THE SENATE
THIRTY-THIRD LEGISLATURE, 2026
STATE OF HAWAII

S.B. NO. 2781 S.D. 1

A BILL FOR AN ACT

RELATING TO LEI.

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

SECTION 1. The legislature finds that the lei is an important cultural, social, and economic expression of Hawaii and Native Hawaiian traditions. Lei made using a wide variety of plant materials, flowers, seeds, shells, and other natural or cultural components, are worn and shared in ceremonies, celebrations, and daily life throughout the State.

The legislature further finds that the growing commercialization of lei and lei materials has led to increased use of imported plant materials and manufactured components that are marketed using Hawaiian language, imagery, and place names, which may mislead consumers and undermine local growers, lei makers, and cultural practitioners.

The legislature believes that it is critical for the State to support locally grown and assembled lei and their producers, protect the local floriculture industry, and promote transparency and accountability in the sourcing and labeling of lei and lei materials. To this end, additional information and

stakeholder input are necessary to determine the most effective and practicable means of achieving these objectives.

Accordingly, the purpose of this Act is to require the department of agriculture and biosecurity to convene a working group to gather data and conduct a study of the State's floriculture industry.

SECTION 2. (a) The department of agriculture and biosecurity shall convene a working group that shall:

(1) Identify, gather, and report on any existing studies or assessments conducted or data assembled by the department of agriculture and biosecurity or university of Hawaii that have examined:

(A) The number and geographic distribution of flower farms in the State;

(B) The types and volume of lei materials currently being locally produced; and

(C) The capacity of local floriculture to meet public and private demand; and

(2) Conduct a study of the State's floriculture industry, which shall evaluate, at a minimum:

(A) The current number and geographic distribution of flower and lei-material farms;

(B) Production capacity relative to demand;

(C) Barriers faced by local growers; and

(D) The resources, incentives, and infrastructure needed to sustainably support the local floriculture.

(b) The working group shall consist of the following six members:

(1) Chairperson of the board of agriculture and biosecurity, or the chairperson's designee, who shall serve as the chair of the working group;

(2) Dean of the college of tropical agriculture and human resilience at the university of Hawaii at Manoa, or the dean's designee;

(3) Executive director of the Hawaii Farm Bureau, or the executive director's designee, who shall be invited by the chair of the working group;

(4) President of the Hawaii Floriculture and Nursery Association, or the president's designee, who shall be invited by the chair of the working group;

(5) One member from the State's florist industry, who shall be invited by the speaker of the house of representatives; and

(6) One member from the State's lei maker and producer industry, who shall be invited by the president of the senate.

(c) Members of the working group shall serve without compensation but shall be reimbursed for reasonable expenses, including travel expenses, necessary for the performance of their duties. No member of the working group shall be subject to chapter 84, Hawaii Revised Statutes, solely because of the member's participation in the working group.

(d) The working group shall submit a report of its findings and recommendations, including any proposed legislation, to the legislature no later than twenty days prior to the convening of the regular session of 2027.

(e) The department of agriculture and biosecurity shall provide necessary administrative support to the working group in carrying out its duties, including preparing the report required pursuant to subsection (d).

(f) The working group shall be dissolved on June 30, 2027.

SECTION 3. This Act shall take effect on January 1, 2525.

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Report Title:
DAB; Lei; Working Group; Flower Farms; Lei Materials; Floriculture Industry; Report

Description:
Requires the Department of Agriculture and Biosecurity to convene a working group that shall identify, gather, and report on any existing studies or assessments conducted or data assembled by the Department of Agriculture and Biosecurity or University of Hawaii on flower farms, lei materials, and the capacity of local floriculture to meet public and private demand; conduct a study of the State's floriculture industry; and submit a report to the Legislature. Sunsets the working group on 6/30/2027. Effective 1/1/2525. (SD1)

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