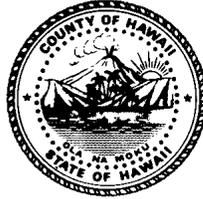


Mitchell D. Roth  
Mayor



Douglass S. Adams  
Director

Frecia Cevallos  
Deputy Director

## County of Hawai'i

### DEPARTMENT OF RESEARCH AND DEVELOPMENT

25 Aupuni Street, Room 1301 • Hilo, Hawai'i 96720-4252  
(808) 961-8366 • Fax (808) 935-1205  
E-mail: chresdev@co.hawaii.hi.us

February 9, 2024

Senator Jarrett Keohokalole, Chair  
Senator Carol Fukunaga, Vice Chair  
Senate Committee on Commerce and Consumer Protection

RE: SB 3303, Relating to Labeling of Macadamia Nuts

Dear Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee on Commerce and Consumer Protection:

I am writing in strong support of SB 3303.

One of the Department's objectives is to "support research, development, control, and education that improves **agricultural production, quality**, resilience, and **producer viability** or reduces the impact of pests or disease on agricultural crops, livestock, forests or the community."

The reputation for the excellent quality of Hawai'i's macadamia nuts was built on the breeding work by the University of Hawai'i, College of Tropical Agriculture and Human Resources (CTAHR), and the promotion and marketing of Mauna Loa Macadamia Nut Corporation, when it was owned by C. Brewer and Company. The CTAHR researchers bred the macadamia nut trees with an emphasis on quality; the nuts had to contain at least 72% oil. This oil content is one of the reasons for the excellent taste of Hawai'i's macadamia nuts.

C. Brewer and Company spent a decade promoting and marketing Mauna Loa's macadamia nuts, including product placement in television programs, such as *Magnum, P.I.*, and the distribution of tetra packs to the flights coming into Hawai'i. The tourists would enjoy the delicious taste of the nuts before they landed in Hawai'i and they would go into stores and ask for it by name.

Hawaiian macadamia nut field production is based on Hawai'i Island and is one of the island's major agricultural industries. It is made up of hundreds of small growers. These growers patiently wait 4-7 years for macadamia nut trees to bear nuts. Despite the increasing costs of production and reduced prices for their nuts, these small growers have persevered.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. Currently, there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawai'i.

Consequently, visitors and local consumers may not be aware that many of the macadamia nut products sold in Hawai'i today contain little to no Hawai'i-grown nuts. The lower quality foreign nuts are covered in chocolate or other flavoring to mask the taste and are often cheaper than

February 9, 2024

Page 2

local, high-quality nuts. These foreign nuts reduce the market for the local nuts and threaten the viability of the small, local producers.

The department encourages the committee to forward SB3303 to the Senate with a positive recommendation for passage. It is in the best interest of the state to clarify the labeling regulations and end this practice of misleading labeling. Thank you for your consideration of this bill.

Very Respectfully,

A handwritten signature in black ink, appearing to read "Douglass S. Adams". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Douglass S. Adams  
Director

Mitchell D. Roth  
Mayor



Douglass S. Adams  
Director

Frecia Cevallos  
Deputy Director

## County of Hawai'i

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E-mail: chresdev@co.hawaii.hi.us

February 9, 2024

Senator Mike Gabbard, Chair  
Senator Herbert M. "Tim" Richards, III, Vice Chair  
Senate Committee on Agriculture and Environment

RE: SB 3303, Relating to Labeling of Macadamia Nuts

Dear Chair Gabbard, Vice Chair Richards, and Members of the Committee on Agriculture and Environment:

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local, high-quality nuts. These foreign nuts reduce the market for the local nuts and threaten the viability of the small, local producers.

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Very Respectfully,

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Douglass S. Adams  
Director



**TESTIMONY OF  
THE DEPARTMENT OF THE ATTORNEY GENERAL  
KA 'OIHANA O KA LOIO KUHINA  
THIRTY-SECOND LEGISLATURE, 2024**

---

**ON THE FOLLOWING MEASURE:**

S.B. NO. 3303, RELATING TO LABELING OF MACADAMIA NUTS.

**BEFORE THE:**

SENATE COMMITTEES ON AGRICULTURE AND ENVIRONMENT AND ON  
COMMERCE AND CONSUMER PROTECTION

**DATE:** Tuesday, February 13, 2024      **TIME:** 9:10 a.m.

**LOCATION:** State Capitol, Room 229 and Videoconference

**TESTIFIER(S):** Anne E. Lopez, Attorney General, or  
Travis T. Moon or Bryan C. Yee, Deputy Attorneys General

---

Chairs Gabbard and Keohokalole and Members of the Committees:

The Department of the Attorney General respectfully submits comments regarding this bill.

This bill proposes to amend section 486-120.5, Hawaii Revised Statutes, by including additional labeling requirements for macadamia nuts, among other things, to list the countries of origin of the portion of the raw or processed macadamia nuts not grown in Hawaii on the label.

The country-of-origin labeling requirement on page 2, lines 11-14, of the bill may be subject to challenge under the United States Constitution's Supremacy Clause, which provides that the laws of the United States are declared to be supreme to those of the individual states. See U.S. Const. art. VI, cl. 2

The Federal Agricultural Marketing Act of 1946, as amended (7 U.S.C. § 1638, *et seq.*) (federal act), and its corresponding regulation, title 7 Code of Federal Regulations part 65 (federal regulation), require retailers to inform consumers of the country of origin of raw macadamia nuts.

The United States Department of Agriculture, Agricultural Marketing Service (USDA), provides in the Federal Register (promulgating 7 C.F.R. part 65), that the language of the federal act "is clear" that Congress intended to preempt state law. See Mandatory Country of Origin Labeling of Beef, Pork, Lamb, Chicken, Goat Meat, Wild

and Farm-Raised Fish and Shellfish, Perishable Agricultural Commodities, Peanuts, Pecans, Ginseng, and Macadamia Nuts, 74 FR 2658 at 2679, 2701 (January 15, 2009). A state's country of origin labeling requirement that encompasses commodities governed by this federal regulation is preempted. See id. at 2701. As stated above, the federal act and the corresponding federal regulation specifically regulates country of origin labeling of macadamia nuts offered for sale, and State law on this matter is preempted. See 7 C.F.R. § 65.135. Labeling requirements for processed macadamia nuts, however, are allowed. See 7 C.F.R. §§ 65.220 and 65.300(c). To avoid the Supremacy Clause issue, we recommend deleting the words "raw or" on page 2, line 12, of the bill.

Thank you for the opportunity to comment on this bill.

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

**SYLVIA LUKE**  
Lt. Governor



**SHARON HURD**  
Chairperson, Board of Agriculture

**DEXTER KISHIDA**  
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 COMMERCE AND CONSUMER PROTECTION  
AND  
COMMITTEE ON AGRICULTURE AND ENVIRONMENT**

**TUESDAY, FEBRUARY 13, 2024  
9:10 AM  
CONFERENCE ROOM 229 & VIDEOCONFERENCE**

**SENATE BILL NO. 3303  
RELATING TO LABELING OF MACADAMIA NUTS**

Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

Thank you for the opportunity to testify on Senate Bill 3303. This measure clarifies labeling requirements for macadamia nuts. Requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. Allows a private right of action for violations. The Department of Agriculture (DOA) supports this bill and requests one full-time inspector for enforcement.

DOA's Measurement Standards Branch currently enforces section 486-120.5, Hawaii Revised Statutes relating to labeling requirements of macadamia nuts. We support the strengthening of this statute with the language in this bill. Truth in labeling should prevent companies from misusing the origin of the actual macadamia product used and consumers being confused that they are getting a Hawaiian product when it may have been outsourced from another country. In addition, we ask you to support



funding a dedicated inspector position to enforce these laws which will also help rebuild DOA's packaging and labeling enforcement capability that was eliminated in 2010.

Thank you for the opportunity to testify on this measure.



## **Testimony of Nathan Trump**

### **Hawai'i Macadamia Nut Association**

**February 13, 2024**

#### **RE: SB3303: RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Nathan Trump, and I am testifying on behalf of the Hawai'i Macadamia Nut Association in strong support of Senate Bill 3303: RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i and macadamia nuts have been linked since the early 1900's when Hawai'i became the birthplace of the commercial macadamia nut industry. Macadamia nuts became especially important to Hawai'i's economy when sugar cane became infeasible, and farmers began to seek alternative ways to support themselves and the communities that had been created around important agricultural lands.

Today, Hawai'i has built a globally recognized brand around Hawai'i-grown macadamia nuts, but unfortunately, the Hawai'i brand is now being used to market macadamia nuts grown in foreign countries. Hawaiian words, place names, and images of Hawai'i's beautiful landscapes are being used on packaging of macadamia nut products that contain foreign grown macadamia nuts.

Hawai'i's macadamia nuts have a special taste, unique crunch, and are grown almost exclusively under non-irrigated rainfed orchards. Unlike macadamia nuts grown in other parts of the world, almost all Hawai'i macadamia nuts are insecticide-free.

Macadamia nuts are growing in popularity as people recognize the importance of healthy fats and Hawai'i is well-positioned with its reputation for beauty, cleanliness, and luxury, to increase the agricultural value of Hawai'i-grown macadamia nuts. Unfortunately, Hawai'i's macadamia industry is not growing as farmers face the threat of cheaper macadamia nuts of foreign origin flowing into the Hawaii market.

The impact of the increased prevalence of foreign-grown macadamia nuts has had a clear negative impact on Hawai'i's growers the past few years. In 2022, many growers were not able to find buyers for their crop, and those who did saw the farmgate value of in-shell macadamia nuts plummet. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value. 2023 statistics are not yet available, but growers report that while they've been able to find a market for their macadamia nuts, the prices they are receiving are not enough to cover the cost of production for most growers.

We need clear action from Hawai'i's state government to address the concerns of Hawai'i's macadamia nut farmers. The Hawai'i Macadamia Nut Association believes SB3303 is the clear action our farmers, processors, and consumers need to re-establish the authenticity and integrity of Hawai'i's macadamia nut industry.

We want to be clear, if we do not see action taken during the 2024 legislative session, we will see numerous small and large farms reduce their operation size and/or cease to exist. We are not asking for a handout, we are asking the legislature to ensure proper labeling so that consumers are not misled and Hawai'i's reputation for beauty, authenticity, and aloha remains intact. Mahalo for receiving our testimony.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Nathan Trump". The signature is fluid and cursive, with a long horizontal stroke at the end.

Nathan Trump

President

Hawai'i Macadamia Nut Association

## Testimony of Jeffrey Clark

### Ka'u Farms Management and Hamakua Macadamia Nut Company

February 13, 2024

#### RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Members of the Committee on Agriculture and Environment, and the Members of the Committee on Commerce and Consumer Protection,

My name is Jeffrey Clark. I manage Ka'u Farms Management which grows Hawaii-grown macadamia nuts in Ka'u and Hilo. I am the Chief Operating Officer of the Edmund C Olson Trust No 2 which owns Hamakua Macadamia Nut Company and Ka'u Farms Management. I **STRONGLY SUPPORT** Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Our organization farms macadamia nuts in Ka'u and Hilo on approximately 1,500 acres of land. We also process macadamia nuts in our factory at Hamakua Macadamia Nut Company in Kawaihae. We use only Hawai'i-grown nuts.

The macadamia nut industry is a significant contributor to Hawaii's agricultural economy. There are currently about 16,000 acres of macadamia nuts statewide on roughly 620 farms. In 2021, the industry generated \$62.73 million (51 million pounds of wet-in shell sales), and in 2020, it was the 2nd largest agricultural commodity produced in Hawai'i, behind only seed crops. There are about 650 farms, which employ thousands of workers growing macadamia nuts in Hawaii.

Now, the industry is **failing** due to the fact that the largest brands do not purchase most of their mac nuts from Hawaiian growers. Instead, they now rely largely on foreign nuts, mostly from Africa, which are much cheaper. Then, they peddle these foreign nuts in packaging that exploit their brands' long-standing history in Hawai'i without explaining they are selling "a taste of Africa," not a taste of Hawai'i.

This practice creates the greatest threat to the viability of macadamia farming in Hawaii. Unfortunately, there is now little or no regulation to prevent the use of Hawaiian names and images in marketing macadamia nuts grown outside of Hawaii.

Consumers now are not made aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

In Hawaii, the macadamia nut industry is slightly smaller than the coffee industry at the farm level. Unlike coffee, the macadamia industry does not have labelling laws to protect farmers from brands that use less than 100% Hawaii-grown crop. Like coffee, there are many products that use macadamia as an ingredient. Many products use coffee or macadamia such as chocolate products, cookies, ice cream and other confections. The legislation under SB3303 seeks to strengthen the law to protect the farming community and inform consumers.

#### **Seasonality**

Macadamia nuts are a seasonal product, like virtually all other agriculture products. If a brand needs to bring in foreign grown nuts to 'fill in the gaps', then they will just have to label them properly. This is a simple solution. We are not advocating for a ban on selling foreign-grown nuts, we just want them to be labeled properly for their country of origin so consumers can make an educated decision when purchasing products.

To be clear, this is not what is happening today. There are brands that have switched their source for macadamia nuts so that a majority of what they sell are from foreign sources.

### **Vagueness**

Supposedly, there is some concern about vagueness in the bill, as written. The bill should be clear that it covers all products that contain macadamia nuts, since consumers can be fooled by any product that appears to contain products from Hawai'i.

### **Dormant Commerce Clause**

The Dormant Commerce Clause does not apply in this case. The Tariff Act of 1930 already requires brands to label country of origin on packaging at the federal level. This legislation adds protections for Hawaii-grown macadamia nuts similar to other states, like "Florida Oranges", "Idaho Potatoes", "Napa Valley Wines", etc. Many states have sought to protect the rights of farmers within certain growing regions. This is not something new. It only serves to prevent deception.

### **Trademark Rights**

Nothing in the bill impinges on federal trademark rights. The trigger for the bill's labeling contents is the content of the products; nothing restricts the use of any trademark. Rather, the bill only prevents deception by requiring disclosure.

A trademark does not allow a company to deceive consumers by omission or false statements. You can't trademark "Hawaii Organic Macadamia Nut Company" on a package while using product that is not certified organic and not labelled as such. There are labelling laws at both the state and federal level to protect and inform consumers about the product inside the package. This bill simply extends that requirement to protect the integrity of the Hawai'i mac nut industry by requiring disclosure if a company that wants to take advantage of the hard-won and long-standing high quality, premium brand enjoyed by Hawaii-grown macadamia nuts, while using a low-cost supply from a foreign source.

### **Unduly Burdensome**

It is practical and reasonable to expect that there will be a brief grace period for brands to comply with the new law. It would make sense to allow 3 months from when the bill is passed to allow for new packaging to be produced and distributed. It is not expensive to add stickers to existing packaging to avoid deception.

Under the Tariff Act of 1930 and reinforced in the 2008 Farm Bill, macadamia nuts that are imported need to be labelled properly on retail packaging. Several brands are currently not in compliance with this law at the federal level and will have to redesign their packaging to comply.

This is the perfect time to incorporate these new regulations under SB3303.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Jeffrey Clark  
Chief Operating Officer

Edmund C Olson Trust No. 2 / Ka'u Farms Management / Hamakua Macadamia Nut Company



**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection  
and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I appreciate the opportunity to submit testimony in opposition of SB 3303, relating to the labeling of macadamia nuts as this bill will not help the Hawaiian Macadamia industry as intended.

Hawaiian Host Group has been a legacy business in Hawaii for almost 100 years. We remain committed to growing the Hawaiian Macadamia industry and continuing our local operations, which employs over 450+ people – keeping local jobs in Hawaii. We further demonstrate this commitment by investing over \$25 million in Hawaiian agriculture last year, starting our \$12 million Honolulu facility modernization project this month and proactively working on plans to build a world class macadamia processing facility in Keaau that would widely benefit the industry and our community.

In April 2023, I testified in opposition of a similar bill, HB 1348 on behalf of Hawaiian Host Group. I expressed our commitment to collaborate with growers to find an opportunity to sell and process their crops. Since then, Hawaiian Host Group has made sizable investments, operational improvements and hired more local employees to be able to purchase and process from all growers that wanted to sell to us this harvest season. Along with these actions, we have paid for crops delivered this season, regardless of the quality and absorbed the cost of any poor quality received without deduction in payment to the growers.

I also testified requesting more time for growers and processors to work through these discussions and explore opportunities. We acknowledged that this collaboration between growers and processors would take several years to thoughtfully outline and determine a unified



plan forward for the industry. Since then, we have engaged in the Hawaii Macadamia Nut Association discussions about increasing processing capacity in Hawaii and initiated the exploration of plans to build a large co-operative processing facility in Keaau at the request of the growers.

We have made some good progress in a short period, but I am deeply concerned that this bill is a distraction that further divides us and prevents us from creating a unified plan to move the industry forward. SB 3303 also does not consider the potential consequences to local businesses downstream from the growers. The negative impacts SB 3303 could have on local employees, their families and their future livelihood would not result in a win for Hawaii.

For these reasons, I ask for you to hold this measure and allow us the time to continue efforts on developing a unified plan for the industry's future.

Mahalo nui loa for your consideration.

A handwritten signature in black ink, appearing to read "Michelle Leon-Guerrero".

Michelle Leon-Guerrero  
Chief Administrative Officer  
Hawaiian Host Group



**Testimony of Andrew Trump**

**Island Harvest Inc.**

**February 10, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Andrew Trump and I am a second-generation macadamia farmer writing on behalf of Island Harvest Inc. to support Senate Bill 3303 Relating to Labeling of Macadamia Nuts. Island Harvest manages over 500-acres of organic macadamia nuts in Kapa'au on the Island of Hawai'i. In addition to macadamia nuts, we grow breadfruit, limes, and raise sheep. As a farming company, we employ agricultural and business practices that contribute positively to our environment and community while ensuring that our farming team can work in a safe environment.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

We are not opposed to macadamia nuts grown in foreign countries being sold in Hawai'i, however, consumers should not be misled to believe that the product they are purchasing contains Hawaiian macadamia nuts when it does not.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in black ink that reads "Andrew Trump". The signature is written in a cursive style.

Andrew Trump

Vice President

Island Harvest Inc.



HAWAIIAN  
HOST  
GROUP

TO: Senator Mike Gabbard, Chair  
Senator Tim Richards Vice Chair  
Senate Agriculture and Environment Committee

Senator Jarrett Keohokalole, Chair  
Senator Carol Fukunaga, Vice Chair  
Senate Commerce and Consumer Protection Committee

FROM: Ed Schultz  
President & CEO, Hawaiian Host Group

RE: **SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Gabbard, Vice Chair Richards, Chair Keohokalole, Vice Chair Fukunaga and members of the joint Committee:

Hawaiian Host Group (HHG) is a legacy Hawaii company whose roots date back to nearly 100 years in our islands. Our founders, Mamoru and Aiko Takitani from Maui, created the first chocolate covered macadamia confections from Hawaii helping to create the macadamia nut industry in Hawaii and to innovate macadamia nut products. These macadamia nut chocolates are now known and shared all over the world.

