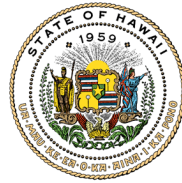


JOSH GREEN, M.D.
Governor

SYLVIA LUKE
Lt. Governor



State of Hawai'i
DEPARTMENT OF AGRICULTURE & BIOSECURITY
KA 'OIHANA MAHI'AI A KIA'I MEAOLA
1428 South King Street
Honolulu, Hawai'i 96814-2512
Phone: (808) 973-9560 FAX: (808) 973-9613

SHARON HURD
Chairperson
Board of Agriculture & Biosecurity

DEAN M. MATSUKAWA
Deputy to the Chairperson

**TESTIMONY OF SHARON HURD
CHAIRPERSON, BOARD OF AGRICULTURE AND BIOSECURITY**

**BEFORE THE SENATE COMMITTEES ON WATER, LAND, CULTURE AND THE
ARTS; AGRICULTURE AND ENVIRONMENT; AND ECONOMIC DEVELOPMENT
AND TOURISM**

**FRIDAY, MARCH 20, 2026
1:02 PM
CONFERENCE ROOM 224**

**HOUSE BILL NO. 2585, HOUSE DRAFT 3
RELATING TO AGRICULTURAL TOURISM**

Chairs Lee, Gabbard, and DeCoite, Vice Chairs Inouye, Richards, and Wakai and Members of the Committees:

Thank you for the opportunity to testify on House Bill No. 2585, House Draft 3 that establishes statewide, uniform standards to promote agricultural tourism activities in the State for all counties that have adopted an agricultural tourism ordinance. Requires agricultural tourism activities to be registered by the county planning department. Requires agricultural tourism activities to coexist with an agricultural activity on a farming operation and to be accessory and secondary to the principal farming operation. Establishes a process for the termination of an authorization for agricultural tourism activities upon a determination that productive agricultural activity has ceased. Requires the Department of Agriculture and Biosecurity to submit a report to the 2027 Legislature on the implementation of Part II of this measure. The Department of Agriculture and Biosecurity (Department) supports this measure. We respectfully defer to the counties regarding their adoption of necessary ordinances that will ensure agricultural tourism activities are accessory and secondary to a principal farming operation.

The Department notes that registration of agricultural tourism activities with the county planning department requires both "federal and state tax returns verifying farm income from the principal farming operation", "verification of enrollment in a county agricultural use dedication program" and verification of county agricultural water rates, if enrolled." (page 5, lines 5-10) The Department notes that the verification of farm income (page 5, lines 5-6) does not provide guidance as to what minimum amount of farm income from the principal farming operation is necessary to meet this registration

Testimony of Sharon Hurd

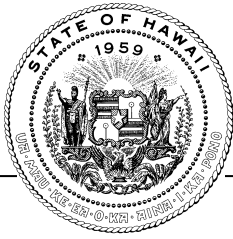
March 20, 2026

Page 2

requirement. However, the definition of “secondary to the principal farming operation” (page 8, lines 7-11) ensures that the annual revenue from activities or uses such as agricultural tourism is less than the annual revenue generated from the farming or agricultural operation on the property.

With respect to the Department’s report to the 2027 Legislature, we anticipate it will summarize the counties’ efforts to adopt ordinances regulating agricultural tourism uses and activities in compliance with Chapter 205.

Thank you for the opportunity to provide testimony on this measure.



**STATE OF HAWAII
OFFICE OF PLANNING
& SUSTAINABLE DEVELOPMENT**

JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LT. GOVERNOR

MARY ALICE EVANS
DIRECTOR

235 South Beretania Street, 6th Floor, Honolulu, Hawai'i 96813
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Statement of
MARY ALICE EVANS, Director

before the
**SENATE COMMITTEES ON WATER, LAND, CULTURE AND THE ARTS &
AGRICULTURE AND ENVIRONMENT &
ECONOMIC DEVELOPMENT AND TOURISM**

Friday, March 20, 2026
1:02 PM
State Capitol, Conference Room 224

in consideration of
HB 2585, HD 3
RELATING TO AGRICULTURAL TOURISM.

Chairs Lee, Gabbard, and DeCoite, Vice Chairs Inouye, Richards, and Wakai and Members of the Senate Committees on Water, Land, Culture and the Arts, Agriculture and Environment, and Economic Development and Tourism.

The Office of Planning and Sustainable Development (OPSD) **supports** HB 2585, HD 3, which establishes uniform agricultural tourism activity requirements applicable to all counties to promote agricultural tourism as a supplemental revenue stream to farm operations.

OPSD strongly supports agricultural tourism as an additional source of revenue for bona fide farming operations, as defined in Hawai'i Revised Statute (HRS) § 165-2, and we support amendments clarifying that agricultural tourism activities that are secondary and accessory to a principal farming operation may be allowed in every County. We also support County adoption of ordinances regulating agricultural tourism activities and a registration process that improves the Counties' ability to review whether these activities are indeed being operated by a bona fide farming operation. OPSD appreciates that HD 3 has addressed our previous concerns and incorporated the revisions suggested by the Department of Agriculture and Biosecurity and the Agribusiness Development Corporation.

Thank you for the opportunity to testify on this measure.



TESTIMONY OF
CAROLINE ANDERSON
Interim President & CEO
Hawai'i Tourism Authority

before the
SENATE COMMITTEES ON WATER, LAND, CULTURE AND THE ARTS; AGRICULTURE AND ENVIRONMENT; AND ECONOMIC DEVELOPMENT AND TOURISM

Friday, March 20, 2026
1:02 p.m.
State Capitol, Room 224

In consideration of
HB 2585 HD3
RELATING TO AGRICULTURAL TOURISM

Aloha Chairs Lee, Gabbard, and DeCoite, Vice Chairs Inouye, Richards, and Wakai, and Members of the Committees:

The Hawai'i Tourism Authority (HTA) offers comments on HB 2585 HD3, which establishes statewide, uniform standards to promote agricultural tourism activities in Hawai'i, requires registration with county planning departments, and ensures agricultural tourism remains secondary to and coexists with ongoing agricultural activity.

HTA recognizes the importance of supporting Hawai'i's agricultural sector. Agricultural tourism can provide supplemental revenue for farms and ranches while offering visitors educational experiences connected to Hawai'i's working lands and local products. Coordinating the development of new agricultural tourism products is part of HTA's statutory mandate in HRS §201B-3(a)(19).

HB 2585 HD3 also includes important guardrails that help keep agricultural tourism tied to real farming activity. The bill requires agricultural tourism to be accessory and secondary to agriculture, not interfere with surrounding farm operations, and be conducted only on land where productive agricultural use is occurring. HTA supports these safeguards because they help encourage responsible growth and reduce the risk that agricultural tourism becomes a substitute for agriculture.

Mahalo for the opportunity to provide these comments on HB 2585 HD3.



TESTIMONY WITH COMMENTS ON HOUSE BILL 2585 HD3
RELATING TO AGRICULTURAL TOURISM

Ke Kōmike ‘Aha Kenekoa o ka Wai, ‘Āina, a me ka Mo‘omeheu a me nā Hana No‘eau
(Senate Committee on Water, Land, and Culture and the Arts)

Ke Kōmike ‘Aha Kenekoa o ka ‘Oihana Mahi‘ai a me ke Ao Kūlohelohe
(Senate Committee on Agriculture and Environment)

Ke Kōmike ‘Aha Kenekoa o ka Ho‘omohala Waiwai a me ka ‘Oihana Ho‘okipa Malihini
(Senate Committee on Economic Development and Tourism)

Ke Kapitala ‘o Hawai‘i
(Hawai‘i State Capitol)

March 20, 2026

1:02 PM

Room 224

Aloha e Chair Lee, Vice Chair Inouye and Members of the Senate Committee on Water, Land, and Culture and the Arts; Chair Gabbard, Vice Chair Richards and Members of the Senate Committee on Agriculture and Environment; Chair DeCoite, Vice Chair Wakai and Members of the Senate Committee on Economic Development and Tourism:

The Office of Hawaiian Affairs (OHA) offers **COMMENTS** on **2585 HD3** establishing a statewide framework for agricultural tourism activities within the agricultural district.

Agriculture is foundational to Hawai‘i’s economic resilience, food security, and cultural perpetuation. For Native Hawaiians, ‘āina-based livelihoods are inseparable from malama ‘āina, health, and ‘ike kūpuna. In fact, one of the pathways to Native Hawaiian economic wellbeing that OHA has committed to advance is finding new markets for Native Hawaiian products, including farming products, that can provide families with a livable wage.¹ However, the viability of agriculture in Hawai‘i is constrained by the lack of training programs, start-up costs and barriers to entry for new farmers, not least of which is the cost of farmable land.

