



## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE  
GOVERNOR

LUIS P. SALAVERIA  
DIRECTOR

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Statement of  
**LUIS P. SALAVERIA**  
Director

Department of Business, Economic Development, and Tourism  
before the

**SENATE COMMITTEE ON WAYS AND MEANS**

Wednesday, March 30, 2016

9:00 am

State Capitol, Conference Room 211

In consideration of  
**HB2550, HD1, SD1**  
**RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT  
AND TOURISM.**

Chair Tokuda, Vice Chair Dela Cruz, and Members of the Senate Committee on  
Ways and Means.

The Department of Business, Economic Development and Tourism (DBEDT) supports HB2550, HD1, SD1 that appropriates funds to promote the Made in Hawaii brand program provided that its passage does not replace or adversely impact priorities indicated in our Executive Budget.

DBEDT has an established export promotion program using the "Buy Hawaii, Give Aloha" tagline and organizes Hawaii companies to participate in domestic and international export-focused trade shows showcasing their Hawaii-made products.

The Made in Hawaii brand program is managed by the Hawaii Department of Agriculture (HDOA) and is promoted jointly with DBEDT and the Chamber of Commerce of Hawaii. Together, we work collaboratively to protect the integrity and the value of authentic Hawaii branded products locally and abroad.

Thank you for the opportunity to offer these comments.

**DAVID Y. IGE**  
Governor

**SHAN S. TSUTSUI**  
Lt. Governor



**SCOTT E. ENRIGHT**  
Chairperson, Board of Agriculture

**PHYLLIS SHIMABUKURO-GEISER**  
Deputy to the Chairperson

State of Hawaii  
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**TESTIMONY OF SCOTT E. ENRIGHT  
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE SENATE COMMITTEE ON WAYS AND MEANS**

March 30, 2016  
9:00 A.M.  
CONFERENCE ROOM 211

**HOUSE BILL NO. 2550 HD1 SD1  
RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT  
AND TOURISM**

Chairperson Tokuda and Members of the Committee:

Thank you for the opportunity to testify on House Bill No. 2550 HD1 SD1, which appropriates funds to the Department of Business, Economic Development, and Tourism to work with the Department of Agriculture for the purpose of promoting the made in Hawaii brand program. The department supports the bill.

The Hawaii Department of Agriculture (HDOA) currently administers two programs that brand Hawaii-grown and Hawaii-made products and identifies these products with the Hawaii Seal of Quality and the Made in Hawaii with Aloha trademarks. These programs are administered according to Chapter 4-135, Hawaii Administrative Rules entitled "Seals of Quality" and Section 486-119, Hawaii Revised Statutes, entitled "Hawaii made products; Hawaii processed products".

Thank you for the opportunity to testify on this measure.





**Testimony to the Senate Committee on Ways & Means  
Wednesday, March 30, 2016 at 9:00 A.M.  
Conference Room 211, State Capitol**

**RE: HOUSE BILL 2550 HD 1 SD 1 RELATING TO THE DEPARTMENT OF  
BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM**

Chair Tokuda, Vice Chair Dela Cruz, and Members of the Committee:

The Chamber of Commerce Hawaii ("The Chamber") **strongly supports** HB 2550 HD 1 SD 1, which appropriates funds to the department of business, economic development, and tourism to work with the department of agriculture to promote the department of agriculture's existing made in Hawaii brand program.

The Chamber is Hawaii's leading statewide business advocacy organization, representing about 1,000 businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

The Made in Hawaii brand is crucial to Hawaii's economy and reflective of its number one industry: tourism. The Made in Hawaii brand arose without much effort but we need to work consciously to perpetuate its value to residents and tourists that value locally branded products. This bill is necessary to promote and regulate the branding program, which is the state economy's biggest asset.

Thank you for the opportunity to testify.



**KYD, Inc. dba k. yamada distributors**

*An independent leader in packaging and wholesale distribution*

P.O. BOX 29669, Honolulu, Hawaii 96820 Phone: (808) 836-3221 Fax: (808) 833-8995

HB2550sd1, Relating to Department of Business, Economic Development, and  
Tourism

Senate WAM Decision Making Hearing

Wednesday, March 30, 2016

9:00 am - Room 211

Written Testimony by: Dexter Yamada

Position: Support

Chair Tokuda and Members of the Senate WAM Committee:

I am Dexter Yamada, President of KYD, Inc. dba: K. Yamada Distributors. KYD, Inc. is a local family run business that originated in the 1940's as a florist and florist supply distributor, and in 1958, evolved into a packaging company. Today, KYD, Inc and its sister company, Hawaii Foam Products, LLC, employ about 90 to 100 employees and contribute to Hawaii's economy through taxes and payroll. Our companies manufacture packaging materials such as food-grade EPS (Expanded Polystyrene) food containers, and distribute a variety of supplies, to include compostable containers, for food processors, food establishments, supermarkets, hotels hospitals and other institutions.

Appreciation is expressed for this measure that recognizes that local manufacturers make finished products in Hawaii, provide employment and contribute to the State's economy.

DBEDT's marketing of local manufactured products within the existing Department of Agriculture's Made-in-Hawaii brand program for perishable and non-perishable goods can provide the consumer with a clear choice to support locally made products. It also provides local manufacturers with marketing opportunities.

Please support this bill. Thank you for the opportunity to testify.



**WILL CALL, G&A, AND WAREHOUSE OFFICES:** 2949 Koapaka Street, Honolulu, Hawaii 96819-1923 Phone: (808) 836-3221 Fax: (808) 833-8995



# Meadow Gold Dairies



Written Testimony by: Glenn Muranaka  
HB2550hd1, sd1, DBEDT  
Senate WAM Decision Making Hearing  
Wednesday, March 30, 2016, 2016 – 9:00 am  
Room 211  
Position: Support

Chair Tokuda and Members of the Senate WAM Committee:

My name is Glenn Muranaka, President and General Manager of Meadow Gold Dairies. Our company has been in Hawaii since 1897—119 years, providing Hawaii consumers with a variety of milk products and juices. Meadow Gold's long history has not come without effort. We continually adapt to our customers' and consumers' ever-changing needs, and we constantly evolve along with our industry, our community and our market. Over the years, this has required that we struggle, tighten our belts, innovate and work extremely hard, making us a better company in the process. The foundation of this work rests with the 330 employees that are committed to providing superior quality products.

We strongly support the appropriations request to promote the made in Hawaii brand program for Hawaii manufactured products. We understand that the intent of HB2550sd1 is for the Department of Agriculture's Made-in-Hawaii brand program to be responsible for enforcement and administration. The appropriation's to DBEDT would be to market and promote the Made-in-Hawaii program in conjunction with the Department of Agriculture.

A strong marketing effort is needed to assist local manufacturers that may import materials and finish products in Hawaii, contributing to the Hawaii's economy and jobs.

Thank you for the opportunity to submit testimony. If you have any questions, please contact me at 944-5911.