HHG has been a company dedicated to its Hawaii roots, proudly employing over 400 local employees - many that have been with us for decades – in our farm and manufacturing plants on Oahu and the Big Island. There are even generations of families in some cases working side by side in our factories, continuing to grow their legacy with our company.

HHG is also the largest buyer of local Hawaii grown macadamia nuts as well as being one the largest macadamia landowners and growers. We at HHG understand and fully support the local macadamia industry and believe there is tremendous potential for growth. However, there are several concerns with the bill and believe it will ultimately cause harm to the industry and local jobs.

First, the main challenge for the industry is not in the purchase of local macadamia nuts but in processing capacity. There is not enough capacity to purchase and process all of the nuts grown in Hawaii. At the start of harvest in September 2023, HHG offered to purchase nuts from all growers who were willing to harvest their orchard. We agreed to purchase all nuts in a Wet in Husk format with no deductions for nuts that may be unusable. Note that this is a substantial cost to HHG because the processor cannot tell on a Wet in Husk basis the real quality or yield they will get as mold, pig and pest damage, early germination or post ripe nuts are difficult to detect. So HHG is paying for a significant amount of product that is not usable.



Additionally, the macadamia nut market price is substantially lower than it was only a few years ago due to an excess of available product and other nuts around the world. While this is frustrating for growers, it is a market force of supply and demand driving the price. Today the price HHG is paying to growers this season is at a 35% premium to the Australia farm gate prices from the 2023 harvest. This is why reducing unnecessary processing costs and should be the focus of the industry.

We should focus on the real issue that the industry is facing, the tremendous shortage of processing capacity and modern world class facilities. In order for Agriculture to thrive, size and scale matter. As an island industry we have not build a modern nut processing plant in over 30 years and the largest one that Mauna Loa owned was built in 1971 and today is shut down due to age and boilers that were in violation of EPA and Hawaii Department of Health regulations. Since a similar bill was introduced in 2023, HHG has worked hard to invest in a vision that we believe benefits, growers, processors and branded food companies based in Hawaii.

1. In early April 2023 soon after the HB1348 did not pass, HHG convened a working group, to discuss a potential new co-op plant to be built in Kea'au that would benefit many constituents. Mauna Loa, MacFarms, Hamakua Macadamia/Olsen Trust, Island Harvest Macadamia, Mahi Pono, Island Princess Macadamia, Ahualoa Farms and three independent growers on the Hawaii Macadamia Nut Association Legislative Committee attended several sessions in person and via Zoom. Leaders of other local Ag co-ops were consulted as well as an attorney in the Midwest who has advised large co-ops including Land O'Lakes, one of the largest Ag co-op in the U.S. Unfortunately, this group did not agree on a co-op structure as many still wanted to forge a totally independent path.
2. On April 14, 2023, Hawaiian Host Group invested \$26 million to acquire 4,000 acres of macadamias and a nut processing plant in South Kona from an Australian investment group. This farm produces 8-10 million lbs of macadamias a year and this year will process another 6-7 million lbs of nuts grown by independent local farms.
3. In Summer 2023, HHG invested funds to design a new 80,000 sqft macadamia plant in Kea'au that we believe would solidify the states macadamia processing capacity and improve efficiencies in order to be more competitive in the global macadamia market. In Hawaii our processing costs are \$2.00/lb higher than in Australia, the 2<sup>nd</sup> largest macadamia producing country, which has similar operating costs to Hawaii (labor rates, benefits, energy costs, insurance, etc). This gap is wasted money that is tied up in costs that do not benefit growers, processors or consumers. This must change if the macadamia industry is going to survive in Hawaii. More importantly, it would mean increased profitability for growers and companies like HHG.

The future of the local macadamia nut industry is being able to have a technologically advanced plant where local nuts can be processed and utilized by companies like HHG in their products or



for independent brands or growers to sell direct. We should be focused on how to grow the industry rather than cannibalizing local businesses.

Finally, there are substantial concerns with implementation of this bill. The bill is vague, and potentially violates the Commerce Clause and conflicts with the federal Lanham Act. It is also logistically unreasonable to determine in each individual bag the exact percentage by country of origin a brand produces for retail purchase. This bill also puts responsibility on the retailer to carry proof of origin, which again is not possible for each bag or case, and could cause Fortune 100 retailers like Target, Walmart, Costco, etc to simply not carry macadamia nuts for fear they do not have the right documentation and will be dragged into a private right of action. Lastly, since the largest grower in Hawaii processes their nuts in China, that takes away nearly 40% of the crop as those are no longer verified Hawaii grown nuts.

In conclusion, while SB3303 is well intended, it will not benefit growers as believed, but in fact will hurt the jobs of a large legacy agriculture company in Hawaii. Our 400+ local employees want to grow the macadamia industry in Hawaii, on the mainland and abroad. When we do this, all will benefit our agricultural ecosystem.

For these reasons, we respectfully ask you to defer this measure and allow the industry to work together on a solution that will help to increase the macadamia nut production in Hawaii. Mahalo for the opportunity to submit testimony.

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of the work culture and passion to make the islands’ future flourish with the products we manufacture, and the work we put in everyday serving the community.

I believe in the vision of Hawaiian Host Group because we share the spirit of Hawaii to world with our quality products.

Hawaiian Host Group’s values align with my personal values as I believe in giving back to the community and the land of Hawai‘i.

I love my job because I’m proud of the amazing, delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

I am opposed to SB 3303 because of the impact it will have on our business. For example:

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo

Drew Reynado

Field Sales Manager

Hawaiian Host Group

## **Hawaiian Macadamia Nut Services**

**February 13, 2024**

### **TESTIMONY IN SUPPORT OF SB3303, RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, the Members of the Committee on Agriculture and Environment, and the Members of the Committee on Commerce and Consumer Protection,

My name is Reggie Souza and I am a farmer of Hawai'i-grown macadamia nuts in the districts of Kea'au and Ka'u on the Big Island. I am pleading with you to strongly support Senate Bill SB3303, RELATING TO LABELING OF MACADAMIA NUTS.

I have farmed macadamia nuts for 36 years. Throughout all of these years, I have witnessed so many challenges that our macadamia nut industry has had to endure, especially after the covid pandemic. Today, the Hawai'i macadamia nut farmers like me are facing the greater challenge of having to compete with low-cost foreign kernels. Well-known local brands have replaced our nuts with foreign macadamia nuts in their products but have continued to market their products as Hawai'i-grown nuts. This is deceptive to Hawai'i's people and visitors. Growers are just asking that companies be required to label the origin of their nuts. SB3303 will give Hawai'i growers a chance to keep our jobs and save Hawaii's macadamia nut industry.

Like many of our employees, I too have family members working for our company. My wife, son, daughter and son-in-law all work in the industry. Employees who live and work in Ka'u are proud of what we do and have virtually no other job options in the area because Ka'u is an hour and a half drive from Hilo and it's also an hour and a half drive to Kona. Pahala is a small rural community that is an old sugar plantation farming town that farms coffee and macadamia nuts. We currently employ multiple families in this area. What will happen to these families if we can no longer stay in business?

As a macadamia nut farmer, my biggest fear is that we will end up just like sugar and pineapple; closed down. We have 180 employees, and the majority of them are ILWU members. This also affects the smaller local macadamia farmers. Some of them have suffered so badly that they have now begun to clear off the macadamia nut trees from their land. It's sad to see these trees that have taken nearly 20 years to reach maturity be cut down.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Reggie Souza  
Orchard Manager  
Hawaiian Macadamia Nut Services

**SB-3303**

Submitted on: 2/12/2024 10:14:49 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Remedios Gani	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts because it would potentially hinder the growth of the Hawaiian macadamia industry.

I knew about Mauna Loa Macadamia Nut Company before having a job here and since I've been here, I'm proud of all the amazing products we create that are enjoyed by people across the globe. Many of our products are gifts to others that share the spirit of Hawai`i. For myself and my team members, we care about our community and would like to see the industry grow more. I've worked with my team members for about 18 years and we really have become a family.

While we want to have the Hawaiian macadamia industry grow, this bill, SB3303, could divide us from growers. Instead, Hawai`i growers and manufacturers of macadamia products should collaborate with each other on regulations. Thank you for considering my testimony. Mahalo.



# Food+ Policy Internship 2024

[food@purplemaia.org](mailto:food@purplemaia.org)

February 12, 2024

Subject: SB 3303 *Relating to Labeling of Macadamia Nuts*

Aloha Chair Gabbard, Vice Chair Richards and Members of the Agriculture and Environment Committee,

Hawaii Food+ Policy is in support of SB 3303, our intern Julian Kiyabu grew up with unique opportunities working at a variety of farms, such as Mari's Garden and Kako'o Ō'iwi. Through his time spent he has seen the pride of farmers in their ability to produce food locally for their community. In his work at Merriman's restaurant, he has also been able to observe the spirit, market enthusiasm, and support behind the locally grown and produced food movement.

With the already struggling agricultural industry in Hawai'i, suffering from slim margins, high costs, and an aging workforce, the State of Hawaii should feel **compelled to ensure the economic viability of farmers and their unique, high value products**. Macadamia nuts in Hawai'i are a sort of local, national, and international icon as a snack. When you think of macadamia nuts, there is a strong association with Hawai'i due to the quality of our macadamia nuts and other value added products. This reputation has led to a poaching of the Hawaiian macadamia nut label, and an encroachment upon the Hawai'i macadamia nut market by other producers. Our farmers need legislative backing to protect their product, secure their market, and uphold the standard of quality associated with Hawaii macadamia nuts. With the global macadamia nut market set to grow at 10.9% CAGR through 2030, **this time is now to secure these rights for our farmers and claim our stake in a growing market**. It is for these reasons we support SB 3303. We kindly appreciate your consideration.

Mahalo,  
The Hawaii Food+ Policy Team

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**The Food+ Policy internship** develops student advocates who learn work skills while increasing civic engagement to become emerging leaders. We focus on good food systems policy because we see the importance and potential of the food system in combating climate change and increasing the health, equity, and resiliency of Hawai'i communities.

In 2024, the cohort of interns are undergrads and graduate students from throughout the UH System. They are a mix of traditional and nontraditional students, including parents and veterans, who have backgrounds in education, farming, public health, nutrition, and Hawaiian culture.



2-11-2024

RE: Testimony for HB3303

Aloha,

My name is Troy Keolanui, a multi-generational Macadamia farmer on the Big Island. We have been cultivating Macadamia here for two decades and are asking our legislature to support this bill. Our nearly 100 employees and their ohana depend on this industry to make a living, it is a way of life we are committed to.

It is a given that agriculture in Hawaii is difficult. It is also known that our capability to compete with other countries for market share of a product that has become an international commodity is nearly impossible. The fact that we here in Hawaii created the industry some 40 years prior, holds no credit. We are standing on the ledge with the abyss of total failure facing us. We are struggling to climb up, right ourselves and reestablish our brand, the original and worlds best Macadamia Nut.

Support for this bill would be a very good step in the right direction. We teach our children to tell the truth, to be honest, to do the right things, this is all we are asking for, transparency. Let's tell it like it is, let's compare apples to apples, then we can let the chips fall where they may. We believe that consumers want and deserve to know what a 100% Hawaiian Macadamia nut tastes like and how it compares. We feel at the end of the day consumers will support us if provided the chance to do so.

Please don't be swayed by the enormous amount of funding that is being poured in to stymie this bill. We are not opposed to a business plan that relies on foreign nuts to make ends meet, we simply want to know which businesses are on that path.

Respectfully submitted,  
Troy Keolanui



The Farm at Rainbow Falls  
1570 Maikalani St. | Hilo, HI 96720 | 934-9200  
[www.okfarmshawaii.com](http://www.okfarmshawaii.com)  
@o.k.farms

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe in their vision, to share the spirit of Hawai‘i with the world. In my experience, our company has never failed in keeping their vision at the core of every single decision we make.

I am grateful to work for a company that values me not just as an employee, but as a person. I was able to start a family and transition seamlessly into the life of a working mother because HHG supported me with generous maternity leave and ongoing understanding of my circumstances. This motivates me to work hard and simultaneously drive our purpose: to make the Island’s future flourish.

SB 3303 will have an immediate impact to HHG’s business and therefore myself and the hundreds of people we employ. As Hawaiian manufacturers of macadamia products, we want to collaborate with farmers on regulations, but this bill will only divide us from growers. For these reasons, I strongly oppose SB 3303.

I appreciate your consideration of my testimony and am hopeful we can all work towards a better solution.

Mahalo,

Natalie Herr  
National Account Manager  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 6:54:52 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kylie LaBarge	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha members of the Committees:

I am a current employee of Hawaiian Host Group (HHG) which is the parent brand to Hawaiian Host, Mauna Loa, Mac Farms, Kapua Orchards, and KOHO. The reason why I joined Hawaiian Host Group is the amazing culture and values that this company stands for, and the overwhelming spirit of Aloha that is felt among all employees who work here. The people I work with are people who grew up on the islands, are deeply rooted and involved in the community, and care about making the Islands' future successful.

I love working at Hawaiian Host Group because I truly feel heard as an employee and feel that my work is valued and appreciated each and every day. Not only that, I am proud of the delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawai'i," which they ARE, they are gifts that share the spirit of Hawai'i.

The main reason why I oppose SB3303 is because it doesn't help the Hawaiian macadamia industry at large as it solely focuses on sustaining the business of growers and farmers in the short-term. Imagine if we experience more wildfires or if a drought takes hold, the industry could be out of business very quickly. It does not consider the potential impact it will have on other Hawaiian-based companies and the livelihoods of the people working for these companies. Also, as Hawaiian manufacturers of macadamia products, we want to collaborate with farmers on regulations and feel like this Bill further divides us from growers.

Thank you for considering this testimony. Your strong consideration of these matters and solutions is very much appreciated.

Mahalo,

Kylie LaBarge

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because we are actively working to strengthen and better the local macadamia nut industry.

I am proud to work for Hawaiian Host Group because I’m proud of the amazing products we create that are loved and shared globally. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i with the world.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,  
Jonny Vilmaire  
Marketing Specialist  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of the people I work with every day. They are people who grew up here / people who care deeply about Hawai‘i / people who are involved in our community / people who believe in making the Islands’ future flourish...

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Angel Flores  
Corporate Buyer  
Hawaiian Host / Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 11:02:15 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Florpina Alinea	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Floripina Alinea

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 11:04:49 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tina Buyuan	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Tina Buyuan

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 11:07:35 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Katie Natori	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawai‘i's Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world-class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the investments they have, continue to, and plan to make in our community. Rather than seeing Hawai‘i's macadamia industry fail due to antiquated technologies, they are making efforts to improve with the best intentions for our team and Hawai‘i at large. While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Katie Natori  
Associate Global Brand Manager  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was born and raised on the island of Oahu. Growing up, I knew that if I ever wanted to give someone a gift from Hawaii, I couldn't go wrong with a box of chocolate macadamias from Hawaiian Host/Mauna Loa. I consider myself lucky to be employed by a company that has been a significant part of my life. This local company has continuously given back to the community even during the pandemic.

I thoroughly enjoy my time at Hawaiian Host Group, primarily due to the exceptional individuals I have the privilege to work with daily. They consist of locals who harbor a profound love for Hawai'i, actively engage in our community, and are committed to fostering a prosperous future for the Islands.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Rick Komori  
Inside Sales Representative  
[Hawaiian Host / Mauna Loa / Hawaiian Host Group]

**SB-3303**

Submitted on: 2/9/2024 11:12:16 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ghia Karen Tugade	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Ghia Karen Tugade

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 11:16:20 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Darryl Miki	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024, at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud 13-year team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Hawaiian Host Group's values align with my personal values as I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai'i at large. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Darryl Miki

Sales Manager

Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 11:16:55 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marites Angalao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Marites Angalao

Factory Production Associate

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. I believe in the vision of our company and in our leadership team as they are as transparent, communicative, and considerate. They have the best intentions for our team and for Hawai‘i at large. I’m also proud of the people I work with every day. They are people who grew up here and who care deeply about Hawai‘i. They are people who are involved in our community and who believe in making the Islands’ future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly oppose SB 3303.

Thank you for considering my testimony. Your consideration of these matters and solutions is very much appreciated.

Sincerely,

Jeremy Lok  
Logistics Specialist  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 11:23:05 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Vivian Libero-Young	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Vivian Libero-Young

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group nearly three years ago because I was inspired by the company’s long-term vision and continuous dedication to helping the Islands’ future flourish. Sitting here today and looking back over these past three years – I’m proud to say that I have seen first-hand how this vision and dedication comes to life each and every day. I work alongside a great leadership team that is truly committed to sharing the spirit of Hawai’i through our products and is committed to giving back to our local community.

I oppose SB 3303 because of the negative impact it would have on our business, other companies in the macadamia industry in Hawai’i, and the greater local community at large. Our company is committed to collaborating with other farmers on regulations, but we feel this specific bill further divides the industry. That’s why I oppose SB 3303.

Thank you very much for taking the time to consider my testimony.

Aloha,  
Stanley Huang  
Director, Commercial Finance  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

This bill is poorly written without consideration for any knock on effects; it is a shining example of superficial bureaucracy. I believe we as a State are better than this, and there is a solution that will help our local growers without penalizing other companies just for the sake of votes. We need to work together as a community instead of some leaders just chasing votes thoughtlessly.

Therefore, I **strongly oppose** this bill.

Thank you for your consideration.

Mahalo,

Chris Wakukawa  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined and continue to stay with Hawaiian Host Group is that I believe in the people that I work with everyday. Each of them come in everyday to do their part to make products that are loved by people across the world, gifts that share the spirit of Hawai‘i.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. It is poorly written and contains vague language that will be difficult to enforce, opening up companies to frivolous action that will only waste everyone’s time and energy and hurting everyone involved.

We as a State can, and should, do better to make sure that we as a community all benefit and grow, yet we as a State keep finding new ways to avoid addressing the greater issues at large that hurt our community and wasting time on things that divide us further.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Kenneth Yeung  
Data Engineer,  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 11:37:36 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Destiny Ward-DeMotta	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Destiny Ward-DeMotta

Factory Production Associate

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe deeply in its purpose to Make the Islands’ Future Flourish, and its vision to Share the Spirit of Hawai‘i with the world. In my time with Hawaiian Host Group, I have seen that these are not just statements the company claims to do – but they are things that are lived in the day-to-day. Every person at our company – from our entry-level team members all the way to our executives – operates with Aloha and a sense of true care for each other, our industry, and Hawai‘i at large.

