

SB 1143

nishihara5 - Randy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 02, 2011 12:09 PM
To: AGL Testimony
Cc: Leslie.Campaniano@hawaii.gov
Subject: Testimony for SB1143 on 2/3/2011 2:45:00 PM
Attachments: SB1143_AGR_2-3-2011_AGL-final.pdf

Follow Up Flag: Follow up
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Testimony for AGL 2/3/2011 2:45:00 PM SB1143

Conference room: 229
Testifier position:
Testifier will be present: Yes
Submitted by: James Nakatani
Organization: Hawaii Department of Agriculture
Address:
Phone: 973-9552
E-mail: Leslie.Campaniano@hawaii.gov
Submitted on: 2/2/2011

Comments:

NEIL ABERCROMBIE
Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512

RUSSELL S. KOKUBUN
Chairperson, Board of Agriculture

JAMES J. NAKATANI
Deputy to the Chairperson

TESTIMONY OF RUSSELL S. KOKUBUN
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE SENATE COMMITTEE ON AGRICULTURE

THURSDAY, FEBRUARY 3, 2011

TIME 2:45 PM

CONFERENCE ROOM 229

SENATE BILL NO. 1143
RELATING TO AGRICULTURE

Chairperson Nishihara and Members of the Committee:

Thank you for the opportunity to comment on Senate Bill No. 1143. This bill provides a grant to the *4Ag Hawaii* non-profit corporation to expand the "Buy Local, It Matters" campaign. The Department of Agriculture supports the intent of this bill.

The "Buy Local, It Matters" slogan campaign aims to encourage residents and visitors to support Hawaii farmers by making conscious decisions to purchase locally produced agricultural products. Since its launch in November 2009, various promotional events were held at Tamarind Park, the 2010 State Farm Fair, and a flower show at the Department's Plant Quarantine Branch facility. Additionally, paid advertisements were featured on several local television and radio stations.

The Department is a strong advocate for local farmers and believes that buying local helps to promote improved food self-sufficiency; and keeps money circulating in the state's economy to generate additional sales, income, tax revenue and create new jobs.

Thank you for the opportunity to comment on this bill.



ALLUVION, INC.
P.O. BOX 820
HALEIWA, HI 96712
637-8835 FAX: 637-8836

Testimony for Senate Bill 1143
Buy Local...It Matters!

February 3, 2011 2:45 p.m. Conference Room 229

Dear Senator Nishihara, Senator Kahele, and members of the Committee:

My name is Susan Matsushima, owner of Alluvion, Inc., a diversified agricultural operation on the North Shore of Oahu. I would like to testify in **support of Senate Bill 1143.**

The Buy Local..It Matters! Campaign started in 2009 with initial funding from the Rural Economic Transition of Agriculture II. The initial funding brought together the chairs and the PIO's of: HDOA, CTAHR, HFBF, and EDAH to work together on Buy Local..It Matters! Initial ads on television featuring farmers demonstrated that buying local, keeps the money in Hawaii. These ads were run on the Islands of Sustainability segment of KGMB. Additional messages via radio and print followed the TV ads.

The initial funding was followed by Natural Resources Conservation Services using the same ads with their logo. CTAHR continued ads with funding into January 2011. Bumper stickers, bags, cooler bags with Buy Local...It Matters! 'were paid for by HDOA. Most recently, Zippy's joined the movement with the use of the Sustainability ad done by 4Ag Hawaii with their logo and Paul Yokota, President of Zippy's saying that they support this movement.

A floral event, using all local flowers and foliages featured 4 designers that created arrangements for the holidays was sponsored by HDOA. This



focused on....flowers and foliages that are also important agricultural products to our state. The use of local flowers prevents alien species from entering our state.

More people are asking for local products. These purchases help the farmers and our state to become much more sustainable. Buying local...keeps out money in Hawaii. Buy Local....It Matters!

Please support Senate Bill 1143.

