
A BILL FOR AN ACT

RELATING TO ECONOMIC DEVELOPMENT.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Chapter 201, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:
4 "§201- Hawaii manufactured products program oversight;
5 made in Hawaii with aloha trademark. (a) The department of
6 business, economic development, and tourism shall administer and
7 oversee a "made in Hawaii" program for manufactured products and
8 shall hold ownership of the made in Hawaii with aloha trademark.
9 (b) No person shall:
10 (1) Keep, offer, display or expose for sale, or solicit
11 for the sale of any item, product, souvenir, or other
12 merchandise that:
13 (A) Is labeled "made in Hawaii"; or
14 (B) By any other means, represents the origin of the
15 item as being from any place within the State; or
16 (2) Use the phrase "made in Hawaii" as an advertising or
17 media tool,



1 for any item that has not been manufactured, assembled,
2 fabricated, or produced within the State and that has not had at
3 least fifty-one per cent of its wholesale value added by
4 manufacture, assembly, fabrication, or production within the
5 State, including Hawaii-sourced goods, services, and
6 intellectual property."

7 SECTION 2. Section 486-119, Hawaii Revised Statutes, is
8 amended to read as follows:

9 "§486-119 [~~Hawaii-made products; Hawaii-processed~~
10 ~~products.~~] Grown in Hawaii program oversight. (a) The
11 department of agriculture shall administer and oversee a "grown
12 in Hawaii" program for agricultural products and manufactured
13 products that use Hawaii grown inputs.

14 (b) No person shall [~~keep~~]:

15 (1) Keep, offer, display or expose for sale, or solicit
16 for the sale of any item, product, souvenir,
17 perishable consumer commodity, or [~~any~~] other
18 merchandise that [~~is~~]:

19 (A) Is labeled [~~"made in Hawaii"~~] "grown in Hawaii";
20 or [~~that by~~]



1 (B) By any other means [~~misrepresents~~], represents
2 the origin of the item as being from any place
3 within the State[~~7~~]; or [~~uses~~]
4 (2) Use the phrase [~~"made in Hawaii"~~] "grown in Hawaii" as
5 an advertising or media tool,
6 for any [~~craft item~~] product that has not been [~~manufactured,~~
7 ~~assembled, fabricated, or produced~~] solely grown within the
8 State [~~and~~] or that has not had at least [~~fifty-one~~] sixty per
9 cent of its [~~wholesale value added by manufacture, assembly,~~
10 ~~fabrication, or production~~] inputs grown by a certified grown in
11 Hawaii with aloha raw product within the State.

12 [~~(b) Subsection (a)~~] (c) Subsections (a) and (b)
13 notwithstanding, no person shall keep, offer, display, expose
14 for sale, or solicit the sale of any perishable consumer
15 commodity that is labeled "made in Hawaii", "produced in
16 Hawaii", or "processed in Hawaii" or that by any other means
17 represents the origin of the perishable consumer commodity as
18 being from any place within the State, or use the phrase "made
19 in Hawaii", "produced in Hawaii", or "processed in Hawaii" as an
20 advertising or media tool for any perishable consumer commodity,
21 unless the perishable consumer commodity is wholly or partially



1 manufactured, processed, or produced within the State from raw
2 materials that originate from inside or outside the State and at
3 least fifty-one per cent of the wholesale value of the
4 perishable consumer commodity is added by manufacture,
5 processing, or production within the State."

6 SECTION 3. The department of agriculture shall transfer
7 ownership of the made in Hawaii with aloha trademark to the
8 department of business, economic development, and tourism.

9 SECTION 4. There is appropriated out of the general
10 revenues of the State of Hawaii the sum of \$150,000 or so much
11 thereof as may be necessary for fiscal year 2021-2022 and the
12 same sum or so much thereof as may be necessary for fiscal year
13 2022-2023 for the oversight and administration of the made in
14 Hawaii program and for the department of business, economic
15 development, and tourism to promote the made in Hawaii with
16 aloha brand.

17 The sums appropriated shall be expended by the department
18 of business, economic development, and tourism for the purposes
19 of section 1 of this Act.

20 SECTION 5. Statutory material to be repealed is bracketed
21 and stricken. New statutory material is underscored.



1 SECTION 6. This Act shall take effect on July 1, 2050.



Report Title:

Economic Development; Made in Hawaii Program; Grown in Hawaii Program; Appropriation

Description:

Transfers oversight of the "Made in Hawaii" program as it relates to manufactured products to the department of business, economic development, and tourism. Places the "Grown in Hawaii with Aloha" program under the management of the department of agriculture. Transfers ownership of the "Made in Hawaii with Aloha" trademark from the department of agriculture to the department of business, economic development, and tourism. Appropriates funds the department of business, economic development, and tourism. Effective 7/1/2050. (SD2)

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