This is reflected in the work Hawaiian Host Group does in the community, and in the ways in which we collaborate with our internal and external partners across the macadamia industry. I am proud of not only the delicious products we create – that are loved by people across the globe – but because of how our team has proven our commitment to growing macadamias locally, supporting all local macadamia growers, and working in collaboration with local growers to create a solution for our industry.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for them. If SB 3303 passes, it is not a win for our state, nor our industry at large as it does not consider the potential consequences it might have on businesses downstream from the growers. Furthermore, while we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly oppose SB 3303.

Mahalo nui for considering my testimony.

With Aloha,  
Ruby Lee  
Associate Corporate Communications Manager  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 11:43:52 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Fred Alvarado	Individual	Oppose	Written Testimony Only

Comments:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawai'i companies.

I appreciate you for considering my testimony.

Mahalo,

Fred Alvarado

Mauna Loa/Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 11:51:24 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

Submitted By	Organization	Testifier Position	Testify
Hegine Kenny Tugade	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Hegine Kenny Tugade

Factory Production Associate

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because this is a brand that is very near and dear to my heart growing up in the islands. Hawaiian Host also has a core set of values that align with my own personal values as I believe we need to promote our local brands and do our best to create sustainable growth. I love working here because we do a lot to give back to the community which I feel is a core part of who we are as a Hawaiian company.

I oppose SB 3303 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Jeffrey Lam

Director of Sales

Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 11:52:27 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Andrew Ito	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB3303, relating to the labeling of macadamia nuts.

I have worked at Mauna Loa Macadamia Nut Co. for 40+ years. Our corporate brand, Hawaiian Host Group has been doing many things to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs.

However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

I believe in the vision of Hawaiian Host Group because we have been uniting local companies with each other. For example, our Visitor Center is a partner with Mana Up, a company that helps local entrepreneurs grow their business. This bill has potential consequences to the Hawaiian macadamia industry as a whole and i would like to see manufacturers and growers work together.

Thank you for considering my testimony.

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group February 23, 2021, to gain experience in the IT field. I was new to the field and only had an associate degree in liberal arts. My expectations, however, were blown away! A company that mentors my career path whilst touching all aspects of the company to gain even more knowledge is rare. I am proud to say that Hawaiian Host Groups core values of perseverance, initiative and unity are true in the pursuit of making the islands future flourish in both a professional aspect of an employees and for our community due to our dedication to making the community great, examples being the Takitani foundation or through the donation of for the Maui Wildfire.

I love my job because it provides me with the opportunity to make a meaningful impact every day. Whether it's solving complex problems, collaborating with talented colleagues, or serving customers, each task contributes to a greater purpose. The dynamic nature of my work keeps me engaged and motivated, pushing me to continuously learn and grow. Moreover, the supportive environment fosters creativity and innovation, allowing me to explore new ideas and approaches. Knowing that my efforts positively affect others' lives fills me with a sense of fulfillment and drives my passion for what I do.

I oppose the SB 3303 testimony due to the potential impact it will have on the macadamia industry. The way I interpret the situation, if the bill were enacted, then it would cause a downward trend in unemployment in a society where unemployment is at an all-time high. Macadamia facilities will lay off employees due to lack of product which may tie into the macadamia farms having a limitation in their farms. A change in packaging would be needed, causing all store fronts containing macadamia products to be recalled and may be obsolete now that they don't have the up-to-date wording.

I want to extend my heartfelt gratitude to the committee for the opportunity to provide my testimony on SB 3303. Your willingness to listen to various perspectives demonstrates a commitment to democratic discourse and thoughtful decision-making. I sincerely appreciate the time and attention given to considering my concerns regarding the potential impact of this bill on businesses. As a business owner deeply invested in the welfare of my community, I believe it is essential to voice my apprehensions regarding legislation that could hinder economic growth and innovation. Your thoughtful consideration of my testimony gives me hope that the interests of businesses and citizens alike will be carefully weighed in the decision-making process. Thank you for your dedication to serving the public good and for your willingness to engage with stakeholders on important issues like this one.

Mahalo  
Johriel Siapno  
IT support Technician  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:01:58 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Imelda Ito	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB3303, relating to the labeling of macadamia nuts.

I have worked at Mauna Loa Macadamia Nut Co. for about 35 years. Our corporate brand, Hawaiian Host Group has been doing many things to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

Because of the people I work with I feel that we are like a family and we all care about the success for Hawaiian businesses. Our Mauna Loa Visitor Center is partnered with Mana Up, who helps local entrepreneurs grow their business.

I oppose SB3303 because I believe this bill divides manufacturers and growers. Instead, we should be working together to build up the Hawaiian macadamia industry. Thank you for considering my testimony.



February 9, 2024

Senators Keohokalole and Gabbard  
Chairs, CPN/AEN  
Conference Room 229 & Videoconference  
State Capitol  
415 South Beretania Street  
Honolulu, HI 96813

Dear Chairs and Committee Members,

My name is Bonnie Self. You could say I am deeply rooted in Hawaii's macadamia nut industry, having worked as an agronomist and manager for nearly 13 years. Raised amidst the lush macadamia nut orchards of the Big Island, both my husband and I have dedicated our careers thus far to this sector, relying on it to support and raise our family. Our lives are intricately intertwined with the industry's future.

As a new legislative session unfolds, we are presented with Senate Bill 3303, an act that holds significant implications for the agricultural integrity and economic sustainability of Hawaii's macadamia nut industry. This letter is written in staunch support of SB3303, a bill that not only stands to protect the industry from deceptive labeling practices but also empowers consumers and producers alike with transparency.

The past year has underscored the vulnerability of our macadamia nut industry, with a stark production decline from 52.9 million wet in-shell pounds in 2021 to 37.7 million wet in-shell pounds in 2022. This alarming 29% decrease in production has been compounded by the shutdown of the largest processing facility in the state and the aggressive influx of foreign kernels, which have significantly reduced the prices to growers, from \$1.23 to \$0.88 per pound). The consequences of these events are more than just numbers in a report—they reflect the livelihoods of our workers who have faced reduced hours and the harsh reality of over 8 million pounds of nuts left on the ground in our orchards alone.

SB3303 is a critical step towards rectifying these issues. The bill reinforces the need for clear and accurate labeling, specifying the percentage of Hawaii-grown nuts in products and introducing a private right of action for those affected by labeling violations. This legislative action is not merely about compliance; it is about preserving the cultural and economic legacy of the Hawaii macadamia nut industry.

The implementation of SB3303 will ensure that our beloved industry can withstand the tides of global competition and market saturation with foreign products. By supporting this bill, you are endorsing a future where the Hawaii macadamia nut industry continues to thrive and contribute to our state's prosperity. This issue is extremely time sensitive. Without changes now, more farms will disappear and not return.

I urge you to consider the weight of your decision on the future of our state's agriculture and the well-being of its dedicated workers. Please lend your support to SB3303 and stand with Hawaii's macadamia nut growers and workers.

Thank you for your time and consideration.

Sincerely,

Bonnie Self  
Director of Orchard Development

**SB-3303**

Submitted on: 2/9/2024 12:07:50 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Zennia Alejo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Janet Bety Candaroma

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 12:10:51 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carlton B. George	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Carlton George

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 12:12:43 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Steven Gamble	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I have worked at Mauna Loa Macadamia Nut Company for almost 50 years because of the people I work with every day and seeing our products worldwide. I really enjoy working with all my team members to create products that are recognized.

Again, I am opposing this bill because it further divides manufactureres and growers in the Hawaiian macadamia industry. I appreciate you considering this testimony. Mahalo.

**SB-3303**

Submitted on: 2/9/2024 12:20:32 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Oscar Quilausing	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB3303, relating to the labeling of macadamia nuts.

I have worked at Mauna Loa Macadamia Nut Co. for about 35 years. Our corporate brand, Hawaiian Host Group has been doing many things to grow the Hawaiian macadamia industry. Such as modernizing our process plants in Honolulu and Kea`au so that we can ensure local jobs.

I believe in the vision of our company and our leadership team as they are transparent and have the best intentions for the growth of all our brands. However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help grow the Hawaiian macadamia industry.

I appreciate you considering this testimony.

**SB-3303**

Submitted on: 2/9/2024 12:32:07 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Keilana Ishibashi	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community, and people who believe in making the Islands’ future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Keilana Ishibashi

Visitors Center Key Holder

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:36:20 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Renz Ranan	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB 3303, relating to the labeling of macadamia nuts.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because I like the products we produce. We have products that ship all over the world. They are gifts from local people that emphasize the spirit of Hawai`i with everyone.

This bill, SB3303, doesn't consider the potential impact it will have on all the companies in the macadamia industry. There's so many people that are involved, growers, manufacturers, sellers, etc. that this bill could impact many of the livelihoods of the workers' families in these legacy Hawai`i companies.

I appreciate your time in considering my testimony.

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As someone who is part of the Innovation Team, I am proud of the amazing products that we get to create that are so loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share spirit of Hawai‘i.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

I appreciate you considering this testimony.

Mahalo,  
Vivian Xu  
Associate Innovation Manager  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:41:58 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jocelyn Tomayo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Jocelyn Tomayo

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 12:48:21 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Reynan Ranada	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB3303, relating to the labeling of macadamia nuts.

As a proud member of our corporate brand, Hawaiian Host Group, many things have been in the works from our brands to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs.

However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

I joined Hawaiian Host Group because I believe in the vision of our company and our leadership team as they are transparent in showing the best intentions for our team and their families. I have seen my team members work hard every day and I'm proud of the products that we create.

This bill, SB3303, doesn't consider the potential impact it will have on all companies in the macadamia industry. Many of our livelihoods would be impacted and it could potentially hurt many legacy Hawai`i companies as well.

Thank you for considering my testimony. Mahalo

**SB-3303**

Submitted on: 2/9/2024 12:42:31 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ainsley Afelin	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai'i, people who are involved in our community, and people who believe in making the Islands' future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Ainsley Afelin

Visitors Center Key Holder

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:48:44 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ronald Baniaga	Testifying for Hawaiian host group	Oppose	Written Testimony Only

Comments:

I am opposing this bill SB3303

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended. I'm not sure this bill will have a positive affect on the Hawaiian Macadamia industry.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

It has been clear to me since joining Hawaiian Host Group that the company is ABSOLUTELY committed to promoting and ensuring the health of the Hawaiian economy and that commitment is manifested in our company's actions every day.

Many of my co-workers are native Hawaiians who are involved in the community and believe in making the Island's future flourish.

I oppose SB 3303 because I believe it will have long lasting negative impact on the companies that produce Macadamia nuts and macadamia related products in Hawaii. The intent is right but I question if SB 3303 is the best approach.

I appreciate your consideration of this testimony against SB 3303.

Mahalo,  
Brian Harvey  
Logistics Manager  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:52:22 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Steven Lim	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. The team members who make up our company work tirelessly each and every day towards our Purpose Statement which is to 'make the islands future flourish'. Our team members are as diverse as the farmers and factory workers to office and admin staff. Even though we all play different roles to bring our products to market for consumers to enjoy, we are all united in this purpose.

This bill is a distraction from growing the industry and instead further divides us from the growers. I strongly oppose this bill. It absolutely will harm the industry, not just our company but all the growers and vendors that service the macadamia nut industry. Farmers will have no one to send their crop to if companies like ours are not able to compete in the market place due to regulations placed on us. The negative downstream effects of this bill will be massive in regards to job losses. Hawaiian Host Group has done and will continue to do what we can to support the industry. I have already mentioned 3 major initiatives that our company has done, is currently executing on, and has plans for in the near future.

I thank you for taking the time to read my testimony and hope you will consider the realistic impact of how this bill will negatively affect our company, the macadamia nut industry, and ultimately Hawaii at large if passed.

Mahalo,

Steven Lim

Director of Finance, Operations

Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:53:47 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Michael Ching	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea’au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined the Hawaiian Host/Mauna Loa Company over 18 years ago. I was in my early 20's waiting to become a firefighter. Unfortunately 9/11 happened when I was scheduled for my physical testing and a hiring freeze ensued. I was suppose to be a temporary worker but knowing my situation the company kept me on staff and I was able to develop my skills as a salesman for the company. This is what I have been doing the last 18 years and plan on doing for the next 20. A bill like this puts my job and the many hundreds of people that have been employed by the company over the years in jeopardy. Because of this job I was able to afford a house with my wife, it wasn't easy but hard work and a lot of sacrifice and a good company supporting us was all we needed. I have forged many friendships over the years and it's the people that make this company special, anyone can make candy, anyone can design a nice package, but its this company that sets us apart from the rest. We believe and support each other from management to the maintenance team, we all have the same goal, to succeed and flourish. Create jobs for as many people that we can help and give a chance to, just like they did for me 18 years ago. The

affect this bill will have on everyone would be catastrophic. Thank you for reading my testimony and getting to know who we are as a company.

Michael Ching

Route Sales

Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host group because of their mission to make the Hawaiian Islands flourish, and the fact that they are following through on their mission by continuing to invest in projects that keep jobs in Hawai‘i. As someone who grew up here, it was extremely important to me to find a company that prioritized local investment to grow business in the Islands.

It is a joy to work for a company that cares so deeply about Hawai‘i and its employees, but I’m also extremely proud of the amazing products that we create. Our products are enjoyed around the world while sharing the spirit of Hawai‘i.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo,  
Casey Smith  
Demand Planner  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:57:01 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
William Nowicki	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB3303, relating to the labeling of macadamia nuts.

I have worked at Mauna Loa Macadamia Nut Co. for 7 years. Our corporate brand, Hawaiian Host Group has been doing many things to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs.

However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

I believe in the vision of Hawaiian Host Group because we are here for the people and care for our islands.

I'm proud of the delicious products we create that are loved by people across the world. more important than being from or made in hawaii, they are gifts that share the spirit of hawaii.

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024, at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I am deeply aligned with the vision of the Hawaiian Host Group due to the exceptional individuals I collaborate with daily. Our team consists of native Hawaiians and those deeply connected to the islands, embodying the Aloha spirit and bringing authenticity to our work. We share a profound love for Hawai‘i, extending our commitment beyond business to actively contribute to and support our local community. Together, we believe in preserving the islands' cultural heritage, natural beauty, and unique identity, striving to shape a future where Hawai‘i flourishes sustainably. In essence, the Hawaiian Host Group represents more than just a business; it symbolizes a collective dedication to honoring the past, cherishing the present, and safeguarding the future of Hawai‘i.

If SB 3303 passes, it isn't a win for Hawai‘i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

I appreciate you considering my testimony.

Mahalo,

Tegan Hetzel-Dobbins

Innovation Manager

Hawaiian Host Group



**SB-3303**

Submitted on: 2/9/2024 1:05:25 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Melanio Tanayo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Melanio Tamayo

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 1:07:51 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Christopher M Walker	Testifying for Hawaiiin Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

**Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:**

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Mauna Loa in 2021 and we are dedicated to providing jobs in Hawaii and quality products for the world at large. In my nearly three years with our company the dedication and work ethic of our team to make a quality product has been nothing short of amazing. Our team embodies the spirit of Hawaii that we are shipping to our customers worldwide each day. I consider myself fortunate to work with and for such great people.

The simple logistics of what is proposed is not feasible. Weekly changes occur, depending on what is available for use be it Hawaiian kernel or other sources changes. Imagine if you will every company in Hawaii using macadamias having to have hundreds of packaging types per product just to meet this requirement, the cost would well outweigh any profit. SB 3303 could potentially put companies out of business costing jobs and the lively hoods of our friends and family. How does this help Hawaii? In our current work environment, it is difficult enough finding quality employment opportunities. Do we really want to possibly eliminate another industry in Hawaii doing great harm to growers and sellers alike? If we are not careful, the Macadamia industry could go the way of sugarcane and disappear altogether. SB 3033 would be a steppingstone in that direction.

Thank you for your time and consideration.

Mahalo,

Chris Walker.

Production Supervisor

Mauna Loa Mac Nuts

**SB-3303**

Submitted on: 2/9/2024 1:09:50 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Charles Hill	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

t, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in yhe vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here and people believe in making the islands' future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the peole working for these legacy Hawai'i companies. That is why I oppose SB3303. Thank you for considering my testimony.

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Thank you for considering my testimony.

Mahalo  
John Guting  
IT Administrator  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 1:12:16 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Daniel Tuzon	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB3303, relating to the labeling of macadamia nuts.

As a proud member of our corporate brand, Hawaiian Host Group, I have seen the vision and actions the company has been doing to grow the Hawaiian macadamia industry. For example, our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs. However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

I joined Hawaiian Host Group because I really like the company and after being here for almost 5 years, I enjoy working here with all my team members. I'm so proud of the amazing products that we create and sharing the spirit of Hawai`i around the world. Our company has also been improving products and innovating to share local favorites to all our visitors and kama`aina.

While we, as Hawai`i growers and manufacturers of macadamia products, want to collaborate and work together with other farmers on regulations, this bill divides us and may have negative impacts on the Hawaiian macadamia industry. So I am opposing SB3303.

Your consideration of these matters and solutions is very much appreciated.

**SB-3303**

Submitted on: 2/9/2024 1:12:51 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

Submitted By	Organization	Testifier Position	Testify
Amelyn Afonso	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I am providing testimony opposing bill SB3303 regarding the labeling of macadamias in Hawaii. If this bill passes, it's going to impact everyone. Hawaiian Host Group (HHG) will no longer be allowed to use their brand names. HHG will be forced to change all of their packaging. It will disrupt HHG's entire operations and supply chain, and the cost of all this would be of significant impact.

HHG cannot use 100% Hawaiian macadamias for several reasons. HHG needs more nuts than are available in Hawaii. Of the 40 million pounds of WIS grown in Hawaii, only 23 million pounds are processed here. HMNO sends their nuts to China for processing. If we limit ourselves to only Hawaii grown nuts, that will result in job losses for . Lastly, a company of their size should simply not rely on one source for our most important ingredient. Imagine if we experience more wildfires or if a drought takes hold, HHG could be out of business very quickly.

HHG cares care about the Hawaiian macadamia industry. They've shown this by putting their money where their mouth is:

- HHG invested in a 4000-acre Hawaiian macadamia farm (\$25 million)
- They are investing in our Alakawa facility (\$10+ million)
- They have plans to build a state-of-the-art facility in Kea'au (\$30 million)
- They are buying from local growers at a price that is well above global market rate (30% higher than the Australian farm gate price in 2023, for example)

Yet, this bill is a distraction from letting HHG grow the industry, which would benefit all of us; but instead, further divides HHG from the growers. That's why we need to figure out a better solution **with** the growers.

