

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

My name is Tiffany Chu and I am the Senior Talent Acquisition Specialist for Hawaiian Host Group (HHG). I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

In addition to already purchasing millions of pounds of macadamia kernels from local farms each year, a local business like HHG needs to continue to look for ways to meet demands. As Hawai‘i growers and manufacturers of macadamia products, HHG wants to collaborate with other farmers on regulations as well as support the success of local farmers. We are in their corner. In an industry as impactful as macadamia for Hawai‘i, we want to work together for a resolution that is beneficial to the community as a whole. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a professional in the talent acquisition industry, building and helping teams grow for most of my career, I have seen the impact of how a business’ workforce growth is a direct reflection of the local economy. HHG has a deep history in Hawai‘i, with the local community, and is deeply entrenched in the macadamia nut industry. HHG’s local operations of producing Hawaiian made macadamia confections now includes a farm, a processing facility, and manufacturing plants to produce our household names of macadamia products. We’ve been a proud contributor to the local economy, providing employment opportunities and supporting the livelihoods of numerous families in our community. It’s been one of the most rewarding parts of my job here knowing that I’m growing a team that makes such an impact and contribution to the broader community. That’s why I see HHG’s success, as Hawai‘i’s success.

I joined HHG because it’s important to me to be a part of a local business that aligns with my values, and where I believe in the company’s mission and vision. Especially in talent acquisition, without this alignment, it would be difficult for me to do my job well. I’m on the frontlines speaking with candidates regularly about my first-hand experience as a part of the team. HHG

aligns with my personal values- to make an impact, to do good, and to help the community flourish. When I think about Hawaiian Host Group, I think of an organization that embodies all of that and more. Through its dedicated team, HHG produces products that share the Spirit of Hawai'i, and these values, through every piece of delicious macadamia confections.

The proposed changes in macadamia nut labeling, as outlined in HB 2278, threaten to impose unnecessary burdens on local businesses like ours. These added regulatory requirements not only create undue financial strain but also divert valuable resources away from the core activities that drive our business and contribute to the economic growth of Hawai'i, provide local jobs, and our ability to partner with local farmers.

As an employee of Hawaiian Host Group, I believe that this bill will have detrimental, cascading consequences for our company & employees, the broader community, and the macadamia industry as a whole in Hawai'i. Therefore, I strongly **oppose** HB 2278.

Thank you for considering my testimony.

Sincerely,
Tiffany Chu
Senior Talent Acquisition Specialist
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 9:01:54 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Zennia Alejo	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

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We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Zennia Alejo

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:03:07 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Wilma O Obra	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Wilma Obra

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:04:15 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Wilfredo B Olarte	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

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Mahalo,

Wilfredo B Olarte

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:05:14 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Welhelmino B Cortel	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

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Mahalo,

Welhelmino B Cortel

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:07:17 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Virgilio V Candaroma	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

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Mahalo,

Virgilio V Candaroma

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:11:04 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Alexander B Alejo	Individual	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Alexander B Alejo

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:12:37 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ambrocio Edwin T Felipe	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

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Mahalo,

Ambrocio Edwin T Felipe

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:14:13 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Analisa B Ancheta	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

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Thank you for considering my testimony.

Mahalo,

Analisa B Ancheta

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:16:58 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Angela D Miguel	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Angela D Miguel

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:17:40 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Angelina I Libunao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

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Thank you for considering my testimony.

Mahalo,

Angelina I Libunao

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:18:41 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Artemio Libunao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

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Thank you for considering my testimony.

Mahalo,

Artemio Libunao

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:19:49 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Arthur A Estranero	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

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Thank you for considering my testimony.

Mahalo,

Arthur A Estranero

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:20:24 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Avelina A Ancheta	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

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Mahalo,

Avelina A Ancheta

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:21:14 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ben C Bolaoen	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

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Thank you for considering my testimony.

Mahalo,

Ben C Bolaoen

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:21:16 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Esmeria Garo	Individual	Support	Written Testimony Only

Comments:

Testimony of Esmeria Garo

Hawaiian Macadamia Nut Service

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Esmeria Garo and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Esmenia Garo

Harvest Labor,Hawaiian Macadamia Nut Services

HB-2278-SD-1

Submitted on: 3/28/2024 9:22:07 AM

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Submitted By	Organization	Testifier Position	Testify
Carlton George	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

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Thank you for considering my testimony.

Mahalo,

Carlton George

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:22:52 AM

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Submitted By	Organization	Testifier Position	Testify
Cecilia P Palalay	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

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Thank you for considering my testimony.

Mahalo,

Cecilia P Palalay

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:23:53 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Teresita B Alejo	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Teresita B Alejo

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:24:03 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Cedrick Felipe	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Cedrick Felipe

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:24:52 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Chita A Libunao	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Chita A Libunao

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:24:56 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Sunnia Amps	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Sunnia Amps

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:25:36 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Clifford M Kamei Jr	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Clifford M Kamei Jr

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:25:57 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Russell D Medeiros	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Russell D Medeiros

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:26:26 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Constante Ancheta	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Thank you for considering my testimony.

Mahalo,

Constante Ancheta

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:26:39 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Rowena Flores	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Rowena Flores

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:27:24 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Danilo F Ulep	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Danilo F Ulep

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:27:25 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Rosita C Tayamen	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Rosita C Tayamen

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:27:47 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Simon Torres Jr	Individual	Support	Written Testimony Only

Comments:

I fully support this bill. Agriculture in Hawaii will be more sustainable once this bill passed. Hawaii needs to be less reliant on out of state products so we need to do what we can to enhance agriculture in Hawaii

HB-2278-SD-1

Submitted on: 3/28/2024 9:28:07 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Romeo T Felipe	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Romeo T Felipe

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:28:17 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Dedrick-Ken K Saplan	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Thank you for considering my testimony.

Mahalo,

Dedrick-Ken K Saplan

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:28:49 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Rolando Sabala	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Rolando Sabala

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:29:15 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Delia L Ramos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Delia L Ramos

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:29:40 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Rolando C Cancio	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Rolando C Cancio

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:30:21 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Recto Bautista	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Recto Bautista

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:32:53 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Della M Kaluna	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

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Mahalo,

Della M Kaluna

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:33:36 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Pagasa Domingo	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

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Thank you for considering my testimony.

Mahalo,

Pagasa Domingo

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:34:28 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Oscar T Tabilin	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Oscar T Tabilin

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:34:46 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Dennis Felipe	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

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Thank you for considering my testimony.

Mahalo,

Dennis Felipe

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:35:15 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Orlando V Libunao	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Orlando V Libunao

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:36:08 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Nicanor N Duldulao	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Nicanor N Duldulao

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:36:48 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Nestor B Alejo	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Nestor B Alejo

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:37:35 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Nenita Gallarde	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Nenita Gallarde

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:38:18 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Nenita B Jara	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Nenita B Jara

Kapua Orchards

Hawaii Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Emmanuel Candia and I am a farmer of Hawaii-grown macadamia nuts in Hawaiian Macadamia Nut Services of Keaau Location I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

EMMANUEL CANDIA

MECHANIC at Hawaiian Macadamia Nut Services

HB-2278-SD-1

Submitted on: 3/28/2024 9:45:54 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Carolyn Witcover	Individual	Support	Written Testimony Only

Comments:

I have more than 100 macadamia nut trees and the last several years have been difficult due to the dilution of nuts by importing from other countries. I think it is fair to farmers and a right of consumers to know the country of origin. This should be included on the principal display panel of a consumer package of raw or processed macadamia nuts. Hawai'i nuts are not interchangeable with other mac nuts and our value and distinction shouldn't be diluted not should consumers be misled.

Mahalo

HB-2278-SD-1

Submitted on: 3/28/2024 9:46:14 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Myrle Saplan	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Myrle Saplan

Kapua Orchards

Hawaii Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Domingo Pablo and I am a farmer of Hawaii-grown macadamia nuts in Hawaiian Macadamia Nut Services of Keaau Location I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

--Domingo Pablo

MECHANIC at Hawaiian Macadamia Nut Services

HB-2278-SD-1

Submitted on: 3/28/2024 9:48:04 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Mirasol Tyson	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Mirasol Tyson

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:48:42 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Destiny Ward-Demotta	Individual	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Destiny Ward-Demotta

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:48:47 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Michael M Baniaga	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Thank you for considering my testimony.

Mahalo,

Michael M Baniaga

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:49:32 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Michael Tolentino	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Michael Tolentino

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:50:15 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Melchor B Miguel	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Melchor B Miguel

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:50:56 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Maycel B. Lugtu	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Maycel B. Lugtu

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:51:34 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Mary Ann Felipe	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Mary Ann Felipe

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:52:19 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Marites Angalao	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Marites Angalao

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:53:01 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Marites Felipe	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Marites Felipe

Kapua Orchards

Hawaii Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Cameron Uemura and I am a farmer of Hawaii-grown macadamia nuts in Hawaiian Macadamia Nut Services of Keaau Location I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

CAMERON UEMURA

MECHANIC at Hawaiian Macadamia Nut Services

HB-2278-SD-1

Submitted on: 3/28/2024 9:53:52 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Maria Theresa O Sheppard	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Maria Theresa O Sheppard

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:54:59 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Maria C Ballard	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Maria C Ballard

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:55:47 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Madelyn Eder	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Madelyn Eder

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:56:31 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Luzviminda O. Ulep	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Luzviminda O. Ulep

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:57:10 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Luzviminda C Velasco	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Luzviminda C Velasco

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:57:55 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lolita V Cariaga	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Lolita V Cariaga

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:58:38 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lilibeth F Tolentino	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Lilibeth F Tolentino

Kapua Orchards

Hawaii Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Isaiah Souza and I am a farmer of Hawaii-grown macadamia nuts in Hawaiian Macadamia Nut Services of Keaau Location I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

---Isaiah Souza

MECHANIC at Hawaiian Macadamia Nut Services

HB-2278-SD-1

Submitted on: 3/28/2024 9:59:22 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Leonida Eder	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Leonida Eder

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:00:12 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Eduardo T Ballard	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Eduardo T Ballard

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 9:59:27 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Domingo C Ramos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Domingo C Ramos

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:01:07 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Leonardo B Lalin	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Leonardo B Lalin

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:01:54 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lawrence Mejia	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Lawrence Mejia

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:02:42 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Julio C Bilog	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Julio Bilog

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:02:53 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Edward Q Nolasco	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Edward Q Nolasco

Kapua Orchards

Hawaii Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Rene Marcos and I am a farmer of Hawaii-grown macadamia nuts in Hawaiian Macadamia Nut Services of Keaau Location I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

RENE MARCOS

MECHANIC at Hawaiian Macadamia Nut Services

HB-2278-SD-1

Submitted on: 3/28/2024 10:03:24 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Juliet T Tabilin	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Juliet Tabilin

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:03:35 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ferdinand P Pumaras	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

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Thank you for considering my testimony.

Mahalo,

Ferdinand P Pumaras

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:04:03 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Josephine Dela C Velasco	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Josephine Dela C Velasco

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:04:20 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Florpina Alinea	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Floripina Alinea

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:04:46 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Joseph P Castaneda	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

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Thank you for considering my testimony.

Mahalo,

Joseph P Castaneda

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:05:05 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Francisco Alexander C Nolasco	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Francisco Alexander C Nolasco

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:05:37 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jose Carmelo Manantan	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Jose Carmelo Manantan

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:05:54 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Geraldin B Felipe	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Thank you for considering my testimony.

Mahalo,

Geraldin B Felipe

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:06:13 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Janet Bety Candaroma	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Janet Bety Candaroma

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:06:34 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Hazel C Pumaras	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Hazel C Pumaras

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:06:58 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jaime Baclig	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

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macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Jaime Baclig

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:07:26 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Hegine Kenny Tugade	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

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Thank you for considering my testimony.

Mahalo,

Hegine Kenny Tugade

Kapua Orchards

Hawaii Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Oliver Asistin and I am a farmer of Hawaii-grown macadamia nuts in Hawaiian Macadamia Nut Services of Keaau Location I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

I started working in the macadamia nut industry in 2020 as a mechanic for Hawaiian macadamia nut services in the district of Ka'u, throughout the years I been with this company I have grown to love and enjoy working in this industry. In just a short of time working here I've made my way up to garage supervisor for the Keaau side of the company which I enjoy having to build up my history here as an employee.

I am a 3rd Generation macadamia nut employee. My grandparents worked as hand harvesters for 13 years after the sugar plantations shut down, my mother is an employee also for Hawaiian macadamia nut services she's been in the industry for 34 years. I have aunties and uncles who worked in the macadamia nut farm, and cousins that have also worked in the fields.

HB2278 will help other macadamia nut businesses, for labeling and clarification of origin of nuts that's important, it will help prevent false advertising of macadamia nuts. This bill can help and give Hawaii growers a chance on keeping our jobs, it can help save Hawaii's macadamia nut industry.

Thank You for taking the time to consider this bill and my testimony.

Mahalo,

Oliver Asistin

Garage Supervisor

Hawaiian Macadamia Nut Services

HB-2278-SD-1

Submitted on: 3/28/2024 10:11:17 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Emilia Miguel	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Emilia Miguel

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:12:17 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Fedelina B Balibat	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Fedelina B Balibat

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 10:16:49 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Felicia Mason	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Felicia Mason

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

My name is Jaymie Umehira, and I am the Talent Acquisition Coordinator for Hawaiian Host Group (HHG). I was born in raised in Honolulu and was so excited to make the move back home to a well-known local company. My decision to join this company was driven by a deep desire to be part of something great, something that resonates with the spirit of Hawaii. When I first learned about Hawaiian Host Group, it wasn't just the reputation for quality products, but also the sense of community and tradition that the company embodies. I wanted to work for a company that not only values its employees but wants to make the Island future flourish. The Talent Acquisition Team is responsible for the hiring initiatives, and we are the first point of contact. One of the things that truly resonated with me is Hawaiian Host Group's commitment to providing job opportunities for our residents. By offering meaningful employment, the company not only sustains families but also fosters a sense of pride and belonging within our community.

SB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Being apart of a Team who hires not only great talent but people who genuinely love what they are doing is the biggest blessing to me. **This is why I strongly oppose HB 2278** because it will have an impact on our workforce.

Thank you for giving me the opportunity to share my testimony and your consideration on these matters.

Mahalo,
Jaymie Umehira
Talent Acquisition Coordinator
Hawaiian Host Group

Hawaiian Macadamia Nut Services

April 2, 2024

TESTIMONY OF REGGIE SOUZA IN SUPPORT OF HB2278 HD2 SD1, RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Reggie Souza and I am a farmer of Hawai'i-grown macadamia nuts in the districts of Kea'au and Ka'u on the Big Island. I am pleading with you to strongly support HB2278 HD2 SD1, RELATING TO LABELING OF MACADAMIA NUTS.

I have farmed macadamia nuts for 36 years. Throughout all of these years, I have witnessed so many challenges that our macadamia nut industry has had to endure, especially after the covid pandemic. Today, the Hawai'i macadamia nut farmers like me are facing the greater challenge of having to compete with low-cost foreign kernels. Well-known local brands have replaced our nuts with foreign macadamia nuts in their products but have continued to market their products as Hawai'i-grown nuts. This is deceptive to Hawai'i's people and visitors. Growers are just asking that companies be required to label the origin of their nuts. HB2278 HD2 SD1 will give Hawai'i growers a chance to keep our jobs and save Hawaii's macadamia nut industry.

Like many of our employees, I too have family members working for our company. My wife, sons, daughter, and son-in-law all work in the industry. Employees who live and work in Ka'u are proud of what we do and have virtually no other job options in the area because Ka'u is an hour and a half drive from Hilo and it's also an hour and a half drive to Kona. Pahala is a small rural community that is an old sugar plantation farming town that farms coffee and macadamia nuts. We currently employ multiple families in this area. What will happen to these families if we can no longer stay in business?

As a macadamia nut farmer, my biggest fear is that we will end up just like sugar and pineapple; closed down. We have 180 employees, and the majority of them are ILWU members. This also affects the smaller local macadamia farmers. Some of them have suffered so badly that they have now begun to clear off the macadamia nut trees from their land. It's sad to see these trees that have taken nearly 20 years to reach maturity be cut down.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Reggie Souza
Orchard Manager
Hawaiian Macadamia Nut Services

Testimony of Cara Souza



Hawaiian Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Cara Souza, and I am an employee of Hawaiian Macadamia Nut Services which farms Hawai'i-grown macadamia nuts in Kea' au and Ka'u on the Big Island. I am writing to you in strong support of HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

This bill will require listing the origin of foreign macadamia nuts in Hawaii branded products and will help protect Hawaii farmers and their employees. Protecting our way of life is of the utmost importance to me.

I am a second-generation macadamia farm employee. My dad, a Vietnam veteran, found employment with Mauna Kea Sugar that lasted for 24 years. By the 1990's most of the sugar production had stopped as sugar became cheaper to produce elsewhere.

When the sugar mill closed, my dad found employment with the macadamia farm that lasted for another 22 years until his retirement in 2016. My dad was not a rich man, but he provided for our family and taught us the value of hard work and dedication.

Some of my best memories are of when I would get to go to the orchard with him. He inspired me to also seek employment with the macadamia farm. I have now been working on the farm for

over 15 years, fulfilled with the work I do, and proud to be a part of the macadamia farming family.

