

Honolulu, Hawaii

FEB 16 , 2024

RE: H.B. No. 2028
H.D. 2

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirty-Second State Legislature
Regular Session of 2024
State of Hawaii

Sir:

Your Committee on Consumer Protection & Commerce, to which was referred H.B. No. 2028, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO THE LABELING OF PRODUCTS,"

begs leave to report as follows:

The purpose of this measure is to:

- (1) Merge the Made in Hawaii with Aloha branding program with the Hawaii Made program and place both under the Department of Business, Economic Development, and Tourism;
- (2) Specify that the Department of the Attorney General is responsible for enforcement of the program;
- (3) Clarify certain calculations used to determine if a non-perishable good has met the requirements for a "Hawaii Made" or "Made in Hawaii" label; and
- (4) Appropriate funds to promote and develop the "Hawaii Made" brand.

Your Committee received testimony in support of this measure from Kanalani Ohana Farm and Hawai'i Forest Industry Association. Your Committee received comments on this measure from the



Department of the Attorney General; Department of Agriculture; and
Hawai'i Farm Bureau.

Your Committee finds that merging the Made in Hawaii with Aloha branding program with the Hawaii Made program will avoid confusion and duplication of efforts to promote the Made in Hawaii brand by two agencies. Your Committee further finds that this measure allows non-perishable goods such as apparel to qualify as "Hawaii Made" or "Made in Hawaii" by including operating and overhead expenses in the statutory threshold calculation, which will enable more local businesses to use these labels.

Your Committee has amended this measure by making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Consumer Protection & Commerce that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 2028, H.D. 1, as amended herein, and recommends that it be referred to your Committee on Finance in the form attached hereto as H.B. No. 2028, H.D. 2.

Respectfully submitted on
behalf of the members of the
Committee on Consumer
Protection & Commerce,


MARK M. NAKASHIMA, Chair



Record of Votes of the Committee on Consumer Protection & Commerce

Bill/Resolution No.: HB 2028 HD1	Committee Referral: ECD, CPC, FIN	Date: 02-14-24		
<input type="checkbox"/> The committee is reconsidering its previous decision on the measure.				
The recommendation is to: <input type="checkbox"/> Pass, unamended (as is) <input checked="" type="checkbox"/> Pass, with amendments (HD) <input type="checkbox"/> Hold <input type="checkbox"/> Pass short form bill with HD to recommit for future public hearing (recommit)				
CPC Members	Ayes	Ayes (WR)	Nays	Excused
1. NAKASHIMA, Mark M. (C)	/			
2. SAYAMA, Jackson D. (VC)	/			
3. AMATO, Terez	/			
4. BELATTI, Della Au		/		
5. HASHEM, Mark J.				/
6. HUSSEY-BURDICK, Natalia				/
7. GATES, Cedric Asuega				/
8. LOWEN, Nicole E.				/
9. ONISHI, Richard H.K.	/			
10. TAM, Adrian K.				/
11. PIERICK, Elijah	/			
TOTAL (11)	5	1		5
The recommendation is: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted If joint referral, _____ did not support recommendation. <div style="text-align:center; font-size:small;">committee acronym(s)</div>				
Vice Chair's or designee's signature:				
Distribution: Original (White) – Committee Duplicate (Yellow) – Chief Clerk's Office Duplicate (Pink) – HMSO				