**SB-3303**

Submitted on: 2/9/2024 1:13:20 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Vivian Young	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Vivian Libero Young

Factory Production Associate

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you **in opposition of SB 3303**, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a member of the Talent Acquisition Team at Hawaiian Host Group, I am proud to say that our organization lives up to its values of supporting our local community. In my role, I am responsible for hiring initiatives and am often the first point of contact for potential employees. It's easy for me to speak about our company culture, our commitment to Hawai‘i, and our efforts to create more job opportunities for our community. I joined Hawaiian Host Group three years ago because I wanted to work for an organization that aligns with my values, and I can confidently say that it has been a fulfilling experience.

I am sharing a testimony today concerning a bill that will have a direct impact on the macadamia industry in Hawai‘i. Unfortunately, this bill fails to consider the impact it will have on our workforce. Instead, it is further dividing the industry. It is important to recognize that this bill will not only affect our workforce but all companies in the macadamia industry. This is why I **strongly oppose SB 3303**.

Thank you for giving me the opportunity to share my testimony with you and I appreciate your consideration on these matters.

Mahalo,

Tricia Sills  
Talent Acquisition Manager  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 1:13:35 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Diana Tellechea	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

I joined Hawaiian Host Group because of the values this Hawaii based company has. I have seen first hand how involved in the community we are. This bill neglects the negative impact it will have on our local community and local economy. The people that work here grew up here, they are also involved in and care about the community. This bill forgets about those workers and their ability provide for their families and continue to be contributing members of their local communities.

Hawaiian Host Group wants to collaborate with farmers and others involved in the macadamia nut industry to come up with cohesive regulations. This bill will only further divide the industry and make it more challenging.

Thank you for considering my testimony.

Mahalo,

Diana Tellechea

Customer Support Manager

**SB-3303**

Submitted on: 2/9/2024 1:18:50 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Milany Tamayo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Milany P. Tamayo

Factory Production Associate

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I am proud to work for Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community and people who believe in making the islands’ future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,  
Caryn Tangalin  
HR Manager  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

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I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. Being from the mainland, I had very little understanding of the impact that Hawaiian Host Group had on the island, its people and its future, however for the last two years, my eyes have been open to the tremendous work we do to help support the health and future of the island.

Having joined the leadership team recently, I believe in the vision of our company, the tireless effort that goes into every business decision, and the way we always honor and respect the legacy of the islands. We constantly look at what our decisions mean for Hawai‘i at large and act in a manner that respects the people and those so heavily involved in the community.

SB 3303 does not consider the potential negative impact on Hawai‘i, the livelihoods of the people working for these legacy Hawai‘i companies and what it means for the long term sustainability of our industry. I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo  
John Buehler  
Director of Sales North America  
Hawaiian Host

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Hawaiian Host Group’s values align with my personal values as I believe in dedication to teamwork and surrounding yourself with those who come to work for a purpose. Exceeding expectations with the Spirit of Hawai’i in everything we do is our Mission and I feel confident each day our team is committed to that.

Because of the people I work with each day who grew up here and know the true meaning of what the Spirit of Hawai’i is, I feel a connection of the warm culture that connects us all with the best intentions of providing the highest quality of delicious products that are loved by people around the world. Many of us who are involved in our community enjoy connecting with those around us for a purpose.

If SB 3303 passes, it is not a win for Hawai’i and our industry as it doesn’t consider the consequences it might have on businesses from the growers. Therefore, I would like to strongly OPPOSE SB 3303.

I would like to thank you for considering my testimony.

Mahalo,

Dino Ortiz  
Logistics Manager  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

- I joined Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.
- SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

I appreciate you considering this testimony.

Mahalo  
Gene Uehara  
Salesperson  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 1:53:00 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lolita Candaroma	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

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We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Lolita Candaroma

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 1:56:36 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Analisa Ancheta	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Analisa Ancheta

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 1:58:03 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Cliff-Ann Serrao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I dont want to support this bill because of the potential impact it will have on this company.

Thank you

**SB-3303**

Submitted on: 2/9/2024 1:58:18 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Emilia Miguel	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Emilia R. Miguel

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:00:19 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Fedelina Balibat	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Fedelina Balibat

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

My name is Jaymie Umehira, and I am the Talent Acquisition Coordinator for Hawaiian Host Group (HHG). I was born in raised in Honolulu and was so excited to make the move back home to a well-known local company. My decision to join this company was driven by a deep desire to be part of something great, something that resonates with the spirit of Hawaii. When I first learned about Hawaiian Host Group, it wasn't just the reputation for quality products, but also the sense of community and tradition that the company embodies. I wanted to work for a company that not only values its employees but wants to make the Island future flourish. The Talent Acquisition Team is responsible for the hiring initiatives, and we are the first point of contact. One of the things that truly resonated with me is Hawaiian Host Group's commitment to providing job opportunities for our residents. By offering meaningful employment, the company not only sustains families but also fosters a sense of pride and belonging within our community.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Being apart of a Team who hires not only great talent but people who genuinely love what they are doing is the biggest blessing to me. This is why I strongly oppose SB 3303 because it will have an impact on our workforce.

Thank you for giving me the opportunity to share my testimony and your consideration on these matters.

Mahalo,  
Jaymie Umehira  
Talent Acquisition Coordinator  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 2:03:49 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Oscar Tabilin	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

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We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Oscar Tabilin

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:03:51 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Janet Candaroma	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

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business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Janet B. Candaroma

Factory Production Associate

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was attracted to and joined Hawaiian Host Group because of their commitment to strengthening the community. We work to not only solidify ourselves as the leading manufacturer of premium chocolate and macadamia nut products, but to uplift our state through educational scholarships, jobs, supporting local small businesses and growers, charitable contributions, community outreach and great efforts toward sustainability.

Hawaiian Host Group’s purpose, our job “is to make the islands’ future flourish.” This is a powerful statement that I believe we all take to heart. I am genuinely proud of our company and the people I work with every day. We are people who grew up here, care deeply about Hawai‘i, and are dedicated to provide futures for the next generations.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Therefore, I **strongly oppose SB 3303**.

Thank you for considering my testimony.

Mahalo nui loa,

Denice Delos Santos  
Senior Demand Planner  
Hawaiian Host Group



**SB-3303**

Submitted on: 2/9/2024 2:06:54 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Chita Libunao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Chita Libunao

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:10:12 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Myrle Saplan	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

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business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Myrle Saplan

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:12:32 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ma Evangelina Cardenas	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

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business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Ma Evangelina Cardenas

Factory Production Associate

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason I joined Hawaiian Host Group was the allure of the Aloha Culture. I have experienced so many positive milestones while working here. The people I work with are like a second family. They have taught me about fostering an Aloha Spirit and I try to spread that positivity daily. These are people who have close ties to the Islands, and as a part of this company I have learned to view the land from a different perspective.

If SB 3303 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. I am dedicated to expanding the use of Macadamias across of the United States, and that is why I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo,  
Daniel Verduzco  
Sales Operations Manager  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 2:13:39 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Garrett Gum	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments: Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment February 13th, 2024 at 9:10am RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees: I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because the company was founded locally and continues to strive to support local. I am proud of the local products we sell that are loved by people across the world. They are gifts that share the spirit of Hawai‘i. I OPPOSE SB 3303 because of the impact it will have on our business. For example, SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303. Thank you for considering my testimony. Mahalo, Garrett Gum Sales Representative Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 2:17:50 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Edwin Cardenas	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Edwin Cardenas

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:25:29 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Renato B. Lobra	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

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I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Renato B. Lobra

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:31:21 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Francisco Alexander Nocasco	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawai'i macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Francisco Alexander Nocasco

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:37:38 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Wilma O. Obra	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

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I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Wilma O. Obra

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:44:16 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Gloria Olarte	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Gloria B. Olarte

Factory Production Associate

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

**You may continue with a statement along the lines of:**

- I joined Hawaiian Host Group because...
- I believe in the vision of Hawaiian Host Group because...
- Hawaiian Host Group’s values align with my personal values as I believe...
- The reason why I joined Hawaiian Host Group is...

**Examples of reasons why you might love your job are:**

- Because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.
- Because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large.
- Because of the people I work with every day. They are people who grew up here / people who care deeply about Hawai‘i / people who are involved in our community / people who believe in making the Islands’ future flourish...

**Next, end your testimony by explaining why you OPPOSE SB 3303 because of the impact it will have on our business. For example:**

- SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

- If SB 3303 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.
- While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

**Lastly, thank the Committees for considering your testimony:**

- Thank you for considering my testimony.
- I appreciate you considering this testimony.
- Your consideration of these matters and solutions is very much appreciated.

Mahalo / Best / Sincerely / Aloha / ...,

[First Name + Last Name]

[Title]

[Hawaiian Host / Mauna Loa / Hawaiian Host Group]

**SB-3303**

Submitted on: 2/9/2024 2:50:36 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

Submitted By	Organization	Testifier Position	Testify
Wilfredo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

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We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Wilfredo B. Olarte

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 2:56:40 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Delia L. Ramos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai'i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Delia L. Ramos

Factory Production Associate

Kapua Orchards



**Testimony of Chad Cleveland**

**Ahualoa Family Farms**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Chad Cleveland and I am a farmer and processor of Hawai'i-grown macadamia nuts in Honoka'a. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Chad Cleveland

Owner, Ahualoa Family Farms

**SB-3303**

Submitted on: 2/9/2024 2:31:47 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
DONNA SHIBUYA	Testifying for Hawaiian Macadamia Nut Orchards, LP	Support	Written Testimony Only

Comments:

Hi,

My name is Donna Shibuya, I am submitting a testimony in support of bill SB3303. I am employed by Hawaiian Macadamia Nut Orchards, LP, so having this bill pass will greatly impact me. I believe knowing where your macadamia nuts or any other product or merchandise should be displayed on any packaging. Especially if it states made in Hawaii or a product of Hawaii. I would expect it to be true. In closing, I strongly support Bill SB3303. Thank you for your time.

Sincerely,

Donna M. Shibuya

**SB-3303**

Submitted on: 2/9/2024 2:51:29 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Andre Carvalho	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC and is a member of the ILWU.

**SB-3303**

Submitted on: 2/9/2024 2:54:01 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Samuel Mangoba	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC and I am a member of the ILWU.

**SB-3303**

Submitted on: 2/9/2024 2:55:20 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Esmenia Garo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC and I am a member of the ILWU.

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here in the islands and care deeply about Hawai‘i.

If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo  
Jason Lee  
Financial Systems Analyst  
Hawaiian Host Group

# Synergistic Hawaii Agriculture Council



THE SENATE  
KA 'AHA KENEKOA  
THE THIRTY-SECOND LEGISLATURE  
REGULAR SESSION OF 2024

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Jarrett Keohokalole, Chair  
Senator Carol Fukunaga, Vice Chair

COMMITTEE ON AGRICULTURE AND ENVIRONMENT

Senator Mike Gabbard, Chair  
Senator Herbert M. "Tim" Richards, III, Vice Chair

Tuesday, February 13, 2024  
9:10 AM  
Conference Room 229 & Videoconference

My name is Eric Tanouye and I am the President of the Synergistic Hawaii Agriculture Council (SHAC). SHAC is a statewide organization consisting of four associations - the Hawaii Coffee Association (HCA), the Hawaii Floriculture and Nursery Association (HFNA), the Hawaii Macadamia Nut Association (HMNA) and the Hawaii Papaya Industry Association (HPIA), and represents over 1000 businesses, from growers to processors and shippers, stretching across the State of Hawaii. Our mission is to support the growth of Hawaii agriculture and founded with the effort to better market Hawaii commodities to foreign and domestic markets.

**SHAC STRONGLY SUPPORTS SB3303: RELATING TO LABELING OF MACADAMIA NUTS.**

We request your support for this Macadamia Nut labeling bill that will address the problem of mislabeled macadamia nut products. This bill will require the country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation will help to ensure the authenticity of Hawai'i's macadamia nut products for consumers and retailers.

This will help Hawaii's Macadamia Nut farmers who have faced Farmgate prices falling to the lowest price since 2015, while at the same time facing input cost increases.

If you have any questions, I can be reached by phone at 808-959-3535 ext. 2627, cell 960-1433 and email [eric@greenpointnursery.com](mailto:eric@greenpointnursery.com).

Supporting Agriculture and Hawaii,

Eric Tanouye  
President

Synergistic Hawaii Agriculture Council

**SB-3303**

Submitted on: 2/9/2024 5:52:32 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
bruce corker	Testifying for Rancho Aloha Coffee Farm	Support	Written Testimony Only

Comments:

Dear Chair Gabbard, Chair Keokokalole, and Members of the AEN and CPN Committees:

I am a coffee and avocado farmer on Hawaii Island and strongly support passage of SB3303.

Hawaii needs to actively provide protections for its farmers who produce regionally identified specialty crops from deceptive and misleading labeling. Hawaii should be providing its farmers the same types of protections that other states provide to theirs--for example, **Idaho** for its potato growers; **Vermont** for its maple syrup producers; **Georgia** for its Vidalia Onion producers; **California** for its wine grape growers. Each of these states require 100% genuine content to use state or regional names on labels. SB3303 makes an important first step toward the types of protections provided to farmers in other states.

Please support Hawaii farmers. Please pass SB3303.

Thank you,

Bruce Corker, Rancho Aloha Coffee Farm, Holualoa, Hawaii County

**SB-3303**

Submitted on: 2/11/2024 8:36:35 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kia Cleveland	Testifying for Ahualoa Family Farms	Support	Written Testimony Only

Comments:

Testimony of Kia Cleveland

Ahualoa Family Farms

February 11, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Kia Cleveland and m husband is a farmer of Hawai'i -grown macadamia nuts in Honoka'a, HI. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Kia Cleveland

Creative Director

Ahualoa Family Farms



**Testimony of Jo Annalynn Muranaka**

**Hamakua Macadamia Nut Company**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Jo Annalynn Muranaka and I am a farmer of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in black ink that reads "J. Muranaka". The signature is written in a cursive style.

Jo Annalynn Muranaka

Assistant Warehouse Manager, Hamakua Macadamia Nut Company

**SB-3303**

Submitted on: 2/9/2024 3:18:46 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jonathan Navarro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC and I am a member of the ILWU.

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because it supports the lively hood of its workers and has a positive impact in the community as whole, as well as the broader scope of truly supporting local macadamia nut growers and farmers.

I am very proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Mahalo  
Jon Iwaoka  
Plant Manager  
Hawaiian Host Honolulu

**SB-3303**

Submitted on: 2/9/2024 3:03:58 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Domingo C. Ramos Jr.	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local

business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Domingo C. Ramos Jr.

Factory Production Associate

Kapua Orchards

**SB-3303**

Submitted on: 2/9/2024 3:08:53 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Emelda Bilog	Testifying for Hawaiian Macadamia Nut Services, LLC.	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC and I am a member of the ILWU.

**SB-3303**

Submitted on: 2/9/2024 3:09:56 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Josephine Ceredon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC and I am a member of the ILWU.

**SB-3303**

Submitted on: 2/9/2024 3:11:31 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rodrigo Bagaoisan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC and I am a member of the ILWU.

**SB-3303**

Submitted on: 2/9/2024 3:14:49 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mikiko Yamagishi	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, ViceChairs Fukunaga and Richards, and Members of the Committees.

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill-put simply - will not help the Hawaiian Macadamia industry as intended.

In the time I've been team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a new macadamia processing facility in Kea'au that would benefit the entire industry.

Yet, this bill will halt the growth of the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I already knew Mauna Loa brand. I'm proud of the amazing products we create that are loved by people across the world. More important than being "from" or "made in Hawaii", they are gifts that share the spirit of Hawaii. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo.

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here in the islands and care deeply about Hawai‘i.

If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo  
Jason Lee  
Financial Systems Analyst  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 3:26:52 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jeanette Castillo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I strongly support Bill SB3303.

## Testimony of Rebecca Hemstead

Hawaiian Macadamia Nut Company

February 13, 2024

### RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, the Members of the Committee on Agriculture and Environment, and the Members of the Committee on Commerce and Consumer Protection,

My name is Rebecca Hemstead and I have dedicated several years to supporting growers in the Hawaii macadamia nut industry through research and marketing efforts. I am writing to express my support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut industry has encountered significant challenges in recent years. Farmers in Hawaii have worked hard over the years to build the value of our macadamia nuts and bring one of the tastiest and highest quality products to the market. According to USDA NASS, the utilized production of Hawai'i macadamia nuts declined by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Additionally, farmgate prices plummeted to their lowest point since 2015, averaging \$0.88/lb. This resulted in a 49% decrease in the total income for macadamia nut farmers, eroding nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to our industry is the misleading labeling of macadamia nut products. Many macadamia growers are struggling to compete with foreign macadamia nuts entering the market. Store shelves are now loaded with products containing misleading labels that imply products are made from Hawaii produce even though they are not. It is now more important than ever to buy local to support farmers and address long-term food security. Senate Bill 3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation safeguards the authenticity of Hawai'i's macadamia nut products and provides consumers and retailers important information on the origin of the macadamia nuts used in the products.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Rebecca Hemstead

Hawaiian Macadamia Nut Company

Aloha Chairs Ketoconazole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group (HHG), I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world-class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of HHG because I have observed that through HHG’s continual commitment to providing experiences through our premium products, we can share the Spirit of Hawai‘i with the rest of the world. Additionally, with HHG’s origins tracing back to nearly a century ago, is it important that HHG continues to honor the legacy of its original founders, Mamoru and Aiko Takitani and the dedication and perseverance they put into starting and developing the business. Moreover, HHG not only comprises of hardworking and dedicated employees who grew up on the islands but also of individuals who care deeply about Hawai‘i.

I firmly believe that honoring the legacies and sharing the stories of locally rooted businesses in Hawai‘i supersedes the significance of labeling ingredients as being “from” or “made in Hawai‘i”. With the continual development and expansion of HHG, if we choose to only rely on and limit ourselves to locally sourced and processed nuts, this would not only lead to significant job losses for HHG but also lead to negative impacts on our business, the local macadamia industry as a whole, and our local economy.

In conclusion, SB 3303 does not take into consideration the potential impact it will have on all the companies in the local macadamia industry or the livelihoods of the people working for these legacy companies. If SB 3303 passes, it would not be a win for Hawai‘i and our industry at large, as it does not consider the potential consequences that it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303. While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. The reasons stated above are why I strongly oppose SB 3303.

Mahalo,  
Stella Jones  
Procurement Specialist  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is I truly believe in its mission of making our islands flourish, and in the values and vision of our executive team to build a world class CPG company that will continue on to support Hawai‘i for generations to come.

We have been one of the most charitable companies in Hawai‘i, Mauna Loa has been a proud sponsor of the Merrie Monarch Royal parade for decades, and I have so much pride in seeing how we have given back. Mauna Loa is pushing very hard on the mainland to create more awareness on Hawai‘i and macadamias. This will ensure the longevity and legacy of Hawaiian macadamias and protect jobs particularly in ‘Oahu and the Big Island.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

Mahalo piha, I appreciate you considering this testimony.

