HD2.

Hawai'i Aquaculture &  
Aquaponics Association  
Hawai'i Cattlemen's Council  
Hawai'i Farm Bureau  
Federation  
Hawai'i Farmers' Union  
United  
Hawai'i Food Industry  
Association  
Hawai'i Food  
Manufacturers Association  
Kohala Center  
Land Use Research  
Foundation of Hawai'i  
Maui Farm to School  
Network (Maui F2SN)  
Ulupono Initiative  
College of Tropical  
Agriculture and Human  
Resilience - University of  
Hawai'i at Manoa



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

April 2, 2025

HEARING BEFORE THE  
SENATE COMMITTEE ON WAYS AND MEANS

**TESTIMONY ON HB 744, HD2**  
RELATING TO VALUE-ADDED PRODUCTS

Conference Room 211 & Videoconference  
10:02 AM

Aloha Chair Dela Cruz, Vice-Chair Moriwaki, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawai'i Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,800 farm family members statewide and serves as Hawai'i's voice of agriculture to protect, advocate, and advance the social, economic, and educational interests of our diverse agricultural community.

**The Hawai'i Farm Bureau supports HB 744, HD2**, which establishes a food and product innovation network within the Agribusiness Development Corporation.

As expenses rise, increases in farm revenues and profits are critical to the continued viability of farms and ranches. Farmers can do this by "adding value" to raw agricultural crops. Currently, off-grade and excess production is sometimes wasted due to market conditions. Converting them into value-added products will increase farm revenue and provide new business opportunities, increase employment opportunities, and address Hawai'i's goals of increased self-sufficiency and sustainability.

High production costs are a major driver of narrow profit margins for Hawai'i's farmers and value-added food producers. Labor, taxes, land, transportation, utilities, and supplies are all costs of doing business that often result in value-added food producers just breaking even.

If a Hawai'i farmer or entrepreneur wants to process an off-grade product into a value-added product they are usually forced to send it to the mainland because Hawai'i lacks value-added processing facilities. This cost of transportation to and from the mainland is often enough to discourage farmers from pursuing value-added production.

Hawai'i is potentially losing millions of dollars because of the cost of processing agricultural crops into value-added products. A network of food and value-added facilities in Hawai'i will support the production of new value-added products so that farmers can

increase their income while allowing locally produced value-added goods to compete with imported products, and expand into new export markets, strengthening our local economy.

The strength of Hawai'i's economy depends upon a diversity in commerce that is resilient to economic downturns and aggressive in creating new growth opportunities.

Thank you for the opportunity to testify on this measure.



Email: [communications@ulupono.com](mailto:communications@ulupono.com)

SENATE COMMITTEE ON WAYS AND MEANS  
Tuesday, April 1, 2025 — 10:01 a.m.

**Ulupono Initiative supports HB 774 HD 2, Relating to Value-Added Products.**

Dear Chair Dela Cruz and Members of the Committee:

My name is Micah Munekata, and I am the Director of Government Affairs at Ulupono Initiative. We are a Hawai'i-focused impact investment firm that strives to improve the quality of life throughout the islands by helping our communities become more resilient and self-sufficient through locally produced food, renewable energy and clean transportation choices, and better management of freshwater resources.

**Ulupono supports HB 774 HD 2**, which establishes a food and product innovation network within the Agribusiness Development Corporation.

Farmers can increase their profitability by creating value-added products with their off-grade produce. Off-grade produce can be perfectly edible and nutritionally sound, but might not be “good looking” enough for grocery shoppers. With off-grade produce comprising 10% to 40% of typical harvests,<sup>1</sup> this network would help enable farmers to generate revenue from currently unused crops.

We appreciate this committee’s efforts to look at policies that support local food production and the success of our farmers and ranchers in scaling up to help our state meet its agricultural and economic diversification goals.

Thank you for the opportunity to testify.

Respectfully,

Micah Munekata  
Director of Government Affairs

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<sup>1</sup> [https://www.salon.com/2019/09/08/study-finds-farm-level-food-waste-is-much-worse-than-we-thought\\_partner/](https://www.salon.com/2019/09/08/study-finds-farm-level-food-waste-is-much-worse-than-we-thought_partner/) and <https://www.sciencedirect.com/science/article/pii/S0921344919301296>



**Hawai'i Forest Industry Association**

7192 Kalaniana'ole Hwy  
Suite A-143A, #249  
Honolulu, HI 96825  
Phone: 808/933/9411  
Email: hfia@hawaiiiforest.org

**Date:** 03/31/25

**TO:** WAM Chair Dela Cruz and WAM Committee Members

**FROM:** Hawai'i Forest Industry Association (HFIA)

**SUBJECT:** In Support of HB774 HD2 Relating to Value Added Products

Dear Chair Dela Cruz and WAM Committee Members,

On behalf of the Directors and members of the Hawai'i Forest Industry Association (HFIA), please support HB744 HD2 Relating to Value-Added Products..

