

MAR 11 2016

SENATE CONCURRENT RESOLUTION

ENCOURAGING THE DEPARTMENT OF AGRICULTURE TO ADOPT STANDARDS
ESTABLISHED BY THE TEA INDUSTRY TO DEFINE GEOGRAPHICAL
REGION DESIGNATIONS FOR TEA GROWN IN THE STATE.

1 WHEREAS, the image of Hawaii can be used as a tool to
2 increase brand recognition and market share; and

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4 WHEREAS, many businesses neither produce nor use products
5 that are made in Hawaii, yet claim their commodities as such,
6 and lead consumers to believe that they are purchasing a "made
7 in Hawaii" or "produced in Hawaii" commodity; and

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9 WHEREAS, tea is a significant niche crop that has a lot of
10 future potential in the State; and

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12 WHEREAS, over the past twelve years, there has been tea
13 research and the development of small family farms growing
14 Camellia sinensis and assamica tea varietals in Hawaii and the
15 mainland United States; and

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17 WHEREAS, the Tea of the United States (TOTUS) Awards, the
18 first national tea competition specifically for United States
19 grown tea, encourages those who have pioneered United States tea
20 farming to gain national recognition for their uniquely crafted
21 teas and further educate consumers supporting domestic tea
22 agriculture; and

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24 WHEREAS, the Hawaii County Office of Research and
25 Development awarded a grant to co-fund a tea competition program
26 with the intent to enable a broad range of communities to
27 contribute to and access data from the TOTUS Awards that
28 advances research in domestic tea agriculture, cultural
29 development, and innovative trade; and

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31 WHEREAS, most tea in Hawaii is grown on the Hilo side of
32 the island of Hawaii and grown in volcanic soil; and



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2 WHEREAS, the ability for an applicant to register a
3 product's origin according to standards that define a geographic
4 region designation for tea would enable Hawaii tea growers to
5 benefit from the image of Hawaii while also honing their
6 products in anticipation of the TOTUS Awards; and
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8 WHEREAS, geographical region designations would encourage
9 the development of Hawaii's growing tea industry; now,
10 therefore,
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12 BE IT RESOLVED by the Senate of the Twenty-eighth
13 Legislature of the State of Hawaii, Regular Session of 2016, the
14 House of Representatives concurring, that the Department of
15 Agriculture is encouraged to adopt standards established by the
16 tea industry to define geographical region designations for tea
17 grown in the State; and
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19 BE IT FURTHER RESOLVED that the tea industry is encouraged
20 to establish standards to define geographical region
21 designations for tea grown in the State to be adopted by the
22 Department of Agriculture; and
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24 BE IT FURTHER RESOLVED that a certified copy of this
25 Concurrent Resolution be transmitted to the Chairperson of the
26 Board of Agriculture.
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OFFERED BY:

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