

DAVID Y. IGE
Governor

SHAN S. TSUTSUI
Lt. Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
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SCOTT E. ENRIGHT
Chairperson, Board of Agriculture

PHYLLIS SHIMABUKURO-GEISER
Deputy to the Chairperson

TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE SENATE COMMITTEE ON ECONOMIC DEVELOPMENT,
ENVIRONMENT, AND TECHNOLOGY

March 21, 2016
1:25 P.M.
CONFERENCE ROOM 414

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

Chairperson Wakai and Members of the Committee:

Thank you for the opportunity to testify on House Bill No. 2550 HD1, which appropriates funds to the Department of Business, Economic Development, and Tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program. The department supports the intent but has concerns with the bill as written.

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". The bill, as written, would conflict with the current responsibilities assigned to the HDOA.

Thank you for the opportunity to testify on this measure.





DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

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Statement of
LUIS P. SALAVERIA
Director

Department of Business, Economic Development, and Tourism
before the

**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT, ENVIRONMEN, AND
TECHNOLOGY**

Monday, March 21, 2016

1:25pm

State Capitol, Conference Room 414

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

Chair Wakai, Vice Chair Slom, and Members of the Committee on Economic Development, Environment, and Technology.

The Department of Business, Economic Development and Tourism (DBEDT) supports HB2550, HD1 that appropriates funds to promote, regulate and administer 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.



Statement of
Robbie Melton
Executive Director & CEO
High Technology Development Corporation
before the
Senate Committee on Economic Development, Environment and Technology
Monday, March 21, 2016
1:25 p.m.
State Capitol, Conference Room 414

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

Chair Wakai, Vice Chair Slom, and Members of the Committee on Economic Development, Environment and Technology.

The High Technology Development Corporation (HTDC) **supports** HB2550 HD1 that appropriates funds to the Department of Business, Economic Development, and Tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program provided that its passage does not replace or adversely impact priorities indicated in our Executive Budget.

HTDC supports local manufacturers through our INNOVATE Hawaii program which annually receives \$500,000 of federal funds from the Department of Commerce National Institutes for Standards and Technology. HTDC collaborates with DBEDT on many activities to support Hawaii manufacturers. The manufacturing industry provides export and import substitution opportunities to improve our economy and has been identified nationally as a key driver for innovation.

The "Hawaii" brand is associated with a premium, high-quality good that provides Hawaii manufacturers a brand asset to compete in the global market. It is critical because Hawaii manufacturers face the additional challenge of the high cost of energy and shipping. Promoting the brand and preserving the integrity of the brand is beneficial for companies manufacturing in Hawaii.

As part of HTDC's vision to create 80,000 new innovation jobs in Hawaii earning \$80,000 or more by 2030, HTDC supports initiatives aimed at promoting technology and innovation jobs.

Thank you for the opportunity to offer these comments.



**Testimony to the Senate Committee on Economic Development, Environment,
& Technology
Monday, March 21, 2016 at 1:25 P.M.
Conference Room 414, State Capitol**

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

Chair Wakai, Vice Chair Slom, and Members of the Committee:

The Chamber of Commerce Hawaii ("The Chamber") **strongly supports** HB 2550 HD 1, which appropriates funds to the department of business, economic development, and tourism for the purpose of promoting, regulating, and administering the 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.



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March 21, 2016

HEARING BEFORE THE
SENATE COMMITTEE ON ECONOMIC DEVELOPMENT, ENVIRONMENT, AND
TECHNOLOGY

TESTIMONY ON HB 2550, HD1
RELATING TO RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC
DEVELOPMENT, AND TOURISM

Room 414
1:25 PM

Aloha Chair Wakai, Vice Chair Slom, and Members of the Committee:

I am Randy Cabral, President of the Hawaii Farm Bureau Federation (HFB). Organized since 1948, HFB is comprised of 1,900 farm family members statewide, and serves as Hawaii's voice of agriculture to protect, advocate and advance the social, economic and educational interests of our diverse agricultural community.

HFB supports HB 2550, HD1 which appropriates funds to the department of business, economic development, and tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program.

Many products manufactured in Hawaii utilize locally grown or produced agricultural products. HFB has been active in promoting the "Buy Local" and "Hawaii Made" campaigns such as HDOA's "Buy Local, It Matters!" a call-to-action campaign to help encourage local residents to buy local farm products, the "Hawaii Seals of Quality" program which was developed to distinguish quality Hawaii grown crops and value-added products and the "Made in Hawaii" branding program. We also support the "Kauai Grown" and "Grown on Maui" campaigns which seeks to promotes locally grown agricultural products and recognizes the farmers, ranchers, retailers, and restaurants that bring these products to the consumer.

HFB's Farmers' Markets and the Hawaii State Farm Fair gives growers and producers of Hawaii agricultural commodities and other farm-related products alternative marketing opportunities. In this setting, consumers interact directly with farmers and producers and can learn the uses and benefits of quality, locally grown or prepared food products with local ingredients. The synergy of farmers, value-added vendors, food vendors and

consumers promoting the use and sale of Hawaiian grown farm products and ingredients create increased demand and economic viability for Hawaii's agriculture industry.

The Made in Hawaii brand which promotes products made in the state also helps promote locally grown and produced agricultural products which is important to Hawaii's manufacturing industry and helps support and showcase Hawaii's agricultural industry.

Thank you for the opportunity to comment on this measure.



Meadow Gold Dairies



Written Testimony by: Glenn Muranaka
HB2550hd1, DBEDT
Senate EET Hearing
Monday, March 21, 2016, 2016 – 1:25 pm
Room 414
Position: Support

Chair Wakai and Members of the Senate EET 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, regulate and administer the made in Hawaii brand program for Hawaii manufactured products. While there are other branding programs like Seal of Quality, Made-in-Hawaii, there are no programs that provide local manufacturers with the niche marketing of the Hawaii brand. Local manufacturers like Aloha Shoyu and others may bring in materials but the finished product is made here, contributing to the local economy and jobs.

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



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

HB2550hd1, Relating to Department of Business, Economic Development, and
Tourism

Senate EET Committee Hearing

Monday, March 21, 2016

1:25 pm - Room 414

Written Testimony by: Dexter Yamada

Position: Support

Chair Wakai and Members of the Senate EET 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.

A branding program for Hawaii made manufactured products can provide the consumer with a clear choice to support locally made goods. It also provides local manufacturers with marketing opportunities.

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



wakai1 - Lilinoe

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, March 17, 2016 1:04 PM
To: EET Testimony
Cc: tabraham08@gmail.com
Subject: *Submitted testimony for HB2550 on Mar 21, 2016 13:25PM*

HB2550

Submitted on: 3/17/2016

Testimony for EET on Mar 21, 2016 13:25PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Troy Abraham	Individual	Support	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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