In this context, OHA recognizes that well-structured agritourism can provide supplemental income to small and mid-scale producers and may improve farm viability in a state where agricultural profitability remains challenging. Recent statewide research has

¹ *Mana I Maui Ola: OHA’s 15-Year Strategic Plan for 2020-2035*, Strategy No. 8.2, 8.3 [Mana i Maui Ola - The Office of Hawaiian Affairs \(OHA\)](#).

identified agritourism as a potential diversification strategy capable of leveraging the visitor economy to support local producers when implemented with strong regulatory guardrails and cultural protections.² For Native Hawaiian farmers in particular, diversified revenue streams may assist in sustaining family-based operations, supporting value-added enterprises, and maintaining stewardship practices rooted in traditional and customary practices.

At the same time, OHA recognizes that agricultural tourism requires clear regulatory oversight to minimize the ongoing proliferation of non-agricultural activities on agricultural lands, and supports measure such as this which would provide clear guardrails on permissible activities. Hawai'i courts have repeatedly affirmed that the agricultural district exists to protect and prioritize agricultural use, and have rejected attempts to expand visitor-oriented accommodations in ways inconsistent with that purpose.³ Without rigorous regulation and enforcement standards, agritourism frameworks may increase land speculation, inflate agricultural land values, strain rural infrastructure, and displace local producers.⁴

Mahalo for the opportunity to provide comments on this measure.

² Ariz. State Univ., Julie Ann Wrigley Glob. Futures Lab., Swette Ctr. for Sustainable Food Sys., *Agritourism in Hawai'i: Understanding the Landscape, Opportunities, and Challenges* (2023), https://globalfutures.asu.edu/food/wp-content/uploads/sites/14/2023/07/Agritourism_FINAL_4.26.23.pdf

³ *Rosehill v. State of Hawai'i Land Use Comm'n*, 155 Hawai'i 41, 546 P.3d 1023 (2024).

⁴ L. Oberholtzer, *Insights from 15 U.S. Counties About Farmland Protection and Farm Viability*, *J. Agric., Food Sys., & Cmty. Dev.* 1 (2010).

JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LT. GOVERNOR



WENDY GADY
EXECUTIVE DIRECTOR

STATE OF HAWAII
AGRIBUSINESS DEVELOPMENT CORPORATION
HUI HO'OU LU AINA MAHIAI

TESTIMONY OF WENDY L. GADY
EXECUTIVE DIRECTOR
AGRIBUSINESS DEVELOPMENT CORPORATION

BEFORE THE SENATE COMMITTEES ON WATER, AND LAND, CULTURE AND THE
ARTS., AGRICULTURE AND ENVIRONMENT, AND ECONOMIC DEVELOPMENT
AND TOURISM.

March 20, 2026
1:02 p.m.
Conference Room 224 & Videoconference

HOUSE BILL NO. 2585, HD3
RELATING TO AGRICULTURAL TOURISM

Chairpersons Lee, Gabbard, and DeCoite, Vice Chairs Inouye, Richards, and
Wakai, and Members of the Committees:

Thank you for the opportunity to submit testimony **with comments on
SB2585, HD3.**

We support the intent of SB2585, HD3, to expand and clarify the role of
agricultural tourism as a legitimate component of Hawai'i's agricultural economy.
When properly structured, agricultural tourism can provide farmers and ranchers
with diversified revenue streams that help stabilize operations, offset
infrastructure and compliance costs, educate the public, and create pathways for
export-oriented agricultural products.

I. Agricultural Tourism as a Revenue Diversification Tool

Agricultural tourism can serve as an important supplemental income source for
agricultural operations. Revenue generated through farm tours, educational
experiences, and direct-to-consumer activities can:

- Help offset high infrastructure costs such as irrigation systems, fencing, roads, and processing facilities.
- Support reinvestment into agricultural production; and
- Improve long-term financial sustainability for farmers and ranchers facing volatile input and commodity markets.

For many operations, agricultural tourism is not a replacement for farming, it is a tool that allows farming to continue.

II. Export and Market Development Opportunities

Agricultural tourism also supports Hawai'i's export potential by:

- Introducing visitors to Hawai'i-grown products and local brands.
- Creating demand for value-added agricultural goods; and
- Strengthening linkages between on-farm production, processing, and off-island markets.

These activities help grow Hawai'i's agricultural reputation beyond raw commodities and into branded, value-added exports.

III. Education and Public Awareness

Agricultural tourism plays a key role in educating residents and visitors about:

- Where food comes from.
- The realities of farming and ranching in Hawai'i; and
- The importance of preserving agricultural lands and water systems.

These experiences build public support for agriculture while strengthening the connection between consumers and producers.

IV. Need for Farmer and Rancher Input

We strongly encourage that implementation of SB2585, HD3, include meaningful input from farmers and ranchers. Those operating agricultural enterprises are best positioned to advise on:

- What activities are feasible on working farms.

- What compliance requirements are practical; and
- How agricultural tourism can be integrated without disrupting production.

This bill will be most effective if shaped in partnership with the agricultural community.

V. Clarifying Eligible Agricultural Operations

To avoid confusion and inconsistent interpretation, SB2585, HD3, should clearly define what constitutes an **eligible agricultural operation**. The bill should focus on:

- Operations that are actively engaged in agricultural production; and
- Activities that are accessory and supportive to that production.

Agricultural tourism should be tied to real agricultural activity and not used to justify unrelated development on agricultural lands.

VI. Avoiding Administrative Burdens

It is critical that SB2585, HD3, not create new administrative burdens that adversely affect farmers and ranchers. Requirements should be:

- Clear and predictable.
- Scaled appropriately to farm size and activity; and
- Designed to support, rather than discourage, participation.

Overly complex permitting or reporting requirements risk making agricultural tourism inaccessible to small and mid-scale producers who would benefit the most.

VII. Defining Agricultural Operations

For clarity and consistency, the bill should provide a workable definition of an agricultural operation, such as:

“Agricultural operation” means the cultivation of crops, the raising of livestock or aquaculture species, or the processing of agricultural

products, conducted as an ongoing agricultural activity rather than primarily for recreation or unrelated commercial use.

This ensures that agricultural tourism remains grounded in genuine agricultural activity while allowing flexibility across different types and scales of farms and ranches.

SB2585, HD3, presents an important opportunity to strengthen Hawai'i's agricultural sector by recognizing agricultural tourism as a supportive activity of agriculture. With clear definitions, farmer input, and reasonable implementation, this measure can:

- Help farms diversify revenue.
- Offset infrastructure and operating costs.
- Promote Hawai'i products locally and abroad; and
- Educate the public about agriculture's role in our islands' future.

For these reasons, we support SB2585, HD3, with the comments noted above. Thank you for the opportunity to testify.

Council Chair
Alice L. Lee

Vice-Chair
Yuki Lei K. Sugimura

Councilmembers
K. Kauanoë Batangan
Tom Cook
Gabe Johnson
Tamara Paltin
Keani N.W. Rawlins-Fernandez
Shane M. Sinenci
Nohelani U'u-Hodgins



Director of Council Services
David M. Raatz, Jr., Esq.

Deputy Director of Council Services
Richelle K. Kawasaki, Esq.

COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

March 19, 2026

TO: Honorable Chris Lee, Chair, and Members of the
Senate Committee on Water, Land, Culture, and the Arts

Honorable Mike Gabbard, Chair, and Members of the
Senate Committee on Agriculture and Environment

Honorable Lynn DeCoite, Chair, and Members of the
Senate Committee on Economic Development and Tourism

FROM: Thomas Cook
Councilmember

A handwritten signature in blue ink, appearing to read "Tom Cook", is written over the printed name and title.

DATE: Friday, March 20, 2026
1:02 p.m., Conference Room 224

SUBJECT: **COMMENTS ON HB2585 HD3, RELATING TO AGRICULTURAL
TOURISM**

Thank you for the opportunity to provide **comments on HB2585, HD3**. The measure establishes statewide, uniform standards to promote agricultural tourism activities in the State for all counties that have adopted an agricultural tourism ordinance.

The Maui County Council has not had the opportunity to take a formal position on this measure. Therefore, I am testifying in my capacity as an individual member of the Maui County Council and as Chair of its Water & Infrastructure Committee.

I offer the below comments:

1. The importance of agricultural tourism in Maui County

In Maui County, agricultural tourism is a practical and necessary part of keeping agriculture viable.

Further, the cost of farming continues to rise across land, water, labor, transportation, and compliance. For many operations, diversified income; including agricultural tourism; is what allows them to continue farming. These activities are not a substitute for agriculture; they are often what sustain it.

Maui County has taken steps to develop its own approach to agricultural tourism, and local operations have made real investments based on that framework. From pineapple and lavender farms, goat dairies, wineries; we are now seeing working farms successfully integrate visitor experiences; such as tours, tastings, and on-site food prepared with what is grown there; alongside active agricultural production. Sometimes, these operations also support local distribution and education, strengthening the connection between agriculture, community, and visitors.

2. Risk to viable operations

Defining agricultural tourism as “secondary” based on a strict revenue comparison does not reflect how agriculture actually operates. Farm revenue can fluctuate significantly due to weather, pests, and market conditions. In more difficult periods, agricultural tourism often provides the stability needed to keep land in production.

A rigid revenue threshold could unintentionally put viable agricultural operations at risk. A more flexible approach would better reflect actual agricultural use and support long-term sustainability.