Many of my family members are also employed with the macadamia farm. My husband, two sons, daughter, son-in-law, and brother all work in the macadamia industry. Our family combined has over 102 years of macadamia farming experience. We all grew up on the macadamia farm and chose to continue the way of life. No one chooses farming life as a means of getting rich, but we are rich in other ways with strong deep-rooted culture, family ties and a collective sense of purpose.

Working together to achieve a common goal keeps us closer than ever and having this in common bridges the generational gap to my dad. He loves it when we get to talk about our workday on the farm, and especially when we seek his advice on farming practices. The Hawaiian macadamia farm life is a little bit of what is left of old Hawai'i.

Our livelihoods and our way of life are being threatened by the economic challenges we are currently facing, just like the Hawai'i Sugar industry. Local macadamia brands have been replacing Hawai'i-grown nuts with low-cost foreign nuts while still maintaining the original Hawaiian branding. This hurts all local macadamia farmers, especially the small farmers who are now being faced with the decision to give up their crop altogether. HB2278 HD2 SD1 will help to strengthen our local macadamia farms viability as well as provide product transparency to loyal consumers, kama'aina and visitors alike.

To restate my position, I am in full support of HB2278 HD2 SD1.

Mahalo for your time and consideration,

Cara Souza
Hawaiian Macadamia Nut Services

Mark K. Crawford

PO Box 195

Captain Cook

Testimony of Mark K. Crawford

March 28, 2024

RE: HB2278 HD 2 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads and Vice Chair Gabbard and Members of the Senate Committee on Judiciary .

My name is Mark K. Crawford, and I am a retired macadamia nut industry leader with 42 years of extensive macadamia experience. I am writing to you in support of Senate Bill 3033 RELATING TO THE LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the sustainability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market foreign grown macadamia nuts here in Hawaii. The lack origin labeling requirement, Hawaii's macadamia nut farmers sustainability is at risk. The risk will also apply to the viability of Hawaii's macadamia processing plants. I also believe that consumers should have the ability to determine where the macadamias they are eating were originally grown.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Mark K. Crawford

Retired Macadamia Industry Leader

Testimony of Lori-Lee Lorenzo

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Lori-Lee Lorenzo and I live in Pahala, Hawaii, a town where many people work for companies that grow Hawai'i-grown macadamia nuts. Many families here depend on this product for their total income. I am writing to you in support of Senate Bill 3303 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Lori-Lee Lorenzo

Testimony of Frank Lorenzo Sr.

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Frank Lorenzo Sr., and I am the Manager of Ka'u Farms Management LLC. a company that grows Hawai'i-grown macadamia nuts in Wood Valley, Ka'u, Hawaii Island. I am writing to you in support of SB3303 RELATING TO THE LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. SB3303 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Frank Lorenzo Sr.
Manager
Ka'u Farms Management LLC.

Testimony of Frank Lorenzo Jr.

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Frank Lorenzo Jr. and I live in Pahala, Hawaii, a town where many people work for companies that grow Hawai'i-grown macadamia nuts. Many families here depend on this product for their total income. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,
Frank Lorenzo Jr.
Cowboy/Ranchhand
Kapapala Ranch

Testimony of Jesse Lorenzo

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jesse Lorenzo, and I work for Ka'u Farms Management LLC., a company that grows Hawai'i-grown macadamia nuts in Wood Valley, Ka'u, Hawaii. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,
Jesse Lorenzo
Ka'u Farms Management LLC

HB-2278-SD-1

Submitted on: 3/28/2024 11:46:30 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Amanda Irish	Testifying for Hawaiian Macadamia Nut Services	Support	Written Testimony Only

Comments:

Testimony of Amanda Irish

Hawaiian Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Amanda Irish and I am a farmer of Hawaii-grown macadamia nuts in Kea'au and Pahala. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Amanda Irish

Amanda Irish

Certified Arborist WE-14496A

Orchard Projects

Hawaiian Macadamia Nut Services, LLC

HB-2278-SD-1

Submitted on: 3/28/2024 11:54:29 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Betty Aguinaldo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Betty Aguinaldo and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 11:56:12 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Sally Rose Aguinaldo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Sally Rose Aguinaldo and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 11:57:12 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Dayson Antonio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Dayson Antonio and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 11:58:15 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Aurea Aquino	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Aurea Aquino and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 11:59:07 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Danilo Aquino	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Danilo Aquino and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:00:14 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Claudio Bagaoisan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Claudio Bagaoisan and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:01:16 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Flora Ballesteros	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Flora Ballesteros and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:02:05 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Harris Bautista	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Harris Bautista and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:03:07 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Antonio Calaro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Antonio Calaro and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:04:13 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jeffrey Calaro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jeffrey Calaro and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Testimony of Raylyne Welker

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Raylyne Welker and I live in Pahala, Hawaii, a town where many people work for companies that grow Hawai'i-grown macadamia nuts. Many families here depend on this product for their total income. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,
Raylyne Welker

HB-2278-SD-1

Submitted on: 3/28/2024 12:05:02 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Monaliza Caluya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Monaliza Caluya and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:07:07 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Arturo Candia	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Arturo Jr Candia and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:08:04 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Reima Corpuz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Reima Corpuz and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:09:24 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Reynaldo Jacinto	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Reynaldo Jacinto and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:10:17 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Roger Jacinto	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Roger Jacinto and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Testimony of Mary Mahina Lorenzo

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Mary Mahina Lorenzo, and I am the Manager's Assistant at Ka'u Farms Management LLC, a company that grows Hawai'i-grown macadamia nuts in Wood Valley, Ka'u, Hawaii Island. I am writing to you in support of House Bill 2278 HD 2 RELATING TO THE LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,
Mary Mahina Lorenzo: Manager's Assistant
Ka'u Farms Management LLC.

HB-2278-SD-1

Submitted on: 3/28/2024 12:12:26 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Rodolfo Manzano	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Rodolfo Manzano and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:13:11 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Manuel Prado	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Manuel Prado and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:14:05 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Arthur Puas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Arthur Puas and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:14:52 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Joselito Rosana	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Joselito Rosana and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:15:48 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Renny Simeona	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Renny Simeona and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:17:01 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Charles Spencer	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Charles Spencer and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:18:13 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Dominador Taroná	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Dominador Taroná and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:19:58 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Almaliza Tuzon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Almaliza Tuzon and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:21:36 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Maricel Aguinaldo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Maricel Aguinaldo and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:22:53 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Carlos Andrew	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Carlos Andrew and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:23:55 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Felicitas Bautista	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Felicitas Bautista and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:24:45 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Irineo Bautista	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Irineo Bautista and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:29:22 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Matthew Ortega	Individual	Support	Written Testimony Only

Comments:

My name is Matthew Ortega and I am a farmer of Hawaii-grown macadamia nuts in Pahala Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABVELING OF MACADAMIA NUTS. Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022 USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49 percent, nearly wiping out half of Hawaii's macadamia nut total market value. One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii. Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony

Mahalo,

Matthew Ortega

HB-2278-SD-1

Submitted on: 3/28/2024 12:30:24 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
blaine navarro	Individual	Support	Written Testimony Only

Comments:

My name is Blaine Navarro and I am a farmer of Hawaii-grown macadamia nuts in Pahala Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABVELING OF MACADAMIA NUTS. Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022 USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49 percent, nearly wiping out half of Hawaii's macadamia nut total market value. One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii. Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony

Mahalo,

Blaine Navarro

HB-2278-SD-1

Submitted on: 3/28/2024 12:32:08 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Marilyn Bernardo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Marilyn Bernardo and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:33:02 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Fe Caluya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Fe Caluya and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:33:52 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Emeterio Castro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Emeterio Castro and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:34:44 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Leonarda Castro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Leonarda Castro and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:35:34 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Domingo Corpuz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Domingo Corpuz and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:36:28 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Julita Dela Cruz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Julita Dela Cruz and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:36:54 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Usha Jenkins	Individual	Oppose	Written Testimony Only

Comments:

I oppose this bill as written.

HB-2278-SD-1

Submitted on: 3/28/2024 12:37:20 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Margarita Dela Cruz	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Margarita Dela Cruz and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:38:14 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Kerman Dilipau	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Kerman Dilipau and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:38:28 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
William Nowicki	Testifying for Hawaiian Host group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group nearly three years ago because I was inspired by the company’s long-term vision and continuous dedication to helping the Islands’ future flourish. Sitting here today and looking back over these past three years – I’m proud to say that I have seen first-hand how this vision and dedication comes to life each and every day. I work alongside a great leadership team that is truly committed to sharing the spirit of Hawai’i through our products and is committed to giving back to our local community.

I oppose HB 2278 because of the negative impact it would have on our business, other companies in the macadamia industry in Hawai’i, and the greater local community at large. Our company is committed to collaborating with other farmers on regulations, but we feel this specific bill further divides the industry. That’s why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you very much for taking the time to consider my testimony.

Aloha,
Stanley Huang
Director, Commercial Finance
Hawaiian Host Group

Testimony of Ikaika Grace

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole and Members of the Senate Committee on Commerce and Consumer Protection,

My name is Ikaika Grace, and I work for Ka'u Farms Management LLC., a company that grows Hawai'i-grown macadamia nuts in Wood Valley, Ka'u, Hawaii. I am writing to you in support of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,
Ikaika Grace
Ka'u Farms Management LLC.

HB-2278-SD-1

Submitted on: 3/28/2024 12:40:25 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ignacio Elefante	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ignacio Elefante and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:41:13 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Bonie Gamilo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Bonie Gamilo and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:42:00 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lauro Manzano	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Lauro Manzano and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:43:03 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Efres Nethon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Efres Nethon and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:43:54 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Evelyn San Diego	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Evelyn San Diego and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:44:31 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Oscar Quilausing	Testifying for Hwaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

HB-2278-SD-1

Submitted on: 3/28/2024 12:44:36 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Judith simolata	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Judith Simolata and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:45:21 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
John Sorei	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is John Sorei and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024, at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I am deeply aligned with the vision of the Hawaiian Host Group due to the exceptional individuals I collaborate with daily. Our team consists of native Hawaiians and those deeply connected to the islands, embodying the Aloha spirit, and bringing authenticity to our work. We share a profound love for Hawai'i, extending our commitment beyond business to actively contribute to and support our local community. Together, we believe in preserving the islands' cultural heritage, natural beauty, and unique identity, striving to shape a future where Hawai'i flourishes sustainably. In essence, the Hawaiian Host Group represents more than just a business; it symbolizes a collective dedication to honoring the past, cherishing the present, and safeguarding the future of Hawai'i.

If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

I appreciate you considering my testimony.

Mahalo,

Tegan Hetzel-Dobbins

Innovation Manager

Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 12:46:11 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jhames Soriano	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jhames Soriano and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:46:57 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Michelle Buck	Individual	Support	Written Testimony Only

Comments:

Testimony of Michelle Buck

Ka Ma Kou Lani Farm

April 2, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Committee members,

I own a 10 acre farm in Naalehu, Hawai‘i that among other crops also grows macadamia nuts. I am writing in STRONG support of Senate Bill HB2278 RELATING TO LABELING OF MACADAMIA NUTS.

We are living in a new era of conscious and ethical consumerism, where many locals & visitors shop in ways they judge will have a positive social, environmental or economic impact on the local economy.

The misleading labeling of macadamia nut products creates one of the biggest threats to the sustainability of macadamia farming in Hawai‘i. The threat is created by not giving consumers seeking authentic local products the information they need to make informed decisions on how they spend their money.

HB2278 would require that the country origin be included on the label of a consumer package of macadamia nuts. This legislation would help ensure the authenticity and integrity of Hawai‘i’s macadamia nut products and give consumers and retailers the information they need to make informed decisions based on the origin of the macadamia nuts in macadamia nut kernel products.

As additional evidence of the added negative impact that foreign macadamia nut kernel has on the industry when it is used as implied Hawaiian origin branded retail products:

The USDA NASS reported utilized production of Hawai‘i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb.

I appreciate you for taking the time to consider this bill and review this testimony.

Mahalo,

Michelle Lee Buck

Ka Ma Kou Lani Farm

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

In my time at Hawaiian Host Group I have been consistently amazed at my colleague’s passion for spreading the ‘Spirit of Hawaii’ to all those they come in contact with. From the top down the company is clearly passionate about preserving the Hawaiian Macadamia Nut industry as partly evidenced in our significant recent investments.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

I appreciate you considering this testimony.

Mahalo,
Brian Harvey
Sr. Logistics Manager
Hawaiian Host / Mauna Loa / Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 12:47:06 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Roy Belmes	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Roy Belmes and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:50:17 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Teresita Baldonado	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Teresita Baldonado and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:51:26 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Treyton Calantoc	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Treyton Calantoc and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:52:26 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Pete Dacalio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Pete Dacalio and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:55:20 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lena Davis-Natividad	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Lena Davis-Natividad and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:56:28 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Marsela Cani	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group 7 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawaii, they have been working most of their life in the Macadamia industry and are people that believe in making the islands’ future flourish. I am also proud of the delicious products we create every day that are loved by people across the world.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai ‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly OPPOSE HB 2278.

Thank you for considering my testimony.

Mahalo,

Marsela Cani

Cost Accountant

Mauna Loa

HB-2278-SD-1

Submitted on: 3/28/2024 12:56:29 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Cristina Echalas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Cristina Echalas and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:57:28 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Loea Kaupu	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Loea Kaupu and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:58:28 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Victor Salmo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Victor Salmo and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 12:59:36 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Elizabeth Sebastian	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Elizabeth Sebastian and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:00:29 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Arnold Abellera	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Arnold Abellera and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:01:22 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lydia Agustin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Lydia Agustin and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:02:09 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Robert Aurelio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Robert Aurelio and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:02:53 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jose Baruelo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jose Baruelo and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:03:39 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Marlon Biason	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Marlon Biason and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:04:31 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jarold Capiral	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jarold Capiral and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:05:49 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Nestor Visaya	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Nestor Visaya and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:07:02 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Philip Alaoan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Philip Alaoan and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:08:15 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jordan Ancheta	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jordan Ancheta and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:09:00 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jerod Andrade	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jerod Andrade and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:09:43 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Carlos Dulig	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Carlos Dulig and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:10:31 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Bonifacio Echalas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Bonifacio Echalas and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:11:08 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Francine Kekona	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

While we, as Hawai'i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB2278.

Mahalo,

Francine Kekona

Acct Coordinator

HawaiianHost/Mauna Loa/Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:11:29 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Laureno Galban	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Laureno Galban and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:12:27 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Alfred Keanu	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Alfred Keanu and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:13:14 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Shaine Kuilipule	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Shaine Kuilipule and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:13:59 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Paris Marques	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Paris Marques and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:14:21 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Romeo Reyes	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Since 2005, I've been a proud employee of Mauna Loa, working from our manufacturing facility plant in Kea'au.

I've stayed with the company for so 18 years, because I believe in the vision of our company and in our leadership team as they are as transparent with the best intentions for our team and for Hawai'i at large. I enjoy working with the people everyday on the Honey Roast Line and also as a Bulk Handler.

Mauna Loa has supported me throughout the years by provided for me and my family that includes my 11 year old son.

The main reason why I oppose HB 2278 is because it doesn't help the Hawaiian macadamia industry at large as it solely focuses on sustaining the business of growers and farmers. It does not consider the potential impact it will have on other companies and the livelihoods of the people working for these companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo Nui,

Romeo Reyes

HB-2278-SD-1

Submitted on: 3/28/2024 1:14:47 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Arsenio Norberte	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Arsenio Norberte and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:15:30 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Victoriano Pinzon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Victoriano Pinzon and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:16:16 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Pablo Sebastian	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Pablo Sebastian and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:16:22 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Imelda Ito	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am in opposition of HB2278, relating to the labeling of macadamia nuts.

I have worked at Mauna Loa Macadamia Nut Co. for about 35 years. Our corporate brand, Hawaiian Host Group has been doing many things to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

Because of the people I work with I feel that we are like a family and we all care about the success for Hawaiian businesses. Our Mauna Loa Visitor Center is partnered with Mana Up, who helps local entrepreneurs grow their business.

I oppose HB2278 because I believe this bill divides manufacturers and growers. Instead, we should be working together to build up the Hawaiian macadamia industry. Thank you for considering my testimony.

Mahalo,

Imelda Ito

HB-2278-SD-1

Submitted on: 3/28/2024 1:17:17 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Marilou Akamine	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering this testimony.

Mahalo,

Marilou Akamine

HB-2278-SD-1

Submitted on: 3/28/2024 1:17:46 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Derek Andrade	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Derek Andrade and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined and continue to stay with Hawaiian Host Group is that I believe in the people that I work with everyday. Each of them come in everyday to do their part to make products that are loved by people across the world, gifts that share the spirit of Hawai‘i. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. As with previous versions of this bill, it is poorly written and contains vague language that will be difficult to enforce with little time to pivot.

I understand the desire to protect our local growers. I truly get it. But the way we are doing so with this bill will harm local companies like ours in the process of doing so, companies that are doing what we can to stay local and to keep things local and to help our local community grow and flourish. Bills such as this are short-sighted and ignore the wider impact it has for the community at large. We as a State need to do better to find solutions that not only protects our local growers, but also serve to help them grow and flourish alongside the greater community, yet we keep putting in place band-aid solutions that only serve to create even more problems that need addressing in the future.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,
Kenneth Yeung

Data Engineer,
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:18:44 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Dennis Andres	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Dennis Andres and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:19:35 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
dillin ballo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Dillin Ballo and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:21:14 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Seth Crippen	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Seth Crippen and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:22:07 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Prima Nicolas	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Sincerely,

Prima Nicolas

Mauna Loa / Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:22:23 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ernesto Gallarde	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ernesto Gallarde and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:22:32 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Elsie Dela Cruz	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose to HB 2278.