With my Aloha,



Danielle Laubenstein  
Senior Director of Mauna Loa  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 3:51:43 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Karen Marumoto	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai'i, people who are involved in our community, and people who believe in making the Islands' future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Karen Marumoto

Visitors Center Associate Manager

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because my core values align with theirs. They are a company that is innovative and is constantly giving back to their employees and community. They have proved to be a company that sticks with their mission which is to “make the island’s flourish,” by consistently investing in the Hawaiian ecosystem and economy. They have also proved to give back to Hawaiian locals by starting the non-profit, Takitani Foundatin which was started in 1993 that helps give local Hawaiian’s access to advancing their education.

Because I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Erika Martinez  
Senior Sales Business Analyst  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host group nearly 3 years ago, after nearly 25 years working at other consumer products companies all based on the mainland. I joined because 1) I love Hawaii (I visited Hawaii each year for a decade before I knew anything about this job) 2) I love our products 3) I wanted to be a part of a great culture 4) and I wanted a company with incredible values that includes caring about community.

Everything done here at HHG is done with the Aloha Spirit. This spirit is driven by our people, many of which have been with us for decades and most of whom are folks that are born and raised in Hawaii and live this spirit every day.

The leadership at our company has made it their passion to get HHG to be voted as the best place to work on in the beautiful islands of Hawaii. In my entire career I have never been a part of an organization that did more or cared more about their community (we just went all in on Hawaii with the farm purchase adding hundreds of new employees in Hawaii, and 4000 acres of Hawaiian grown macadamia). Just a couple months later after the devastating Maui fires, our company raised nearly \$500K for the people in Maui who lost so much. I have never been with a company that treated their employees so well. It is by far the best culture I’ve ever been a part of, I love this company and everything about it with all my heart. I am a people person, I love helping others, I love making others better, and this is what our company strives to do every single day!

In addition to all this, I’m incredibly proud to work for a company that makes such delicious products that people love so much that they not only consume it for themselves, but gift it to

loved ones. Simply put, our products are the gifts that share the Spirit of Hawaii with the world, with every bag and box!

Unfortunately, SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I strongly oppose SB 3303.

Thank you so much for considering my testimony.

Mahalo,

Amir Zahedi  
Chief Sales Officer  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe in the mission of being the Hosts of Hawaii and spreading that Aloha and Joy as far as we can. I have been with the company for 6 months now and have seen firsthand the care and commitment to the local community that Hawaiian Host Group brings every day.

I am proud to work for Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Mahalo,  
Ryan Manthey  
Procurement Manager  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large.

If SB 3303 passes, it isn't a win for Hawai‘i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Claydine Mew  
Accounts Payable/Accounts Receivable Supervisor  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 4:01:17 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dwight Harano	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I don't want this bill to pass. It will affect so many people's lives and job security.

Companies might go bankrupt and many of us might lose our jobs.

Senator Jarrett Keohokalole, Chair for the Committee on Commerce and Consumer Protection  
Senator Carol Fukunaga, Vice Chair for the Committee on Commerce and Consumer Protection  
Senator Mike Gabbard, Chair for the Committee on Agriculture and Environment  
Senator Herbert M. "Tim" Richards, III, Vice Chair for the Committee on Agriculture and Environment

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection  
and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Keohokalole, Chair Gabbard, Vice Chair Fukunaga, Vice Chair Richards, and members of the Committees:

Before starting with the company in 2016, I like many others, knew & loved the Hawaiian Host and Mauna Loa brands. We have all gotten and given them as gifts and we all remember seeing them sponsor things like Hawaiian Moving Company. What I didn't know was all the passion, hard work and pride it takes to try to be one of "Hawaii's Brands," and this comes from all the hundreds of employees from farming to production to our leadership team. I was not aware of the impact or contributions our company made aside from the nuts and candies we produce. We provide scholarships through the Takitani Foundation, partner with organizations like Aloha United Way, Make-A-Wish, and many more. Furthermore, Hawaiian Host Group cares so much about the Hawaiian macadamia industry that we invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility, and I am aware of our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry, and ensure local jobs.

Along with being a great place to work, Hawaiian Host Group has provided me with stable, honest work so that I am able to take care of my family. Especially during the pandemic. Even through tough times, this company has been steadfast in its commitment to help in its community and share the Aloha spirit with Hawaii and the world.

We as farmers of local macadamia and manufacturers of macadamia products, founded and based in Hawaii, love our relationship with our local farmers and the Hawaiian Macadamia industry, and want to collaborate with them on regulations. We feel like this Bill may create unintended tension between us and local growers. That's why I oppose SB 3303.

Thank you for due diligence.

Mahalo,

Brad Akagi  
Senior Accountant  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

My name is Tiffany Chu and I am the Senior Talent Acquisition Specialist for Hawaiian Host Group (HHG). I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a professional in the talent acquisition industry helping teams grow for most of my career, I have seen the impact of how a business' workforce growth is a direct reflection of the local economy. HHG has a deep history in Hawai‘i, with the local community, and is deeply entrenched in the macadamia nut industry. We've been a proud contributor to the local economy, providing employment opportunities and supporting the livelihoods of numerous families in our community. It's been one of the most rewarding parts of my job here to help build and grow a team that makes such an impact and contribution to the broader community. That's why I see HHG's success, as Hawai‘i's success.

I joined HHG because it's important to me to be a part of a local business that aligns with my values, and where I believe in the company's mission and vision. Especially in talent acquisition, without this alignment, it would be difficult for me to do my job well. I'm on the frontlines speaking with candidates regularly about my first-hand experience as a part of the team. HHG aligns with my personal values- to make an impact, to do good, and to help the community flourish. When I think about Hawaiian Host Group, I think of an organization that embodies all of that and more. Through its dedicated team, HHG produces products that share the Spirit of Hawai‘i, and these values, through every piece of delicious macadamia confections.

The proposed changes in macadamia nut labeling, as outlined in SB 3033, threaten to impose unnecessary burdens on local businesses like ours. These added regulatory requirements not only create undue financial strain but also divert valuable resources away from the core activities that

drive our business and contribute to the economic growth of Hawai'i, provide local jobs, and our ability to partner with local farmers.

As an employee of Hawaiian Host Group, I believe that this bill will have detrimental, cascading consequences for our company & employees, the broader community, and the macadamia industry as a whole in Hawai'i. Therefore, I strongly **oppose** SB 3303.

Thank you for considering my testimony.

Sincerely,  
Tiffany Chu  
Senior Talent Acquisition Specialist  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

My grandmother retired as a macadamia nut picker/sorter at our Keaau facility, and I have seen over these years how much of an impact this company has made in not only their employees and the community. I was given the opportunity to grow in my career, starting off in retail at the Mauna Loa Visitor Center to now at our corporate headquarters in Downtown, Honolulu. I believe in the vision of our company and in our leadership team as they are transparent with the best intentions for our team and for Hawaii at large.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Thank you for your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Amy Nicolas  
Inside Sales Representative  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 6:03:41 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
imelda aurelio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I worked for Hawaiian Macadamia Nut Services, LLC and is a member of the ILWU.

**SB-3303**

Submitted on: 2/9/2024 6:05:14 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Yolanda Norberte	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I work for Hawaiian Macadamia Nut Services, LLC and is a member of the ILWU.

**SB-3303**

Submitted on: 2/12/2024 11:56:20 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mia Dahl	Testifying for Hawaiian host group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai'i, people who are involved in our community, and people who believe in making the Islands' future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Mia Dahl

Visitors Center Sales Associate

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 6:14:42 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
PAMELA A. SALMO	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

My name is Pamela Salmo I currently worked for Hawaiian Macadamia Nut Services, LLC for 37 years out in the Ka'u Orchards. I started as a Hand Harvester and worked my way to being the Mechanical Harvesting Supervisor. I was born and raised in Ka'u and graduated from Ka'u High School in 1985. I support SB3303 100%.

**SB-3303**

Submitted on: 2/9/2024 6:24:22 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ruby Manantan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

I am Ruby Manantan I worked for Hawaiian Macadamia Nut Services, LLC for 14 years. I started as a hand harvester and worked my way to being a Hand Harvest and Mechanical Harvesting Foreman. I was born in the Philippines and moved to Ka'u in 2003. I am still currently working for Hawaiian Macadamia Nut Services, LLC and looking to retire here. I strongly support Bill SB3303.

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was living on the mainland for 6 years, then covid brought me home. When I was looking for jobs, I really wanted to work for a company that was making a big impact not only in the lives of its employees but the community, my home. I had grown up with Hawaiian Host products, my family loves it, and it’s always what I send as omiyage to my mainland and international ohana - it’s truly a legacy brand that people love and I’m grateful for this journey I’ve been on since I started. Being at this company, I am witnessing firsthand the incredible leadership team that is leading us towards our vision, purpose, goals - always progressively thinking and have the best intentions for our team and Hawai‘i. I strongly believe in the vision of Hawaiian Host Group because as a company we whole heartedly want to see the future of the islands flourish and to share the spirit of Hawai‘i with the world and these values align with my personal values. People move away because cost of living here is rising but Hawaiian Host Group genuinely wants to help create jobs for people to stay here and thrive. It’s truly a special place to be and I believe in what we’re trying to accomplish as a company.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. I believe there will be long term negative impacts. Therefore, I strongly oppose SB 3303.

I appreciate you considering this testimony.

Sincerely,  
Dayna Tamashiro  
Marketing Specialist  
Hawaiian Host

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Thank you for considering my testimony.

Mahalo,  
Justin Virtudes  
Sales Rep  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Along with the people I work with everyday; the people who grew up here, the people who care deeply about Hawai‘i, and the people who believe in making the Islands’ future flourish, I joined Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are transparent with the best intentions for our team and for Hawai‘i at large.

If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

Thank you for your consideration of these matters and solutions, it is very much appreciated.

Mahalo,

Zorayda Gamilo  
Cup Line Machine Operator  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 10:03:07 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Annabelle Shimasaki	Testifying for Hawaiian Host Group/Mauna Loa Macadamia Nut Corp.	Support	Written Testimony Only

Comments:

*Feb. 9, 2024*

I believe in the vision of Hawaiian Host Group because I'm proud of the amazing / delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawai'i," they are gifts the share of the spirit of Hawaii.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Sincerely,

Annabelle Shimasaki

Hawaiian Host / Mauna Loa / Hawaiian Host Group]

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – to my understanding – will not help the Hawaiian Macadamia industry at all.

I am a team member at Hawaiian Host Group, and I know our company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

This bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because we are thoughtful and respectful of the Hawaiian Culture. I’m proud of the amazing, delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. The people I work with every day are people who grew up here, care deeply about Hawai‘i, are involved in our community, and people who believe in making the Islands’ future flourish! SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo,  
Brian Sankey  
Business Development Manager - East  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/10/2024 8:05:16 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Angelique Wilkes	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai'i, people who are involved in our community, and people who believe in making the Islands' future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Angelique Wilkes

Visitors Center Sales Associate

Hawaiian Host / Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/10/2024 8:51:24 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Alejandra Pedemonte	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group to make the islands flourish. I work on the marketing team and continuously discuss with my team how our social media posts or community events directly impact the vision. What makes my job easy is that our products and the brand are loved. They’re delicious but they are LOVED. This helps my department and all the people who get the product on the shelf every day through the whole production chain whether they work for Hawaiian Host Group or not.

If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

I appreciate you considering this testimony.

Mahalo,

Alejandra Pedemonte

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to express my OPPOSITION to the proposed bill regarding the labeling requirements for macadamia nuts.

As a proud team member of Hawaiian Host Group, I can attest to our deep commitment to supporting the Hawaiian macadamia industry, our local communities, and our employees. We at HHG believe in making the Islands' future flourish. In the past year alone, we've allocated \$25 million towards bolstering Hawaiian agriculture. We are currently enhancing our Honolulu facility to ensure local jobs, and our plans include the development of a state-of-the-art macadamia processing facility in Kea'au, which will elevate the entire industry to new heights.

While I understand the importance of transparency in labeling, this bill puts unnecessary burdens on businesses and the judicial system, without providing any significant benefit to consumers. Courts should not be bogged down with endless litigation over minor labeling infractions when they have more significant cases to address, such as food safety, environmental sustainability, etc. Lawmakers should prioritize policies that genuinely protect consumers and promote responsible business practices.

It's crucial for lawmakers to recognize the importance of supporting Hawaii's macadamia industry and take measures to promote its growth and sustainability rather than burdening it with excessive labeling regulations. Policymakers should work collaboratively with industry stakeholders to develop solutions that balance consumer transparency with the needs of Hawaii's macadamia nut producers.

I urge you to reject this bill and instead pursue measures that encourage innovation and support and strengthen Hawaii businesses. Thank you for considering my testimony.

Mahalo,

Kori Kawagishi  
HR Specialist  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I’m a proud local that grew up eating our product. It always brought my family joy to share Hawaiian host chocolate and it was always a treat to receive them. When I had the opportunity to work for an established local company with the same family values as myself I had to jump at the opportunity.

I’ve worked for Hawaiian Host for the past 3 years and love it because of the people I work with every day. They are people who grew up here and believe in making the Islands’ future flourish.

I oppose this bill because SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Brandon Tanaka  
Director of Technology  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have participated in our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry.

If SB 3303 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

Your consideration of these matters is very much appreciated.

Sincerely,

Chris Rabago  
Senior Director of Manufacturing  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of the people I work with every day. They are people who grew up here and who care deeply about Hawai‘i. SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo,  
Vivian Fung  
Associate Brand Manager, Hawaiian Host  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because it supports making the islands flourish. As a company that’s roots started in Hawaii over 95 years ago and has been internationally recognized as “the host” of Hawaii- Hawaiian Host Group is a pillar in the local community- leading the support and growth of Hawaiian agriculture and providing jobs in the local market.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo  
Theresa Tuxhorn  
Managing Director, KOHO  
Hawaiian Host Group



**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on  
Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in strong opposition of SB 3303, relating to the labeling of macadamia nuts. This bill, though well-intentioned, threatens to replicate the historical decline experienced by the pineapple and sugar cane industries in Hawai'i, a fate we cannot afford for our macadamia sector.

**Our Commitment to Hawai'i**

Hawaiian Host Group cares about the local macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry. Yet, this bill is a distraction from scaling the industry and instead further divides us from the growers.

I've had the fortune to work with many companies around the world, from some of the Fortune 100 to local start-ups, across multiple industries. Yet, I became a Hawai'i-resident, leaving all of my family and friends on the other side of this planet, because I deeply believe in Hawaiian Host Group as a purpose-driven organization. Having worked with our executives for years now, I can attest that they make decisions with the best intentions, not just for our company, but for Hawai'i at large.

**The Potential Harm of SB 3303**

SB 3303 poses significant operational challenges for businesses like ours. It mandates a complete overhaul of packaging and branding, introduces complexity into our systems, complicates inventory processes, and disrupts our production and supply chain entirely. These changes not only incur substantial costs but also risk the viability of local operations, potentially leading to significant job losses.

**Conclusion**

In conclusion, I urge you to consider the potential adverse effects of SB 3303 on Hawaii's macadamia industry and to seek alternatives that encourage unity and progress. Let us not repeat the history of the pineapple and sugar cane industries. Let us work together towards a thriving future for our entire industry.

Therefore, I respectfully oppose SB 3303 and am eager to look into different solutions that will benefit all parties involved. Thank you for taking the time to read through and consider my testimony.

Stijn Spaas  
Director of Corporate Brand Strategy

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of their great reputation within the community and word of mouth about their pleasant work with the environment. I have always loved their products, and liked the idea/took the opportunity to be part of creating something that I've enjoyed for years. I'm proud of the amazing delicious products we create that are loved by people across the world. More important “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. It is for this reason that I often give them to visiting family and friends.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 3303 passes, it isn't a win for Hawai‘i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

Mahalo!

Prima Nicolas  
Factory Worker  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/10/2024 5:55:19 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jocelyn Ucol	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I work for Mauna Loa for more than 30 yrs and this company supported my family needs.

**SB-3303**

Submitted on: 2/10/2024 6:50:00 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Melchor Miguel	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committees on Commerce and Consumer

Protection and on Agriculture and Environment

February 13 th , 2024 at 9:10am

RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Melchor Miguel

Kapua Orchards

**SB-3303**

Submitted on: 2/10/2024 6:59:32 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nestor Alejo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committees on Commerce and Consumer

Protection and on Agriculture and Environment

February 13 th , 2024 at 9:10am

RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Nestor Alejo

Kapua Orchards

**SB-3303**

Submitted on: 2/10/2024 7:36:39 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Susana Alejo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committees on Commerce and Consumer

Protection and on Agriculture and Environment

February 13 th , 2024 at 9:10am

RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Susana Alejo

Kapua Orchards

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I have worked in sales for Mauna Loa Macadamia Nuts and Hawaiian Host for over thirty seven years. I have enjoyed my career in the macadamia industry, but I am afraid this bill could directly affect me and my family’s future. I implore you not to pass this bill.

Aloha  
Charles Blaum  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/10/2024 7:09:29 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rogelio Palalay	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committees on Commerce and Consumer

Protection and on Agriculture and Environment

February 13 th , 2024 at 9:10am

RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Rogelio Palalay

Kapua Orchards

**SB-3303**

Submitted on: 2/10/2024 7:19:31 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ben Balaoen	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committees on Commerce and Consumer

Protection and on Agriculture and Environment

February 13 th , 2024 at 9:10am

RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I oppose SB 3303.

Thank you for considering my testimony.

Mahalo,

Ben Balaoen

Kapua Orchards

**SB-3303**

Submitted on: 2/10/2024 8:21:01 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Joy Takanishi	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

We fight hard every day to keep our Hawaii businesses afloat and competitive, including the Hawaii macadamia industry. We certainly need to avoid failures similar to the pineapple and sugar industries. In 2023, we invested in a local macadamia farm! Please help save our Hawaii jobs as this bill can impact our businesses severely. I am concerned that it will likely result in Hawaii job losses!

Have you ever had to layoff groups of hardworking, dedicated, Hawaii employees? Sad to say, I have. It is heart-wrenching. You lose sleep, you can't eat, your stomach aches. You cry along with them and treat them with kindness, dignity, and respect. Please, consider our companies too and the huge impact this Bill can have on us.

Hawaiian Host and Mauna Loa have been in business in Hawaii for over 150 years combined! We have provided for thousands of employees and their families over this time

period. As our own employees have expressed to us, HHG is like their extended ohana and they will not forget all we've done for them...as we are forever grateful to all our employees who have helped to build our iconic Hawaii brands.

We provide economic opportunity for employees to work, live, raise their families, and retire in Hawaii, where many of them were born and raised, instead of having to move out of state to earn a living and/or retire elsewhere. HHG has also given back to our Hawaii communities we live in. We were recognized as One of Hawaii's Most Charitable Organizations and our legacy includes decades of college scholarships awarded to Hawaii's graduating high school students.