Sincerely,

Susan Matsushima, CEO.

nishihara5 - Randy

From: ann Yamamoto [yamamotoa018@hawaii.rr.com]
Sent: Wednesday, February 02, 2011 11:10 AM
To: AGL Testimony
Subject: Submitting testimony - AGL Hearing on Thursday, Feb 3, 2:45 pm, Conference room 229 - SB1143
Attachments: SB1143 testimony - AGL 02.03.11 - Room 229.pdf

Please accept the attached testimony: SB1143 – Relating to Agriculture

Senate Committee on Agriculture
Thursday, February 3, 2011
2:45 pm
Conference Room 229

Thank you.
ann Yamamoto
808.224.6367

ann T. Yamamoto

1221 Victoria Street, #2905
Honolulu, Hawaii 96814

(808) 523-1209 (home)
(808) 224-6367 (mobile)
yamamotoa018@hawaii.rr.com

To: The Honorable Clarence K. Nishihara, Chair
and Members of the Senate Committee on Agriculture

Date: Thursday, February 3, 2011
Time: 2:45 p.m.
Place: Conference Room 229
State Capitol

From: ann Yamamoto

SB 1143 Relating to Agriculture
Testimony in **Strong Support**

I am testifying as a private citizen who pays an extraordinary amount of State taxes (and perpetually resents and bemoans it); as a voracious, rapacious consumer of local agricultural products; and as a member of Hawaii's workforce for over 40 years. I strongly support Senate Bill No. 1143, which provides \$500,000 to 4 Ag Hawaii, for the following reasons.

- Financial support to 4 Ag Hawaii will advance the economy, particularly the visitor industry.

4 Ag Hawaii's mission is to support the agriculture industry. Diversified agriculture in Hawaii is at a tipping point: teetering between fading away and pushing forward to overcome the retirement of older workers and lack of "young blood"; proving its contribution towards attracting visitors and maintaining the lifestyle that keeps us locals here; and providing another cornerstone to the economy (in addition to the military and tourism). A visit to the Hawaii Farm Bureau's Farmers Market at Kapiolani Community College on Saturday morning or to the Sheraton's Kai Market would illustrate my point far better than my words can convey. I urge this Committee to do so. Watch our visitors and locals experience Hawaii's best, you'll see what I mean.

- Financial support to 4 Ag Hawaii will advance State goals towards food security, and food self-sufficiency.

As I am confident this Committee has heard this reasoning repeatedly from the others, I will refrain from stating the obvious.

- Financial support to 4 Ag Hawaii will be used wisely.

I have had the opportunity to observe 4 Ag Hawaii's operations (first hand) since its inception in 2009. Its members are genuinely and tirelessly dedicated to advancing Hawaii's agriculture industry and equally concerned with the welfare of this State and its people. Its genesis is in the successful completion of a federal grant, and it can document its accomplishments since its formation.

As much as I will generally argue against anything that will raise my personal taxes, I support State funding to 4 Ag Hawaii, because it is an investment in Hawaii's future and will return multiples of the amounts provided. Thank you for your time and consideration of my testimony.

nishihara5 - Randy

From: mailinglist@capitol.hawaii.gov
Sent: Wednesday, February 02, 2011 1:18 PM
To: AGL Testimony
Cc: gottlieb@hawaii.rr.com
Subject: Testimony for SB1143 on 2/3/2011 2:45:00 PM
Attachments: SB 1143 2011 Buy Local Grant.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Testimony for AGL 2/3/2011 2:45:00 PM SB1143

Conference room: 229
Testifier position: support
Testifier will be present: No
Submitted by: Alan Gottlieb
Organization: Hawaii Cattlemen's Council
Address:
Phone: 808-306-7769
E-mail: gottlieb@hawaii.rr.com
Submitted on: 2/2/2011

Comments:



Hawaii Cattlemen's Council, Inc.