Implementation also matters; any registration or reporting requirements should be clear and workable, especially for small and family-run operations. If the process is too complex, it may discourage the operations this bill is intended to support.

3. Recommendations

To better align this measure with conditions in Maui County, I respectfully recommend:

- Providing flexibility in how “secondary use” is determined, rather than relying solely on revenue comparisons;
- Ensuring that temporary downturns in production do not disqualify ongoing operations;
- Preserving county-level flexibility where systems are already in place; and

- Continuing direct engagement with farmers, ranchers, and county stakeholders.

Agricultural tourism, when done right, helps keep agricultural lands in active use and supports a more resilient local food system.

Thank you for the opportunity to provide comments on HB2585 HD3. If you have questions relating to this testimony, please contact my office by e-mail at Thomas.Cook@mauicounty.us or by phone at (808) 270-7108.

HB-2585-HD-3

Submitted on: 3/18/2026 10:17:29 AM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
David Bateman	Testifying for Heavenly Hawaiian Farms	Support	Written Testimony Only

Comments:

Aloha Chairs Lee, Gabbard and DeCoite, Vice Chairs and Committee Members

I am writing in **strong support of HB 2585 HD3**, relating to agricultural tourism.

Agritourism provides important opportunities for Hawai‘i farmers to diversify income, educate visitors, and strengthen connections between agriculture and our local economy. For many coffee farms and other productive agricultural enterprises, responsible agritourism activities are essential to long term sustainability. The regulatory process needs to be much less complicated and expensive for full farmer participation. The proposed simplified agritourism registration process provides the appropriate balance and is a win-win. I appreciate the amendments made to the bill and believe HB 2585 HD3 offers a more workable framework that supports farmers while recognizing the realities of operating agricultural businesses in Hawai‘i.

Thank you for considering my testimony, and I respectfully ask for your support of HB 2585 HD3. Please approve it and pass it out of committee.

Mahalo nui,

David Bateman, Executive Chairman

Heavenly Hawaiian Farms Holualoa HI

HB-2585-HD-3

Submitted on: 3/18/2026 6:58:12 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Sydney Smith	Testifying for Maui County Ag Working Group	Oppose	Written Testimony Only

Comments:

HB2585

AgTourism is the only way to keep farms and ranches viable in Hawai'i

This bill, as written, will effectively kill all AgTourism operations currently thriving in Maui County.

This definition: "Secondary to the principal farming operation" means the use of a parcel of land that generates annual revenue that is less than the annual revenue generated from the principal farming operation or agricultural operation conducted on the parcel of land." will make ALL AgTourism businesses shut down in Maui County.

There will be no more pineapple farm, no more lavender farm, no more cacao farm, no more goat dairy...I could list every single AgTourism operation and they will all shut down because of this one definition written by someone who has no clue about farming in Hawai'i in the 21st century. No migrant labor, astronomically expensive inputs, astronomical insurance costs, escalating land costs, stratospheric fuel costs, aging farmers...what are you thinking?

Kill this entire bill or send this to a committee formed entirely of actual farmers and ranchers.

This bill is a dream come true for land investors. Farms will be closing right and left and more local people will move away.

Maybe that's the true purpose of this bill.

Sydney Smith, chair

Maui County Ag Working Group

malikoestate@icloud.com



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

March 20, 2026

HEARING BEFORE THE
SENATE COMMITTEE ON WATER, LAND, CULTURE AND THE ARTS
SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT
SENATE COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM

TESTIMONY ON HB 2585, HD3
RELATING TO AGRICULTURAL TOURISM

Conference Room 224 & Videoconference
1:02 PM

Aloha Chairs Lee, Gabbard, and DeCoite, Vice-Chairs Inouye, Richards, and Wakai, and Members of the Committees:

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 the intent of HB 2585, HD3, which establishes uniform, statewide standards to promote agricultural tourism activities. The measure seeks to create consistency across counties by requiring registration with county planning departments and ensuring that agricultural tourism activities remain accessory and secondary to a bona fide farming operation.

Agritourism plays an important role in supporting the economic viability of farms and ranches. Diversified revenue streams can help keep agricultural lands in production while also providing educational and community benefits. Establishing a clearer, more consistent framework statewide can help reduce uncertainty and barriers that currently exist due to differing county processes.

We appreciate that HB 2885, HD3 continues to reinforce that agricultural tourism must coexist with active agricultural production and remain subordinate to the principal farming operation. This is a critical safeguard to ensure that agricultural lands are not repurposed for primarily commercial or residential uses under the guise of agritourism.

At the same time, HFB continues to emphasize the importance of implementation. The bill includes requirements such as registration, documentation of agricultural activity, and verification of farm income and agricultural use. While accountability is important, these

requirements should be administered in a manner that does not create unnecessary burdens, particularly for small and family-run operations.

We also appreciate the inclusion of provisions recognizing that farming is subject to real-world conditions such as weather, pests, disease, and market disruptions. Flexibility in determining what constitutes ongoing “productive agricultural use” will be important to ensure that legitimate operations are not unintentionally penalized.

Finally, we continue to support the principle that counties should retain an appropriate role in implementation, as conditions vary across islands. A balanced approach that provides statewide consistency while allowing for reasonable county-level flexibility will be key to successful implementation.

HFB supports the intent of this measure and respectfully asks the Committees to continue refining the bill to ensure it remains workable, balanced, and supportive of bona fide agricultural operations.

Thank you for the opportunity to provide testimony.

March 20, 2026, 1:02 p.m.
Hawaii State Capitol
Conference Room 224 and Videoconference

To: Senate Committee on Water, Land, Culture and the Farts

Sen. Chris Lee, Chair
Sen. Lorraine R. Inouye, Vice Chair

Senate Committee on Agriculture and Environment

Sen. Mike Gabbard, Chair
Sen. Herbert M. "Tim" Richards, III, Vice Chair

Senate Committee on Economic Development and Tourism

Sen. Lynn DeCoite, Chair
Sen. Glenn Wakai, Vice Chair

From: Grassroot Institute of Hawaii

Ted Kefalas, Director of Strategic Campaigns

Re: COMMENTS ON HB2585 HD3 — RELATING TO AGRICULTURAL TOURISM

Aloha Chairs, Vice Chairs and other Committee Members,

The Grassroot Institute of Hawaii offers **comments** on — and **three amendments** to — [HB2585 HD3](#), which would reform statewide rules for agricultural tourism in the state's agriculture district.

Specifically, this bill would require that agricultural tourism be permitted as an accessory and secondary use to a farming operation in counties that have adopted ordinances that regulate agricultural tourism.

In these counties, agricultural tourism operations would have to register with the county planning department and provide information such as what visitor activities will be offered and documentation that the property is enrolled in the county's agricultural property tax dedication program.

The bill would also add food trucks to the definition of an “agricultural-based commercial operation” and delete overnight accommodations of 21 days or less as a permitted use in counties with at least three islands.

Agricultural tourism activities can support the state’s goal of having more local food production by offering farmers and ranchers the opportunity to diversify their sources of income.

A 2023 report from the Swette Center for Sustainable Food Systems at Arizona State University noted that agritourism “is a way to capitalize on the state’s robust tourism sector while providing producers with additional income to complement their baseline agricultural activities. ... Such activities include farm tours, value-added product sales, event hosting, farm-to-table experiences, volunteer opportunities, and others.”¹

This bill would be a step in the right direction; however, Grassroot urges the committee to amend it to protect the existing property rights of Hawaii farmers and ranchers.

Hawaii Revised Statutes 205-2(12) and 205-4.5(14) allow overnight accommodations of 21 days or less in counties with at least three islands that have adopted ordinances governing agricultural tourism.² Many farmers and ranchers throughout Maui County rely on this language to run short-term rentals and bed and breakfasts to help supplement income from their farming operations.

At the same time, some counties might be hesitant to legalize agricultural tourism activities because they do not want to encourage additional short-term rental units.

Thus, the committee should keep 205-2(12) and 205-4.5(14) and add the following bolded language to those sections:

“Agricultural tourism activities, including overnight accommodations of twenty-one days or less, for any one stay within a county; provided that this paragraph shall apply only to a county that includes at least three islands and has adopted ordinances **prior to the effective date of this law** regulating agricultural tourism activities pursuant to section 205-5; provided further that the agricultural tourism activities coexist with a bona fide agricultural activity.”

Likewise, Grassroot is concerned that the new definition of “Secondary to the principal farming operation” in the bill would jeopardize the businesses of many legitimate farmers and ranchers.

The current definition specifies that annual revenue from secondary uses such as agricultural tourism must not exceed annual revenue from the principal farming operation.

¹ John Gifford, Abigail Martone-Richards and Jason Pena et al., “[Hawai’i Agritourism: Examining how Agritourism can be Responsibly Implemented to Support Small Farmers and Ecological and Cultural Preservation in the Hawaiian Islands](#),” April 2023, p. 11.

² [205-2 Districting and classification of lands](#), and [205-4.5 Permissible uses within the agricultural districts](#)., Hawaii Revised Statutes, accessed Jan. 29, 2026.