I appreciate you considering this testimony.

Sincerely,

Elsie Dela Cruz

QA Lead Person

Mauna Loa/Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:23:42 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Maverick Mariano	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Maverick Mariano and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:23:46 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jocelyn Ucol	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

I write to you in opposition of HB 2278 relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

I appreciate you considering this testimony.

Sincerely,

Jocelyn Ucol

Mauna Loa/Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:24:52 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Kaeo Pascubillo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Kaeo Pascubillo and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I’m proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. I believe in the vision of our company and in our leadership team as they are as transparent, communicative, and considerate. They have the best intentions for our team and for Hawai‘i at large. I’m also proud of the people I work with every day. They are people who grew up here and who care deeply about Hawai‘i. They are people who are involved in our community and who believe in making the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Your consideration of these matters and solutions is very much appreciated.

Sincerely,

Jeremy Lok
Logistics Specialist
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:26:14 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Fred Alvarado	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

I appreciate you for considering my testimony.

Mahalo,

Fred Alvarado

Mauna Loa/Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:26:15 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Imelda Asistin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Imelda Asistin and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:27:29 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Remedios Gani	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278 HD 2, relating to the labeling of macadamia nuts because it would potentially hinder the growth of the Hawaiian macadamia industry.

I knew about Mauna Loa Macadamia Nut Company before having a job here and since I've been here, I'm proud of all the amazing products we create that are enjoyed by people across the globe. Many of our products are gifts to others that share the spirit of Hawai'i. For myself and my team members, we care about our community and would like to see the industry grow more. I've worked with my team members for about 18 years and we really have become a family.

While we want to have the Hawaiian macadamia industry grow, this bill, HB 2278 HD 2, could divide us from growers. Instead, Hawai'i growers and manufacturers of macadamia products should collaborate with each other on regulations. Thank you for considering my testimony. Mahalo.

Remedios Gani

Mauna Loa

Quality Assurance

HB-2278-SD-1

Submitted on: 3/28/2024 1:27:36 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Bryan Davis-Natividad	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Bryan Davis-Natividad and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:28:23 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jonathan Navarro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jonathan Navarro and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:28:59 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jennifer Navarro	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jennifer Navarro and I am a farmer of Hawaii-grown macadamia nuts in the Ka'u location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:29:15 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Annabelle Shimasaki	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group,

I believe in the vision of Hawaiian Host Group because I'm proud of the amazing / delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawai'i," they are gifts the share of the spirit of Hawai'i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Thank you for considering my testimony ,

Annabelle Shimasaki

Hawaiian Host / Mauna Loa / Hawaiian Host Group]

HB-2278-SD-1

Submitted on: 3/28/2024 1:30:02 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Nelson Cabay	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose bill HB2278

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of the people I work with every day. They are people who grew up here and believe in making the Islands’ future flourish. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,
Angel Flores
Corporate Buyer
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:30:46 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Maria Cabay	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

As a proud team member of Hawaiian Host group, I know this company cares about the Hawaiian Macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian host group because I'm proud of the amazing/delicious products we create that are loved by people across the world. More important than being "from" or made in Hawai'i, they are gifts that share the spirit of Hawaii.

SB2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

While we, as Hawai'i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why we oppose SB2278.

Thank you for considering my testimony

Mahalo,

Maria Cabay

Factory worker

Hawaiian host /Maunaloa macadamia nuts corp.

HB-2278-SD-1

Submitted on: 3/28/2024 1:37:43 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Zorayda Gamilo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group 7 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawaii, they have been working most of their life in the Macadamia industry and are people that believe in making the islands’ future flourish. I am also proud of the delicious products we create every day that are loved by people across the world.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai ‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly OPPOSE HB 2278.

Thank you for considering my testimony.

Mahalo,

Zorayda Gamilo

Cupline Operator

Mauna Loa

HB-2278-SD-1

Submitted on: 3/28/2024 1:38:28 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
William Lagura	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Greetings,

My name is William Lagura and i am sending my testimony about this bill HB2278, i strongly opposed this bill because it will affect me,my family and the whole group working in Macadamia Nut industry, im been working here for more than 17 years in Mauna loa Mc Nut LLC./Hawaiian Host Group and during this years this company is my bread and butter which helps me sending my son to school and finish his college degree.I love my job because i believe in the vision of our company and in our leadership team as they are transparent/considerate and with the best intension for Hawai'i at large and because of the people i work everyday who grew up here and people who care deeply about Hawai'i. This is the reason why i strongly opposed this bill HB2278. Y

our consideration of these matters and solutions is very much appreciated.

Testimony Presented Before the House Committee on Judiciary & Hawaiian Affairs

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition to HB 2278 HD2, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a proud 13-year team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Hawaiian Host Group’s values align with my personal values as I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278 HD2.

Thank you for considering my testimony.

Mahalo,

Darryl Miki
Sales Manager
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:41:21 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Adelaida Agudo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am opposing HB 2278 HD 2 SD 1, relating to the labeling of macadamia nuts because this bill will not help the Hawaiian Macadamia industry as intended. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry. However, this bill could hinder the industry from growing and instead further divides us from the growers. I would like to see all of our companies continue to grow.

I have worked here for 38 years and have seen my team members working everyday and we all do this to provide for our families. I believe in the vision of our company and our leadership team as they are transparent with us about the future of our company. We can see how our plans can help the Hawaiian macadamia industry as a whole. This bill could potentially put many families out of work since many of us are all related to each other. It also has potential consequences for all agriculture, production, and retailers. We would really like to collaborate with growers so that we can create a thriving industry. Your consideration of these matters and solutions is very much appreciated. Mahalo

Testimony of Rebecca Hemstead

Hawaiian Macadamia Nut Company

March 28, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha,

My name is Rebecca Hemstead and I have dedicated several years to supporting growers in the Hawaii macadamia nut industry through research and marketing efforts. I am writing to express my **support** of House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i's macadamia nut industry has encountered significant challenges in recent years. Farmers in Hawaii have worked hard over the years to build the value of our macadamia nuts and bring one of the tastiest and highest quality products to the market. According to USDA NASS, the utilized production of Hawai'i macadamia nuts declined by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Additionally, farmgate prices plummeted to their lowest point since 2015, averaging \$0.88/lb. This resulted in a 49% decrease in the total income for macadamia nut farmers, eroding nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to our industry is the misleading labeling of macadamia nut products. Many macadamia growers are struggling to compete with foreign macadamia nuts entering the market. Store shelves are now loaded with products containing misleading labels that imply products are made from Hawaii produce even though they are not. It is now more important than ever to buy local to support farmers and address long-term food security. House Bill 2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation safeguards the authenticity of Hawai'i's macadamia nut products and provides consumers and retailers important information on the origin of the macadamia nuts used in the products.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Rebecca Hemstead

Hawaiian Macadamia Nut Company

HB-2278-SD-1

Submitted on: 3/28/2024 1:45:11 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Rodrigo Bagaoisan	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Rodrigo Bagaoisan and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:46:27 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Steven Lim	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill, put simply, will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. The team members who make up our company work tirelessly each and every day towards our Purpose Statement which is to 'make the islands future flourish'. Our team members are as diverse as the farmers and factory workers to office and admin staff. Even though we all play different roles to bring our products to market for consumers to enjoy, we are all united in this purpose.

This bill is a distraction from growing the industry and instead further divides us from the growers. I strongly oppose this bill. It absolutely will harm the industry, not just our company but all the growers and vendors that service the macadamia nut industry. Farmers will have noone to send their crop to if companies like ours are not able to compete in the market place due to regulations placed on us. The negative downstream effects of this bill will be massive in regards to job losses. Hawaiian Host Group has done and will continue to do what we can to support the industry. I have already mentioned 3 major initiatives that our company has done, is currently executing on, and has plans for in the near future.

I thank you for taking the time to read my testimony and hope you will consider the realistic impact of how this bill will negatively affect our company, the macadamia nut industry, and ultimately Hawaii at large if passed.

Mahalo,

Steven Lim

HB-2278-SD-1

Submitted on: 3/28/2024 1:47:11 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Josephine Ceredon	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Josephine Ceredon and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:48:57 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Antonio Salvador	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278 HD 2 SD1, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

While we, as Hawai'i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278 HD2 SD1.

Thank you for considering my testimony.

Sincerely,

Antonio Salvador

Mauna Loa/Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 1:49:30 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Emelda Bilog	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Emelda Bilog and I am a farmer of Hawaii-grown macadamia nuts in the Kau location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:50:15 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Andre	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Andre Carvalho and I am a farmer of Hawaii-grown macadamia nuts in the Kau location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:51:10 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Elvira Alonzo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

I am in opposition of HB2278 , relating to the labeling of macadamia nuts because this bill could potentially hurt the Hawaiian macadamia industry as a whole.

I have worked at Mauna Loa Macadamia Nut Company for about 30 years and have seen our brand grow to be worldwide known. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, and are in the works of modernizing both the Honolulu and Kea`au facilities to create efficiency within production and nut processing. However, this bill can hinder us from growing the industry and instead further divides us from the growers.

This bill, HB2278 , does not consider the potential impact it will have on all the companies in the Hawaiian macadamia industry and the livelihoods of the people and their families that work for these legacy Hawai`i companies. Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Elvira Alonzo

HB-2278-SD-1

Submitted on: 3/28/2024 1:51:33 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
marcelina mangoba	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Marcelina Mangoba and I am a farmer of Hawaii-grown macadamia nuts in the Kau location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:51:28 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Myrna R Valdez	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group 33 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawaii, they have been working most of their life in the Macadamia industry and are people that believe in making the islands’ future flourish. I am also proud of the delicious products we create every day that are loved by people across the world.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai ‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly OPPOSE HB 2278.

Thank you for considering my testimony.

Mahalo,

Myrna Valdez

Cupline Operator

Mauna Loa

HB-2278-SD-1

Submitted on: 3/28/2024 1:52:15 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Samuel Mangoba	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Samuel Mangoba and I am a farmer of Hawaii-grown macadamia nuts in the Kau location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition to HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was born and raised on the island of Oahu. Growing up, I knew that if I ever wanted to give someone a gift from Hawaii, I couldn't go wrong with a box of chocolate macadamias from Hawaiian Host/Mauna Loa. I consider myself lucky to be employed by a company that has been a significant part of my life. This local company has continuously given back to the community even during the pandemic.

I thoroughly enjoy my time at Hawaiian Host Group, primarily due to the exceptional individuals I have the privilege to work with daily. They consist of locals who harbor a profound love for Hawai'i, actively engage in our community, and are committed to fostering a prosperous future for the Islands.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,
Rick Komori
Inside Sales Representative
[Hawaiian Host / Mauna Loa / Hawaiian Host Group]

HB-2278-SD-1

Submitted on: 3/28/2024 1:53:00 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lyle Matthews	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Lyle Matthews and I am a farmer of Hawaii-grown macadamia nuts in the Kau location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:54:05 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Elizabeth Aurelio	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Elizabeth Aurelio and I am a farmer of Hawaii-grown macadamia nuts in the Kau location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:55:05 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Josiah Manila-Louis	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Josiah Manila-Louis and I am a farmer of Hawaii-grown macadamia nuts in the Kau location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:58:52 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Patrick Lucas	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Patrick Lucas and I am a farmer of Hawaii-grown macadamia nuts in the Kea'au location. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

HB-2278-SD-1

Submitted on: 3/28/2024 1:59:41 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Marcelina Miyamoto	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts because this bill could potentially hinder the Hawaiian macadamia industry.

I have worked at Mauna Loa Macadamia Nut Company for 30 years. I know this company cares about the Hawaiian macadamia industry and am proud of how worldwide known we have become. We invested \$25 million in Hawaiian agriculture just last year, and are in the process of modernizing both the Honolulu and Kea`au facilities. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of our company, of sharing the spirit of Hawai`i, and our leadership team has been transparent and shown us what is planned for the future so that the Hawaiian macadamia industry can grow more. I oppose HB 2278 because of the potential consequences it would have on the macadamia industry in Hawai`i. I appreciate you considering my testimony. Mahalo.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in **opposition of HB 2278 HD2 SD1**, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a member of the Talent Acquisition Team at Hawaiian Host Group, I am proud to say that our organization lives up to its values of supporting our local community. In my role, I am responsible for hiring initiatives and am often the first point of contact for potential employees. It's easy for me to speak about our company culture, our commitment to Hawai‘i, and our efforts to create more job opportunities for our community. I joined Hawaiian Host Group three years ago because I wanted to work for an organization that aligns with my values, and I can confidently say that it has been a fulfilling experience.

I am sharing a testimony today concerning a bill that will have a direct impact on the macadamia industry in Hawai‘i. Unfortunately, this bill fails to consider the impact it will have on our workforce. Instead, it is further dividing the industry. It is important to recognize that this bill will not only affect our workforce but all companies in the macadamia industry. This is why I **strongly oppose HB 2278 HD2 SD1**.

Thank you for giving me the opportunity to share my testimony with you and I appreciate your consideration on these matters.

Mahalo,

Tricia Sills
Talent Acquisition Manager
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because we truly bring Aloha to the world.

The people make Hawaiian Host Group great. They are people who are involved in our community, giving back to make the islands future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for time and considering my testimony.

Mahalo,
Jon Iwaoka
Plant Manager
Hawaiian Host

HB-2278-SD-1

Submitted on: 3/28/2024 2:01:34 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Mercedes M Habab	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Thank you for considering my testimony.

Sincerely,

Mercedes Habab

Mauna Loa / Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 2:03:13 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Wilson Dela C Velasco	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Wilson Dela C Velasco

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 2:03:33 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Leticia Dalmacio	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I am opposing HB 2278 , relating to the labeling of macadamia nuts. I believe that there are potential impacts that can hinder the growth of the Hawaiian macadamia industry.

I have worked at Mauna Loa Macadamia Nut Company for 30+ years. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

There are potential impacts that HB 2278 will have on all the companies in the macadamia industry in Hawai`i and livelihoods of all the people working for these companies and their families. Thank you for considering my testimony. Mahalo.

HB-2278-SD-1

Submitted on: 3/28/2024 2:04:19 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Romulo O Flores	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Romulo O Flores

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 2:05:13 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Rogelio A Palalay	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Rogelio Palalay

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I am proud to work for Hawaiian Host Group because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community and people who believe in making the islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Mahalo,
Caryn Tangalin
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 2:07:03 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Delia Prado	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts because there are many potential consequences that can hinder the growth of the Hawaiian macadamia industry.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, and we are modernizing both our Honolulu and Kea`au facilities that would benefit the entire industry. However, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because the products that we put out are loved by people all over the world. They are small gifts that share the great spirit of Hawai`i. I'm opposing HB2278 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai`i and the livelihoods of its workers and families.

Your consideration of these matters and solutions is very much appreciated. Mahalo.

HB-2278-SD-1

Submitted on: 3/28/2024 2:08:17 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Pilar Cacho	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278 HD2 SD1 relating to the labeling of macadamia nuts because this bill will not help the Hawaiian Macadamia industry as intended. As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry but, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of our company because we have been striving to improve our facilities as I have mentioned above. Our products have become a wonderful gift to many tourists and spread through people around the world. However, this bill really divides growers and manufacturers which can hurt the Hawaiian macadamia industry if we don't work together. Your consideration of these matters and solutions is very much appreciated. Mahalo.

HB-2278-SD-1

Submitted on: 3/28/2024 2:08:57 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Josephine Matias	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I am opposing HB 2278, relating to the labeling of macadamia nuts because this bill my hinder the growth of the macadamia industry in Hawai`i.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea`au that would benefit the entire industry. However, this bill is a could potentially hurt the growing industry and instead further divides us from the growers.

If HB 2278 passes, it isn't a win for Hawai`i and our industry all together as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony. Mahalo.

HB-2278-SD-1

Submitted on: 3/28/2024 2:09:07 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lolita V Candaroma	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Lolita V Candaroma

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 2:10:20 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Efren T Tabilin	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Efren Tabilin

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 2:11:21 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Danhill S Libunao	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Danhill S Libunao

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 2:11:36 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Carmelita Ganitano	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I am opposing HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

I have worked at Mauna Loa Macadamia Nut Company for 33 years and I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Because of the people I work with everyday, I'm so proud to work here. We are very involved with the community and our Visitor Center even partners with Mana Up, a company that helps local entrepreneurs grow their business. I truly believe that while this bill has good intentions, Hawai'i growers and manufacturers of macadamia products should collaborate with each other on regulations. This bill could further divide the industry. So I oppose HB 2278.

Your consideration of these matters and solutions is very much appreciated. Mahalo.

HB-2278-SD-1

Submitted on: 3/28/2024 2:11:45 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Catalina Barroga	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. However, this bill is a distraction from growing the industry and instead further divides us from the growers.

HB2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai`i and the livelihoods of the workers and their families. Thank you for considering my testimony. Mahalo.

HB-2278-SD-1

Submitted on: 3/28/2024 2:11:51 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Dioning Ramiro	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278 HD2 SD1, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

I appreciate you considering this testimony.

Sincerely,

Dioning Ramiro

HB-2278-SD-1

Submitted on: 3/28/2024 2:12:38 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Christian K Castillo-Kamei	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Christian K Castillo-Kamei

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 2:14:50 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Mary Falay	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Thank you for considering my testimony.