HHG has done Hawaii good! We want to keep as many jobs here in Hawaii. We help to make Hawaii's economy thrive. HHG has been a good steward for Hawaii and has invested and re-invested in our facilities, equipment, Hawaii agriculture and its employees, all the while taking care of its communities as well.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

Mahalo for the opportunity to submit this testimony. I appreciate your consideration of this very important matter.

Mahalo,

Joy Takanishi

Senior Director of Talent Management

Hawaiian Host Group

**SB-3303**

Submitted on: 2/10/2024 8:23:40 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Loi Bailey	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe in it’s vision to “Share the Spirit of Hawai’i in the world”. I love working for Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai’i,” they are gifts that share the spirit of Hawai’i.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai’i and the livelihoods of the people working for these legacy Hawai’i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Loi Bailey

Accounting Manager

Hawaiian Host Group



**TESTIMONY IN SUPPORT OF SB 3303, RELATED TO LABELING OF MACADAMIA NUTS**

**February 13, 2024**

**Senator Mike Gabbard, Chair  
Senate Committee on Agriculture and Environment**

**Senator Jarrett Keohokalole, Chair  
Senate Committee on Commerce and Consumer Protection**

Aloha Chair Gabbard, Chair Keohokalole and Committee Members,

Hawaiian Macadamia Nut Services strongly supports SB 3303 relating to labeling of macadamia nuts. Formerly Ka'u Agribusiness, our company is approximately 70 years old and farms more than 40% of Hawai'i's macadamia nuts. With about 180 employees, mostly on the Island of Hawai'i, we are the only macadamia nut farmer with union workers who are members of the ILWU.

While this bill is about labeling, for our company and our employees, this bill is about the survival of our industry and their jobs. We employ families. Whole households are being impacted and at risk.

Last year, the growers testified that millions of pounds of macadamia nuts were left on the ground. Subsequently, that has been proven to be true with the USDA report showing a decline of 49% in the farm value of the macadamia nut industry. This removed more than \$30 million from the economy of rural Hawai'i. As the largest grower, our company and our employees bore the largest part of the decline, weakening households that were just recovering from the pandemic.

As a farmer, we are constantly at risk from environmental and market factors, and we understand and accept them. But in this case, there is one company creating unfair conditions for farmers and is opposing the bill to keep things that way. The same company has over 90% retail market share in Hawai'i and controls the majority of processing capacity in Hawai'i. The import records are publicly available and independent testing from Oritain, a company that does country of origin verification, supports assertions that there are foreign nuts in the largest brand in Hawai'i, the same company that is opposing this bill.

When a company is a monopoly and has so much power, regulation is needed to ensure a fair and competitive market.

Thank you for allowing us to share our concerns on this bill.

Sincerely,

Bradford Nelson  
President

**SB-3303**

Submitted on: 2/10/2024 11:08:09 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Bobbi Wilson	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of its long history of doing business in Hawai‘i

and the iconic products we produce everyday. I enjoy my job because of the people I work with, they are involved in our community and care deeply about Hawai'i.

I oppose SB 3303 as it does not consider the impact it could have on all companies in the macadamia industry in Hawai'i and the people they employ. My hope is that growers and manufacturers can work together so it's a win for all and a win for Hawai'i.

Thank you for considering my testimony.

Mahalo,

Bobbi Wilson

Mauna Loa

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was given the opportunity to begin working for Mauna Loa of the Hawaiian Host Group back in 2020 during the beginning of hard times for all businesses due to the COVID-19 pandemic. This year marks four years and I cannot express how happy I am to have had this chance.

It was difficult seeing people around me, acquaintances and family, struggling through the pandemic and I felt it was a blessing and had been given hope when I became part of a company with such a legacy of charity and caring for the community in many areas. The Takitani Foundation naturally comes to my mind as it was heard everywhere growing up here in Hawaii. We were able to listen to a talk by a local business professional who was able to continue their education because of being awarded the scholarship.

I experience the impact Hawaiian Host Group has made on the local economy daily. My job offers me the chance to see how a local and a visitor interacts with gift products made with macadamia nuts. The spirit of Hawaii is alive and well in many of them and I see how at the end of the day freedom of choice is there for everyone. I am happy when customers choose my products. It makes me happier still to see with my own eyes someone who works in that retail establishment, who sold that product, choosing one of my products for their personal purchase.

There has also been a few innovations in our product line that have appealed to not only our local customers but also the visitors recently.

I oppose the passage of this Bill. I feel this bill will stifle a lot of the excitement being felt by everyone who enjoy our products, including our employees who are proud of where we work, day in and day out. There are no words to express the regret of no longer seeing such iconic brands as Hawaiian Host and Mauna Loa in markets local and global because it becomes unfeasible for our company to exist and continue doing business due to SB 3303.

I appreciate you considering this testimony.

Sincerely,

Lance Nakamura  
Sales Representative  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/10/2024 11:48:06 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Shannon Castellanos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. In short, this bill will not help the Hawaiian Macadamia industry as intended.

I joined Hawaiian Host Group two years ago because of how special the products we create, and sell are to the local community, as well as around the world. These products are more than just something people consume. They are products made and supported by hundreds of local employees filled with pride for the community they grew up in and care deeply about. Our delicious products share the spirit of Hawai'i, their Islands, with all who receive them, which is far more important than where the products are made or from.

Over the last two years, I have had the pleasure of spending time with many of our wonderful employees who have spent their lives in Hawai'i, giving back to their communities and demonstrating great commitment to ensuring the islands continue to flourish. It is because they are employed by Hawaiian Host Group, that they can continue to invest in the future of Hawai'i.

As a member of the Executive Team of Hawaiian Host Group, I know firsthand how much this company cares about Hawai'i and the Hawaiian macadamia industry. It is at the heart of every decision we make. We continue to invest in Hawaiian agriculture to move the industry forward as well as ensure we keep jobs local. Last year, we invested \$25 million in Hawaiian agriculture, we have invested heavily to modernizing our Honolulu facility as we speak to ensure local jobs, and we have developed plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

With all this investment and demonstrated commitment to the communities of Hawai'i, we are looking to collaborate with other farmers on regulations. This Bill, as written, will prevent the Hawaiian macadamia industry from growing and instead further divide us from the growers.

I believe in the vision of Hawaiian Host Group because I get to be part of creating it. We as a leadership team have the best intentions for our team, for Hawai'i as a whole and the Hawaiian macadamia industry. My family has lived on Oahu for over 50 years and some of my best childhood memories include getting to choose a Hawaiian Host Group product at Longs so many years ago. I know so many local people share these memories. I am so proud to now be employed by such a special and memorable brand that truly represents Hawai'i.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

Thank you for considering my testimony.

Sincerely,

Shannon Castellanos

Chief Financial Officer

Hawaiian Host Group

**SB-3303**

Submitted on: 2/11/2024 12:16:48 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

Submitted By	Organization	Testifier Position	Testify
Abegaile Baon	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company care about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing out Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host group because after living away from Hawaii for a few years I wanted to settle and start a career back home. I always knew I wanted to come back home and give back to the community, and that was through working with a Hawaii based company. A company that truly cares about the local community and their workers. After taking my time in researching I knew Hawaiian Host Group shared the same values.

I love my job and the company I work for because of the people I work with everyday. They are people who grew up here and who care deeply about Hawaii. Just like me we want to continue to live in Hawaii, to raise our children and continue to give them the same childhood we had. To do that we need local companies to help support us.

SB 330 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawaii companies.

Thank you for considering my testimony.

Mahalo,

Abegaile Baon

Accounts Payable Coordinator

Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition to SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world-class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I have seen firsthand the massive engineering projects that Hawaiian Host Group has planned for the future. Currently, I am overseeing the modernization of our Honolulu facility. Additionally, I am working with the leadership team on building a new world-class macadamia processing facility in Kea‘au. I am proud of the work we do. I work with people that grew up here, that generationally, have harvested the same macadamia trees as their parents and grandparents. Everyone I work with wants nothing more than to make the Islands’ future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. This is why I oppose SB 3303.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,  
Michael Muñoz  
Facilities Engineering Manager  
Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Hawaiian Host Group’s values align with my personal values as I believe in communication, consideration, and in family. My values align with Hawaiian Host Group's as they believe in bettering themselves and its employees through learning, growth, and hard work.

I love working at Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are as transparent, communicative, and considerate all while having the best intentions for our team and for Hawai‘i at large. Hawaiian Host Group took a chance on me when they brought me on to work for them. They treat me like family and encourage me to learn and grow. This company is the only company that I have worked for where they are completely transparent with their employees in all aspects of the business. We need more like Hawaiian Host Group.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.

I very much appreciate you considering this testimony, along with your consideration for these matters and solutions.

Mahalo,  
Candice Smith

Accounting Clerk  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/11/2024 7:48:47 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Luke Octavio	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Bice chairs Fukunaga and Richards and members of the committees.

i write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill will not help the macadamia nut industry as intended.

As a proud member of Hawaiian Host Group, I know this company cares about the macadamia nut industry here in Hawaii as the company just invested 25 million in Hawaiian agriculture and also investing in upgrading our plant Alakawa, and also is in the development stage of building a nut processing plant at Kea'au.

Hawaiian Host group has good intentions of building the macadamia nut industry in Hawaii. Yet this bill is a distraction from growing the industry and divides us from the growers we need the leadership to bring us together so we can all thrive.

Mahalo

Luke Octavio

Operations Manager

Hawaiian Host Group (Mauna Loa)

## Testimony of Cara Souza



### Hawaiian Macadamia Nut Services

February 13, 2024

#### RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, the Members of the Committee on Agriculture and Environment, and the Members of the Committee on Commerce and Consumer Protection,

My name is Cara Souza, and I am an employee of Hawaiian Macadamia Nut Services which farms Hawai'i-grown macadamia nuts in Kea' au and Ka'u on the Big Island. I am writing to you in strong support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

This bill will require listing the origin of foreign macadamia nuts in Hawaii branded products and will help protect Hawaii farmers and their employees. Protecting our way of life is of the utmost importance to me.

I am a second-generation macadamia farm employee. My dad, a Vietnam veteran, found employment with Mauna Kea Sugar that lasted for 24 years. By the 1990's most of the sugar production had stopped as sugar became cheaper to produce elsewhere.

When the sugar mill closed, my dad found employment with the macadamia farm that lasted for another 22 years until his retirement in 2016. My dad was not a rich man, but he provided for our family and taught us the value of hard work and dedication.

Some of my best memories are of when I would get to go to the orchard with him. He inspired me to also seek employment with the macadamia farm. I have now been working on the farm for

over 15 years, fulfilled with the work I do, and proud to be a part of the macadamia farming family.

Many of my family members are also employed with the macadamia farm. My husband, two sons, daughter, son-in-law and brother all work in the macadamia industry. Our family combined has over 102 years of macadamia farming experience. We all grew up on the macadamia farm and chose to continue the way of life. No one chooses farming life as a means of getting rich, but we are rich in other ways with strong deep-rooted culture, family ties and a collective sense of purpose.

Working together to achieve a common goal keeps us closer than ever and having this in common bridges the generational gap to my dad. He loves it when we get to talk about our workday on the farm, and especially when we seek his advice on farming practices. The Hawaiian macadamia farm life is a little bit of what is left of old Hawai'i.

Our livelihoods and our way of life are being threatened by the economic challenges we are currently facing, just like the Hawai'i Sugar industry. Local macadamia brands have been replacing Hawai'i-grown nuts with low-cost foreign nuts while still maintaining the original Hawaiian branding. This hurts all local macadamia farmers, especially the small farmers who are now being faced with the decision to give up their crop altogether. Senate Bill 3303 will help to strengthen our local macadamia farms viability as well as provide product transparency to loyal consumers, local and visitors alike.

To restate my position, I am in full support of Senate Bill 3303.

Mahalo for your time and consideration,

Cara Souza  
Hawaiian Macadamia Nut Services

**SB-3303**

Submitted on: 2/11/2024 11:16:50 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

Submitted By	Organization	Testifier Position	Testify
Stu Haack	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world-class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because of its commitment to the people of Hawaii and the future growth of its economy. I live on the mainland, but Hawaii has been a big part of my childhood and career. It is a magical place that I want to help continue to flourish for generations to come. And Hawaiian Host Group is helping make that happen.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. It is our mission to help the economy thrive, and this bill will have a significant impact on our ability to do so, which may end up resulting in a loss of jobs, economic revenue, and future impact.

Thank you for considering my testimony.

Mahalo.

Stu Haack

Director of eCommerce

Hawaiian Host Group



**SB-3303**

Submitted on: 2/11/2024 11:33:11 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Michelle Wee	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I strongly believe and know this company cares about the Hawaiian macadamia industry. This is something we talk all the time in our alignments and meetings.

We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Each of us, through dedication and passion, help grow this vision.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined HHG because of its Ohana culture and its vision to make the community and the islands flourish.

I am deeply proud, not only of our products that share the spirit of Hawai'i and the power of the mighty macadamias to the entire world but what these brands mean to our Hawai'i ohana both employees and the Kamaaina. A truly global brand we all can be proud of.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB 3303.

Mahalo for considering my testimony.

Warmest regards,

Michelle Wee

Ecommerce Manager

Hawaiian Host Group

**SB-3303**

Submitted on: 2/11/2024 7:50:24 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lauren Paula Miral	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here and/or people who care deeply about Hawai‘i.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Your consideration of these matters and solutions is very much appreciated.

**TESTIMONY IN SUPPORT OF SB 3303,  
RELATING TO LABELING OF MACADAMIA NUTS**

February 11, 2024

House Committee on Agriculture & Food Systems

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection:

My name is John C. Cross, a director of Macadamia Growers of Hawai'i, our organization strongly supports SB 3303, Relating to Labeling of Macadamia Nuts. We are concerned that the Hawaiian macadamia nut industry is at risk of collapsing. For the past few years, our industry has faced increasingly intense global competition and now the import dumping of foreign nuts into the Hawaii and U.S. market. This has been used by certain well-known companies that appear on label as Hawaii grown and produced macadamia nuts, but the kernel inside those bags are anything but Hawaiian, they are from foreign sources. This undermines the value of Hawai'i-grown macadamia nuts through their deceptive labeling practices. As a result, millions of pounds of nuts have gone unharvested, and growers are facing millions of dollars of losses due to unsold or unharvested inventories. Worse yet many hundreds of acres of mature macadamia trees are being bulldozed out of existence. The investments into these orchards and the families had loved, lived, eaten, and raised their children upon are gone.

Companies are using low-cost foreign macadamia nuts in their products with images and packaging that portray them as authentic Hawai'i product to capitalize on the brand and value of Hawai'i-grown macadamia nuts. This unsavory practice allows them to sell their products at prices that yield better margins, but misleads customers into believing they are buying Hawai'i-origin products. The practice also wrecks havoc on the local macadamia nut industry, and robs multiple generations of Hawaii residents of quality jobs.

The proposed amendment will strengthen the existing state statute on accurate and truthful labeling. The proposed amendment will also provide welcome relief for the local macadamia nut industry.

Thank you for allowing Hawai'i's macadamia nut growers to share our concerns on this bill.

Sincerely,

John C. Cross  
Director  
Macadamia Growers of Hawai'i

**Testimony of Mary Mahina Lorenzo**

**Ka'u Farms Management LLC.**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Mary Mahina Lorenzo., and I am the Manager's Assistant of Ka'u Farms Management LLC. a company that grows Hawai'i -grown macadamia nuts in Wood Valley, Ka'u, Hawaii Island. I am writing to you in support of Senate Bill 3303 RELATING TO THE LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Mary Mahina Lorenzo

Manager's Assistant

Ka'u Farms Management LLC.

**Testimony of Frank Lorenzo Sr.**

**Ka'u Farms Management LLC.**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Frank Lorenzo Sr., and I am the Manager of Ka'u Farms Management LLC. a company that grows Hawai'i -grown macadamia nuts in Wood Valley, Ka'u, Hawaii Island. I am writing to you in support of Senate Bill 3303 RELATING TO THE LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Frank Lorenzo Sr.

Manager

Ka'u Farms Management LLC.

**Testimony of Ikaika Grace**

**Ka'u Farms Management LLC.**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Ikaika Grace, and I work for Ka'u Farms Management LLC., a company that grows Hawai'i -grown macadamia nuts in Wood Valley, Ka'u, Hawaii. I am writing to you in support of Senate Bill 3303 RELATING TO THE LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Ikaika Grace

Ka'u Farms Management LLC.



**RE: SUPPORT for SB3303**

RELATING TO LABELING OF MACADAMIA NUTS

*Macadamia Nuts, Labeling Requirements, Country of Origin*

Aloha Chair, Vice Chair, and Committee Members,

The Synergistic Hawai'i Agriculture Council (SHAC) stands in support of this Bill. Our consortium represents 1,500 agribusinesses, from growers to processors and shippers, stretching across the State.

SHAC receives Federal marketing funds to promote 100% Hawaiian origin products around the world, including macadamia nuts, coffee, papaya, and floriculture. Frequently we find that the demand for 100% Hawaiian products exceeds available supply. However, **without proper labeling, consumers cannot know whether they are truly buying Hawaiian products.**

There are over 800 growers in the state, 75% of which are small farms. Protecting the Hawaii name protects their jobs.

This bill will align State law with Federal country of origin requirements. It will make it easier for our state Department of Agriculture to support small and mid-sized growers who wish to bring their origin products to market. And **it will allow Hawaii growers to stand out in the marketplace.** This is win-win for growers, for consumers, and for our state excise coffers.

**Proper labeling will level the playing field for everybody.**

Mahalo nui loa for supporting this bill!

Suzanne Shriner  
Administrator



**Testimony of Raymond Kanehailua Jr.**

**Hamakua Macadamia Nut Company**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Raymond Kanehailua and I am a farmer of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in black ink, appearing to read "R. Kanehailua", is written over the word "Mahalo".

Raymond Kanehailua

Production Manager, Hamakua Macadamia Nut Company



**Testimony of Jacob Salvador**

**Hamakua Macadamia Nut Company**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Jacob Salvador and I am a farmer of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in black ink that reads "Jacob Salvador". The signature is written in a cursive style.

Jacob Salvador

Factory Supervisor, Hamakua Macadamia Nut Company



**Testimony of Christie Bruno-Nahinu**

**Hamakua Macadamia Nut Company**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Christie Bruno-Nahinu and I am a farmer of Hawai'i -grown macadamia nuts on the Big Island of Hawai'i. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Christie Bruno-Nahinu

Production Lead, Hamakua Macadamia Nut Company

**SB-3303**

Submitted on: 2/12/2024 7:33:58 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

Submitted By	Organization	Testifier Position	Testify
Brooke Isa	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB3303, relating to the labeling of macadamia nuts. I view that this bill could hurt our macadamia industry in Hawai`i.

