



4 Ag Hawai'i

Hawai'i Aquaculture &
Aquaponics Association

Hawai'i Association of
Independent Schools

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

Malama Kaua'i

Maui School Garden
Network

Ulupono Initiative

SENATE COMMITTEES ON HEALTH AND PUBLIC SAFETY,
INTERGOVERNMENTAL, & MILITARY AFFAIRS
Wednesday, February 5, 2014 – 1:15 p.m. – Room 229

**The Local Food Coalition Strongly Supports SB 2561, Relating to
Cottage Foods**

Dear Chair Green, Chair Espero, Vice Chair Baker, and Members of the
Committees:

My name is Kyle Datta and I am General Partner of the Ulupono Initiative, a Honolulu-based impact investment firm, which is working to improve the quality of life for Hawai'i residents by investing in projects that create more locally grown food, increase renewable energy and reduce/recycle waste. We are representing on behalf of the Local Food Coalition, which is an organization comprising farmers, ranchers, livestock producers, investors and other organizations working to provide Hawai'i's food supply.

The Local Food Coalition is testifying in strong support of SB 2561, which allows for increased development of a local cottage food industry. This bill provides basic safeguards that would enable small farmers and home food processors to create value-added products from non-potentially hazardous foods for sale directly to consumers or to other food distributors. It is anticipated that the ability to work in home kitchens will increase the use of local foods in small-scale value-added production and allow for start-up operations that could grow into larger commercial ventures. Therefore, this bill would support our local farmers and ranchers, while increasing consumption of locally grown foods.

A 2008 research paper prepared by UH economists suggests that increasing the amount of food produced and distributed within the state by 10% could translate into \$94 million of farm gate income, \$188 million in economy-wide sales, and more than 2,300 jobs. While we tend to think about increased Hawai'i food production in terms of whole fresh fruit, vegetables and protein, the largest portion of what we import and consume is processed food. Furthermore, local fresh food distributors buy only the best looking, most uniform fruit and vegetables. Many farmers report that any item that is irregular or bruised – even if it's perfectly nutritious – stays on the ground or goes in the compost. This is because we have insufficient infrastructure for collection and large-scale food processing along with regulations that unduly restrict on-farm, smaller-scale processing.

Residential processing is important because many of our small farmers are not allowed to live on their farms; they lease land and live elsewhere. Furthermore, many others only have access to catchment tanks on farm. Instead, they would need access to residential County water systems for safer processing.

The Local Food Coalition Supports All Forms of Agriculture.

Local retailers such as Down to Earth strongly indicate they would love to be able to buy more local value-added products from farmers and other small cottage-style industries. There are many great home bakers and cooks who cannot sell their products, as they do not have access or resources for a certified kitchen. Down to Earth estimates they would purchase at least \$10,000 per week of cottage food for their five stores. When one estimates other retailers such as Whole Foods or Island Naturals, purchases could increase to \$50,000 per week or \$2.6 million per year directly into local entrepreneurs.

As part of the Local Food Coalition, Ulupono is very pleased to support proposals designed to help grow more local food. Our group’s members came together last year with one common goal: to promote the local production of food in a sustainable and economically sound manner to benefit Hawai’i’s people through the revitalization and expansion of our state’s agricultural sector. This year the Coalition is continuing to pursue this comprehensive approach because it is the most effective way for Hawai’i to develop its resources for diversified food production, as well as lessen its dependence on importing that which can be grown, raised and processed locally.

The Coalition includes the Hawai’i Farm Bureau Federation, the Hawai’i Cattlemen’s Council, Inc., Hawai’i Famers’ Union United, 4 Ag Hawai’i, the Hawai’i Aquaculture and Aquaponics Association, the Kohala Center, Hawai’i Food Manufacturers Association, Hawai’i Food Industry Association, Hawai’i Association of Independent Schools, Maui School Garden Network, Malama Kaua’i, and Ulupono Initiative.

We believe that working together we can help produce more local food, support an economically strong homegrown agriculture industry, which strengthens our community with fresh, healthy food. Thank you for this opportunity to testify.

Respectfully,

Kyle Datta
General Partner
Ulupono Initiative

Email: communications@ulupono.com

From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: coreen.williams@gmail.com
Subject: Submitted testimony for SB2561 on Feb 5, 2014 13:15PM
Date: Saturday, February 01, 2014 9:19:04 AM

SB2561

Submitted on: 2/1/2014

Testimony for HTH/PSM on Feb 5, 2014 13:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Coreen Williams	Individual	Comments Only	No

Comments: I think this is a fabulous bill. We are living in very difficult, economic times and many people are seeking out additional income. This bill allows for the average citizen to develop a home-based business to supplement their income.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: sherrianwitt@aol.com
Subject: Submitted testimony for SB2561 on Feb 5, 2014 13:15PM
Date: Monday, February 03, 2014 10:02:33 PM

SB2561

Submitted on: 2/3/2014

Testimony for HTH/PSM on Feb 5, 2014 13:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
sherrian witt	Individual	Support	No

Comments: I support this measure as it will provide income for products locally produced. I also support this measure as it will make available to the public more Hawaiian grown and processed foods. This also will add variety to farmers markets and make local ethnic foods/products available..Will help families increase their income without having to be employed outside the home.