Sincerely,

Mary Falay

Mauna Loa / Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 2:17:41 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Robert Ramos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I've been working in the sanitation department at Mauna Loa for 19 years now.

I love working here because I believe in the vision of our company and in our leadership team as they are as transparent with the best intentions for our team and for Hawai'i at large. I enjoy the people I work with every day. They are people who grew up here, people who care deeply about Hawai'i, people who are involved in our community and people who believe in making the Islands future flourish.

Mauna Loa has helped me put my 2 children through collage and has helped me raise my family.

While we, as Hawaiian manufacturers of macadamia products, want to collaborate with farmers on regulations, we feel like this Bill further divides us from growers. That's why I oppose HB2278 HD2 SD1.

Sincerely,

Robert Ramos

HB-2278-SD-1

Submitted on: 3/28/2024 2:17:53 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Daniel Tuzon	Individual	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Commerce and Consumer Protection

Wednesday, March 20, 2024 at 9:30am

RE: HB 2278 HD2 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

I am in opposition of HB 2278, relating to the labeling of macadamia nuts.

As a proud member of our corporate brand, Hawaiian Host Group, I have seen the vision and actions the company has been doing to grow the Hawaiian macadamia industry. For example, our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs. However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work will all the local growers to help the industry flourish.

I joined Hawaiian Host Group because I really like the company and after being here for almost 5 years, I enjoy working here with all my team members. I'm so proud of the amazing products that we create and sharing the spirit of Hawai`i around the world. Our company has also been improving products and innovating to share local favorites to all our visitors and kama`aina.

While we, as Hawai`i growers and manufacturers of macadamia products, want to collaborate and work together with other farmers on regulations, this bill divides us and may have negative impacts on the Hawaiian macadamia industry. So I am opposing HB 2278.

Your consideration of these matters and solutions is very much appreciated.

HB-2278-SD-1

Submitted on: 3/28/2024 2:17:57 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Esther Lynn Lucas	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group 46 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawai‘i, they have been working most of their life in the Macadamia industry and are people that believe in making the islands’ future flourish. I am also proud of the delicious products we create every day that are loved by people across the world.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai ‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly OPPOSE HB 2278.

Thank you for considering my testimony.

Mahalo,

Esther Lynn Lucas

Packer

Mauna Loa

HB-2278-SD-1

Submitted on: 3/28/2024 2:19:21 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Charles W Hill	Individual	Oppose	Written Testimony Only

Comments:

I oppose bill HB2278

HB-2278-SD-1

Submitted on: 3/28/2024 2:20:47 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Steven Gamble	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose bill HB2278

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of HHG because I have observed that through HHG’s continual commitment to providing experiences through our premium products, we can share the Spirit of Hawai‘i with the rest of the world. Additionally, with HHG’s origins tracing back to nearly a century ago, is it important that HHG continues to honor the legacy of its original founders, Mamoru and Aiko Takitani and the dedication and perseverance they put into starting and developing the business. Moreover, HHG not only comprises of hardworking and dedicated employees who grew up on the islands but also of individuals who care deeply about Hawai‘i.

I firmly believe that honoring the legacies and sharing the stories of locally rooted businesses in Hawai‘i supersedes the significance of labeling ingredients as being “from” or “made in Hawai‘i”. With the continual development and expansion of HHG, if we choose to only rely on and limit ourselves to locally sourced and processed nuts, this would not only lead to significant job losses for HHG but also lead to negative impacts on our business, the local macadamia industry as a whole, and our local economy.

In conclusion, HB 2278 does not take into consideration the potential impact it will have on all the companies in the local macadamia industry or the livelihoods of the people working for these legacy companies. If HB 2278 passes, it would not be a win for Hawai‘i and our industry at large, as it does not consider the potential consequences that it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278. While we, as Hawai‘i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. The reasons stated above are why I strongly oppose HB 2278. Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Stella Jones
Procurement Specialist
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 2:22:34 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Reynan Ranada	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am in opposition of HB 2278, relating to the labeling of macadamia nuts.

As a proud member of our corporate brand, Hawaiian Host Group, many things have been in the works from our brands to grow the Hawaiian macadamia industry. Our facilities in Honolulu and Kea`au have been in the modernization process so that we can ensure local jobs.

However, this bill can divide us from growers. Our company invested in acquiring in Hawaiian agriculture and we would like to continue to work with all the local growers to help the industry flourish.

I joined Hawaiian Host Group because I believe in the vision of our company and our leadership team as they are transparent in showing the best intentions for our team and their families. I have seen my team members work hard every day and I'm proud of the products that we create.

This bill, HB 2278, doesn't consider the potential impact it will have on all companies in the macadamia industry. Many of our livelihoods would be impacted and it could potentially hurt many legacy Hawai`i companies as well.

Thank you for considering my testimony. Mahalo

HB-2278-SD-1

Submitted on: 3/28/2024 2:23:56 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Austin	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Thank you for considering my testimony.

Mahalo

Austin Mattos

HB-2278-SD-1

Submitted on: 3/28/2024 2:24:13 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Kelden Yagin	Individual	Oppose	Written Testimony Only

Comments:

I oppose HB2278. This will not help the macadamia nut industry.

HB-2278-SD-1

Submitted on: 3/28/2024 2:24:27 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Luke Laliberte	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB2278, relating to the labeling of macadamia nuts. This bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering this testimony.

Mahalo,

Luke Laliberte

HB-2278-SD-1

Submitted on: 3/28/2024 2:24:56 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Lon Olivar	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278. Thank you for considering my testimony.

Mahalo

Lon Olivar

Maintenance

Maunaloa Macadamia

HB-2278-SD-1

Submitted on: 3/28/2024 2:27:24 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Andre Afonso	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose this bill!

HB-2278-SD-1

Submitted on: 3/28/2024 2:26:02 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
draden kapua	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

I oppose this bill

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was attracted to and joined Hawaiian Host Group because of their commitment to strengthening the community. We work to not only solidify ourselves as the leading manufacturer of premium chocolate and macadamia nut products, but to uplift our state through educational scholarships, jobs, supporting local small businesses and growers, charitable contributions, community outreach and great efforts toward sustainability.

Hawaiian Host Group’s purpose, our job “is to make the islands’ future flourish.” This is a powerful statement that I believe we all take to heart. I am genuinely proud of our company and the people I work with every day. We are people who grew up here, care deeply about Hawai‘i, and are dedicated to providing futures for the next generations.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Therefore, I **strongly oppose** HB 2278.

Thank you for considering my testimony.

Mahalo nui loa,

Denice Delos Santos
Demand Planning Manager

Hawaiian Host Group

Testimony of Brad Raymond
Kealakekua Macadamia Nut Farm

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

Our names are Brad and Jeri Raymond (and we are farmers of Hawaii-grown macadamia nuts in Kealakekua. We are writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

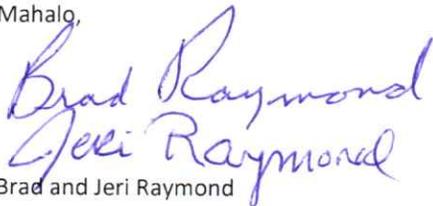
Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,



Brad Raymond
Jeri Raymond

Brad and Jeri Raymond

Kealakekua Macademia Nut Farm

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason I joined Hawaiian Host Group was the allure of the Aloha Culture. I have experienced so many positive milestones working here. The people I work with are like a second family. They have taught me about fostering an Aloha Spirit and I try to spread that positivity daily. These are people who have close ties to the Islands, and as a part of this company I have learned to view the land from a different perspective.

If SB 3303 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. I am dedicated to expanding the use of Macadamias across of the United States, and that is why I strongly oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Daniel Verduzco
Sales Operations Manager
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 3:05:29 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Brendon natividad	Individual	Support	Written Testimony Only

Comments:

I am brendon Natividad, and i am farmer of hmns kau. I am writing to you in support of house bill 2278 hd2 sd1 relating to labeling of macadamia nuts.

HB-2278-SD-1

Submitted on: 3/28/2024 3:06:34 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Leslie Cerovich	Individual	Oppose	Written Testimony Only

Comments:

I oppose HB2278 relating to the labeling of macadamia nuts as written.

HB-2278-SD-1

Submitted on: 3/28/2024 3:08:44 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jozenn zedrick cardenas	Individual	Support	Written Testimony Only

Comments:

I am Jozen Cardenas, and i am a farmer of hawaiian macadamia nuts in kau. I am writing to you in support of house bill 2278 hd2 sd1 relating to labeling of macadamia nuts.

HB-2278-SD-1

Submitted on: 3/28/2024 3:12:24 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ruben Tugade	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Ruben Tugade

Kapua Orchards

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

- I joined Hawaiian Host Group because I believe in the vision of our company and in our leadership team as they are as transparent / communicative / considerate ... with the best intentions for our team and for Hawai‘i at large.
- I was born and raised here in Hawai‘i and love the people I work with every day. They are people who grew up here / people who care deeply about Hawai‘i / people who are involved in our community / people who believe in making the Islands’ future flourish.
- While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.
- Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.
- Your consideration of these matters and solutions is very much appreciated.

Mahalo!

Dane Otani

Key Account Manager

Hawaiian Host / Mauna Loa / Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 3:15:14 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Susana R Alejo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Susana R Alejo

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 3:16:51 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Marisel Badua	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Mariel Badua

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 3:16:55 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
John Guting	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because I believe in the vision of Hawaiian Host Group because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo

John Guting

IT Admin

Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because this is a brand that is very near and dear to my heart growing up in the islands. Hawaiian Host also has a core set of values that align with my own personal values as I believe we need to promote our local brands and do our best to create sustainable growth. I love working here because we do a lot to give back to the community which I feel is a core part of who we are as a Hawaiian company.

I oppose HB 2278 because it does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,

Jeffrey Lam

Director of Sales

Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 3:20:32 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jensen Navarro-Villa	Individual	Support	Written Testimony Only

Comments:

I am Jensen villa, and I am a farmer of hmns in ka'u, I am writing to you in support of house bill hb2278 hd2 sd1 relating to labeling of macadamia nuts.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I feel proud to be part of an organization that is Hawaii-based and not only that, but it has also been part of the rich culture of the Islands. Just like many companies who grew along with the Islands, Hawaiian Host Group is an icon and a beacon of hope to the many citizens of the state.

I believe in the vision of Hawaiian Host Group of “Share the Spirit of Hawai‘i with the world” and the purpose of “making the Islands future flourish” because as an individual there’s nothing better you can give to your community but to help it thrive. That’s what Hawaiian Host Group does. In these financially challenging days, Hawaiian Host Group has offered significant strides in donating to the community. Employs people regardless of race and gives people the opportunity to contribute better to society. The company has invested in renewable energy sources that others won’t do. If someone see a box of Hawaiian Host or a Mauna Loa nut, who will not think of Hawaii? People have incorporated the brand as an icon and that’s something we should be proud of!

My husband and I both work for the company. This is our bread and butter in raising our soon-to-be family of 4. We both love our job because of the culture and the spirit of Aloha that lives within. This company is made with Aloha and made in Hawai‘i.

I am also proud to say that it is an honor to work with the people who grew up here, the people who care deeply about Hawai‘i. Regardless of if I am a 3rd generation immigrant, I can feel that I am part of the organization that makes the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy

Hawai'i companies. I strongly believe that this will only be benefiting the people who would like to capitalize the macadamia industry not for the Islands but for others' personal gain. We should be **focused on growing the industry together and not fighting about the labels.**

If the company does not survive the impact if the bill has passed, imagine what would happen to **hundreds of employees** this company has been nurturing for years? In our case, how would we feed our two children who highly depend on us? Will the State be able to offer these hundreds of employees' support?

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Thank you for considering my testimony and for letting us continue the legacy that started 95 years ago.

Sincerely,
Kristianna Ramirez
Customer Support Specialist
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/28/2024 3:40:11 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Karen Marumoto	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024, at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because I’m proud of the amazing / delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. There are also the people I work with every day. They are people who grew up here in the islands, people who care deeply about Hawai‘i, people who are involved in our community, and people who believe in making the Islands’ future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Karen Marumoto

Visitors Center Associate Sales Manager

Mauna Loa

HB-2278-SD-1

Submitted on: 3/28/2024 3:40:15 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Kaimana kaupu-Manini	Individual	Support	Written Testimony Only

Comments:

I am kaimana Kaupu, and I am farmer of hmns kau. I am writing to you I. Support of house bill 2278 hd2 sd1 relating to labeling of macadamia nuts.

HB-2278-SD-1

Submitted on: 3/28/2024 4:26:43 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Gema Cardenas	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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We recently joined the Hawaiian Host Group Ohana and have seen first-hand that this company cares about the Hawaiian macadamia industry. Not only have they improved our working conditions and wages, but they have also invested heavily in our facility. I believe in the vision of our company, as they operate with the best intentions for our team and Hawai‘i at large.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Gema Cardenas

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 4:31:19 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
William K Kaluna III	Testifying for Kapua Orchards, Inc	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. HB 2278 does not consider the potential impact it will have on all the companies in the

macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers, on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

William K Kaluna III

Kapua Orchards

HB-2278-SD-1

Submitted on: 3/28/2024 4:41:17 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
DONNA SHIBUYA	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My Name is Donna Shibuya and I am employed by Hawaiian Macadamia Nut Services, LLC located in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO THE LABELING OF MACADAMIA NUTS.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Donna Shibuya

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

We work hard every day to keep our Hawaii businesses afloat and competitive, including the Hawaii macadamia industry. We certainly need to avoid failures similar to the pineapple and sugar industries. In 2023, we invested in a local macadamia farm! Please help save our Hawaii jobs as this bill can impact our businesses severely. I am concerned that it will likely result in Hawaii job losses!

Have you ever had to layoff groups of hardworking, dedicated, Hawaii employees? Sad to say, I have. It is heart-wrenching. You lose sleep, you can't eat, your stomach aches. You cry along with them and treat them with kindness, dignity, and respect. Please, consider our companies too and the huge impact this Bill can have on us.

Hawaiian Host and Mauna Loa have been in business in Hawaii for over 150 years combined! We have provided for thousands of employees and their families over this time period. As our own employees have expressed to us, HHG is like their extended ohana and they will not forget all we've done for them...as we are forever grateful to all our employees who have helped to build our iconic Hawaii brands.

We provide economic opportunity for employees to work, live, raise their families, and retire in Hawaii, where many of them were born and raised, instead of having to move out of state to earn a living and/or retire elsewhere. HHG has also given back to our Hawaii communities we live in. We were recognized as One of Hawaii's Most Charitable Organizations and our legacy includes decades of college scholarships awarded to Hawaii's graduating high school students.

HHG has done Hawaii good! We want to keep as many jobs here in Hawaii. We help to make Hawaii's economy thrive. HHG has been a good steward for Hawaii and has invested and re-invested in our facilities, equipment, Hawaii agriculture and its employees, all the while taking care of its communities as well.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Mahalo for the opportunity to submit this testimony. I appreciate your consideration of this very important matter.

Mahalo,

Joy Takanishi
Senior Director of Talent Management
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of the people, the culture, and how we all love Hawaii.

As the Director of International Sales for Hawaiian Host Group, it is my job to promote not only our products but also Hawaii. I feel an even deeper obligation when I see that Hershey’s and Hawaiian Host Group are the only 2 companies that represent confectionery from the USA in Asia!

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for taking the time to read and consider my testimony.

Aloha,

Earl Kurisu
Senior Director of International Sales
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I wanted to work for a company that was making a big impact not only in the lives of its employees but the community, my home. I had grown up with Hawaiian Host products, my family loves it, and it’s always what I send as omiyage to my mainland and international ohana, these gifts truly share the spirit of Hawai‘i with the world - it’s truly a legacy brand that people love and I’m grateful for this journey I’ve been on since I started. Being at this company, I am witnessing firsthand the incredible leadership team that is leading us towards our vision, purpose, goals - always progressively thinking and have the best intentions for our team and Hawai‘i. I strongly believe in the vision of Hawaiian Host Group because as a company we whole heartedly want to see the future of the islands flourish and to share the spirit of Hawai‘i with the world and these values align with my personal values. People move away because cost of living here is rising but Hawaiian Host Group genuinely wants to help create jobs for people to stay here and thrive. It’s truly a special place to be and I believe in what we’re trying to accomplish as a company.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Your consideration of these matters and solutions is very much appreciated.

Aloha,

Dayna Tamashiro
Marketing Specialist
Hawaiian Host

HB-2278-SD-1

Submitted on: 3/28/2024 8:17:00 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
jonnay vilmaire	Testifying for hawaiian host group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I'm proud of the amazing / delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawai'i," they are gifts that share the spirit of Hawai'i.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo

Jonny Vilmaire

Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I was given the opportunity to begin working for Mauna Loa of the Hawaiian Host Group back in 2020 during the beginning of hard times for all businesses due to the COVID-19 pandemic. This year marks four years and I cannot express how happy I am to have had this chance.

It was difficult seeing people around me, acquaintances and family, struggling through the pandemic and I felt it was a blessing and had been given hope when I became part of a company with such a legacy of charity and caring for the community in many areas. The Takitani Foundation naturally comes to my mind as it was heard everywhere growing up here in Hawaii. We were able to listen to a talk by a local business professional who was able to continue their education because of being awarded the scholarship.

I experience the impact Hawaiian Host Group has made on the local economy daily. My job offers me the chance to see how a local and a visitor interacts with gift products made with macadamia nuts. The spirit of Hawaii is alive and well in many of them and I see how at the end of the day freedom of choice is there for everyone. I am happy when customers choose my products. It makes me happier still to see with my own eyes someone who works in that retail establishment, who sold that product, choosing one of my products for their personal purchase.