A bad harvest due to drought, disease, pests or other causes could render the principal farming operation unprofitable for a year or two, during which time the farmer or rancher would have to also cut back on their agricultural tourism activities to comply with the rules proposed in this draft of the bill. This would amount to kicking the landowner while they are already down.

As such, Grassroot recommends this definition be struck from the bill.

Last, Grassroot suggests that the bill's definition of "principal farming operation" not include the phrase "and from which agricultural production constitutes the majority of the operation's land use, labor, and operational activity."

From a practical standpoint, it would be impossible to determine whether a particular activity takes up the majority of a ranch or farm's land use. Free-range cattle might be using the same fields that visitors walk through as part of a ranch tour. How would a county allocate land use to various activities when a farm operation took its visitors on a tour through its coffee trees?

Accepting these suggested amendments would strike the correct balance between protecting property rights and allowing farmers and ranchers to participate in tourism, which is the state's largest economic engine.

Thank you for the opportunity to testify.

Ted Kefalas
Director of Strategic Campaigns
Grassroot Institute of Hawaii

HB-2585-HD-3

Submitted on: 3/19/2026 10:14:07 AM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Bronson B. Yadao	Testifying for Kauai Coffee Company LLC.	Support	Written Testimony Only

Comments:

Date: March 20, 2026

Re: HB 2585 HD3 - Support

To: Chair Lee, Vice Chair Inouye and members of the Committee for Water, Land, Culture and the Arts

Chair Gabbard, Vice Chair Richards and members of the Committee for Agriculture and Environment

Chair DeCoite, Vice Chair Wakai and members of the Committee for Economic Development and Tourism

My name is Bronson B. Yadao and I am a member of the Hawai'i Coffee Association / Kauai Coffee Company LLC.

I am writing in strong support of HB 2585 HD3.

Ag Tourism gives small farmers a direct way to build farm value, share their story, and create financial sustainability.

Currently, county regulations around Ag Tourism are so lengthy and expensive that small farmers cannot realistically comply. HB 2585 HD3 would require counties to create Ag Tourism ordinances that are actually workable for small farms, and that is a meaningful step forward for Hawai'i agriculture.

Hawai'i coffee is grown by small family farms that invest everything into their land and community. Please support the passage of this measure and give us the tools to grow.

Mahalo for your time and consideration.

Bronson B. Yadao
Farm Manager, Kauai Coffee Company LLC.
byadao@kauaicoffee.com

(808) 639-0839

HB-2585-HD-3

Submitted on: 3/19/2026 11:19:26 AM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Krista Olson	Testifying for Ola Mahina Gardens	Support	Remotely Via Zoom

Comments:

Support for HB 2585 HD 3, with proposed amendments
RELATING TO AGRICULTURAL TOURISM

As owner/operator of Ola Mahina Gardens at Keaola Organic Farm for the last 22 years, I want to share my perspective as a longtime food producer in West Hawai‘i County. I appreciate the intent of HB 2585, and also see a need for significant amendments that hold small family farms in mind and secure pathways that allow struggling farmers to remain on our land.

Based on my perspective producing food for my community over the last two decades, I am asking for your support of HB2585 HD3 with amendments that clearly include thoughtfully regulated overnight accommodations and other small scale tourism activities as an essential part of agricultural tourism. Our five acre production farm supplies organic produce to five local grocery stores and local food hubs throughout the year, yet crop sales alone are not enough to cover the costs of staying in agriculture. Our cost of farming inputs has increased dramatically in the last six years, and are now accelerating as tariffs impact our markets. Like many small farms, we rely on agritourism income—in our case, hosted farm stays—to keep the land in production, support our training for aspiring farmers, and avoid pressure to sell or subdivide.

I recognize concerns about short-term rentals replacing bona fide agricultural activity, and I want to point to the reality on the ground where many of us are only able to continue community food production with supplemental income from agricultural tourism that may include hosted farm stays. On our farm, 85% of our labor hours are focused on food production and land conservation, yet more than half of our income is generated by educationally-oriented farm stays. For small farmers, the difference between being allowed well-regulated hosted short-term farm stays and being entirely barred from overnight agritourism may be the difference between continuing to farm and giving up. HB2585, with explicit support for strictly conditioned overnight accommodations as part of agricultural tourism, will help keep working farms viable, preserve agricultural landscapes, and provide tourism experiences that align with the state’s broader environmental and climate goals.

I support HB2585, and I am asking for four targeted amendments so that it truly supports working farms while also strengthening enforcement against abuse.

First, please **include hosted farm stays (overnight accommodations) in the definition of agricultural tourism**. Agritourism should be clearly defined and tied to active, commercial

agricultural production, and should explicitly allow secondary activities that take place on real working farms and are directly tied to agriculture—such as hosted farm stays, farm tours, tastings, farm-to-table dinners, and educational workshops.

I would suggest the following proposed amendment to Part II, Section 3 (14) Agricultural-based commercial operations registered in Hawaii, including:

F) Overnight farm stays of 21 days or less within a farm-based lodging, so long as these farm stays are tied to promotion of onsite agricultural activities, the owner or operator resides on site, and agricultural work is the primary use of the property

G) At each counties' discretion, other approved activities may include, but are not limited to, farm tours, educational workshops, value-added product sales, farm-to-table experiences, and farm-based spa and wellness experiences

Second, please revise “secondary use” so that it reflects the **predominance of agriculture on the ground—measured by land in production, labor hours, and daily operations—rather than purely by gross revenue.** Many small farms like mine must rely on agritourism income to survive, but agriculture still dominates in purpose and practice. I urge you to use objective tests (land use, labor, farm plan, yearly tax return) instead of a pure revenue test so that the very farms agritourism is meant to help are not unintentionally shut out.

Third, please **establish clear statewide guardrails for farm stays to prevent abuse while protecting real farms.** These should include: hosted only (the owner or operator lives on the property), limited to bona fide farms under HRS 165-2, and automatic termination of the farm-stay authorization if agriculture stops or unhosted transient use occurs, with reasonable exceptions for disaster, crop loss, or other documented interruptions.

Fourth, **please empower counties to adopt flexible, health-and-safety-based standards for modest, farm-based accommodations**—like yurts, pavilions, and adapted farm buildings—instead of forcing farmers into hotel-type structures or DPW recognized dwelling units or prohibiting small, clearly farm-based overnight use altogether. This will help farmers utilize what is already on their land while maintaining the character of the farm.

Finally, I ask that **all four counties be required to adopt or update agritourism ordinances consistent with a statewide definition that includes hosted overnight farm-stays and these guardrails, so the framework is real, consistent, and fair across the islands.** With these amendments, HB2585 becomes a practical, enforceable tool.

Mahalo for considering these proposed amendments,

Krista Olson,

Ola Mahina Gardens at Kealaola Organic Farm

HB-2585-HD-3

Submitted on: 3/19/2026 12:28:56 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Scott Snyder	Testifying for Royal Aloha Coffee Company	Support	Written Testimony Only

Comments:

Date: March 20, 2026

Re: HB 2585 HD3 - Support

To: Chair Lee, Vice Chair Inouye and members of the Committee for Water, Land, Culture and the Arts

Chair Gabbard, Vice Chair Richards and members of the Committee for Agriculture and Environment

Chair DeCoite, Vice Chair Wakai and members of the Committee for Economic Development and Tourism

My name is [Your Name] and I am a member of the Hawai'i Coffee Association / [your farm or business name].

I am writing in strong support of HB 2585 HD3.

Ag Tourism gives small farmers a direct way to build farm value, share their story, and create financial sustainability.

Currently, county regulations around Ag Tourism are so lengthy and expensive that small farmers cannot realistically comply. HB 2585 HD3 would require counties to create Ag Tourism ordinances that are actually workable for small farms, and that is a meaningful step forward for Hawai'i agriculture.

Hawai'i coffee is grown by small family farms that invest everything into their land and community. Please support the passage of this measure and give us the tools to grow.

Mahalo for your time and consideration.

Scott Snyder

CEO, Royal Aloha Coffee Company/HCA Board Member

303.638.7502 / scott@royalaloha.com

Committee on Water, Land, Culture and the Arts
Committee on Agriculture and Environment
Committee on Economic Development and Tourism
State Senate
State of Hawaii
415 S. Beretania Street, Rm. 308
Honolulu, HI 96813



March 19, 2026



RE: COMMENTS on HB2585 HD3

Aloha Chair and Members of the Committee:

My name is Caitlin Miller, and I am submitting testimony on behalf of the **HIMAST Alliance**, a statewide organization representing lawful mid- and short-term rental owners, operators, and professional managers across Hawai‘i.

HIMAST appreciates the opportunity to provide comments on HB2585 HD3.

We support the intent of creating a more consistent statewide framework for agricultural tourism. However, as currently drafted, the bill raises concerns about how it may impact the ability of small, local farmers to sustain their operations.

The requirement that agricultural tourism activities be “secondary” to the principal farming operation appears to rely on a comparison of revenue. In practice, this does not reflect the realities of farming in Hawai‘i. Many farms are fully active and labor-intensive, but agricultural production alone often does not generate sufficient income to support the operation.

