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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 WAYS AND MEANS

February 25, 2016
9:30 A.M.
CONFERENCE ROOM 211

**SENATE BILL NO. 2791
RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT
AND TOURISM**

Chairperson Tokuda and Members of the Committee:

The Hawaii Department of Agriculture (HDOA) supports SB2791 that appropriates funds for the purpose of promoting, regulating, and administering the made in Hawaii brand program.

The 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 HAR 4-135, entitled "Seals of Quality" and HRS 486-119, entitled "Hawaii made products; Hawaii processed products" that will align with the Department of Business, Economic Development and Tourism message to "Buy Hawaii, Give Aloha".

Thank you for the opportunity to testify on this measure.





**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

Thursday, February 25, 2016
9:30am
State Capitol, Conference Room 211

In consideration of
SB2791
**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 SB2791 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.

From: mailinglist@capitol.hawaii.gov
To: [WAM Testimony](#)
Cc: brian@hfbf.org
Subject: *Submitted testimony for SB2791 on Feb 25, 2016 09:30AM*
Date: Wednesday, February 24, 2016 9:58:55 AM

SB2791

Submitted on: 2/24/2016

Testimony for WAM on Feb 25, 2016 09:30AM in Conference Room 211

Submitted By	Organization	Testifier Position	Present at Hearing
Randy Cabral	Hawaii Farm Bureau	Support	Yes

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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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

SB 2791, Relating to Department of Business, Economic Development, and
Tourism

Senate WAM Committee Decision Making Hearing

Thursday, February 25, 2016

9:30am - 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. 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.