Though I've only been a team member of Hawaiian Host Group for a short time, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea`au that would benefit the entire industry. Yet, this bill could potentially stop the industry from growing and instead further divides us from the growers.

I have always known the brand Mauna Loa & stopped by the Visitor Center many times as a child to pick up omiyage. As I got older, I went away for school, but each time I left, I made sure to take up some Mauna Loa products to share. Some already knew of Mauna Loa (even internationally), but for others it was their first time hearing about us. This is what we, as Hawaiian Host Group, which is the parent company of the brands: Mauna Loa, Hawaiian Host, MacFarms & KOHO, strive to do--share the essence of Hawai`i with the world. Since I started working at Mauna Loa, I've been given the great privilege to see our employees hard at work. From our production side that makes the products, to our Visitor Center staff that is a stop for many tour companies, to our marketing & sales team who had such a huge hand in rebranding our packaging so we can show off locations in Hawai`i just by being on the shelves.

I'm opposing SB3303 because it doesn't consider the possible impact it will have on the Hawaiian macadamia industry, both growers and manufacturers. We would like to see collaboration and compromise with growers so that we can really make this industry flourish.

Thank you for considering my testimony. Mahalo.

**SB-3303**

Submitted on: 2/12/2024 8:01:04 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Francine Kekona	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of SB3303, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose SB3303.

Mahalo,

Francine Kekona

Acct Coordinator

HawaiianHost/Mauna Loa/Hawaiian Host Group

**SB-3303**

Submitted on: 2/12/2024 8:12:11 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Keith Juda	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of SB3303, relating to the labeling of macadamia nuts, this bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering my testimony.

Sincerely,

Keith Juda

Plant Warehouse Equipment Operator

Hawaiian Host / Mauna Loa/ Hawaiian Host Group

**SB-3303**

Submitted on: 2/12/2024 8:21:16 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carmelita Ganitano	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am opposing SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

I have worked at Mauna Loa Macadamia Nut Company for 33 years and I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Because of the people I work with everyday, I'm so proud to work here. We are very involved with the community and our Visitor Center even partners with Mana Up, a company that helps local entrepreneurs grow their business. I truly believe that while this bill has good intentions, Hawai`i growers and manufacturers of macadamia products should collaborate with each other on regulations. This bill could further divide the industry. So I oppose SB3303.

Your consideration of these matters and solutions is very much appreciated. Mahalo.

**SB-3303**

Submitted on: 2/12/2024 8:37:47 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Elvira Alonzo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am in opposition of SB 3303, relating to the labeling of macadamia nuts because this bill could potentially hurt the Hawaiian macadamia industry as a whole.

I have worked at Mauna Loa Macadamia Nut Company for about 30 years and have seen our brand grow to be worldwide known. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, and are in the works of modernizing both the Honolulu and Kea`au facilities to create efficiency within production and nut processing. However, this bill can hinder us from growing the industry and instead further divides us from the growers.

This bill, SB3303, does not consider the potential impact it will have on all the companies in the Hawaiian macadamia industry and the livelihoods of the people and their families that work for these legacy Hawai`i companies. Your consideration of these matters and solutions is very much appreciated. Mahalo.

**SB-3303**

Submitted on: 2/12/2024 8:42:37 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Paterna Padasdao Jr.	Testifying for Hawaiiin Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

**Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I started working for Mauna Loa in 2005 as a bulk handler on our lines. In that time I have enjoyed working with my friends and peers. The company has always been good to and my family.

I enjoy working for HHG/Mauna Loa because of the people I work with every day. They are people who grew up here / people who care deeply about Hawai‘i / people who are involved in our community / people who believe in making the Islands’ future flourish...

I oppose SB 3303 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for

these legacy Hawai'i companies. This could potentially have a strong negative impact on the islands future.

Thank you for considering my testimony.

Mahalo

Paterno Padasdao Bulk Handler

Mauna Loa

**Testimony of Kathryn Piispanen  
Hamakua Macadamia Nut Company**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Kathryn Piispanen and I am a farmer of Hawai'i -grown macadamia nuts on the Big Island of Hawaii. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Kathryn Piispanen

Quality Assurance Manager, Hamakua Macadamia Nut Company

**SB-3303**

Submitted on: 2/12/2024 8:46:32 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Luke Laliberte	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering this testimony.

Mahalo,

Luke Laliberte

Retail Packaging Machine Operator

Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/12/2024 8:49:45 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Leticia Dalmacio	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am opposing SB 3303, relating to the labeling of macadamia nuts. I believe that there are potential impacts that can hinder the growth of the Hawaiian macadamia industry.

I have worked at Mauna Loa Macadamia Nut Company for 30+ years. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

There are potential impacts that SB3303 will have on all the companies in the macadamia industry in Hawai'i and livelihoods of all the people working for these companies and their families. Thank you for considering my testimony. Mahalo.

**SB-3303**

Submitted on: 2/12/2024 8:53:09 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dioning Ramiro	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

I appreciate you considering this testimony.

Sincerely,

Dioning Ramiro

Factory Worker

Mauna Loa / Hawaiian Host Group

Hamakua Macadamia Nut Company

PO Box 44715

Kamuela, Hi 96743

**Testimony of Jackie Montibon**

**Hamakua Macadamia**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Jackie Montibon and I work for a company that farms Hawai'i -grown macadamia nuts in Ka'u. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Jackie Montibon

Wholesale/Customer Relations

Hamakua Macadamia Nut Company

**SB-3303**

Submitted on: 2/12/2024 8:58:30 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Anselmo Jose Jr.	Testifying for Hawaiiin Host Group	Oppose	Written Testimony Only

Comments:

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

**Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

In 2006 I joined Mauna Loa as a seasonal husker. I have since worked my way up to become one of our company’s bulk handlers.

I greatly enjoy working for HHG/Mauna Loa because of the people I work with every day. We are community of people who gives back with events like Merrie Monarch. The people I work with every day are from Hawaii and wish to see our islands continue to grow.

I oppose SB 3303 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. This bill could potentially negatively impact the growth and livelihoods of my friends and family.

Thank you for considering my testimony.

Mahalo

Anselmo Jose Bulk Handler

Mauna Loa

**SB-3303**

Submitted on: 2/12/2024 9:05:24 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marilou Akamine	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering this testimony.

Mahalo,

Marilou Akamine

Factory Worker

Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/12/2024 9:23:05 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marcelina Miyamoto	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts because this bill could potentially hinder the Hawaiian macadamia industry.

I have worked at Mauna Loa Macadamia Nut Company for 30 years. I know this company cares about the Hawaiian macadamia industry and am proud of how worldwide known we have become. We invested \$25 million in Hawaiian agriculture just last year, and are in the process of modernizing both the Honolulu and Kea`au facilities. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of our company, of sharing the spirit of Hawai`i, and our leadership team has been transparent and shown us what is planned for the future so that the Hawaiian macadamia industry can grow more. I oppose SB3303 because of the potential consequences it would have on the macadamia industry in Hawai`i. I appreciate you considering my testimony. Mahalo.

**SB-3303**

Submitted on: 2/12/2024 11:40:28 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kristine Co	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment**

**February 13th, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group 1.5 years ago because of the deep kuleana I feel that the Mauna Loa brand and the company are giving back to the Hawaiian islands. When we grow and thrive, so do the Hawaiian Islands. The macadamia industry started in Kea'au at the home of Mauna Loa back in the 1940s, and I feel that we are doing everything we can as a company to ensure the viable prosperity of our company so we can continue to help the Hawaiian Islands future flourish. We are investing in both our Kea'au facility and our Honolulu facility, to help improve the processing of our nuts, as well as acquired 240k macadamia trees in the past year on the Big Island.

I love my job because I'm proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. I believe in the vision of our company and in our leadership team as they are as transparent, and have the best intentions for our team and for Hawai‘i at large.

I vehemently **OPPOSE SB 3303 because of the impact it will have on our business.** It sets an unrealistic expectation for a company of our size to be so overwhelmingly dependent on Hawaiian kernel. For the future viability of our company (and ultimately to help the Hawaiian Islands future flourish), we cannot be held to this labeling standard that will hurt our business. That said, we still want to partner and collaborate with farmers on regulations that are win-win for everyone impacted. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

With Aloha,

Kristine Co

Sr Global Brand Manager, Mauna Loa

Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 11:43:52 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Fred Alvarado	Individual	Oppose	Written Testimony Only

Comments:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawai'i companies.

I appreciate you for considering my testimony.

Mahalo,

Fred Alvarado

Mauna Loa/Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

- I joined Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large.
- I was born and raised here in Hawai‘i and love the people I work with every day. They are people who grew up here / people who care deeply about Hawai‘i / people who are involved in our community / people who believe in making the Islands’ future flourish.
- While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303.
- Your consideration of these matters and solutions is very much appreciated.

Mahalo!  
Dane Otani  
Key Account Manager  
Hawaiian Host / Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:01:00 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Elsie Dela Cruz	Individual	Oppose	Written Testimony Only

Comments:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

If SB3303 passes, it isn't a win for Hawaii and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose to SB3303.

I appreciate you considering this testimony.

Sincerely,

Elsie Dela Cruz

QA Lead Person

Mauna Loa/Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 12:31:29 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Andre Afonso	Individual	Oppose	Written Testimony Only

Comments:

I joined Hawaiian Host group because i believe in the vision of our company. I feel if this bill passes it will not benefit Hawaii and the industry. Therefore, I **oppose** SB 3303. Thank you for considering my testimony.

Mahalo

Andre Afonso

**SB-3303**

Submitted on: 2/9/2024 1:26:02 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

Submitted By	Organization	Testifier Position	Testify
Leilani Franco-Mar	Individual	Oppose	Written Testimony Only

Comments:

I am providing testimony opposing bill SB3303 regarding the labeling of macadamias in Hawaii. If this bill passes, it's going to impact everyone. Hawaiian Host Group (HHG) will no longer be allowed to use their brand names. HHG will be forced to change all of their packaging. It will disrupt HHG's entire operations and supply chain, and the cost of all this would be of significant impact.

HHG cannot use 100% Hawaiian macadamias for several reasons. HHG needs more nuts than are available in Hawaii. Of the 40 million pounds of WIS grown in Hawaii, only 23 million pounds are processed here. HMNO sends their nuts to China for processing. If we limit ourselves to only Hawaii grown nuts, that will result in job losses for HHG. Lastly, a company of their size should simply not rely on one source for our most important ingredient. Imagine if we experience more wildfires or if a drought takes hold, HHG could be out of business very quickly.

HHG cares care about the Hawaiian macadamia industry. They've shown this by putting their money where their mouth is:

- HHG invested in a 4000-acre Hawaiian macadamia farm (\$25 million)
- They are investing in our Alakawa facility (\$10+ million)
- They have plans to build a state-of-the-art facility in Kea'au (\$30 million)
- They are buying from local growers at a price that is well above global market rate (30% higher than the Australian farm gate price in 2023, for example)

Yet, this bill is a distraction from letting HHG grow the industry, which would benefit all of us; but instead, further divides HHG from the growers. That's why we need to figure out a better solution **with** the growers.



**SB-3303**

Submitted on: 2/9/2024 1:46:32 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
William Lagura	Individual	Oppose	Written Testimony Only

Comments:

Greetings,

My name is William Lagura and i am sending my testimony about this bill SB 3303, i strongly opposed this bill because it will affect me,my family and the whole group working in Macadamia Nut industry, im been working here for more than 17 years in Mauna loa Mc Nut LLC./Hawaiian Host Group and during this years this company is my bread and butter which helps me sending my son to school and finish his college degree.I love my job because i believe in the vision of our company and in our leadership team as they are transparent/considerate and with the best intension for Hawaii at large and because of the people i work everyday who grew up here and people who care deeply about Hawaii. This is the reason why i strongly opposed this bill SB3303.

Y

our consideration of these matters and solutions is very much appreciated.

**SB-3303**

Submitted on: 2/9/2024 2:05:28 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Nelson Cabay	Individual	Support	Written Testimony Only

Comments:

I'll support the testimony

**SB-3303**

Submitted on: 2/9/2024 2:36:20 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Guy Ward	Individual	Support	Written Testimony Only

Comments:

We planted macadamia nuts on our 15 acres in Laupahoehoe in 1992 when the Ookala sugar mill closed. Now, due to overseas competition we cannot sell our nuts at a price that justifies harvesting. There are many good reasons why agriculture in Hawaii needs to be protected from lower cost overseas competition. Please help.

Mahalo,

Guy Ward

Papaaloa

**SB-3303**

Submitted on: 2/9/2024 2:53:38 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maria Cabay	Individual	Support	Written Testimony Only

Comments:

I'll support testimony

Testimony of James Trump  
Island Harvest Inc.  
February 9, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

This is a letter in support of SB3303. We are a medium sized grower (500 acres) of macadamia nuts in North Kohala but this testimony also reflects the views of most, if not all, small growers in our district. In my thirty years managing macadamia nut orchards, I believe that this is clearly the most important legislation that the industry has faced.

North Kohala macadamia growers ship their in-shell nuts to on-island processors who buy, crack and package our crop. Hawaii kernel has a great reputation for its freshness, distinct oil content and its association to the State of Hawaii. We can compete globally because of these distinctions. When cheaper foreign kernel is sold, implying Hawaii as a place of origin, local growers cannot compete. Fairness in labeling is necessary or Hawaii macadamia nut farming will be history. Truth in labeling is the request; we are not asking for subsidies or bailouts.

Please feel to contact me regarding this important legislation.

Thank you,

James Trump  
President  
Island Harvest Inc.  
808-895-3448  
jamestrump@gmail.com

**SB-3303**

Submitted on: 2/9/2024 4:01:57 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Angela Reposa	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment

February 13th, 2024 at 9:10am

RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I am writing to express my strong opposition to SB 3303, specifically addressing the labeling of macadamia nuts. In my view, this proposed legislation will not serve its intended purpose of supporting the Hawaiian Macadamia industry.

As a dedicated member of the Hawaiian Host Group team, I am proud to be associated with a company that genuinely cares about the well-being of the Hawaiian macadamia industry. Our company recently invested \$25 million in Hawaiian agriculture, and our ongoing efforts to modernize our Honolulu facility demonstrate our commitment to local job sustainability. Additionally, I am excited about our plans to establish a world-class macadamia processing facility in Kea‘au, which would undoubtedly benefit the entire industry.

However, I believe that SB 3303 is a distraction from the essential task and opportunity to grow the industry and, unfortunately, serves to further divide us from the growers. My commitment to Hawaiian Host Group is fueled by the positive changes I have witnessed in my role over the last few years, contributing to a more fulfilling work environment. I take pride in the exceptional products we create, not just for being "from" or "made in Hawai‘i," but as gifts that encapsulate the spirit of Hawai‘i.

Moreover, my loyalty to Hawaiian Host Group is grounded in the visionary leadership and transparent, communicative, and considerate approach of our leadership team. They consistently demonstrate their best intentions for our team and the broader interests of Hawai‘i.

My opposition to the bill stems from my inability to discern any tangible benefits it would bring to either the broader Hawaiian community or the dedicated workforce at Hawaiian Host Group.

Throughout my tenure with HHG, I've borne witness to the perennial struggles faced by the company, the US macadamia industry, and Hawaiian manufacturing. The litany of challenges, encompassing erratic supply, escalating prices, and the enduring impact of COVID-19, has placed an immense burden on the industry. Regrettably, this proposal appears poised to inflict severe damage upon the macadamia nut business, posing a dire threat to the well-being of its employees.

SB 3033 fails to consider the comprehensive impact it may have on all companies within the macadamia industry in Hawai'i, which includes companies that use Macadamia in full or as an ingredient, also the livelihoods of those employed by these longstanding Hawai'i companies.

The passage of SB 3303 would not be a victory for Hawai'i and our industry at large, as it overlooks the potential consequences it might impose on businesses downstream from the growers. Hence, I strongly oppose SB 3303.

I sincerely appreciate your consideration of these concerns and potential solutions.

Mahalo,  
Angela Reposa  
National Account Manager  
Hawaiian Host / Mauna Loa / Hawaiian Host Group

**SB-3303**

Submitted on: 2/9/2024 4:15:34 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Caroline Azelski	Individual	Support	Written Testimony Only

Comments:

In strong support of SB3303 so it's easier to identify and buy domestic product. Thank you.



**Testimony of Matthew Holmes**

**Ahualoa Family Farms**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Matt Holmes and I am the Director of Marketing of Ahualoa Family Farms. We work with dozens of local farmers of Hawai'i -grown macadamia nuts in Honoka'a. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. Not only is it hurting local farmers, it also deceives consumers into believing they are supporting local agriculture. Countless times I've witnessed consumers' shock and sometimes outrage when they find out that not all macadamia nuts in Hawaii are actually grown in Hawaii.

SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

*Matthew Holmes*

Matthew Holmes

Director of Marketing

Ahualoa Family Farms

**SB-3303**

Submitted on: 2/9/2024 5:58:03 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Eugenio Asistin	Individual	Support	Written Testimony Only

Comments:

I worked for Hawaiian Macadamia Nut Service, LLC and is a member of the ILWU.

**SB-3303**

Submitted on: 2/9/2024 6:02:04 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Roscoe Young	Individual	Support	Written Testimony Only

Comments:

I worked for Hawaiian Macadamia Nut Services, LLC and is a member of the ILWU.

**SB-3303**

Submitted on: 2/9/2024 6:44:09 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Linda Hokama	Individual	Oppose	Written Testimony Only

Comments:

Aloha members of the committee,

I'm writing to oppose SB 3303. Labeling macadamia products that were MADE IN HAWAII, but may not have all of the nuts sourced in Hawaii will result in more damage than healing, assistance and aloha.

I work for Hawaiian Host Group. I know our company cares about Hawaii, the macadamia nut industry here, and most of all, the people who live and work in our islands.

Our company has invested a lot of money in the local macadamia industry. We are growers as well as manufacturers. I believe this bill will damage both sides of our business, putting unnecessary pressure and uncertainty on a company that has been an integral part of Hawaii for almost a century.

Thank you for your consideration.

Sincerely,

Linda Hokama

Payroll Analyst

Hawaiian Host Group

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a family member of one of Hawaiian Host Group’s employees, I know this company cares about the Hawaiian macadamia industry. The company has invested \$25 million in Hawaiian agriculture just last year, are modernizing their Honolulu facility to ensure local jobs, and know of plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

My daughter joined Hawaiian Host Group because it’s one of the biggest companies in Hawai‘i who make products that are loved by people across the world. Every time I go to see my family in Korea I bring back Hawaiian Host products and even gift all my friends here on the islands with Hawaiian Host. These gifts share the spirit of Hawai‘i and the name is iconic and well known. I’m proud mom to have my daughter work for a company that is invested in seeing the Islands’ future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

Thank you for considering my testimony.