For many small, local farmers, diversified, agriculture-related activities are not supplemental — they are essential to maintaining the viability of the farm. A strict revenue-based standard creates a threshold that many legitimate farming operations may not be able to meet, despite being actively engaged in agriculture. This could discourage continued investment in farming and ultimately lead to the loss of agricultural use on these lands.

We also have concerns that establishing a uniform statewide framework, without clear language preserving county authority, may unintentionally preempt or limit the ability of counties to regulate agricultural tourism in a manner that reflects local conditions. Agricultural lands, infrastructure, and community needs vary significantly across the State, and counties have historically been responsible for determining how these uses are appropriately integrated. Without clear direction, this measure could create uncertainty or constraints around existing county-regulated pathways that are currently supporting local farmers and keeping lands in active agricultural use.

For these reasons, we respectfully encourage careful consideration of how this measure will function in practice, particularly for small, local farmers working to keep their land in active agricultural use.

Mahalo for your time and consideration.

Respectfully submitted,

Caitlin Miller, Executive Director

HB-2585-HD-3

Submitted on: 3/19/2026 2:29:38 PM

Testimony for WLA on 3/20/2026 1:02:00 PM



Submitted By	Organization	Testifier Position	Testify
Miles Mayne	Testifying for Kau Coffee Growers Cooperative	Support	Written Testimony Only

Comments:

Date: March 20, 2026

Re: HB 2585 HD3 – Support

Aloha Chair Lee, Vice Chair Inouye, and Members of the Committee for Water, Land, Culture and the Arts;

Aloha Chair Gabbard, Vice Chair Richards, and Members of the Committee for Agriculture and Environment;

Aloha Chair DeCoite, Vice Chair Wakai, and Members of the Committee for Economic Development and Tourism,

My name is **Miles Mayne**, and I am submitting testimony on behalf of the **Ka‘ū Coffee Growers Cooperative** on Hawai‘i Island. We are in **strong support of HB 2585 HD3**.

Agricultural tourism is one of the few tools small farmers have to build farm value, share their story, and create financial stability. For many farms in Ka‘ū, modest ag-tourism activities—farm tours, tastings, educational visits, and on-farm retail—provide essential supplemental income that helps keep our operations viable.

Under current county processes, obtaining approval for even small-scale ag-tourism activities is often **lengthy, expensive, and unrealistic** for small family farms. HB 2585 HD3 takes an important step by requiring counties to create **workable, consistent ag-tourism ordinances** that farmers can actually access.

We also want to be clear that our support is focused on **agriculture-related activities** that are directly tied to the crops grown on the farm. We are **not** seeking to authorize large weddings, concerts, or unrelated commercial event venues. Our interest is in a framework that supports genuine agricultural activity and allows small farms to responsibly share their work with visitors.

Hawai‘i coffee is grown by small family farms that invest deeply in their land and community. HB 2585 HD3 gives farmers a practical pathway to build resilience and long-term viability.

We respectfully urge you to pass this measure.

Mahalo for your time and consideration,

Miles Mayne - Director

Ka‘ū Coffee Growers Cooperative

Pāhala, Hawai‘i Island

LATE

HB-2585-HD-3

Submitted on: 3/19/2026 2:58:52 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Jean Orłowski	Testifying for Hala Tree Coffee	Oppose	Written Testimony Only

Comments:

To: The Senate Committee on Water and Land (WLA), The Senate Committee on Agriculture and Environment (AEN), and The Senate Committee on Energy, Economic Development, and Tourism (EDT)

From: Jean Orłowski/Hala Tree Coffee

Date: March 19, 2026

Subject: STRONGLY OPPOSE HB2585 - Relating to Agricultural Tourism

Dear Chairs and Committee Members,

I am writing to express my **strong opposition** to HB2585. As a working farmer in Hawaii, I believe this bill is based on a fundamental misunderstanding of modern agricultural economics and will create a crippling administrative bottleneck for local producers.

I oppose this measure for the following critical reasons:

1. Tours are a Primary Economic Driver, Not a "Secondary" Activity HB2585 mandates that agricultural tourism must be "secondary and accessory" to farming. This ignores the reality of 21st-century small-scale farming. For many of us, tours are the primary engine for our sales. We do not host tours for "pleasure"—we host them because it is the only way to move our product at a sustainable price point. The tour is our marketing and our sales funnel combined. By legally relegating this activity to a "secondary" status, the state is undermining the very financial lifeline that makes the farming itself possible.

2. The County Planning Department Bottleneck Our County Planning Departments are already significantly backlogged, with many farmers waiting months or even years for basic permits and approvals. HB2585 introduces a new mandatory registration process that will inevitably become a "paperwork purgatory."

Given the current departmental overload, there is no clarity on the expected wait times for these registrations to be processed or the specific standards that will be used for approval. Farmers cannot afford to have their primary source of income suspended while waiting for an understaffed department to clear a new layer of bureaucracy.

3. Direct Risk to Farm Survival and Employment By creating these new hurdles, HB2585 risks forcing the closure of long-standing farm tours. This isn't just a loss of "tourism"—it is a loss of agricultural revenue that pays for seeds, equipment, and labor. If these tours are forced to close due to administrative delays or vague standards, it will lead to immediate job losses for our local community and potentially the permanent closure of family farms that can no longer meet their overhead.

Conclusion HB2585 creates an "unfunded mandate" for our counties and a survival-threatening hurdle for our farmers. We should be finding ways to streamline agricultural diversification, not creating new ways to clog the system with administrative delays that cost our neighbors their jobs.

I respectfully urge you to **HOLD** this bill.

Sincerely,

Jean Orłowski

Hala Tree Coffee

Kona/Hawai

LATE

HB-2585-HD-3

Submitted on: 3/19/2026 4:00:49 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Rebecca Speere	Testifying for Moui Coffee Association	Support	Written Testimony Only

Comments:

Date: March 20, 2026

Re: HB 2585 HD3 - Support

To: Chair Lee, Vice Chair Inouye and members of the Committee for Water, Land, Culture and the Arts

Chair Gabbard, Vice Chair Richards and members of the Committee for Agriculture and Environment

Chair DeCoite, Vice Chair Wakai and members of the Committee for Economic Development and Tourism

My name is Rebecca (Becky) Speere and I am a member of the Hawai'i Coffee Association / Hale Ihe Plantation.

I am writing in strong support of HB 2585 HD3.

Ag Tourism gives small farmers a direct way to build farm value, share their story, and create financial sustainability.

Currently, county regulations around Ag Tourism are so lengthy and expensive that small farmers cannot realistically comply. I have personally tried to navigate this process in the past and gave up multiple times. HB 2585 HD3 would require counties to create Ag Tourism ordinances that are actually workable for small farms, and that is a meaningful step forward for Hawai'i agriculture.

Hawai'i coffee is grown by small family farms that invest everything into their land and community. Please support the passage of this measure and give us the tools to grow.

Mahalo for your time and consideration.

Becky Speere

Owner/coffee farmer/ member-Maui Coffee Association

808 344 1460

LATE

HB-2585-HD-3

Submitted on: 3/19/2026 5:57:37 PM
Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Chris Speere	Testifying for Maui Coffee Association	Support	Written Testimony Only

Comments:

Date: March 20, 2026
Re: HB 2585 HD3 - Support

To: Chair Lee, Vice Chair Inouye and members of the Committee for Water, Land, Culture and the Arts
Chair Gabbard, Vice Chair Richards and members of the Committee for Agriculture and Environment
Chair DeCoite, Vice Chair Wakai and members of the Committee for Economic Development and Tourism

My name is Chris Speere and I am the President of the Maui Coffee Association.

I am writing in strong support of HB 2585 HD3.

Ag Tourism gives small farmers a direct way to build farm value, share their story, and create financial sustainability. With ever increasing economic pressure, political instability large scale supply chain challenges Ag Tourism offers a glimpse of financial viability in Hawaii's coffee community.

Currently, county regulations around Ag Tourism are so lengthy and expensive that small farmers cannot realistically comply. HB 2585 HD3 would require counties to create Ag Tourism ordinances that are actually workable for small farms, and that is a meaningful step forward for Hawaii's agriculture.

Hawaii's coffee is grown by small family farms that invest everything into their land and community. Please support the passage of this measure and give us the tools to grow.

Mahalo for your time and consideration.

Chris Speere
President / Maui Coffee Association
808-446-9352

HB-2585-HD-3

Submitted on: 3/18/2026 12:33:55 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Eve Hogan	Individual	Oppose	Written Testimony Only

Comments:

My name is Eve Hogan, I am a member of the Agricultural Working Group on Maui, 20-year owner of The Sacred Garden Nursery and diversified farm, and we (legally) offer farm stays with an STRH and SUP permit. I am writing to request either killing the ag tourism bill or amending it to be far more realistic in its expectations. I request you “think outside of the box.” This Bill is way too narrow for the small farmer ag businesses trying to survive drought, pests, deer, pigs, floods, and big box store competition, etc.. This bill does not allow for anyone who doesn’t fit in a “one-sized fits all” situation.