There has also been a few innovations in our product line that have appealed to not only our local customers but also the visitors recently.

I oppose the passage of this Bill. I feel this bill will stifle a lot of the excitement being felt by everyone who enjoy our products, including our employees who are proud of where we work, day in and day out. There are no words to express the regret of no longer seeing such iconic

brands as Hawaiian Host and Mauna Loa in markets local and global because it becomes unfeasible for our company to exist and continue doing business due to HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

I appreciate you considering this testimony.

Sincerely,

Lance Nakamura
Sales Representative
Hawaiian Host Group



Susan's Nuts

Testimony of (Susan Donlon)

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Susan Donlon and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawai'i. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Susan Donlon

President,

Susan's Nuts

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024, at 10:05 AM

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition to HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world-class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of the intense focus this company has on making the islands’ future flourish. Everything we do is driven by this purpose. As the Facilities Engineering Manager, I have seen firsthand the large investments this company is making to create more jobs and allow greater amounts of Hawaiian macadamias to be processed in Hawai‘i. I am currently overseeing the installation of automated systems and robots at our Honolulu facility. Contrary to other large food manufacturers that I have worked for in the past, Hawaiian Host Group isn’t using automation to remove jobs but to augment and create more. I joined Hawaiian Host Group because everyone I work with truly cares about Hawaii and its people. I am very proud of the amazing and delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i, they are gifts that share the spirit of Hawai‘i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. This bill would divide the industry and wouldn’t allow for collaboration that would improve the livelihood of all Hawaiians in this industry.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,
Michael Muñoz
Facilities Engineering Manager
Hawaiian Host Group



RE: SUPPORT for HB2278

RELATING TO LABELING OF MACADAMIA NUTS

Macadamia Nuts, Labeling Requirements, Country of Origin

Aloha Chair, Vice Chair, and Committee Members,

The Synergistic Hawai'i Agriculture Council (SHAC) stands in support of this Bill. Our consortium represents 1,500 agribusinesses, from growers to processors and shippers, stretching across the State.

SHAC receives Federal marketing funds to promote 100% Hawaiian origin products around the world, including macadamia nuts, coffee, papaya, and floriculture. Frequently we find that the demand for 100% Hawaiian products exceeds available supply. However, **without proper labeling, consumers cannot know whether they are truly buying Hawaiian products.**

There are over 800 growers in the state, 75% of which are small farms. Protecting the Hawaii name protects their jobs.

This bill will align State law with Federal country of origin requirements. It will make it easier for our state Department of Agriculture to support small and mid-sized growers who wish to bring their origin products to market. And **it will allow Hawaii growers to stand out in the marketplace.** This is win-win for growers, for consumers, and for our state excise coffers.

Proper labeling will level the playing field for everybody.

Mahalo nui loa for supporting this bill!

Suzanne Shriner
Administrator

HB-2278-SD-1

Submitted on: 3/29/2024 1:09:59 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Shannon Castellanos	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you **in strong opposition** of HB 2278, relating to the labeling of macadamia nuts. In short, this bill will not help the Hawaiian Macadamia industry as intended.

I joined Hawaiian Host Group two years ago because of how special the products we create, and sell are to the local community, as well as around the world. These products are more than just something people consume. They are products made and supported by hundreds of local employees filled with pride for the community they grew up in and care deeply about. Our delicious products share the spirit of Hawai'i, their Islands, with all who receive them, which is far more important than where the products are made or from.

During my time here, I have had the pleasure of spending time with many of our wonderful employees who have spent their lives in Hawai'i, giving back to their communities and demonstrating great commitment to ensuring the islands continue to flourish. It is because they are employed by Hawaiian Host Group, that they can continue to invest in the future of Hawai'i.

As a member of the Executive Team of Hawaiian Host Group, I know firsthand how much this company cares about the Hawaiian macadamia industry. It is at the heart of every decision we make. We continue to invest in Hawaiian agriculture to move the industry forward as well as ensure we keep jobs local. Last year, we invested \$25 million in Hawaiian agriculture, we have invested heavily to modernizing our Honolulu facility as we speak to ensure local jobs, and we have developed plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

With all this investment and demonstrated commitment to the communities of Hawai'i, we are looking to collaborate with other farmers on regulations. This Bill, as written, will prevent the Hawaiian macadamia industry from growing and instead further divide us from the growers.

I believe in the vision of Hawaiian Host Group because I get to be part of creating it. We as a leadership team have the best intentions for our team, for Hawai'i as a whole and the Hawaiian macadamia industry. My family has lived on Oahu for over 50 years and some of my best childhood memories include getting to choose a Hawaiian Host Group product at Longs so many years ago. I am so proud to be employed by such a special and memorable brand that truly represents Hawai'i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why **I oppose HB 2278**.

Thank you for considering my testimony.

Sincerely,

Shannon Castellanos

Chief Financial Officer

Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/29/2024 2:14:44 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Wikum	Testifying for Mai Mahealani LLC	Support	Written Testimony Only

Comments:

Aloha Chair, Vice Chair and Committee Members,

I am the president of a multi-generational macadamia nut and coffee agribusiness in North Kona. Our macadamia business is struggling to compete against the influx of cheap foreign nuts. **Labeling is a baseline requirement for consumers to identify our nuts in the marketplace.** This will help protect Hawaii's family farms by allowing consumers to make an informed choice about the products they buy. Please pass this bill through.

Thank you,
Jacqueline Wikum

HB-2278-SD-1

Submitted on: 3/29/2024 9:29:33 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Franz Weber	Individual	Support	Written Testimony Only

Comments:

This law would put a stop to Hawaiian Host's current practice of labeling of its "Mauna Loa" brand of macadamia nuts with Hawaii scenic views and names and references--without disclosing the percentage of foreign-grown macadamia nuts in the package. Consumers need to be protected from this type of deceptive labeling. The integrity of Hawaii macadamia nuts needs to be insured.



TESTIMONY IN SUPPORT OF HB2278 HD2 SD1, RELATED TO LABELING OF MACADAMIA NUTS

April 2, 2024

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

Hawaiian Macadamia Nut Services strongly supports HB 2278 HD2 SD1 relating to labeling of macadamia nuts. Formerly Ka'u Agribusiness, our company is approximately 70 years old and farms more than 40% of Hawai'i's macadamia nuts. With about 180 employees, mostly on the Island of Hawai'i, we are the only macadamia nut farmer with union workers who are members of the ILWU.

There will be no reason to continue farming if brands are able to use Hawaii names and images to imply that they are Hawaii grown while using foreign nuts. Since this deceptive practice was expanded in the last few years, farm value of Hawaii macadamia nuts has dropped 49% and demand for Hawaii-grown macadamia nuts has plummeted. Unlike other markets, Hawaii farmers exist in a market in which one company controls most of the volume of sales of macadamia products in Hawaii and also controls the majority of plant capacity.

Labeling provides transparency so that consumers can make choices on what to buy. Labeling of origin will give Hawaii growers and Hawaii brands that choose to use Hawaii-grown macadamia nuts a chance to compete. Fair competition will lead to investment in both plant and the ability to pay fair, living wages to our employees.

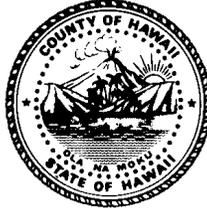
The global market has changed radically. According to the World Macadamia Organisation, China has passed Australia as the second largest producer in the world and other emerging markets are increasing plantings without developing markets for the crops. At the moment, there is one well-known Hawaii brand using foreign nuts. But what is to stop companies from these other producing countries to start brands with Hawaii names and images to market their nuts? HB 2278 HD2 SD1.

Thank you for allowing us to share our concerns on this bill.

Respectfully,

Bradford Nelson
President

Dr. Holeka Goro Inaba
Council Member, District 8, N. Kona



Office: (808) 323-4280
Email: holeka.inaba@hawaiicounty.gov

HAWAI'I COUNTY COUNCIL

County of Hawai'i
West Hawai'i Civic Center, Bldg. A
74-5044 Ane Keohokalole Hwy.
Kailua-Kona, Hawai'i 96740

March 31, 2024

COMMITTEE ON JUDICIARY
Senator Karl Rhoads, Chair
Senator Mike Gabbard, Vice Chair

Re: Support for HB2278 HD2 SD1, Relating to Labeling of Macadamia Nuts
Hearing: April 2, 2024 at 10:05 a.m.

Aloha,

Thank you for allowing me to express strong support for this measure which aims to enhance the labeling requirements for macadamia nuts in our state. Clear and accurate labeling is essential to make informed choices about the products being purchased.

This bill clarifies labeling requirements for macadamia nuts and requires the country of origin to be included on the label of a consumer package of processed macadamia nuts. It would also allow a private right of action for violations.

This bill is a crucial step toward improving consumer safety and satisfaction in Hawai'i. I urge you to support the passage of HB2278, HD2, SD1.

Sincerely,

A handwritten signature in black ink, appearing to read "Holeka Goro Inaba".

DR. HOLEKA GORO INABA, Council Member
District 8, North Kona

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. Being from the mainland, I had very little understanding of the impact that Hawaiian Host Group had on the island, its people, and its future, however for the last two years, my eyes have been open to the tremendous work we do to help support the health and future of the island.

Having joined the leadership team recently, I believe in the vision of our company, the tireless effort that goes into every business decision, and the way we always honor and respect the legacy of the islands. We constantly look at what our decisions mean for Hawai‘i at large and act in a manner that respects the people and those so heavily involved in the community.

HB 2278 does not consider the potential negative impact on Hawai‘i, the livelihoods of the people working for these legacy Hawai‘i companies and what it means for the long term sustainability of our industry. I strongly oppose SB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo
John Buehler
Director of Sales North America
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/31/2024 4:56:51 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Cynthia Maryanoff	Individual	Support	Written Testimony Only

Comments:

Please note that agricultural products from all over the world are, and have been, protected by laws that control their identity as to place of origin and unique characteristics. Some notable examples include wines, cheeses, olive oils, specialty vinegars, spices, and condiments. Hawaiian is a notable appellation and macadamia nuts from this state deserve to be treated in the same manner. The Hawai'i brand must have its integrity protected to command high respect in the culinary world.

As farmers we don't grow macadamia nuts, but as consumers we can certainly tell the difference between sweet Hawaiian Macadamia nuts and others!

Cynthia Maryanoff

Absolute Palate LLC

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe deeply in its purpose to Make the Islands' Future Flourish, and its vision to Share the Spirit of Hawai'i with the world. In my time with Hawaiian Host Group, I have seen that these are not just statements the company claims to do – but they are things that are lived in the day-to-day. Every person at our company – from our entry-level team members all the way to our executives – operates with Aloha and a sense of true care for each other, our industry, and Hawai'i at large.

This is reflected in the work Hawaiian Host Group does in the community, and in the ways in which we collaborate with our internal and external partners across the macadamia industry. I am proud of not only the delicious products we create – that are loved by people across the globe – but because of how our team has proven our commitment to growing macadamias locally, supporting all local macadamia growers, and working in collaboration with local growers to create a solution for our industry.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for them. If HB 2278 passes, it is not a win for our state, nor our industry at large as it does not consider the potential consequences it might have on businesses downstream from the growers. Furthermore, while we, as Hawai'i growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That's why I strongly oppose HB 2278 and urge you to please consider at least deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Mahalo nui for considering my testimony.

With Aloha,
Ruby Lee
Associate Corporate Communications Manager
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 3/31/2024 6:12:45 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Nenita Dulig	Individual	Support	Written Testimony Only

Comments:

Testimony of Nenita Dulig

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Nenita Dulig and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Nenita Dulig

HB-2278-SD-1

Submitted on: 3/31/2024 6:15:23 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Adela Fukunaga	Individual	Support	Written Testimony Only

Comments:

Testimony of Adela Fukunaga

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Adela Fukunaga and I am employed with Hawaiian Macadamia Nut Services, one of the largest macadamia nut farmers on the Big Island. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Adela Fukunaga

HB-2278-SD-1

Submitted on: 3/31/2024 6:16:56 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Rosita Castillo	Individual	Support	Written Testimony Only

Comments:

Testimony of Rosita Castillo

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Rosita Castillo and I am employed with Hawaiian Macadamia Nut Services, one of the largest macadamia nut farmers on the Big Island. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Rosita Castillo

HB-2278-SD-1

Submitted on: 3/31/2024 6:18:50 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Grace Sales	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Grace Sales

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Grace Sales and I am employed with Hawaiian Macadamia Nut Services, one of the largest macadamia nut farmers on the Big Island. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Grace Sales

HB-2278-SD-1

Submitted on: 3/31/2024 6:20:23 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Mario Badua	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Mario Badua

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Mario Badua and I am employed with Hawaiian Macadamia Nut Services, one of the largest macadamia nut farmers on the Big Island. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Mario Badua

HB-2278-SD-1

Submitted on: 3/31/2024 6:21:48 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ezra Keahulua	Individual	Support	Written Testimony Only

Comments:

Testimony of Ezra Keahulua

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ezra Keahulua and I am employed with Hawaiian Macadamia Nut Services, one of the largest macadamia nut farmers on the Big Island. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Ezra Keahuloa

HB-2278-SD-1

Submitted on: 3/31/2024 6:23:25 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jerry Salmo	Individual	Support	Written Testimony Only

Comments:

Testimony of Jerry Salmo

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Jerry Salmo and I am employed with Hawaiian Macadamia Nut Services, one of the largest macadamia nut farmers on the Big Island. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Jerry Salmo

HB-2278-SD-1

Submitted on: 3/31/2024 6:24:38 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Chester Fukunaga	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Chester Fukunaga

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Chester Fukunaga and I am employed with Hawaiian Macadamia Nut Services, one of the largest macadamia nut farmers on the Big Island. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Chester Fukunaga

HB-2278-SD-1

Submitted on: 3/31/2024 6:26:27 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Owen Salmo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Owen Salmo

Hawaiian Macadamia Nut Services, LLC

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Owen Salmo and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Owen Salmo

HB-2278-SD-1

Submitted on: 3/31/2024 7:33:47 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Bruce Silverglade	Individual	Support	Written Testimony Only

Comments:

HB-2278-SD-1

Submitted on: 3/31/2024 7:34:07 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Desiree Salmo	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Desiree Salmo

Hawaiian Macadamia Nut Services, LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Desiree Salmo and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Desiree Salmo

Desiree Salmo

Sweeper Blower Operator, Hawaiian Macadamia Nut Services, LLC Pahala Orchard

HB-2278-SD-1

Submitted on: 3/31/2024 7:40:22 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Eugenio Asistin	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Eugenio Asistin

Hawaiian Macadamia Nut Services, LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Eugenio Asistin and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Eugenio Asistin

Eugenio Asistin

Hand Harvester and Hawaiian Macadamia Nut Services, LLC

HB-2278-SD-1

Submitted on: 3/31/2024 7:45:05 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Iokepa Fernandez-Higa	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Iokepa Fernandez-Higa

Hawaiian Macadamia Nut Services, LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Iokepa Fernandez-Higa and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Iokepa Fernandez-Higa

Iokepa Fernandez-Higa

General Equipment Operator Hawaiian Macadamia Nut Services LLC

HB-2278-SD-1

Submitted on: 3/31/2024 7:54:40 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
William Mitchell	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of William Mitchell

Hawaiian Macadamia Nut Services, LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is William Mitchell and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

William Mitchell

William Mitchell

General Equipment Operator, Hawaiian Macadamia Nut Services,LLC

HB-2278-SD-1

Submitted on: 3/31/2024 7:59:25 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Kani Konman	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Kani Konman

Hawaiian Macadamia Nut Services,LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Kani Konman and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii’s macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii’s macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Kani Konman

General Equipment Operator, Hawaiian Macadamia Nut Services,LLC

HB-2278-SD-1

Submitted on: 3/31/2024 8:02:41 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Yolanda Norberte	Individual	Support	Written Testimony Only

Comments:

Testimony of Yolanda Norberte

Hawaiian Macadamia Nut Services, LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Yolanda Norberte and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Yolanda Norberte

Hand Harvester, Hawaiian Macadamia Nut Services, LLC

HB-2278-SD-1

Submitted on: 3/31/2024 8:06:57 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ruby Manantan	Individual	Support	Written Testimony Only

Comments:

Testimony of Rub Manantan

Hawaiian Macadamia Nut Services, LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ruby Manantan and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Ruby Manantan

Harvesting Foreperson, Hawaiian Macadamia Nut Services,LLC

HB-2278-SD-1

Submitted on: 3/31/2024 8:11:32 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
PAMELA A. SALMO	Testifying for Hawaiian Macadamia Nut Services, LLC	Support	Written Testimony Only

Comments:

Testimony of Pamela Salmo

Hawaiian Macadamia Nut Services, LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Pamela Salmo and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Pamela Salmo

Mechanical Harvesting Supervisor at Hawaiian Macadamia Nut Services, LLC

HB-2278-SD-1

Submitted on: 3/31/2024 8:16:09 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Roscoe Young	Individual	Support	Written Testimony Only

Comments:

Testimony of Roscoe Young

Hawaiian Macadamia Nut Services, LLC

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Roscoe Young and I am a farmer of Hawaii-grown macadamia nuts in Pahala, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Roscoe Young

General Equipment Operator at Hawaiian Macadamia Nut Services, LLC

JOSH GREEN, M.D.
Governor

SYLVIA LUKE
Lt. Governor



SHARON HURD
Chairperson, Board of Agriculture

DEXTER KISHIDA
Deputy to the Chairperson

State of Hawai'i
DEPARTMENT OF AGRICULTURE
KA 'OIHANA MAHI'AI
1428 South King Street
Honolulu, Hawai'i 96814-2512
Phone: (808) 973-9600 FAX: (808) 973-9613

**TESTIMONY OF SHARON HURD
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE SENATE
COMMITTEE ON JUDICIARY**

**TUESDAY, APRIL 02, 2024
10:05 AM
CONFERENCE ROOM 016 & VIDEOCONFERENCE**

**HOUSE BILL NO. 2278, HD2, SD1
RELATING TO LABELING OF MACADAMIA NUTS**

Chair Rhoads, Vice Chair Gabbard and Members of the Committee:

Thank you for the opportunity to testify on House Bill 2278, HD2, SD1. This measure clarifies labeling requirements for macadamia nuts. Requires country of origin to be included on the label of a consumer package of processed macadamia nuts. Allows a private right of action for violations. The Department of Agriculture (DOA) supports this measure.