P O Box 437199 Kamuela HI 96743
Phone (808) 885-5599 • Fax (808) 887-1607
e-mail: HICattlemens@hawaii.rr.com

SENATE COMMITTEE ON AGRICULTURE
Thursday February 3, 2011 2:45 pm Room 229

SB 1143 RELATING TO AGRICULTURE.

Provides a grant to the 4 Ag Hawaii nonprofit corporation to expand its "Buy Local, It Matters" campaign.

Chair Nishihara and Members of the Committee:

My name is Alan Gottlieb, and I am a rancher and the Government Affairs Chair for the Hawaii Cattlemen's Council. The Hawaii Cattlemen's Council, Inc. (HCC) is the Statewide umbrella organization comprised of the five county level Cattlemen's Associations. Our 130+ member ranchers represent over 60,000 head of beef cows; more than 75% of all the beef cows in the State. Ranchers are the stewards of approximately 25% of the State's total land mass.

The Hawaii Cattlemen's Council **strongly supports** SB 1143.

The State of Hawaii and the Legislature has recognized that farming and ranching is important to the State's Food Security, economy and environment. Though Hawaii produced farm products are superior to those imported into the State, at times and for a variety of reasons, they are often more expensive than the inferior imports. Without Hawaii consumers making the connection that buying local matters more than just the price we see at the store, Hawaii ranches and farms will fail. The "Buy Local, It Matters" campaign helps connect the dots with consumers and has been a huge success when it has aired, but getting the word out by mass media is very expensive. The grant proposed by SB 1143 will allow 4AgHawaii to expand the "Buy Local, It Matters" campaign and this is important to every resident and visitor to the State of Hawaii.

Thank you for giving me the opportunity to testify in favor of this very important issue.

nishihara5 - Randy

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 01, 2011 1:28 PM
To: AGL Testimony
Cc: afrancokaupo@gmail.com
Subject: Testimony for SB1143 on 2/3/2011 2:45:00 PM

Testimony for AGL 2/3/2011 2:45:00 PM SB1143

Conference room: 229
Testifier position: support
Testifier will be present: No
Submitted by: Alex Franco
Organization: Individual
Address: 120 Kane Street Kahului, HI 96733
Phone: 808 357 1720
E-mail: afrancokaupo@gmail.com
Submitted on: 2/1/2011

Comments:
Maui Cattle Company is a small beef processor here on Maui that market locally grown beef in Hawaii.

We support SENATE BILL 1143

It would be beneficial to Hawaii's agriculture community that appropriations are made to allow 4 Ag Hawaii to expand its statewide program for all segments of Hawaii's agriculture.

Thank you, for allowing us to send in written testimony in support of SB 1143.

Sincerely,

Alex Franco
President

COMMITTEE ON AGRICULTURE
Senator Clarence T. Nishihara, Chair
Senator Gilbert Kahele, Vice Chair

TESTIMONY FOR S.B. NO. 1143
Thursday, February 3, 2011 at 2:45
Conference Room 229

Dear Senators:

Giving your full support for S.B. 1143 will allow 4-Ag Hawaii to continue to drive consumer demand for locally grown products. The Buy Local, It Matters campaign that 4-Ag Hawaii initiated has been an effective message. Positive feedback from farmers, food brokers and retailers are an indication that the consumer is responding.

Zippy's, a private entity and local icon has taken-up the message in its current advertising campaign. They recognize the value and power of the "emotional pull" the campaign delivers. People on the frontline of our food system, the farmers themselves, deliver the message in the TV campaign.

We're a geographically isolated community dependent on imported food in an age of climate and energy crisis. 10% food security is not secure especially when the cost of oil continues to rise. Notable economists and energy experts are predicting \$200 a-barrel oil by 2013. We need a critical mass of local food production sooner than later and only consumer demand will drive investment in production.

We are confident that you will approve S.B. NO. 1143 to help our state achieve a higher degree of food self-sufficiency and provide quality food for our communities.

Respectfully,

Daniel S. Nakasone
President, Brainstorm Marketing, Inc.
Co-Founder, She Grows Food