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: elysa.hoaina@gmail.com
Subject: *Submitted testimony for SB2561 on Feb 5, 2014 13:15PM*
Date: Monday, February 03, 2014 2:38:51 PM

SB2561

Submitted on: 2/3/2014

Testimony for HTH/PSM on Feb 5, 2014 13:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
elysa ermatinger	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: jareschan@gmail.com
Subject: Submitted testimony for SB2561 on Feb 5, 2014 13:15PM
Date: Monday, February 03, 2014 12:15:22 PM

SB2561

Submitted on: 2/3/2014

Testimony for HTH/PSM on Feb 5, 2014 13:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Jennifer Reschan	Individual	Support	No

Comments: Certified kitchens are few and competitive & expensive to rent. Most are too far away from rural neighborhoods to be cost effective. A cottage food law would help us in the rural areas produce value added agricultural products.

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: carl.campagna@kamakagreen.com
Subject: Submitted testimony for SB2561 on Feb 5, 2014 13:15PM
Date: Tuesday, February 04, 2014 10:01:27 AM

SB2561

Submitted on: 2/4/2014

Testimony for HTH/PSM on Feb 5, 2014 13:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Carl	Individual	Support	No

Comments: My name is Carl Campagna and I am a local farmer-mentor from The Littlest Co-Op and Kamaka Green. I support development of the Cottage Food Industry for the State of Hawaii. It will encourage greater local food production and consumption. It will increase the employment and entrepreneurial opportunities.

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: OccupyHiloMedia@yahoo.com
Subject: Submitted testimony for SB2561 on Feb 5, 2014 13:15PM
Date: Tuesday, February 04, 2014 12:09:41 AM

SB2561

Submitted on: 2/4/2014

Testimony for HTH/PSM on Feb 5, 2014 13:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Kerri Marks	Individual	Support	No

Comments: an excellent way to support small business and local economic and food sustainability

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: mendezj@hawaii.edu
Subject: *Submitted testimony for SB2561 on Feb 5, 2014 13:15PM*
Date: Tuesday, February 04, 2014 9:52:32 AM

SB2561

Submitted on: 2/4/2014

Testimony for HTH/PSM on Feb 5, 2014 13:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Javier Mendez-Alvarez	Individual	Support	No

Comments:

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From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: tasia@maoorganicfarms.org
Subject: *Submitted testimony for SB2561 on Feb 5, 2014 13:15PM*
Date: Monday, February 03, 2014 9:53:28 PM

SB2561

Submitted on: 2/3/2014

Testimony for HTH/PSM on Feb 5, 2014 13:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
tasia yamamura	Individual	Support	No

Comments:

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To: Senator Josh Green, Chair
Senate Committee on Health

RE: SB2561 “RELATING TO COTTAGE FOODS”

DATE: Wednesday, February 5, 2014

TIME: 1:15PM

LOCATION: Conference Room 229
State Capitol
415 South Beretania Street

Aloha,

My name is Kristine Vallandingham. I am a professionally trained pastry chef and avid home baker and canner. I am testifying in support of SB2561.

This bill is very important to me both personally and professionally. I have searched for a long time to find a way to work out of my home, doing what I love, what makes me happy and comfortable. I have had businesses in the past where I had to invest a lot of money in a commercial kitchen, and the returns on that investment were very slim. Everything became about doing the books and filling out paperwork, not about the joy and comfort of the food produced. I want to supplement my income doing what I love, in a place I love, where I know things are sanitary and I have all the tools I need.

I believe that the passage of this bill is also important for the state of Hawaii. With the growth of farmer's markets and the exploding demand for locally produced products, both by residents and visitors alike, this law will allow individuals to produce and sell non-potentially hazardous foods to consumers and keep money in our local communities, all without the stress and large financial commitments needed to set up a commercial operation. Some people would love to sell their delicious cinnamon rolls at their neighborhood farmer's market. This bill makes that a possibility.

I am excited to see this bill be part of the 2014 Session. I would personally be able to build a wonderful business as the result of this bill's passage. I fully support the passage of SB2561 and I foresee many wonderful, locally produced goods on the horizon!

Thank you for your time,

Kristine Vallandingham

Pastry Chef, Owner of Mauka Girl Creations
418 Puuopae Road
Kapaa, HI 96746