

**DAVID Y. IGE**  
Governor

**JOSH GREEN**  
Lt. Governor



State of Hawaii  
**DEPARTMENT OF AGRICULTURE**  
1428 South King Street  
Honolulu, Hawaii 96814-2512  
Phone: (808) 973-9600 FAX: (808) 973-9613

**PHYLLIS SHIMABUKURO-GEISER**  
Chairperson, Board of Agriculture

**MORRIS M. ATTA**  
Deputy to the Chairperson

**TESTIMONY OF PHYLLIS SHIMABUKURO-GEISER  
CHAIRPERSON, BOARD OF AGRICULTURE**

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

**FEBRUARY 25, 2020  
12:40 P.M.  
CONFERENCE ROOM 211**

**SENATE BILL NO. 2730  
RELATING TO 'ULU**

Chairperson Dela Cruz, and Members of the Committee:

Thank you for the opportunity to testify on Senate Bill No. 2730, which appropriates funds for the research, development, marketing and conservation of 'ulu. The Department supports, provided it does not adversely impact the Administration's priorities in the executive Budget this bill and offers comments.

The Department recognizes that it lacks the scientific technologies, tools and expertise for the research and development of micropropagation methods for rapid expansion of plantings and for the conservation of 'ulu through agroforestry designs that create environmental, economic and social benefits for Hawaii.

The Department, however, has been actively engaged in the marketing of 'ulu, through collaboration with the industry on projects to achieve commercial success for Hawaii-grown 'ulu. The Department suggests the marketing of 'ulu be conducted by the Agricultural Development Division (ADD), as they are responsible for the marketing of Hawaii agricultural products. The additional funding will allow ADD to expand the promotion and marketing of 'ulu to local, domestic and international consumers where



the emergence of `ulu is positioned to become the “next big thing” to local consumers and in the global market, where consumers are seeking new sources of plant-based, gluten-free proteins.

The Department believes that it is both practicable and advantageous to assign the marketing portion to ADD as they have demonstrated success with marketing `ulu at trade shows and projects to assist Hawaii farmers and producers to achieve commercial success.

Thank you for the opportunity to testify on this measure.



1050 Bishop St. PMB 235 | Honolulu, HI 96813  
P: 808-533-1292 | e: info@hawaiiifood.com

#### **Executive Officers**

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**Lauren Zirbel**, HFIA, *Executive Director*  
**John Schlif**, Rainbow Sales and Marketing, *Advisor*  
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**Derek Kurisu**, KTA Superstores, *Advisor*  
**Beau Oshiro**, C&S Wholesale Grocers, *Advisor*  
**Toby Taniguchi**, KTA Superstores, *Advisor*

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**TO:**

Committee on Ways and Means  
Senator Donovan M. Dela Cruz, Chair  
Senator Gilbert S.C. Keith-Agaran, Vice Chair

**FROM: HAWAII FOOD INDUSTRY ASSOCIATION**

Lauren Zirbel, Executive Director

**DATE:** February 25, 2020  
**TIME:** 12:40pm  
**PLACE:** Conference Room 211

**RE: SB2730 Relating to Ulu**

**Position:** Support

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

Ulu is a culturally and historically important food in Hawaii. We believe that ulu is also an important part of Hawaii's food future and has great potential for increasing local food production. By providing the support outlined in this measure the State can help Hawaii become a global leader in breadfruit research, development, and production. We thank you for the opportunity to testify.



# Meadow Gold Dairies



**Written Testimony By: Glenn Muranaka**  
**SB2730, Relating to Ulu**  
**Senate WAM Decision Making Hearing – 12:40 pm**  
**Tuesday, February 25, 2020 – Room 211**

## **Position: Support**

Chair Dela Cruz, Vice Chair Keith-Agaran and Members of the Sen WAM Committee:

My name is Glenn Muranaka, President and General Manager of Meadow Gold Dairies. Our company has been in Hawaii since 1897—123 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 305 employees that are committed to providing superior quality products.

Strong support is expressed for SB2730 that supports the research, development, marketing, and conservation of breadfruit. Ulu is rapidly gaining popularity for its diverse food and health benefits as well as reinforcing cultural significance with Pacific Islanders in Hawaii. Organizations like the Hawaii 'Ulu Producers Cooperative are to be commended for the work they have done among local community growers and product development. Any outcomes from government agency research and development and conservation efforts must be shared with community ulu growers. We support the marketing of ulu by entities that have a success record of commercial marketing of Hawaii agricultural products whether it be government or private sector agencies.

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



P.O. Box 253, Kunia, Hawai'i 96759  
Phone: (808) 848-2074; Fax: (808) 848-1921  
e-mail [info@hfbf.org](mailto:info@hfbf.org); [www.hfbf.org](http://www.hfbf.org)

February 25, 2020

HEARING BEFORE THE  
SENATE COMMITTEE ON WAYS AND MEANS

**TESTIMONY ON SB 2730**  
RELATING TO ULU

Room 211  
12:40 PM

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawaii Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,800 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.

**The Hawaii Farm Bureau strongly supports SB 2730**, which appropriates funds for the research, development, marketing, and conservation of 'ulu.

The Hawaii Farm Bureau recognizes 'ulu's importance in Hawaii's cultural identity and role in local food security. This measure is aimed to assist 'ulu farmers in their efforts to increase their production and viability.

'Ulu is one of the world's few staple crops that grows perennial trees, so it doesn't need to be replanted every year. They can live up to 100 years or more and produce over a thousand pounds of fruit annually. 'Ulu is an excellent source of fiber, protein, and essential vitamins and minerals, and can be an alternative to starches such as potatoes, wheat, and rice. 'Ulu is so versatile that it can be used to make soups, stews, salads, casseroles, lasagna, burgers, hummus, chips, bread, ice cream, and pancakes.

We support this effort to improve Hawaii's 'ulu farmer's ability to expand their long term success.

Thank you for this opportunity to testify on this important subject.