First, we are not on “normal” agricultural property. Our property is comprised of steep cliffs, a riparian boundary with the seasonal stream, sometimes raging river, of Maliko Gulch. Our properties (2 adjacent) are a narrow strip between cliff and river bed, rocky outcrops and the road. The majority of the property available to plant agriculture is the inundation zone of the river’s overflow when there are storms. 16 tributaries enter the gulch above us. In 2013 all of the agriculture between the farm dwellings and the stream got washed out, including an entire nursery we had on our adjacent property.

Here are some examples of sections of this bill that may sound good on paper but that don’t apply to the real world of agriculture.

“Secondary Use” should not be determined monetarily

We have a 10,000 sq. ft greenhouse/nursery open free to the public daily (this one did not get washed out). We are visited by over 1200 people a month-approx. 55% tourist and 45% local residents. We do not charge an entry fee. Tourists cannot buy the plants so their ability to help support the garden is limited to other items we sell, farm tours, classes and donations. Our ability to offer this service to the community is heavily dependent on our STRH to support us. **IT IS UNREALISTIC TO EXPECT THE AG TO BE GREATER FINANCIAL INPUT THAN THE AG_TOURISM.** A .50 banana or a \$20 plant will never be equal to a tour or a farm stay in price/value....**NOR DO YOU WANT US TO CHARGE MORE MORE FOR FOOD.** If you want to use money as a reference for whether or not we are doing Ag...**USE EXPENSES, NOT INCOME.** We spend probably 3 times more on Farm and garden workers than our Ag, alone, brings in. This is simple, logical math. This part of the bill doesn’t work in the real world.

In addition, you would not believe the number of people who stay with us who have never picked a piece of fruit, didn’t know a banana has a flower or that the banana tree dies once it is

produced. WE ARE EDUCATING THE PEOPLE WHO STAY WITH US about food, diversity and sustainability.

Schedule F requirement:

Our nursery that is open to the public is run by my non-profit so the agricultural income does not go onto our personal Schedule F and non-profits do not file a schedule F. So even though we own the land and operate the nursery (for free), this bill would not “credit” us for our substantial ag. sales. We do have a Sched. F for our diversified farm but it does not include the Ag sales from the nursery.

AG Tax Rates

We do not have Ag tax designation because much of our property is isubject to periodic inundation. In fact, we just removed a large nursery on our adjacent property in preparation for the epic flooding this week. When we spoke to the Tax dept. after the flood of 2013, they told us we should be designated as “waste land” instead of Ag since we could not viably farm in an inundation zone. We do have ag throughout the property anyhow, but have to be very mindful of what we do in proximity to the stream and what could get washed down stream. We do not have Ag tax rate based on consultation with Real Property Tax Dept. at that time.

AG Water Rates:

We do not have Ag water rates primarily because we use rain catchment for the majority of our nursery and in “ordinary times” we get 80-120” of rain a year. We are trying to utilize our catchment as much as possible for our agriculture.

Dedication

While we can dedicate our land to agriculture, it never seemed necessary due to the Tax Dept telling us to register as waste land. Consequently, we are not dedicated on paper...but we are dedicated to the land.

We transformed this land from an inadvertent trash dump, over grown with cane grass and weed trees and restored it's beauty. Known for drug deals, we removed the drug element, added to and nurtured the existing agriculture with constant maintenance. We finance this effort with our ag tourism, including our critically important legal STRH and SUP.

PLEASE kill this bill or amend this bill with a better grasp of what “ag tourism” and even “ag land” really looks like here. The zoning of ag was given to everything outside of town (from Makawao to Hana and beyond on Maui) and clearly farmers are to be very creative to make farming viable on parcels that do not lend themselves to traditional farming.

Our family depends on your grasp of our reality. Thank you.

Thank you.

Eve and Steve Hogan

HB-2585-HD-3

Submitted on: 3/18/2026 3:20:23 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
William Greenleaf	Individual	Oppose	Written Testimony Only

Comments:

HB 2585 HD3 is a mistake for the future of Agriculture in Hawaii and a mistake for creating a healthy environment for Tourism. Tourists want to experience Culture...Locals growing food using regenerative soil are using ancient Hawaiian AG Practices. Tourists want that experience.

Imagine a Food Hub on Maui that aggregates and distributes locally grown food to Schools and Hotels. There are demonstration gardens around the Hub that exhibit the different ethnecities that populate Hawaii. There is a restaurant in the Hub that is Farm to Table...this bill makes that illegal

Across the USA there are no laws such as this...Ag Tourism helps farmers who are always struggling with weather, pests, weeds and markets. HB 2585 HD3 is a TERRIBLE idea...do something to help farmers...stop trying to avoid someones fears that farm land will be used solely for tourism...Currently AgZonedLand is being sold as Gentleman Estates...we are loosing good farm land because of poor lleadership and poor governance. Sadly Bill Greenleaf

HB-2585-HD-3

Submitted on: 3/19/2026 5:18:00 AM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Paul Byron	Individual	Support	Written Testimony Only

Comments:

Aloha Senator Lee, Inouye, Gabbard, Richards, DeCoite, Wakai, and Members of the Committee,

My name is Paul Byron, and I am the co-owner-operator of a small, family-run tropical fruit farm of under two acres on Hawai‘i Island. We supply the local food system through distribution, farmers markets, and the local trade market. Working our farm and supplying the local food system takes a great deal of time and labor, yet a two-acre farm on its own cannot support our family. We also operate a small, hosted farm-stay that supports our family financially and takes significantly less time—about half the time that managing the farm itself requires. Without this element of agritourism, we would need to sell our property or seek outside employment, and in either case our farming operations would cease. I am asking the Senate to genuinely support agriculture and farmers by allowing us to both farm commercially and earn enough to live. It does not seem right to limit farmers who are actively participating in the local food system from making the income we need to support ourselves; if we want agriculture to thrive, farmers themselves must be financially viable.

HB2585 is a good start, and I support its intent, but it needs some targeted amendments so that it truly supports working farms while also strengthening enforcement against abuse and protecting agriculture.

First, please include hosted farm stays (overnight accommodations) in the definition of agricultural tourism. Agritourism should be clearly defined and tied to active, commercial agricultural production, and should explicitly allow secondary activities that take place on real working farms and are directly tied to agriculture—such as hosted farm stays, farm tours, tastings, farm-to-table dinners, and educational workshops.

Second, please revise “secondary use” so that it reflects the predominance of agriculture on the ground—measured by land in production, labor hours, and daily operations—rather than purely by gross revenue. Many small farms like mine must rely on agritourism income to survive, but agriculture still dominates in purpose and practice. I urge you to use objective tests (land use, labor, farm plan, yearly tax return) instead of a pure revenue test so that the very farms agritourism is meant to help are not unintentionally shut out.

Third, please establish clear statewide guardrails for farm stays to prevent abuse while protecting real farms. These should include: hosted only (the owner or operator lives on the property), limited to bona fide farms under HRS 165-2 with proof of active commercial farming, and automatic termination of the farm-stay authorization if agriculture stops or unhosted transient use occurs, with reasonable exceptions for disaster, crop loss, or other documented interruptions.

Fourth, please empower counties to adopt flexible, health-and-safety-based standards for modest, farm-based accommodations—like yurts, pavilions, and adapted farm buildings—instead of forcing farmers into hotel-type structures or DPW-recognized dwelling units, or prohibiting small, clearly farm-based overnight use altogether. This will help farmers utilize what is already on their land while maintaining the character of the farm.

Finally, I ask that all counties be required to adopt or update agritourism ordinances consistent with a statewide definition that includes hosted overnight farm-stays and these guardrails, so the framework is real, consistent, and fair across the islands. With these amendments, HB2585 becomes a practical, enforceable tool—one that stops fake “gentleman farms” and unhosted vacation rentals on agricultural land, while keeping real working farms in production.

Mahalo for your continued work to protect Hawai‘i’s farmers, agricultural lands, and rural livelihoods.

HB-2585-HD-3

Submitted on: 3/19/2026 9:25:55 AM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Annette Niles	Individual	Oppose	Written Testimony Only

Comments:

We the people of Hawaii vote you people in to make Laws to help us and not kill us people taking tours on peoples property enjoy buying there products helping them to survive what are you guys thinking. I strongly oppose this bill Annette Niles (Maui)

HB-2585-HD-3

Submitted on: 3/19/2026 11:13:51 AM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Patsy Pitts	Individual	Support	Written Testimony Only

Comments:

I am writing in strong support of HB 2585 HD3.

i have a small farm on Maui.

None the less, I am able to grow enough to provide local fruit for tourists at food trucks,fruit free for elementary children whose families do not always have enough in their budget to provide,and more.

We need to make it easier for small farms to participate.
pleasesupport this bill, HB 2585 HD3.

Thank you,

patsy

TESTIMONY ON HB2585 HD3

March 19, 2026

Aloha mai kakou,

My name is Robert Leialoha Horcajo, and I am a resident of Wailuku, Maui.

I appreciate your time and energy in reviewing HB2585 and the benefits it could provide to farmers like my family.