DOA's Measurement Standards Branch currently enforces section 486-120.5, Hawaii Revised Statutes relating to labeling requirements of macadamia nuts. Truth in labeling should prevent companies from misusing the origin of the actual macadamia product used and consumers being confused that they are getting a Hawaiian origin product when it may have been outsourced from another country.

In addition, we ask you to support funding a dedicated inspector position at the SR-22 level, beginning salary of \$63,000 to enforce these laws which will help rebuild the DOA packaging and labeling enforcement capability that was eliminated in 2010, so



long as it does not adversely affect priorities identified in the Executive Supplemental Budget Request for FY2025.

Thank you for the opportunity to testify on this measure.

HB-2278-SD-1

Submitted on: 3/31/2024 10:11:48 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Bobbi Wilson	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host Group because of its long history of doing business in Hawai‘i

and the iconic products we produce. I enjoy my job because of the people I work with every day, they are involved in our community and care deeply about Hawai'i.

I oppose HB 2278 as it does not consider the impact it could have on all companies in the macadamia industry in Hawai'i and the people they employ. My hope is that growers and manufacturers can work together so it's a win for all and a win for Hawai'i.

Thank you for considering my testimony.

Mahalo,

Bobbi Wilson

Mauna Loa



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

April 2, 2024

HEARING BEFORE THE
SENATE COMMITTEE ON JUDICIARY

TESTIMONY ON HB 2298, HD1, SD1
RELATING TO CONSUMER PROTECTION

Conference Room 016 & Videoconference
10:05 AM

Aloha Chair Rhoads, Vice-Chair Gabbard, and Members of the Committee:

I am Brian Miyamoto, Executive Director of the Hawai'i Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,800 farm family members statewide and serves as Hawai'i's voice of agriculture to protect, advocate and advance the social, economic, and educational interests of our diverse agricultural community.

The Hawai'i Farm Bureau supports HB 2298, HD1, SD1, which establishes a timeline by which roasted coffee, instant coffee, and ready-to-drink coffee beverages that use a geographic origin in labeling or advertising are required to contain a certain per cent coffee by weight from that geographic origin, exempts retailers that do not package roasted coffee, instant coffee, or ready-to-drink coffee beverages from liability for the sale of roasted coffee, instant coffee, or ready-to-drink coffee beverages that use a label or advertisement in violation of the coffee labeling law.

Hawai'i-grown coffee is recognized for its high quality and aromatic flavor. Hawai'i-grown coffee is held to a set of quality standards, making it one of the most expensive coffees in the world. It is one of Hawai'i's signature crops.

The 2021-2022 USDA National Agriculture Statistics Service (NASS) of Hawai'i Agriculture estimated the value of Hawai'i-grown coffee at \$61.9 million. It ranked coffee fifth among the top twenty agricultural commodities in the state.

To protect the Hawai'i coffee industry from counterfeiting, the legislature in 2012 enacted Act 323, which established criminal penalties for Hawai'i-grown cherry, parchment, and green coffee that is falsely labeled with regard to the geographic origin. However, in addition to the geographic origin, stricter enforcement of the labeling restrictions based on the quality of the coffee being sold is critical to prevent further counterfeiting of Hawai'i's recognized high-quality coffee.

Thank you for the opportunity to testify on this measure.

HB-2278-SD-1

Submitted on: 4/1/2024 5:42:43 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ruby Soares	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ruby Soares and I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Why the secrecy surrounding the origin of these macadamia nuts? The consumer has the right to know where the macadamia nuts they are purchasing were grown. Macadamia nuts, a longtime agricultural commodity of Hawaii that is also well-known for being grown in Hawaii, should absolutely have consumer packaging that displays where the nuts were grown. To not require that the country of origin of the macadamia nuts be displayed on the product label is a disservice to both the consumer and the local macadamia nut farms and employees themselves.

As a consumer who purchases macadamia nuts for my household and for family and friends, I fully intend and expect that the macadamia nuts I am gifting are Hawaii-grown nuts. That is essentially the reason I choose to gift macadamia nuts – because they are FROM Hawaii – something special (and delicious) grown here. The increase in macadamia nuts being grown globally and also the use of these nuts in products of which their packaging alludes to or more directly advertises it as being a Hawaii product, makes way for potential confusion and incorrect assumptions on the part of consumers. Therefore, having consumer packaging that accurately and clearly states the country of origin of the macadamia nuts is vital for the consumer’s decision-making. With this country of origin labeling requirements in place, I, and others, will know with certainty that the macadamia nuts being purchased were grown in Hawaii. And since consumer product sales equals money to the macadamia nut farms that grew the nuts, enacting this bill will provide fairness for the Hawaii macadamia nut farms. This labeling requirement that helps consumers also ultimately gives the local macadamia nut farms a better chance to survive, thereby also keeping local jobs. If we want macadamia nuts to continue to be a top agricultural product in Hawaii, this bill must be enacted and there is no time or reason to wait.

Thank you for taking the time to consider this bill and my testimony.

Sincerely,

Ruby Soares

HB-2278-SD-1

Submitted on: 4/1/2024 6:33:08 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Merle C. Alvarado	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278 relating to the labeling of macadamia nuts. This bill, put simply, will not help the Hawaiian Macadamia Industry as intended.

If HB 2278 passes, it isn't a win for Hawai'i and our industry. This bill doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

It seems the larger growers are against Mauna Loa and Hawaiian Host. Why? To put it bluntly, **ALL** Hawai'i Macadamia Growers should band together to make our industry thrive again instead of continueing this animosity between Growers. Mauna Loa and Hawaiian Host are both known worldwide, and we purchase and process kernel from Growers that support HB 2278 yet, they continue to work against us.

If this HB 2278 passes, the cost to process the macadamia nuts will increase. How will that help the consumer, the private growers and large growers alike? No one will win.

HB-2278-SD-1

Submitted on: 4/1/2024 6:57:53 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Brooke Isa	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB2278 HD2 SD1, relating to the labeling of macadamia nuts. I view that this bill could hurt our macadamia industry in Hawai`i.

Though I've only been a team member of Hawaiian Host Group for a short time, I know that the macadamia is highly valued by people worldwide. Our company invested \$25 million in Hawaiian agriculture just last year to bring it back to local roots, and we are in the works of modernizing our Honolulu and Kea`au facilities so that we can improve our processes and production. Yet, this bill could potentially stop the industry from growing and instead further divides us from the growers.

I have always known the brand Mauna Loa & stopped by the Visitor Center many times as a child to pick up omiyage. As I got older, I went away for school, but each time I left, I made sure to take up some Mauna Loa products to share. Some of them already knew of Mauna Loa (even internationally), but for others it was their first time hearing about us. This is what we, as Hawaiian Host Group, which is the parent company of the brands: Mauna Loa, Hawaiian Host, MacFarms & KOHO, strive to do--share the essence of Hawai`i with the world. Since I started working here, I've been given the great privilege to see our employees hard at work. From our families that harvest from the fields, to production side that makes the products, to our Visitor Center staff that cater for many tour companies as an essential stop, to our marketing & sales team who had such a huge hand in rebranding our packaging so we can show off locations in Hawai`i just by being on the shelves.

I'm opposing HB2278 HD2 SD1 because it doesn't consider the possible impact it will have on the Hawaiian macadamia industry as a whole. Due to our companies having so many products and being international, we need the nuts to make product. The hope is always to buy Hawaiian kernel so that we are able to produce more jobs in Hawai`i. Not only are we trying to grow the macadamia industry but really help local businesses too. Our Visitor Center in Kea`au houses a spot for Mana Up. This business helps local entrepreneurs kick start their companies and allow them to really grow their business by being able to reach different audiences. The businesses vary with each island and it's amazing to see how many products Hawai`i can produce.

There are so many unknown consequences to this bill that is concerning for the livelihoods of all those that are working in or impacted the Hawaiian macadamia industry. I would like to see

collaboration and compromise with growers and manufacturers so that we can really make the this industry flourish.

Thank you for considering my testimony. Mahalo.

Testimony of Jeffrey Clark

Ka'u Farms Management and Hamakua Macadamia Nut Company

April 2, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair, Vice-Chair and Members of the Committee on Judiciary,

My name is Jeffrey Clark. I manage Ka'u Farms Management which grows Hawaii-grown macadamia nuts in Ka'u and Hilo. I am the Chief Operating Officer of the Edmund C Olson Trust No 2 which owns Hamakua Macadamia Nut Company and Ka'u Farms Management. I **STRONGLY SUPPORT** House Bill 2278 RELATING TO LABELING OF MACADAMIA NUTS.

Our organization farms macadamia nuts in Ka'u and Hilo on approximately 1,500 acres of land. We also process macadamia nuts in our factory at Hamakua Macadamia Nut Company in Kawaihae. We use only Hawai'i-grown nuts.

The macadamia nut industry is a significant contributor to Hawaii's agricultural economy. There are currently about 16,000 acres of macadamia nuts statewide on roughly 620 farms. In 2021, the industry generated \$62.73 million (51 million pounds of wet-in shell sales), and in 2020, it was the 2nd largest agricultural commodity produced in Hawai'i, behind only seed crops. There are about 650 farms, which employ thousands of workers growing macadamia nuts in Hawaii.

Now, the industry is **failing** due to the fact that the largest brands do not purchase most of their mac nuts from Hawaiian growers. Instead, they now rely largely on foreign nuts, mostly from Africa, which are much cheaper. Then, they peddle these foreign nuts in packaging that exploit their brands' long-standing history in Hawai'i without explaining they are selling "a taste of Africa," not a taste of Hawai'i.

This practice creates the greatest threat to the viability of macadamia farming in Hawaii. Unfortunately, there is now little or no regulation to prevent the use of Hawaiian names and images in marketing macadamia nuts grown outside of Hawaii.

Consumers are not made aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

In Hawaii, the macadamia nut industry is slightly smaller than the coffee industry at the farm level. Unlike coffee, the macadamia industry does not have labelling laws to protect farmers from brands that use less than 100% Hawaii-grown crop. Like coffee, there are many products that use macadamia as an ingredient. Many products use coffee or macadamia such as chocolate products, cookies, ice cream and other confections. The legislation under HB2278 seeks to strengthen the law to protect the farming community and inform consumers.

This is the perfect time to incorporate these new regulations under HB2278.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

A handwritten signature in black ink, appearing to be 'J. Clark', written in a cursive style.

Jeffrey Clark

Chief Operating Officer

Edmund C Olson Trust No. 2 / Ka'u Farms Management / Hamakua Macadamia Nut Company

HB-2278-SD-1

Submitted on: 4/1/2024 7:13:44 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Matt Ponichtera	Testifying for Hana Macadamia	Support	Written Testimony Only

Comments:

Aloha.

I support this measure as a macadamia farmer as well as a consumer of local goods in Hawaii. Even after living here for over a decade, it is still really challenging to buy and support local due to the horde of products that create the "local illusion with their packaging wording and images.

Just tell the customers whats in the bag that they are putting into their bodies! Plain and simple.

The biggest thing I noticed from viewing testimony last month were the oppositions from a larger macadamia company is that they are taking this very personally, as though the bill is targeted at them as a punitive measure. I don't think thats the case. I think the farmers that actually farm and harvest their product just want a more even playing field in the market.

We hand pick our harvest every year. Every single nut. It takes a massive amount of time and energy to prep the land, pick, open up the husks, store and drying, and cracking and sorting kernels from shell.

It would be a world of difference if i didn't do ANY of that and just bought a foreign kernel and just roasted that and pawned it off as a local macadamia. I might even be able to match their prices! But then why call myself a macadamia farmer?

Someday I will be to travel again. And when I do, I want the best that those places have to offer. When I go to France, I want to have genuine champagne. When I go to Japan, I hope to get sushi caught locally, not bought from halfway around the world and frozen and shipped. When I order a cup of Kona coffee, I want the beans to actually come from a farmer in Kona!

Mahalo.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because of the people I work with every day. They are people who grew up here and who care deeply about Hawai‘i. HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large. Therefore, I strongly oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry. Thank you for considering my testimony.

Mahalo,
Vivian Fung
Associate Brand Manager, Hawaiian Host
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 7:26:09 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Angelica Melone	Individual	Support	Written Testimony Only

Comments:

Consumers who buy quality products that have been produced in Hawai‘i deserve to know where their products have originated. Especially those labeled and claiming to be from Hawai‘i, thus often being the more expensive products in comparison to those originating in other locations, this can be true with macadamia nuts, coconut water, beef, and dried fruit.

I support HB no. 2278 because it ensures that companies producing such products label them with proper verbiage and disclosure to reflect if the nuts are all from local sources if any portion of the macadamia nuts contained in the package was not grown in the State; to use the phrase "Hawaii-Grown Macadamia Nuts" preceded by a percentage.

HB2278 will ensure that the companies tending to the land, and producing products on soils throughout Hawai‘i have protection from other entities outcompeting the niche macadamia market and misleading consumers through labeling and marketing. It is important to promote local agriculture and such measures will offer the local macadamia nut producers additional protection. HB2278 can be used as a model to protect other agricultural enterprises and the production of other goods that may experience similar pressures throughout the State.

Mahalo for the opportunity to testify on this matter.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Hawaiian Host Group’s values align with my personal values as I believe in dedication to teamwork and surrounding yourself with those who come to work for a purpose. Exceeding expectations with the Spirit of Hawai’i in everything we do is our Mission and I feel confident each day our team is committed to that.

Because of the people I work with each day who grew up here and know the true meaning of what the Spirit of Hawai’i is, I feel a connection of the warm culture that connects us all with the best intentions of providing the highest quality of delicious products that are loved by people around the world. Many of us who are involved in our community enjoy connecting with those around us for a purpose.

If HB2278 passes, it is not a win for Hawai’i and our industry as it doesn’t consider the consequences it might have on businesses from the growers. Therefore, I would like to strongly OPPOSE HB2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

I would like to thank you for considering my testimony.

Mahalo,
Dino Ortiz
Logistics Manager
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 7:48:25 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Mark Erald Aurelio	Individual	Support	Written Testimony Only

Comments:

I am Mark Aurelio, working at hmns and i strongly support this bill.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because it supports making the islands flourish. As a company that’s roots started in Hawaii over 95 years ago and has been internationally recognized as “the host” of Hawaii- Hawaiian Host Group is a pillar in the local community- leading the support and growth of Hawaiian agriculture and providing jobs in the local market.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo.

Theresa Tuxhorn
Managing Director, KOHO
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I believe in the vision of Hawaiian Host Group because of the people I work with every day. They are people who grew up here in the islands and care deeply about Hawai‘i.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly **oppose** HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo
Jason Lee
Financial Systems Analyst
Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host group because of their mission to make the Hawaiian Islands flourish, and the fact that they are following through on their mission by continuing to invest in projects that keep jobs in Hawai‘i. As someone who grew up here, it was extremely important to me to find a company that prioritized local investment to grow business in the Islands.

It is a joy to work for a company that cares so deeply about Hawai‘i and its employees, but I’m also extremely proud of the amazing products that we create. Our products are enjoyed around the world while sharing the spirit of Hawai‘i.

SB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. Therefore, I strongly oppose SB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,
Casey Smith
Demand Planner
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 8:08:11 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Araceli Corpuz	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group 39 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawaii, they have been working most of their life in the Macadamia industry and are people that believe in making the islands’ future flourish. I am also proud of the delicious products we create every day that are loved by people across the world.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai ‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly OPPOSE HB 2278.

Thank you for considering my testimony.

Mahalo,

Araceli Corpuz

Factory Worker

Mauna Loa

Testimony of Philip Rafael
Hawaiian Macadamia Nut Services

April 2, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Philip Rafael and I am a farmer of Hawaii-grown macadamia nuts in Hilo, Hawaii. I am writing to you in support of House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

Hawaii's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. In 2022, USDA NASS reported utilized production of Hawaii macadamia nuts fell by 29 percent and farmgate prices fell to the lowest price since 2015. The total take-home value for macadamia nut farmers fell by 49% nearly wiping out nearly half of Hawaii's macadamia nut total market value.

One of the greatest threats to the viability of macadamia farming in Hawaii is the misleading labeling of macadamia nut products. Currently there is little to no regulation to prevent the use of Hawaiian names and images to market macadamia nuts grown outside of Hawaii.