Best,  
Patty Tamashiro  
Mother to Hawaiian Host Group Employee

**SB-3303**

Submitted on: 2/10/2024 11:22:52 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Philip Rafael	Individual	Support	Written Testimony Only

Comments:

I support Bill SB3303 relating to labeling of Hawaiian macadamia nuts

**SB-3303**

Submitted on: 2/9/2024 7:06:27 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Desiree Salmo	Individual	Support	Written Testimony Only

Comments:

My name is Desiree Salmo. I have worked for Hawaii Macadamia Nut Services for 41 yrs. I have several family members who also work here. As a young girl from the mainland all I ever knew about macadamias were they came from Hawaii. HMMS is the only major employer in our area. Please consider passing this truth in labeling bill. Passage will ensure growers will receive a fair price for their products and continue to provide quality employment for our residents. Passage would also guarantee when giving Macadamia nuts as gifts to our family and friends they are receiving a quality product that truly is grown in Hawaii. Thank you for your consideration.

**SB-3303**

Submitted on: 2/10/2024 1:14:04 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Clodet Wright	Individual	Support	Written Testimony Only

Comments:

I support SB3303 Labeling of Hawaiian macadamia nuts.

**SB-3303**

Submitted on: 2/10/2024 11:31:59 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Christopher Higa	Individual	Oppose	Written Testimony Only

Comments:

I oppose Bill SB3303

Greenwell Farms Inc.  
81-6581 Mamalahoa Hwy.  
Kealahou Hawaii  
96750

**Testimony of Thomas Greenwell**

**Greenwell Farms Inc.**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, the Members of the Committee on Agriculture and Environment, and the Members of the Committee on Commerce and Consumer Protection,

My name is Thomas Greenwell and I am a farmer of Hawai'i -grown macadamia nuts and Kona Coffee in Kona Hawaii. I am writing to you in **SUPPORT** of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49% wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of the macadamia nuts in the products.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Thomas Greenwell

Owner of Greenwell Farms

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a family member of one of Hawaiian Host Group’s employees, I know this company cares about the Hawaiian macadamia industry. The company has invested \$25 million in Hawaiian agriculture just last year, are modernizing their Honolulu facility to ensure local jobs, and know of plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

My partner’s daughter joined Hawaiian Host Group because of its heritage and legacy this company has in Hawai‘i. She is proud to be a part of a company where leadership and her colleagues deeply care about Hawai‘i and making the Islands’ future flourish.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose SB 3303

Your consideration of these matters and solutions is very much appreciated.

Aloha,  
Susan Ichimasa  
Family to Hawaiian Host Group Employee

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a family member of one of Hawaiian Host Group’s employees, I know this company cares about the Hawaiian macadamia industry. The company has invested \$25 million in Hawaiian agriculture just last year, are modernizing their Honolulu facility to ensure local jobs, and know of plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

My daughter joined Hawaiian Host Group because of its values and vision to see the island and people of Hawai‘i flourish. Hawaiian Host goodies are loved by people everywhere and more important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i wherever we go.

SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 3303 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose SB 3303.

I appreciate you considering this testimony.

Mahalo,  
Jerry Tamashiro  
Father to Hawaiian Host Group Employee

**SB-3303**

Submitted on: 2/10/2024 3:02:59 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Deaton Silva	Individual	Support	Written Testimony Only

Comments:

I support SB3303 labeling of Hawaiian macadamia nuts.

**SB-3303**

Submitted on: 2/10/2024 3:16:29 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Keaka Orpilla	Individual	Support	Written Testimony Only

Comments:

I support SB3303 Labeling of Hawaiian macadamia nuts.

**SB-3303**

Submitted on: 2/10/2024 4:32:29 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Phil Anderson	Individual	Support	Written Testimony Only

Comments:

February 13, 2024

RE: SB 3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Phil Anderson and I am a farmer of Hawai'i grown macadamia nuts in Captain Cook, Hawaii. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia nut farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Philip Anderson

Owner, Miloli'i Plantation

**SB-3303**

Submitted on: 2/10/2024 8:03:49 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Timothy Yee	Individual	Support	Written Testimony Only

Comments:

I am in full support of this bill.

**SB-3303**

Submitted on: 2/11/2024 9:01:39 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

Submitted By	Organization	Testifier Position	Testify
Rhiannan Shippen	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committees on Commerce and Consumer Protection and on Agriculture and Environment

February 13th, 2024 at 9:10am

RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

My name is Rhiannan Shippen. I am the Treasurer of the Hawaii Macadamia Nut Association and the Director of Supply Chain at Hawaiian host Group. I am a graduate of the University of Hawaii and am proud to have worked for local Hawaii companies for the past 20 years. I am writing to you today because the Hawaii macadamia nut industry is divided. My role in the HMNA has given me the opportunity to learn and understand both perspectives on our issues and I am strongly OPPOSED to SB3303.

Unfortunately, this bill will not solve the problems we are facing as an industry. Growers and processors in Hawaii have enjoyed mutually beneficial relationships for decades, allowing us to share Hawaiian macadamia nuts with the world. As the head of Hawaiian Host procurement, we partner with local Hawaii growers every year to purchase millions of pounds of nuts. Often our demand exceeds the number of nuts available from local sources. The pain felt by growers in 2022 was caused by the inevitable decline of Hawaii’s nut processing infrastructure. Mauna Loa’s facility was forced to close in 2022 due to the age and condition of the factory. This closure shed light on the need for reinvestment in processing plants.

Hawaiian Host is committed to investing and supporting the Hawaiian macadamia nut industry. After the closure of Mauna Loa’s facility, \$25 million dollars were invested in a farm and processing plant. We worked hard to ensure that growers had a home for all crops harvested. There is still more work to be done to modernize our facilities. Our goal is to decrease the cost to process which in turn, promotes healthy prices to growers. I don’t believe this bill will not support that progress. SB3303 will disrupt decades of successful growth of the of Hawaiian macadamia nut. Local jobs will be at risk and Hawaii growers will not thrive while we are divided. Our success depends on working together and reinvesting where we have fallen behind.

I love being a part of such a special industry in Hawaii and want to see it thrive. I oppose SB3303 because I believe the only way forward is to continue our work together, growing sales and consumer awareness around the best nut in the world. Thank you for considering my testimony.

Rhiannan Shippen

Director of Supply Chain

Hawaiian Host Group

**SB-3303**

Submitted on: 2/11/2024 12:00:10 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Randy Cabral	Individual	Support	Written Testimony Only

Comments:

Strong support

**SB-3303**

Submitted on: 2/11/2024 5:01:18 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ruby Soares	Individual	Support	Written Testimony Only

Comments:

I support the country or origin labeling requirements for macadamia nuts because greater transparency with respect to origin is important to me. I support the macadamia nut industry in Hawaii and packaging that accurately conveys the origin of macadamia nuts will make it easier for me, as the consumer, and ensure that I am truly supporting the Hawaii macadamia nut industry.

Further, I purchase macadamia nuts for family and friends as a gift from Hawaii and I fully intend for the macadamia nuts to actually be Hawaii-grown nuts.

Macadamia nuts have long been a well known Hawaii commodity, but the increase in macadamia nuts being grown globally has threatened our local industry. Enacting SB3303 will help to keep the Hawaii macadamia nut industry going, in turn supporting the livelihood of those who work in the macadamia nut industry in Hawaii, their families and our local economy.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Ruby Soares

Testimony of Lori-Lee Lorenzo

February 13, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Lori-Lee Lorenzo and I live in Pahala, Hawaii, a town where many people work for companies that grow Hawai'i-grown macadamia nuts. Many families here depend on this product for their total income. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Lori-Lee Lorenzo  
Conservation Practitioner  
The Nature Conservancy: Ka'u Preserve

**Testimony Presented Before the Senate Committees on Commerce and Consumer  
Protection and on Agriculture and Environment**

**February 13<sup>th</sup>, 2024 at 9:10am**

**RE: SB 3303 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. SB 3303 does not consider the potential impact it will have on the market, local business, the Hawaii macadamia industry and the livelihoods of the people working for these legacy Hawai‘i companies. That’s why I strongly oppose SB 3303.

I appreciate you taking the time to consider my testimony.

Aloha,

Kamalei Grace  
Executive Assistant & Office Manager  
Hawaiian Host Group

**SB-3303**

Submitted on: 2/12/2024 5:37:59 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Harold M Hoogasian	Individual	Support	Written Testimony Only

Comments:

I support this labeling bill.

**Testimony of Zachary Kvasnikoff**

**Hamakua Macadamia Nut Company**

**February 13, 2024**

**RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Zach Kvasnikoff and I am an Engineer that is supported by Hawai'i -grown macadamia nuts in Kawaihae, I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in blue ink that reads "Z. Kvasnikoff". The signature is fluid and cursive.

Zachary Kvasnikoff, PE

Engineering and Maintenance Manager  
Hamakua Macadamia Nut Co.

**SB-3303**

Submitted on: 2/12/2024 8:57:42 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Susan Kelly Duffy	Individual	Support	Written Testimony Only

Comments:

I am in support of this bill. I live in Ka'u. We are proud of our Mac nuts and need to see that quality is protected. By allowing growers or sellers to add cheaper and lesser quality nuts to ours and not state they are from other sources we destroy the Hawaii brand.

**SB-3303**

Submitted on: 2/12/2024 7:12:52 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Joseph Medeiros	Individual	Oppose	Written Testimony Only

Comments:

I oppose bill SB3303.

**SB-3303**

Submitted on: 2/12/2024 9:47:46 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tazsha Taatia	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chairs Keohokalole and Gabbard, Vice Chairs Fukunaga and Richards, and Members of the Committees:

I write to you in opposition of SB 3303, relating to the labeling of macadamia nuts. This bill will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We are proud to grow and harvest Hawaii kernnels however this bill is not benefical for our organization. SB 3303 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Aloha.

**SB-3303**

Submitted on: 2/12/2024 9:16:15 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lawrence Ford	Individual	Support	Written Testimony Only

Comments:

The need to assist agriculture in Hawaii is acute. I am in favor of full labeling of macadamia nuts grown in Hawaii to protect truth in marketing. Free riding on Hawaii's name should be stopped for the benefit of the farmers and community. Untrue labeling will decrease prices for Hawaii's macadamia nuts and decrease demand for them.

**SB-3303**

Submitted on: 2/12/2024 9:52:27 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Deniz Tek	Individual	Support	Written Testimony Only

Comments:

Aloha, my family has been farming macadamia nuts in the Kona district for 40 years. We strongly support SB3303. Our state needs legislative action now to protect the reputation of our heritage crop and prevent false or misleading labeling.

Mahalo,

Deniz Tek

**SB-3303**

Submitted on: 2/12/2024 10:33:06 AM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Renee Keenan	Individual	Support	Written Testimony Only

Comments:

Testimony of Renee Keenan

Hamakua Macadamia Nut Company

February 13, 2024

RE: SB3303 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Gabbard, Chair Keohokalole, Members of the Committee on Agriculture and Environment, and Members of the Committee on Commerce and Consumer Protection,

My name is Renee Keenan and I am a manager with Hamakua Macadamia Nut Company. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai‘i’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai‘i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai‘i’s macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai‘i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai‘i’s macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Renee Keenan

Manager

Hamakua Macadamia Nut Company Satallite Store

**Testimony of Barbara Anderson**  
**Small Farm Grower of Mac Nuts on Hawaii Island**  
**February 13, 2024**

**RE: SUPPORT SB3303 RELATING TO LABELING OF MACADAMIA NUTS**

Aloha Chair Gabbard, Chair Keohokalole, and Committee Members,

My name is Barbara Anderson, and I am in SUPPORT of this bill. I am a small farmer of Hawaii-grown macadamia nuts on Milolii Rd on Hawaii Island who is financially impacted by the lack of regulation regarding labeling of Macadamia Nut (MN) products. Here is the reason why:

I sell my MN wholesale in the shell and the price of MN in shell has dropped from \$1.20 to \$.88/pound since 2021. I was selling the nuts to Mac Farms processing plant in South Kona and they stopped buying for a year and one half. Hawaii Host Group (HHG) then purchased Mac Farms from an Australian group and with the addition of this plant now processes about 90% of all MN grown on Hawaii Island. When Mac Farms as HHG began purchasing MN in 2023 the price was \$.88/pound. The USDA published this lower price due to HHG purchasing foreign MN for as low as \$.20/lb.

I ask you... does this not sound strange....when prices are rising after COVID and small farmers are getting paid less for MN? We still must pay the increasing price of fertilizers, and labor?

In Hawaii the same company who sells over 90% of Hawaii labeled MN, mixes foreign MN in the package. This is misleading and damages the Hawaii brand for small farmers, consumers etc., yet there is no safeguard. When you think of MN, you think of Hawaii not South Africa. Without proper labeling, consumers cannot know whether they are truly buying Hawaiian products. And they have no reason to suspect they are not grown in Hawaii!

It is in the best interest of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Barbara Anderson

COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Jarrett Keohokalole, Chair  
Senator Carol Fukunaga, Vice Chair

COMMITTEE ON AGRICULTURE AND ENVIRONMENT

Senator Mike Gabbard, Chair  
Senator Herbert M. "Tim" Richards, III, Vice Chair

Tuesday, February 13, 2024, 9:10am  
Conference Room 229

Aloha Members of the Committee on Commerce and Consumer Protection, and the Members of the Committee on Agriculture and Environment,

My name is Scott Enright and I represent the Hawaii Macadamia Nut Association (HMNA). I **STRONGLY SUPPORT** SB 3303 RELATING TO LABELING OF MACADAMIA NUTS.

The macadamia nut industry is a significant contributor to Hawaii's agricultural economy. There are currently about 16,000 acres of macadamia nuts statewide on roughly 620 farms. In 2021, the industry generated \$62.73 million (51 million pounds of wet-in shell sales), and in 2020, it was the 2nd largest agricultural commodity produced in Hawai'i, behind only seed crops. There are about 650 farms, which employ thousands of workers growing macadamia nuts in Hawaii.

Now, the industry is failing due to the fact that the largest brands do not purchase most of their mac nuts from Hawaiian growers. Instead, they now rely largely on foreign nuts, mostly from Africa, which are much cheaper.

Therefore, the mac nut farmers who are members of the HMNA require this legislative assistance to allow them fair business practices in the State of Hawaii and enable them to grow and flourish in the mac nut industry. Again, I strongly support SB3303.

Thank you for your consideration.

Mahalo,



Scott Enright

**SB-3303**

Submitted on: 2/12/2024 12:16:55 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carolyn Witcover	Individual	Support	Written Testimony Only

Comments:

I have more than 100 macadamia nut trees and the last several years have been difficult due to the dilution of nuts by importing from other countries. I think it is fair to farmers and a right of consumers to know the country of origin. This should be included on the principal display panel of a consumer package of raw or processed macadamia nuts. Hawaii nuts are not interchangeable with other mac nuts and our value and distinction shouldn't be diluted not should consumers be misled.

Mahalo

**SB-3303**

Submitted on: 2/12/2024 2:27:02 PM

Testimony for AEN on 2/13/2024 9:10:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Matthew Zilch	Individual	Support	Written Testimony Only

Comments:

Hawaii is currently associated with a premium product whether it is the vacations that can be had here, the quality of the coffee grown on the slopes of Mauna Loa and Hualalia, the pristiness of many of the ecosystems that exist here, and certainly not least the food products produced with local ingredients from here, chief among them macadamia nuts. Because of an influx of foreign nuts into HI, local producers struggle to continue to see macadamia nuts as a viable option and has led to a decimation of the price per pound and paradoxically the availability of local nuts for value added manufacturers and direct sellers alike.

Unfortunately, growers are increasingly no longer able to pay to have their macadamia crops picked due to the price to collect and bag them, not to mention process them, climbing above what is the current rate per pound. That return is diminished even further when taking into consideration the time, effort, expense, and hardship that comes hand in hand with agriculture on the terrain most macadamia nut orchards are found. Producers are not often afforded topography that allows for mechanical harvesting, so their cultivation is a laborious manual task that requires much more labor than is common for foreign producers. Thankfully the laws in HI make it so workers are afforded a livable wage, much higher than the foreign producers, but adding additional cost to the unit cost for harvested nuts and diminishing the ROI on macadamia nut farms. HI agriculture is at a severe disadvantage when compared to the production methods and labor costs of its foreign competitors. Those producers and the outstanding products of their labor deserve the recognition that comes with being able to call themselves Hawaiian Macadamia Nuts and the premium status that moniker has been known to convey.

Adding to the difficulty that HI's macadamia nut farmers face with the viability of their crops is the massive quantity of imported nuts that are now being sold under HI branding. This not only undercuts the capacity of local agriculture to turn a profit, but also diminishes what has always been thought of as a premium product, and the premium branding of HI products in general. The more insidious fact that those outside of the industry are rarely privy to, is that the quality of foreign nuts tend to be markedly worse than those cultivated here. It is not uncommon to trash over one quarter of nuts that are clearly foreign sourced due to QC issues, immature, oxidized, and damaged nuts. That is a burden not only on those who choose to only use nuts that claim to be locally produced, and are therefore being duped, but also the impact it has on the

climate via the logistics chains necessary to get them here, just to be disposed of after the fact. Though hand picking the nuts here may seem inefficient, as opposed to mechanical harvesting elsewhere, it is what leads to the quality of the locally produced nut, and lessens the overall carbon footprint the HI macadamia nut industry is responsible for. In this case what is good for local producers is good for the world at large and future residents of this planet.

Coincidentally, it is not as though packaging and labeling standards have not been implemented here in HI, to the benefit of local producers, in the past. Kona Coffee has been able to maintain its crown as the standard bearer of coffee varieties, first and foremost because of the pride that each producer small to large has for the final product, but secondarily, because of the protections afforded to the coffee industry as to what can and cannot be labeled as a Kona Coffee. Those two working in concert are what have maintained a robust industry that can charge well above average prices for a bag of coffee. When a premium product can be recognized for what it is and the quality commensurate care is taken to maintain the quality standards it was recognized for, that is an incredibly valuable branding asset, as the Kona Coffee craze shows. Unfortunately, what we are seeing with imported nuts being labeled as HI in origin is not only the undermining of the quality brand associated with HI products in general, not just macadamia nuts, but the producers that continue to strive to perpetuate that quality and their capacity to continue in agriculture.

To make sure macadamia nut production remains a vibrant and robust industry comparable to Kona Coffee, measures must be put in place in order to protect the value they have for the local producers, the industry as a whole, those who depend on the industry for employment, the Hawaii premium brand, and one of the ever diminishing legs of the stool that prop up agriculture in Hawaii. It is becoming harder to be a farmer anywhere, but especially here in HI. Labeling requirements and branding stipulations would be a small and widely popular step with few to no negative externalities that can secure macadamia nuts as another viable crop for this and future generations of farmers here in HI.