I especially want to mahalo the introducers of HB2585, because I see they have taken public testimony from last year's session and the efforts of the Maui County community.

In your deliberation of HB2585, I would like to point out undeniable facts:

1. Agricultural Tourism is a global commodity. When you come to Maui to drive to Hana or see the Haleakala Sunrise, you are touring and, therefore, a “tourist”. When you visited the Lavender farm, Ocean Vodka, or the Surfing Goat Dairy, you participated in agricultural tourism. What about taking your children to the pumpkin patch? Who amongst us has been to a Dude Ranch? Some of you may have enjoyed Japan's many agricultural tourism offerings. How lucky were you to learn about a host culture while travelling? Did you ever wonder how difficult or easy it was for your host to share their culture with their visitors?
2. The Legislature added Agricultural Tourism as a permitted use decades ago, but only Maui County was permitted even to implement standards, which were done in 2025.
3. Every Governor and every legislator since Statehood has confirmed their support of agriculture in Hawaii.

These are my specific comments on HB2585:

1. I am in total support of Section 1's intent to create statewide standards for agricultural tourism activity. It's critical to note that under HRS 205-2(d)(11), each County decides whether to implement the standards. As with most land-use legislation, the State provides the template, and the Counties create the standards. Please let the respective communities make the final decision.

In Maui County, a council member received quotes ranging from \$50,000 to \$100,000 for a consultant fee to process a Special Use Permit.

2. HRS 205-2(e): I support the language in HB2585 HD3 versus HB2585, regarding the cessation of ag activity because it provides the farmers a clear framework for termination and reinstatement of agricultural tourism activities.
3. HRS 205-2(j). I do not support this section, as it appears to re-engineer what is already in HRS 205. More importantly, the specific language that states ag tourism income cannot exceed principal farm income is especially concerning. While our State Constitution speaks of "increase self-sufficiency", this section does the complete opposite.

This is from page 10 of a report on Hawaii Agritourism produced in 2023 by Arizona State University: ***Some 66% of Hawai'i farms are less than nine acres in size (NASS, 2017). These small-scale farmers face some of the nation's highest production costs for land, labor, energy, and agriculture inputs. Most of these producers report no income from farming activities, and 80% of those that do report earnings, make less than \$25,000 per year (NASS, 2017). Many farmers, therefore, must seek additional income off-farm to help make ends meet.***

4. 2.5-2(d)(14)(A): I support the language redefining “roadside stand”. Maui County recently passed legislation allowing “trailers and structures on wheels” to make it easier for farmers selling their products.

This is the definition of agricultural building in HRS 46-88: ***"Agricultural building" means a development, including a nonresidential building or structure, built for agricultural or aquacultural purposes, located on a commercial farm or ranch constructed or installed to house farm or ranch implements, agricultural or aquacultural feeds or supplies, livestock, poultry, or other agricultural or aquacultural products, used in or necessary for the operation of the farm or ranch, or for the processing and selling of farm or ranch products.***

In essence, I support the bill's general intent, except for the section on principal and secondary income. I have spoken with small farmers across the State about their struggles with regulations. Supporting any small business, whether a farm or a mom-and-pop retail store, also supports the community.

We have already lost the large mono-crop businesses to foreign competition with cheaper labor costs. It would be a shame to lose the small diversified farmers to regulations that bind, rather than support. Mahalo nui!

Robert Leialoha Horcajo

80 Iao Valley Rd, Wailuku, Hi 96793

(808) 244-4000

HB-2585-HD-3

Submitted on: 3/19/2026 12:32:51 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Heather Korotie	Individual	Support	Remotely Via Zoom

Comments:

Aloha Chair Lee, Gabbard & DeCoite, Vice Chair, and Members of the Committee-

My name is Heather Korotie, and I am the owner-operator of a 1.71-acre working farm in South Kona. We mostly grow tropical fruit for Hawai'i's local food system through direct distribution, CSA, and markets, and we host a small, on-site, hosted farm-stay as part of one integrated agritourism enterprise. On our farm, agricultural work takes more than twice the labor hours of the farm-stay, but earns only a small fraction of the income. The hosted farm-stay is what allows us to keep farming, sustain local production year-round, and support our family.

Simply because our farm is on state agricultural land, we are not able to make enough money to support our family because farm stays are not currently allowed unless they make LESS money than farming. Making more money farming on a 1.71-acre parcel with E-rated soils, cannot realistically happen and farming alone is unable carry the full cost of staying on and farming the land. We are a commercial farm. We contribute to Hawai'i's local food system. We work hard every week to grow food, stay on the land, and be part of the solution. And yet, because our farm is on ag land, we are denied the same ability to generate income that other properties are allowed to pursue.

That is incredibly difficult for farm families like ours, especially in times like this, when operating costs, the costs of inputs are at an all-time high and also major storms are devastating our mango orchard in peak bloom, we have lost half of our banana orchard and many papaya trees.

Our farm-stay is not a side hustle for us. It is part of the culture of our farm and helps keep our farm alive. It pays our bills, and allows us to stay in business, and continue producing food for our community. Without it, we would be forced to choose between leaving the island, taking outside employment off the farm, or selling the land we have poured our lives into. We would like to continue to stay on our land, and operate a farm-stay as part of a larger agritourism strategy including farm tours, value added product retail, tropical fruit tastings and platters and educational workshops.

Agritourism should be a bridge for farmers — a way to help us survive, not another barrier that pushes us out.

I do not believe anyone intends to punish farmers. But when legitimate agritourism tied to real commercial farming is not allowed, that is exactly what happens. Farmers are left carrying the responsibility of stewardship, food production, and land preservation without being given a fair chance to support ourselves financially.

It is hard to understand why land zoned for agriculture can sit unused or underused without consequence, while active farmers trying to make ends meet through agritourism are told no and villonized. Why should we be forced to work off the farm just to survive? Why should we be forced to give up our life's work and leave the island because the rules do not support the very people keeping agriculture alive?

There is a lot of talk in Hawai'i about supporting farmers. But too often, the policies do not match the words. Real support for agriculture means giving farmers a realistic path to stay on the land, feed our communities, and provide for our families.

I urge you to support HB2585 with the important amendments needed to protect working farms while strengthening enforcement against abuse:

1. Please include hosted farm-stays in the definition of agricultural tourism. Agritourism should be clearly tied to active, commercial agricultural production and should **explicitly allow secondary activities on real working farms that are directly tied to agriculture, including hosted farm-stays, farm tours, tastings, farm-to-table dinners, and health/wellness experiences and educational workshops**
2. **Revise “secondary use”** so that it reflects the predominance of agriculture on the ground — measured by land in production, labor hours, and daily operations — rather than purely by gross revenue. Many small farms like ours rely on agritourism income to survive, but agriculture still dominates in purpose and practice. **Objective tests such as land use, labor, farm plan, and yearly tax return should be used so that the very farms agritourism is meant to help are not unintentionally shut out.**
3. **Establish clear statewide guardrails for farm-stays to prevent abuse while protecting real farms.** These should include hosted only, limited to bona fide farms under HRS 165-2, and automatic termination of the farm-stay authorization if agriculture stops or unhosted transient use occurs, with reasonable exceptions for disaster, crop loss, or other documented interruptions.
4. Empower counties to **adopt flexible, health-and-safety-based standards for modest, farm-stay accommodations and agritourism activities** like open-air and screened in pavilions, adapted farm buildings, coffee shacks, yurts, etc. instead of forcing farmers into hotel-type structures or DPW-recognized dwelling units. This will help farmers use what is already on our land while maintaining the character of the farm. These unconventional structures are not suitable for long-term housing, so not allowing their use in farm-stays doesn't help anyone. It just disallows farmers from using what is on their land to make ends meet.
5. **ALL counties should be required to adopt or update agritourism ordinances consistent with a statewide definition** that includes hosted overnight farm-stays and these guardrails, so the framework is real, consistent, and fair across the islands. With these amendments, HB2585 becomes a practical, enforceable tool — one that stops fake

“gentleman farms” and unhosted vacation rentals on agricultural land, while keeping real working farms in production.

Mahalo for your continued work to protect Hawai‘i’s farmers, agricultural lands, and rural livelihoods.

Sincerely, Heather Korotie (The Mango Farm, Captain Cook)

**Senate Committees on Water, Land & Agriculture (WLA), Agriculture Environment
(AEN), and Economic Development & Technology (EDT)**

Hearing: March 20, 2026, 1:02 PM | Conference Room 224 & Videoconference

Chair(s), Vice Chair(s), and Members of the Senate Committees on WLA, AEN, and EDT:

Aloha Kākou. My name is **Angela I. Fa‘anunu**. I submit this testimony in **support of HB 2585, HD3 with amendments**. I am a breadfruit farmer in Hilo and an assistant professor of sustainable tourism at the University of Hawai‘i at Hilo, with research expertise in agritourism. The views expressed are my own and do not represent those of my employer.