Consumers may not be aware that many of the macadamia nut products sold in Hawaii contain little to no Hawaii-grown nuts. It is in the best interest of the consumers of the state to clarify the labeling regulations and end the practice of misleading labeling.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Philip Rafael

Harvesting Supervisor For Hawaiian Macadamia Nut Services

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

As a local boy, born and raised in Kaneohe, I joined Hawaiian Host Group to level-up a local company so that it can enrich the local community.

This bill is poorly written without consideration for any knock on effects; it is a shining example of superficial bureaucracy and lazy legislation. I believe we as a State are better than this, and there is a solution that will help our local growers without penalizing other companies just for the sake of votes. We need to work together as a community instead of some leaders just chasing votes thoughtlessly.

Therefore, I **strongly oppose** this bill.

Thank you for your consideration.

Mahalo,

Chris Wakukawa
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 8:09:25 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Mia Dahl	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024, at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because I'm proud of the amazing / delicious products we create that are loved by people across the world. More important than being "from" or "made in Hawai'i," they are gifts that share the spirit of Hawai'i. There are also the people I work with every day. They are people who grew up here in the islands, people who care deeply about Hawai'i, people who are involved in our community, and people who believe in making the Islands' future flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Mia Dahl

Visitors Center Associate Sales Manager

Mauna Loa

HB-2278-SD-1

Submitted on: 4/1/2024 8:11:53 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Sonia Tejada	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I am opposing HB 2278 relating to the labeling of macadamia nuts because it will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I have been with Mauna Loa for 38 years on our cupline. I love coming into work for 38 years is because of the people I work with. These are people who care deeply about Hawai‘i. Mauna Loa has helped me put my kids through school. I oppose HB 2278 HD 1 because it only focuses on the farmers and does not focus on the whole industry of Macnuts for Hawai‘i.

Thank you for considering my testimony.

Sonia Tejada

HB-2278-SD-1

Submitted on: 4/1/2024 8:14:49 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Eduardo Gamilo	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I am opposing HB 2278, relating to the labeling of macadamia nuts because this bill would not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I'm proud of the amazing products we create and sell across the world. They are gifts that share the spirit of Hawai`i with people. If HB 2278 passes, it wouldn't be beneficial for Hawai`i and the Hawaiian macadamia industry as a whole, but we need to consider the potential consequences it may have on all the businesses. Thank you for considering my testimony. Mahalo.

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

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Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

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As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I’m a proud local that grew up eating our product. It always brought my family joy to share Hawaiian host chocolate and it was always a treat to receive them. When I had the opportunity to work for an established local company with the same family values as myself I had to jump at the opportunity.

I’ve worked for Hawaiian Host for the past 3 years and love it because of the people I work with every day. They are people who grew up here and believe in making the Islands’ future flourish.

I oppose this bill because SB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Your consideration of these matters and solutions is very much appreciated.

Mahalo,
Brandon Tanaka
Director of Technology
Hawaiian Host Group

Testimony Presented Before the Senate Committee on Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to express my OPPOSITION to the proposed bill regarding the labeling requirements for macadamia nuts.

As a proud team member of Hawaiian Host Group, I can attest to our deep commitment to supporting the Hawaiian macadamia industry, our local communities, and our employees. We at HHG believe in making the Islands' future flourish. In the past year alone, we've allocated \$25 million towards bolstering Hawaiian agriculture. We are currently enhancing our Honolulu facility to ensure local jobs, and our plans include the development of a state-of-the-art macadamia processing facility in Kea'au, which will elevate the entire industry to new heights.

While I understand the importance of transparency in labeling, this bill puts unnecessary burdens on businesses and the judicial system. Courts should not be bogged down with endless litigation over minor labeling infractions when they have more significant cases to address, such as food safety, environmental sustainability, etc. Lawmakers should prioritize policies that genuinely protect consumers and promote responsible business practices.

It's crucial for lawmakers to recognize the importance of supporting Hawaii's macadamia industry as a whole and take measures to promote its growth and sustainability rather than burdening it with excessive labeling regulations.

I urge you to defer this bill to allow more time for stakeholders to work collaboratively to develop solutions that work for the entire macadamia nut industry in Hawaii.

Thank you for considering my testimony.

Mahalo,

Kori Kawagishi
Associate Benefits and Leave Manager
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 8:18:55 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Glen Kagamida	Individual	Support	Written Testimony Only

Comments:

WILL BE GOOD FOR LOCAL GROWERS.

MAHALO!

HB-2278-SD-1

Submitted on: 4/1/2024 8:24:10 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Ruth Balcita	Individual	Support	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Ruth Balcita and I SUPPORT the House Bill 2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS.

I believe labeling is important when processing companies use macadamia nuts for consumer consumption. It is just fair and square. Consumers have the right to know wherefrom the nuts they are consuming, and local mac nut farmers need to be given proper recognition.

We must be proud as a state that we produce the best-tasting macadamia nut in the entire planet. Why not?

Therefore, I implore you to keep our local macadamia nut farming industry competitive and alive by approving HB2278.

Thank you for taking the time to consider this bill and my testimony.

Respectfully yours,

Ruth Balcita



Hawaii Cattlemen's Council, Inc.

COMMITTEE ON AGRICULTURE & FOOD SYSTEMS

Rep. Cedric Asuega Gates, Chair

Rep. Kirstin Kahaloa, Vice Chair

HB2278 HD2 SD1

RELATING TO LABELING OF MACADAMIA NUTS

Tuesday, April 2, 2024, 10:05 AM
Conference Room 016 & Videoconference

Chair Rhoads, Vice Chair Gates, and Members of the Committee,

The Hawaii Cattlemen's Council **supports HB2278 HD2 SD1** which clarifies labeling requirements for macadamia nuts and requires country of origin to be included on the label of a consumer package of processed macadamia nuts

The Hawaii Cattlemen's Council supports the purchasing of locally sourced food. However, when products are labeled with misleading information about the origin of its contents, our local producers suffer because they still face the higher costs to produce and market in Hawaii. We are fortunate that the consumer is conscious about where their food is coming from, but labels should be clear so that local producers can capture the premium that the consumer is willing to pay to support local.

Thank you for the opportunity to testify on this matter. The Hawaii Cattlemen's Council (HCC) is the Statewide umbrella organization comprised of the four county-level Cattlemen's Associations. Our member ranchers represent over 60,000 head of beef cows; more than 75% of all the beef cows in the State. Ranchers are the stewards of over 750 thousand acres of land in Hawaii, or 20% of the State's total land mass. We represent the interests of Hawaii's cattle producers.

Nicole Galase
Hawaii Cattlemen's Council
Managing Director





Testimony Presented Before the Senate Committee on Judiciary

April 2, 2024, at 10:05 am

RE: HB 2278, HD2, SD1 - Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committees:

I appreciate the opportunity to submit testimony in opposition of HB 2278, HD2, SD1, relating to the labeling of macadamia nuts as this bill will not help the Hawaiian Macadamia industry as intended.

Hawaiian Host Group has been a legacy business in Hawaii for almost 100 years. We remain committed to growing the Hawaiian Macadamia industry and continuing our local operations, which employs hundreds of employees – keeping local jobs in Hawaii. We further demonstrate this commitment by investing over \$25 million in Hawaiian agriculture last year, starting our \$12 million Honolulu facility modernization project this month and proactively working on plans to build a world class macadamia processing facility in Keaau that would widely benefit the industry and our community.

In 2023, I testified in opposition of a similar bill, HB 1348 on behalf of Hawaiian Host Group. I expressed our commitment to collaborate with growers to find an opportunity to sell and process their crops. Since then, Hawaiian Host Group has made sizable investments, operational improvements and hired more local employees to be able to purchase and process from all growers that wanted to sell to us this harvest season.

There is a serious need for more processing capacity in Hawaii. The cost of keeping the macadamia industry alive in Hawaii is increasing as processors must maintain aging facilities along with the rate of inflation. Farms and processors must also continue to offer competitive wages and benefits to attract and retain employees as we know the cost to live in Hawaii is higher than most. This bill does not help make it sustainable to continue to operate farms or manufacturing in Hawaii. It will force companies to consider shifting operations to the mainland



as there are no labeling requirements like this in 49 other states. Hawaii is going to lose another valuable agricultural crop and manufacturing jobs if HB 2278 is passed.

I am deeply concerned that this bill is a distraction that further divides us and prevents us from creating a unified plan to move the industry forward. HB 2278 does not consider the potential consequences to local businesses downstream from the growers. The negative impacts HB 2278 could have on local employees, their families and their future livelihood would not result in a win for Hawaii.

For these reasons, I ask for you to hold this measure and allow us the time to continue efforts on developing a unified plan for the industry's future.

Mahalo nui loa for your consideration.

A handwritten signature in black ink, appearing to read "Michelle Leon-Guerrero".

Michelle Leon-Guerrero
Chief Administrative Officer
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 8:42:47 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Stu Haack	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because of its commitment to the people of Hawaii and the future growth of its economy. I live on the mainland, but Hawaii has been a big part of my childhood and career. It is a magical place that I want to help continue to flourish for generations to come. And Hawaiian Host Group is helping make that happen.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. It is our mission to help economy thrive, and this bill will have a significant impact on our ability to do so, which may end up resulting in a loss of jobs, economic revenue, and future impact.

Thank you for considering my testimony.

Mahalo.

Stu Haack

Director of eCommerce

Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 8:50:32 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Renz Ranan	Testifying for Maunaloa Macadamia	Oppose	Written Testimony Only

Comments:

Aloha Chair Nakashima, Vice Chairs Sayama, and Members of the Committees:

I am in opposition of HB 2278, relating to the labeling of macadamia nuts.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea'au that would benefit the entire industry. Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

The reason why I joined Hawaiian Host Group is because I like the products we produce. We have products that ship all over the world. They are gifts from local people that emphasize the spirit of Hawai'i with everyone.

This bill, HB 2278, doesn't consider the potential impact it will have on all the companies in the macadamia industry. There's so many people that are involved, growers, manufacturers, sellers, etc. that this bill could impact many of the livelihoods of the workers' families in these legacy Hawai'i companies.

I appreciate your time in considering my testimony.



Testimony of Andrew Trump

Island Harvest Inc.

April 2, 2024

RE: HB2278 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

My name is Andrew Trump and I am a second-generation macadamia farmer writing on behalf of Island Harvest Inc. to support House Bill 2278 Relating to Labeling of Macadamia Nuts. Island Harvest manages over 500-acres of organic macadamia nuts in Kapa'au on the Island of Hawai'i. In addition to macadamia nuts, we grow breadfruit, limes, and raise sheep. As a farming company, we employ agricultural and business practices that contribute positively to our environment and community while ensuring that our farming team can work in a safe environment.

Hawai'i's macadamia nut farmers have faced some of the most difficult times our industry has seen in the past few years. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value.

One of the greatest threats to the viability of macadamia farming in Hawai'i is the misleading labeling of macadamia nut products. HB2278 requires country of origin to be included on the label of a consumer package of raw or processed macadamia nuts. This legislation ensures the authenticity of Hawai'i's macadamia nut products and gives consumers and retailers important information on the origin of macadamia nuts.

We are not opposed to macadamia nuts grown in foreign countries being sold in Hawai'i, however, consumers should not be misled to believe that the product they are purchasing contains Hawaiian macadamia nuts when it does not.

Thank you for taking the time to consider this bill and my testimony.

Mahalo,

Andrew Trump

Vice President

Island Harvest Inc.

HB-2278-SD-1

Submitted on: 4/1/2024 8:57:06 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Keith Juda	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts, this bill - put simply - will not help the Hawaiian Macadamia industry as intended.

Thank you for considering my testimony.

Sincerely,

Keith Juda

Plant Warehouse Equipment Operator

Hawaiian Host / Mauna Loa/ Hawaiian Host Group

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud senior leader team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry, and the State.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

Hawaiian Host Group’s values align with my personal values as I believe that HHG truly cares about the islands and its future. I love my job because of the people I work with every day. They are people who grew up here, people who care deeply about Hawai‘i, people who are involved in our community. As I write this, I am packing for Merrie Monarch where Mauna Loa has been a proud sponsor of the parade for generations.

If HB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Mahalo for considering my testimony.

Mahalo Piha,

Danielle Laubenstein
Sr Director of Global Marketing, Mauna Loa
Hawaiian Host Group



Hawaiian Macadamia Nut Services

Testimony of Roslyn L. Fukunaga

Hawaiian Macadamia Nut Services

March 31, 2024

RE: HB2278 HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committees:

My name is Roslyn Fukunaga and I live in the district of Ka'u. I am employed with Hawaiian Macadamia Nut Services, one of the largest macadamia nut farms in Hawaii.

This testimony is written in support of:

Bill HB2278 HDS SD1 – Relating to the labeling of macadamia nuts.

I am the 3rd generation to be working under Hawaiian Macadamia Nut Services. My father and stepmother are also present employees with over 50 years of continued service and dedication.

Bill HB2278 HDS SD1 is simply about the **labeling and stating its origin of mac nuts**. It is aimed at providing clarity to consumers on products being purchased. It does not limit the import of mac nuts from other countries, nor does it prevent companies from collaborating with private growers on improving the mac nut industry. However, it does stop a company from misrepresentation and mislabeling. Supporting this bill doesn't stop any person or company from continuing what they are already doing, unless it is due to this misconception that makes a product more profitable.

But if a product is as good as many say, then that fact alone should override any contributing factors such as the origin of its main ingredient (mac nut).

Thank you for taking my testimony on Bill HB2278 HDS SD1 into consideration.

HB-2278-SD-1

Submitted on: 4/1/2024 9:12:28 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Edward Ng	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group 15 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawaii, they have been working most of their life in the Macadamia industry and are people that believe in making the islands’ future flourish. I am also proud of the delicious products we create every day that are loved by people across the world.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai ‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly OPPOSE HB 2278.

Thank you for considering my testimony.

Mahalo,

Edward Ng

Warehouse Worker

Mauna Loa

Testimony of James Trump
Island Harvest Inc.
April 1, 2024

RE HB 2278, HD2 SD1 RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard and Members of the Senate Committee on Judiciary,

This is a letter in support of HB2278. We are a medium sized grower (500 acres) of macadamia nuts in North Kohala but this testimony also reflects the views of most, if not all, small growers in our district. In my thirty years managing macadamia nut orchards, I believe that this is clearly the most important legislation that the industry has faced.

North Kohala macadamia growers ship their in-shell nuts to on-island processors who buy, crack and package our crop. Hawaii kernel has a great reputation for its freshness, distinct oil content and its association with the State of Hawaii. We can compete globally because of these distinctions. When cheaper foreign kernel is sold, implying Hawaii as a place of origin, local growers cannot compete. Fairness in labeling is necessary or Hawaii macadamia nut farming will be history. Truth in labeling is the request; we are not asking for subsidies or bailouts. Please feel to contact me regarding this important legislation.

Thank you,
James Trump
President
Island Harvest Inc.
808-895-3448
jamestrump@gmail.com

Macadamia Growers of Hawai'i

April 1, 2024

Senator Karl Rhoads
Chair, JDC
Conference Room 016& Videoconference
State Capitol
415 South Beretania Street
Honolulu, HI 96813

Dear Chairs and Committee Members,

My name is Bonnie Self, representing the Macadamia Growers of Hawaii. With over a decade of experience in Hawaii's macadamia nut industry as an agronomist and manager, my family and I are deeply rooted in this sector. Our livelihoods are directly connected to the success and sustainability of the industry.

As the legislative session has progressed, we currently have HB 2278 HD2, SD1 an act that holds significant implications for the agricultural integrity and economic sustainability of Hawaii's macadamia nut industry. This letter is written in staunch support of HB 2278 HD2, SD1 a bill that not only stands to protect the industry from deceptive labeling practices but also empowers consumers and producers alike with transparency.

The past year has underscored the vulnerability of our macadamia nut industry, with a stark production decline from 52.9 million wet in-shell pounds in 2021 to 37.7 million wet in-shell pounds in 2022. This alarming 29% decrease in production has been compounded by the shutdown of the largest processing facility in the state and the aggressive influx of foreign kernels, which have significantly reduced the prices to growers, from \$1.23 to \$0.88 per pound. The consequences of these events are more than just numbers in a report—they reflect the livelihoods of our workers who have faced reduced hours and the harsh reality of over 8 million pounds of nuts left on the ground in our orchards alone.

HB 2278 HD2, SD1 is a critical step towards rectifying these issues. The bill offers a pathway to address these issues by emphasizing the importance of accurate labeling, thereby preserving the integrity and legacy of the Hawaii macadamia nut industry. This legislative action is not merely about compliance; it is about preserving the cultural and economic legacy of the Hawaii macadamia nut industry.

The implementation of HB 2278 HD2, SD1 will ensure that our beloved industry can withstand the tides of global competition and market saturation with foreign products. By supporting this bill, you are endorsing a future where the Hawaii macadamia nut industry continues to thrive and contribute to our state's prosperity. This issue is extremely time sensitive. Without changes now, more farms will disappear and not return.

I urge you to consider the weight of your decision on the future of our state's agriculture and the well-being of its dedicated workers. Please lend your support to HB 2278 HD2, SD1 and stand with Hawaii's macadamia nut growers and workers.

Thank you for your time and consideration.

Sincerely,



Bonnie Self
Macadamia Growers of Hawaii

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

I am a team member at Hawaiian Host Group, and I know our company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

This bill is a distraction from growing the industry and instead further divides us from the growers. I believe in the vision of Hawaiian Host Group because we are thoughtful and respectful of the Hawaiian Culture. I’m proud of the amazing, delicious products we create that are loved by people across the world. More important than being “from” or “made in Hawai‘i,” they are gifts that share the spirit of Hawai‘i. The people I work with every day are people who grew up here, care deeply about Hawai‘i, are involved in our community, and people who believe in making the Islands’ future flourish! HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies. If SB 2278 passes, it isn’t a win for Hawai‘i and our industry at large as it doesn’t consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Thank you for considering my testimony.

