

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

**SYLVIA LUKE**  
Lt. Governor



**SHARON HURD**  
Chairperson, Board of Agriculture

**MORRIS M. ATTA**  
Deputy to the Chairperson

State of Hawai'i  
**DEPARTMENT OF AGRICULTURE**  
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**TESTIMONY OF SHARON HURD  
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE HOUSE COMMITTEE ON AGRICULTURE & FOOD SYSTEMS**

**WEDNESDAY, MARCH 29, 2023**

**9:30 AM**

**CONFERENCE ROOM 325 AND VIDEOCONFERENCE**

**HCR 131 AND HR 132**

**REQUESTING THE DEPARTMENT OF AGRICULTURE TO CONDUCT A STUDY TO  
RECOMMEND APPROPRIATE LABELING REQUIREMENTS FOR HAWAII-GROWN  
TEA**

Chairperson Gates and Members of the Committee:

Thank you for the opportunity to testify on HCR 131 and HR 132. These resolutions request the Department of Agriculture (DOA) to conduct a study to recommend appropriate labeling requirements for Hawaii-Grown Tea. The DOA appreciates the intent of this resolution and offers comments.

There are several labeling bills both in the house and senate for consideration this year, one being for Mamaki Tea. The proposed study asks for similar label requirements that are implemented by law for other products such as Kona Coffee. The sizes and type of the lettering, identity statement, and locations on the packaging should be the same as Kona Coffee as it is already established in our enforcement. Recordkeeping requirements and penalties for not following the laws currently enforced should also be similar.



The DOA Measurement Standards Branch does not currently have the manpower or labeling expertise and would need additional funds to hire a consultant to conduct and implement the labeling study. The consultant may need to contact industry stakeholders and compile information from varied sources. There may be difficulty obtaining proprietary and accurate information from companies to do a thorough cost analysis.

Thank you for the opportunity to testify on these resolutions.



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March 29, 2023

HEARING BEFORE THE  
HOUSE COMMITTEE ON AGRICULTURE & FOOD SYSTEMS

**TESTIMONY ON HCR 131/HR 132**

REQUESTING THE DEPARTMENT OF AGRICULTURE TO CONDUCT A STUDY TO  
RECOMMEND APPROPRIATE LABELING REQUIREMENTS FOR HAWAII-GROWN  
TEA

Conference Room 325 & Videoconference  
9:30 AM

Aloha Chair Gates, Vice-Chair Kahaloa, 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 HCR 131/HR 132**, which requests that the Department of Agriculture conduct a study to recommend appropriate labeling requirements for Hawaii-grown tea.

Māmaki, a Hawaiian endemic shrub, is only found in Hawai'i which makes it uniquely Hawaiian. It can be found as a bush, shrub, or tree and its leaves are used to make herbal tea.

The Māmaki tea industry is fairly new, so we must protect this culturally important agricultural crop from deceptive or misleading labels.

Thank you for the opportunity to testify on this measure.

**HCR-131**

Submitted on: 3/28/2023 1:46:00 PM

Testimony for AGR on 3/29/2023 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Hie Lar Thomas Tan	Hawaii Volcanic Tea LP	Support	Written Testimony Only

Comments:

Appropriate labeling requirments for our Hawaii- grown Tea will definetely assist us, Hawaii local tea farmers to have a fair pricing for our tea products.