Since 1989 HFIA has worked towards actualizing healthy and productive forests across the state of Hawaii and recognized Hawaii's opportunity for economic growth and diversification. We've taken much pride in encouraging our members to create products utilizing locally sourced materials. We've done this via our Hawaii's Wood Brand program which represents fine items made from wood grown in the Hawaiian Islands. The program requires participants to meet certain criteria ensuring their products are Hawaii Made and of good quality. Roughly 40% of HFIA's members are woodworkers, the vast majority of whom utilize woods sourced locally. Many HFIA woodworkers sell their finished products both locally and out of state. These sales of high quality, Hawaii Made products, to out of state buyers are a small-scale example of what HB744 HD2 could yield on a broader scale across various food and product categories.

It is also important to note that Hawaii is home to millions of acres of land zoned as Conservation Reserve. These lands hold forest resources that could be utilized for innovation and to create value-added, Hawaii Made products. Extracted resources could be replenished for future harvest and use. These lands also hold wild game that could be processed to feed local families or exported as a Hawaii Sourced product with the support of a Food and Product Innovation Network.

Ultimately, a successful Food and Product Innovation Network could yield various benefits including economic diversification and growth, job creation, business innovation and networking and resource sharing amongst entrepreneurs in the State of Hawaii. For these reasons we hope that you will support HB744 HD2.

Mahalo for your time and consideration,

*Guy Cellier*

Guy Cellier, President

Hawaii Forest Industry Association

*HFIA's mission is to promote healthy and productive forests and a sustainable forest industry through management, education, planning, information exchange, and advocacy. HFIA has over 130 members including woodworkers, landowners, sawyers, foundations, foresters, growers, educators, environmentalists, architects, millers, ranchers, and others interested in HFIA's mission and goals.*

**HFIA Board of Directors**

Officers: President Guy Cellier, Vice President Irene Sprecher, Secretary Taylor Coons, Treasurer Wade Lee  
Directors: Jeremy Campbell, Doug Gordon, Nicholas Koch, Michael Sowards, Aileen Yeh



# MAUI

CHAMBER OF COMMERCE

VOICE OF BUSINESS

HEARING BEFORE THE SENATE COMMITTEE ON WAYS AND MEANS  
HAWAII STATE CAPITOL, SENATE CONFERENCE ROOM 211  
Tuesday, April 1, 2025 AT 10:01 A.M.

To The Honorable Senator Donovan M. Dela Cruz, Chair  
The Honorable Senator Sharon Y. Moriwaki, Vice Chair  
Members of the committee on Ways and Means

## SUPPORT HB774 HD2 RELATING TO RESILIENCY

The Maui Chamber of Commerce **SUPPORTS HB774 HD2** which establishes a Food and Product Innovation Network within the Agribusiness Development Corporation (ADC) to support Hawaii's agricultural and economic diversification goals.

The Chamber recognizes that the creation of a food and product innovation network is essential to achieving the state's agricultural and economic diversification objectives. This network will enable businesses in Hawai'i to capitalize on the global appeal of the "Made in Hawai'i," "Produced in Hawai'i," or "Processed in Hawai'i" brand. It will also facilitate the creation of world-class products and increase production capacity by providing businesses with access to a wide range of manufacturing equipment and industry expertise.

We wholeheartedly support initiatives that promote our local businesses and farmers.

For these reasons we **SUPPORT HB774 HD2** and respectfully request its passage.

Sincerely,

Pamela Tumpap  
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.



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Honolulu, HI 96813  
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#### **Executive Officers**

**Maile Miyashiro**, C&S Wholesale Grocer, *Chair*  
**Kit Okimoto**, Okimoto Corp., *Vice Chair*  
**Jayson Watts**, Mahi Pono, *Secretary/Treasurer*  
**Lauren Zirbel**, HFIA, *Executive Director*  
**Paul Kosasa**, ABC Stores, *Advisor*  
**Derek Kurisu**, KTA Superstores, *Advisor*  
**Toby Taniguchi**, KTA Superstores, *Advisor*  
**Joe Carter**, Coca-Cola Bottling of Hawaii, *Advisor*  
**Eddie Asato**, Pint Size Hawaii, *Advisor*  
**Gary Okimoto**, Safeway, *Immediate Past Chair*

TO: Committee on Ways and Means  
FROM: HAWAII FOOD INDUSTRY ASSOCIATION  
Lauren Zirbel, Executive Director

DATE: April 1, 2025  
TIME: 10:02am

RE: HB774 HD2 Relating to Value Added Products  
Position: Support

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, manufacturers and distributors of food and beverage related products in the State of Hawaii.

HFIA is in support of this measure. Increasing local food production is a goal we all share. When more of the food that is consumed in Hawaii is made in Hawaii our state becomes more resilient, more sustainable, and stronger economically. State support for value added products is a key component of increasing local food production.

HFIA has proudly produced the Made in Hawaii Festival for 30 years. Each year Made in Hawaii Festival vendors find ways to add value and create a range of amazing products using locally grown fruits, vegetables, meat, flowers, wood, and more. We know there is tremendous potential for growth in this sector. Creating a Food and Product Innovation Network is the kind of support that can enable our local businesses to grow and thrive and create more Hawaii food and products for Hawaii consumers.

We encourage the Committee to pass this measure and we thank you for the opportunity to testify.

**HB-774-HD-2**

Submitted on: 3/30/2025 8:04:01 PM

Testimony for WAM on 4/1/2025 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Glen Kagamida	Individual	Support	Written Testimony Only

Comments:

A great way to help local farmers, food sustainability and the economy. Mahalo!