Mahalo,
Brian Sankey
Business Development Manager - East
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 9:26:11 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Kristine Co	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because I believe in the mission of the company to help make the Hawaiian Islands' future flourish. We cannot do that if we are held to a 100% sourcing standard, which would cripple our supply chain and inhibit our mainland/international presence, all which come back to help the local Hawaii company thrive.

I'm proud of the products that we manufacture and the brands that we build/protect/grow, which are beloved by consumers across the world. They are gifts that share the spirit of Hawai'i.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai'i and the livelihoods of the people working for these legacy Hawai'i companies. If HB 2278 passes, it isn't a win for Hawai'i and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. Therefore, I strongly oppose HB 2278.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony. Your consideration of these matters and solutions is very much appreciated.

Mahalo,

Kristine Co

Sr Global Brand Manager, Mauna Loa

Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 9:26:48 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Jennifer Johansen	Testifying for Cyanotech Corporation	Support	Written Testimony Only

Comments:

I'm writing today on behalf of Cyanotech Corporation, microalgae aquaculture farmers on the Kona coast, and producers of Hawaiian Spirulina® and BioAstin® Hawaiian Astaxanthin® microalgae based Dietary Supplements. These Hawaii grown products are the number one brands in the natural products market. A vast majority of our success comes from the consumer's care for and appreciation of the product's origin, Hawaii. We relate to the coffee farmers of Hawaii and understand the importance of protecting Hawaii grown products and consumer's expectation of Hawaii origin when purchasing products labeled as such. We are one of a handful of publicly held companies on the big island and employ approximately 80 people.

We respectfully request that HB 2278 be passed to stop deceptive labeling and to maintain the integrity of Hawaii macadamia nuts.

HB-2278-SD-1

Submitted on: 4/1/2024 9:30:38 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Edward Ng	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on

Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group 36 years ago. I am a Mauna Loa employee and I love working for Hawaiian Host Group because of the people I work every day. These people care deeply about Hawaii, they have been working most of their life in the Macadamia industry and are people that believe in making the islands’ future flourish. I am also proud of the delicious products we create every day that are loved by people across the world.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai ‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. That’s why I strongly OPPOSE HB 2278.

Thank you for considering my testimony.

Mahalo,

Pablo Zuniga

Sanitation Worker

Mauna Loa



Testimony of Nathan Trump

Hawai'i Macadamia Nut Association

April 2, 2024

RE: HB2278 HD2 SD1: RELATING TO LABELING OF MACADAMIA NUTS

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Committee on Judiciary,

My name is Nathan Trump, and I am testifying on behalf of the Hawai'i Macadamia Nut Association in support of House Bill 2278 HD2 SD1: RELATING TO LABELING OF MACADAMIA NUTS.

Hawai'i and macadamia nuts have been linked since the early 1900's when Hawai'i became the birthplace of the commercial macadamia nut industry. Macadamia nuts became especially important to Hawai'i's economy when sugar cane became infeasible, and farmers began to seek alternative ways to support themselves and the communities that had been created around important agricultural lands.

Today, Hawai'i has built a globally recognized brand around Hawai'i-grown macadamia nuts, but unfortunately, the Hawai'i brand is now being used to market macadamia nuts grown in foreign countries. Hawaiian words, place names, and images of Hawai'i's beautiful landscapes are being used on packaging of macadamia nut products that contain foreign grown macadamia nuts.

Hawai'i's macadamia nuts have a special taste, unique crunch, and are grown almost exclusively under non-irrigated rainfed orchards. Unlike macadamia nuts grown in other parts of the world, almost all Hawai'i macadamia nuts are insecticide-free.

Macadamia nuts are growing in popularity as people recognize the importance of healthy fats and Hawai'i is well-positioned with its reputation for beauty, cleanliness, and luxury, to increase the agricultural value of Hawai'i-grown macadamia nuts. Unfortunately, Hawai'i's macadamia industry is not growing as farmers face the threat of cheaper macadamia nuts of foreign origin flowing into the Hawaii market.

The impact of the increased prevalence of foreign-grown macadamia nuts has had a clear negative impact on Hawai'i's growers the past few years. In 2022, many growers were not able to find buyers for their crop, and those who did saw the farmgate value of in-shell macadamia nuts plummet. USDA NASS reported utilized production of Hawai'i macadamia nuts fell by 29 percent from 52.9 million pounds in 2021 to 37.7 million pounds in 2022. Farmgate prices also fell to the lowest price since 2015 to an average of \$0.88/lb. The total take-home value for macadamia nut farmers fell by 49%, wiping out nearly half of Hawai'i's macadamia nut market value. 2023 statistics are not yet available, but growers report that while they've been able to find a market for their macadamia nuts, the prices they are receiving are not enough to cover the cost of production for most growers.

We need clear action from Hawai'i's state government to address the concerns of Hawai'i's macadamia nut farmers. The Hawai'i Macadamia Nut Association believes HB2278 is the clear action our farmers, processors, and consumers need to re-establish the authenticity and integrity of Hawai'i's macadamia nut industry.

We want to be clear, if we do not see action taken during the 2024 legislative session, we will see numerous small and large farms reduce their operation size and/or cease to exist. We are not asking for a handout, we are asking the legislature to ensure proper labeling so that consumers are not misled and Hawai'i's reputation for beauty, authenticity, and aloha remains intact. Mahalo for receiving our testimony.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Nathan Trump". The signature is fluid and cursive, with a long horizontal stroke at the end.

Nathan Trump

President

Hawai'i Macadamia Nut Association

**Testimony Presented Before the Senate Committee on
Judiciary**

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers. I joined Hawaiian Host group nearly 3 years ago, after nearly 25 years working at other consumer products companies all based on the mainland. I joined because 1) I love Hawaii (I visited Hawaii each year for a decade before I knew anything about this job) 2) I love our products 3) I wanted to be a part of a great culture 4) and I wanted a company with incredible values that includes caring about community.

Everything done here at HHG is done with the Aloha Spirit. This spirit is driven by our people, many of which have been with us for decades and most of whom are folks that were born and raised in Hawaii and live this spirit every day.

The leadership at our company has made it their passion to get HHG to be voted as the best place to work on in the beautiful islands of Hawaii. In my entire career I have never been a part of an organization that did more or cared more about their community (we just went all in on Hawaii with the farm purchase adding hundreds of new employees in Hawaii, and 4000 acres of Hawaiian grown macadamia – the single largest macadamia farm in all of Hawaii). If that doesn't scream we are investing in Hawaii and doing everything we can to run our business Hawaiian, not sure what does!!!

Just a couple months after this farm purchase came the devastating Maui fires, where our company raised nearly \$500K for the people in Maui who lost so much. I have never been with a company that were all about their people the way HHG is. It is by far the best culture I've ever been a part of, I love this company and everything about it with all my heart. I am a people person, I love helping others, I love making others better, and this is what our company strives to do every single day!

In addition to all this, I'm incredibly proud to work for a company that makes such delicious products for 2 iconic brands that are synonymous with Hawaii. The products are loved so much

that people not only consume it for themselves, but gift it to loved ones. Simply put, our products (with over 150 years of history in Hawaii) are the gifts that share the Spirit of Hawaii with the world, with every bag and box!

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawaii and the livelihoods of the people working for these legacy Hawai'i companies. If HB 2278 passes, it isn't a win for Hawaii and our industry at large as it doesn't consider the potential consequences it might have on businesses downstream from the growers. While we, as Hawaii growers and manufacturers of macadamia products, want to collaborate with other farmers on regulations, we feel like this Bill further divides the industry. Therefore, I strongly **OPPOSE** HB 2278.

Thank you so much for considering my testimony.

Mahalo,

Amir Zahedi
Chief Sales Officer
Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 9:46:38 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Abegaile Baon	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Testimony Presented Before the Senate Committee on Judiciary

Tuesday, April 2, 2024 at 10:05am

RE: HB 2278 HD2 SD1 Relating to Labeling of Macadamia Nuts – In Opposition

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host group because after living away from Hawai‘i for a few years I wanted to settle and start a career back home. I always knew I wanted to come back home and give back to the community, and that was through working with a Hawai‘i based company. A company that truly cares about the local community and their workers. After taking my time in researching I knew Hawaiian Host Group shared the same values.

I love my job and the company I work for because of the people I work with every day. They are people who grew up here and who care deeply about Hawai‘i. Just like me we want to continue to live in Hawai‘i, to raise our children and continue to give them the same childhood we had. To do that we need local companies to help support us.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Abegaile Baon

Accounts Payable Coordinator

Hawaiian Host Group

HB-2278-SD-1

Submitted on: 4/1/2024 9:52:47 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
David S. Case	Individual	Support	Written Testimony Only

Comments:

Thank you, Chairman Rhoads and members of the Senate Judiciary Committee (JDC) for holding this hearing on HB2278, HD1, SD1, relating to labeling of Hawai'i Macadamia nuts. I am a 12-year resident of Hawai'i and a long-time supporter of proper labeling of Hawaii's "Origin" products. Hawaii farmers produce an increasing variety of Origin products, and Macadamea nuts is one of them. Processors and retailers tend to commodify these unique products by blending them with cheaper, non-Hawaiin products and then selling them as "Hawaiian." This practice reduces the value farmers receive for their productds and is deceptive to conumers. This bill would prevent this deception being continued for Macadamea nuts. I appreciate the Legislature taking action to protect the unique products of Hawaiian Origin. Please, adopt HB2278 HD2, SD1.

Respectfully Submitted,

David S. Case

HB-2278-SD-1

Submitted on: 4/1/2024 10:06:38 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
J Ashman	Individual	Support	Written Testimony Only

Comments:

I support this measure!

HB-2278-SD-1

Submitted on: 4/1/2024 10:10:02 AM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Diana Tellechea	Testifying for Hawaiian Host Group	Oppose	Written Testimony Only

Comments:

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee:

I write to you in opposition of HB 2278, relating to the labeling of macadamia nuts. This bill – put simply – will not help the Hawaiian Macadamia industry as intended.

As a proud team member of Hawaiian Host Group, I know this company cares about the Hawaiian macadamia industry. We invested \$25 million in Hawaiian agriculture just last year, we are modernizing our Honolulu facility as we speak to ensure local jobs, and I have seen our plans to build a world class macadamia processing facility in Kea‘au that would benefit the entire industry.

Yet, this bill is a distraction from growing the industry and instead further divides us from the growers.

I joined Hawaiian Host Group because it was important to me to represent a local company that supports its community. I have seen all the ways in which Hawaiian Host Group donates product, money and time to help many initiatives that have contributed to our islands success. The executive team along with all of the employees make it a priority to help the islands flourish.

HB 2278 does not consider the potential impact it will have on all the companies in the macadamia industry in Hawai‘i and the livelihoods of the people working for these legacy Hawai‘i companies.

Please consider deferring the implementation of HB 2278 to allow us more time to collaborate with the growers on a solution that works for the entire macadamia industry.

Thank you for considering my testimony.

Mahalo,

Diana Tellechea

Customer Support Manager

Hawaiian Host Group



TO: Senator Rhoads, Chair Senate Judiciary Committee
Senator Gabbard, Vice Chair
Senate Judiciary Committee

FROM: Ed Schultz
President & CEO, Hawaiian Host Group

RE: **HB 2278 SD1 Relating to Labeling of Macadamia Nuts – In Opposition**

Aloha Chair Rhoads, Vice Chair Gabbard and members of the Judiciary Committee:

As I have stated in my previous testimony this year, HB2278 SD1 is not a good bill for the macadamia industry and will hurt jobs without helping growers.

The macadamia industry in Hawaii has not built a new processing facility in over 30 years and today the state does not have enough processing capacity to handle the on average 45 millions lbs of nuts that are grown here. The largest grower ships nearly 40% of the harvest to China for processing leaving less than 30 million lbs for the industry to market as Hawaiian grown nuts.

At Hawaiian Host Group (HHG) we must use foreign nuts to support our mainland and global export business and the 400+ food manufacturing jobs we have in Hawaii. HB2278 SD1 puts these jobs at risk as we cannot have a labeling law that forces us to label products differently in Hawaii than is required in the 49 other states and more than 10 countries that we export Hawaii manufactured product to.

In addition, the private right of action was not in the House bill, and the Senate bill was not heard by the House because it has serious concerns about this provision in the Senate bill. The Senate CPN decided to add this language back into the House bill, which simply opens the door to nonsense lawsuits that HHG will have to defend taking away from capital that should be used for reinvestment and jobs. This should on its own be enough to defer HB2278 SD1.

Finally, as mentioned before, we have serious concerns about the legality of the bill and its conflict with federal trademark and interstate commerce law. HB2278 SD1 is vague, may violate the dormant Commerce Clause and the trademark law aspects of the Lanham Act.

Further to this on Monday, March 18, 2024, US District Judge Daniel Calebretta, an appointee of President Biden, ruled in Peacock vs Pabst Brewing Co, that a plaintiff cannot sue a branded food company because the brand originally represented an origin. The plaintiff claimed that all Olympia Brewing Company products must be made in Washington state using water and ingredients from the region because of the branding. The Judge dismissed the case saying the branding was not enough to have tricked a reasonable consumer into buying the beer based on the false impression it was from the Evergreen State.

In conclusion, while HB2278 SD1 is well intended, it will not benefit growers as believed, but in fact will hurt the jobs of a large legacy agriculture company in Hawaii. Our 400+ local employees want to grow the macadamia industry in Hawaii, on the mainland and abroad. When we do this, all will benefit our agricultural ecosystem.



For these reasons, we respectfully ask you to defer this measure and allow the industry to work together on a solution that will help to increase the macadamia nut production in Hawaii. Mahalo for the opportunity to submit testimony.

HB-2278-SD-1

Submitted on: 4/1/2024 2:07:35 PM

Testimony for JDC on 4/2/2024 10:05:00 AM

Submitted By	Organization	Testifier Position	Testify
Mark Shultise	Testifying for LavaRock Farm	Support	Written Testimony Only

Comments:

I support this bill.



Senate Committee on Judiciary

Hawai'i Alliance for Progressive Action (HAPA) Supports: HB2278 HD2 SD1

Tuesday, April 2nd, 2024 10:05 a.m. Conference Room 016

Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Committee,

We support HB2278 HD2 SD1 clarifies labeling requirements for macadamia nuts. Requires country of origin to be included on the label of a consumer package of processed macadamia nuts. Allows a private right of action for violations.

HAPA understands the importance of enforcing the integrity of the “Hawai'i Brand” and that there is a genuine need for stronger protections of this brand integrity.¹

We are hopeful that truth-in-labeling reform for macadamia labeling will be a step toward broader protection for the “Hawai'i Brand” and for all other Hawai'i-grown agricultural products—including coffee, cacao, tea, avocados, tropical fruit, microalgae, and more.

There is a genuine need for stronger protection of the “Hawaii Brand”²

If supply goes down, prices go up. Removing from the supply the non locally grown macadamias sold in Hawai'i under Hawaiian marketing will cause both retail demand and farmgate prices for available genuine Hawaiian macadamia to go up—not down.

Hawaii should defend the integrity and quality of its premier products, such as macnuts, in the same way that Idaho protects the integrity of Idaho Potatoes, or Georgia protects Vidalia Onions, or Vermont protects Vermont Maple Syrup.

Please support HB2278 HD2 SD1.

Thank you for your consideration.

Respectfully,

A handwritten signature in black ink, appearing to read 'Anne Frederick', written in a cursive style.

Anne Frederick, Executive Director

¹ <https://www.sfgate.com/hawaii/article/hawaii-products-not-from-islands-17312415.php>

² <https://www.sfgate.com/hawaii/article/hawaii-products-not-from-islands-17312415.php>



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Aloha Chair Rhoads, Vice Chair Gabbard, and Members of the Senate Judiciary Committee,

The Hawaii Farmers Union is a 501(c)(5) agricultural advocacy nonprofit representing a network of over 2,500 family farmers and their supporters across the Hawaiian Islands. **HFUU supports HB2278.**

This bill is essential in safeguarding the reputation of Hawaii's macadamia nut industry by ensuring that only genuine Hawaii-grown nuts are marketed as such. By mandating accurate labeling, we protect the integrity of our agricultural products and provide consumers with the transparency they deserve. Furthermore, these regulations will bolster the local economy by ensuring that Hawaii-grown macadamia nuts remain a premium product, distinguished by their quality and origin. The inclusion of penalties for non-compliance underscores the seriousness of these measures, promoting fair practices in the industry and upholding Hawaii's standing as a producer of world-class agricultural goods.

The specific requirements outlined in the bill, such as the precise wording on labels and the obligation to provide proof of origin, will empower consumers to make informed choices and support local agriculture. This act not only champions the interests of local farmers but also aligns with broader efforts to promote sustainability and authenticity in the food industry. By reinforcing the connection between product and place, HB2278 embodies the spirit of aloha 'āina, nurturing a deep respect for the land that sustains us. Therefore, the Hawaii Farmers Union urges the swift passage of this bill, confident in its capacity to enhance the economic well-being of our agricultural community and protect the legacy of Hawaii's macadamia nut industry.

Mahalo for the opportunity to testify.

Kaipo Kekona, President HFUU/HFUF