Hawai‘i farmers face significant financial hardship, and agritourism offers a critical pathway for financial security. In 2022, only **13.0 percent of Hawai‘i farms earned more than \$50,000 annually**, while a family of four requires approximately **\$104,052 per year** to meet basic household needs (Aloha United Way & United for ALICE, 2023; USDA NSS, 2024). The data show that agricultural production alone does not provide a viable livelihood for most farmers. As a result, agritourism is not an optional supplement but a necessary income strategy for small and mid-size farms. Hawai‘i lost **759 farms**—10 percent decline—statewide between **2017 and 2022**; however, **farm-related income increased significantly** from agritourism, custom agricultural services, and value-added activities. Agritourism revenues nearly doubled and the average agritourism income per farm rose from \$56,494 to \$101,579.5. The data provide compelling evidence that agritourism is one of the most promising pathways for farm viability, yet current regulatory barriers prevent many farmers from accessing this opportunity (Fa‘anunu, 2022).

I respectfully request the following amendments to ensure that HB2585 HD3 is clear, equitable, and can be implemented. I highlight **Recommended Amendment #1 as a priority**.

Recommended Amendments

1. Revise the Definition of “Secondary to the Principal Farming Operation”

The bill defines “secondary” based solely on annual revenue, a metric that favors large, well-resourced farms, and disadvantages small, diversified, education-based, and culturally focused farms. The 2022 USDA Hawaii Agricultural Census shows that while **demand for agritourism is strong and growing, access to participation is shrinking**, with economic benefits concentrating among fewer, wealthier farms. Using revenue alone as a metric to define “secondary” will further exclude small and midsized farms and benefit the 13.0 percent of farms earning more than \$50,000 annually, already positioned to generate livable incomes of \$100,000+ through agritourism. Hawai‘i County’s current revenue-based approach has been strongly opposed by Hawai‘i Island farmers, underscoring the need for a more equitable, multi-factor standard (Fa‘anunu, 2022). In proposed §205- (j), amend as:

“Secondary to the principal farming operation” means the use of a parcel of land that generates annual revenue that is less than the annual revenue generated from the principal farming operation or agricultural operation conducted on the parcel of land is subordinate to the principal farming operation, as determined by the county planning department based on

criteria that may include annual revenue, land area in active agricultural production, labor hours dedicated to farming, or the farm’s stated operational purpose.

2. Define “Agricultural Tourism Activities”

The bill authorizes agricultural tourism activities, provides purpose, conditions, and a registration framework but does not define what activities qualify. Without a clear definition, counties will interpret the term inconsistently, undermining the bill’s statewide uniformity goal. The bill’s reference to “restaurants” should also be reconciled with the retail food establishment definition under HRS §205-2(d)(14)(C). To support the bill’s goal of statewide clarity and consistency, I respectfully recommend refining the definition of “agricultural tourism activities” to include the broad range of agritourism activities that are permitted.

3. Protect Farms with Existing Overnight Accommodation Permits

House Bill 2585, HD2 eliminates overnight farm stay provisions previously authorized under HRS §205-2(d)(12) and §205-4.5(a)(14) without addressing farms currently holding valid permits. For some small farms, these stays represent the majority of their income and support visitor education (Fa’anunu, 2022). Abrupt elimination without transition and conditional use provisions would cause significant financial harm.

4. Ensure a Streamlined and Accessible Registration Process

The documentation requirements in proposed §205- (d) may deter small farms with limited administrative capacity. Without clear timelines and proportionate fees, registration risks becoming a barrier rather than an accountability tool. In §205- (d): Add:

Agricultural tourism activities shall be registered by the owner or lessee with the county planning department before commencement of any agricultural tourism activity; provided further that the county planning department shall: (1) complete registration review within sixty days of a complete application; (2) establish a registration fee schedule proportionate to the scale of the agricultural tourism operation; and (3) provide plain-language guidance materials to assist applicants.

Conclusion

Agritourism strengthens farm viability, expands local food production, and deepens community connection to the land. I urge the Committee to **pass HB 2585, HD3 with the above amendments**. Mahalo for the opportunity to testify and for supporting Hawai‘i’s farmers.

Angela I. Fa’anunu, Ph.D.,

Hilo, Hawai‘i

References

Aloha United Way & United For ALICE. (2023). *ALICE in the Crosscurrents: COVID and Financial Hardship in Hawai‘i*. Honolulu, HI.

Fa’anunu, A.I. (2022). *Agritourism in Hawai‘i: Opportunities & Challenges—Agritourism study for Hawai‘i Island, 2022*. Report to the United States Department of Agriculture.

United States Department of Agriculture National Statistics Service. (2024). *2022 Census of Agriculture: Hawai‘i State and County Data*.

LATE

HB-2585-HD-3

Submitted on: 3/19/2026 1:04:15 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Steven Hogan	Individual	Oppose	Remotely Via Zoom

Comments:

To: House Committee on Water and Land
Rep. Mark Hashem, Chair
Rep. Dee Morikawa, Vice Chair

From: Steven Hogan, Farm Owner, Maui Hawai'i

Re: Testimony ON HB2585 HD1 — RELATING TO AGRICULTURAL TOURISM

Aloha Chair, Vice Chair and other Committee members,

I represent my wife, myself and my family and offer **Testimony on** — and **amendments to** — HB 2585 which would reform statewide rules for agricultural tourism in the state’s agriculture district.

Legislation has already gone to great measures to allow each county to regulate itself...this Bill would undo or restrict that ability and is completely unnecessary, too complex and unneeded.

Maui already has legislation at the county level and makes this bill makes the allowable uses more restrictive.

People, like us, have depended on the current laws to dictate our family/livelihood decisions. To take those rights away now, or further restrict them, is both unnecessary and unfair.

There is already a cap on the permitted overnight accommodations, which does not need additional regulation. Currently there is a inspection and renewal process that verifies agriculture, and the safety and code aspects of accommodations. Ironically, these requirements are not validated for long-term rentals.

Agricultural tourism activities support the state’s goal of having more local food production by offering farmers and ranchers the opportunity to diversify their sources of income. Farmers already struggle with so many issues, additional regulations will only make it worse!

Activities like farm tours, value-added product sales, event hosting, farm-to-table experiences, volunteer opportunities, and farm stays make Maui unique and special, while supporting the

local community and helping farmers to survive—especially in the more remote areas of the islands.

My family and I urge the committee to amend this legislation (Or better yet, kill it) to protect the existing property rights of Hawai'i farmers and ranchers. As we age these overnight accommodations act as a pension for many of us. I ask, would you vote to have pensions taken away after 40 and 50 years of dedicated work and community involvement? As farmers and ranchers age, Ag Tourism may be the only way we can survive in our 70s and 80s and hopefully beyond.

Hawai'i Revised Statutes 205-2(12) and 205-4.5(14) allow overnight accommodations of 21 days or less in counties with at least three islands that have adopted ordinances governing agricultural tourism. Maui has adopted ordinances, and farmers and ranchers have relied upon this law in making serious life decisions. Taking that right away now will decimate many people, mostly seniors. Please keep in mind, there seems to be more leniency for a Bed and Breakfast because the owners live on the property and are not off-island investors, but SEVERAL of us live on adjacent properties or have acreage above the threshold for a B and B so are forced to be an STRH, but we still live on and farm on the land.

Thus, we request the committee keep 205-2(12) and 205-4.5(14) in tact and add the following language to those sections:

“Agricultural tourism activities, including overnight accommodations of twenty-one days or less, for any one stay within a county; provided that this paragraph shall apply only to a county that includes at least three islands and has adopted ordinances prior to the effective date of this law regulating agricultural tourism activities pursuant to section 205-5; provided further that the agricultural tourism activities coexist with a bona fide agricultural activity.”

Adding this amendment would strike the right balance between protecting property rights and allowing farmers and ranchers to participate in tourism — the state's largest economic engine.

Thank you for the opportunity to testify, now, back to dealing with floods, droughts, deer infestation, blights, pests, rising costs of labor and supplies and fuel. If you want to help, please focus on THAT instead of further restricting farmers and ranchers.

Steven Hogan
Farm Owner

LATE

HB-2585-HD-3

Submitted on: 3/19/2026 1:26:41 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Lisa Rhoden	Individual	Support	Written Testimony Only

Comments:

Aloha Chairs, Vice Chairs, and Members of the Committee,

I am writing in support of HB2585 HD3 and the opportunities it creates for farmers, rural communities, and the statewide agricultural sector. Agritourism has the potential to strengthen the economic viability of farms while also helping the public better understand the value of local agriculture.

For many farms, especially small and mid-sized operations, agritourism provides a critical supplemental income stream. Farm tours, educational events, on-site experiences, and value-added activities can help stabilize farm revenue in a way that traditional crop production alone often cannot. This additional income allows farmers to remain in agriculture, keep land in production, and invest in improvements in food safety, infrastructure, and long-term sustainability. It helps sustain operations through local and global supply chain disruptions. Agritourism also plays an important role in connecting residents and visitors to local farmers, building appreciation for the work and dedication that goes into growing food, ultimately strengthening support for local agriculture.

At the same time, it is important that this measure thoughtfully considers the realities of infrastructure capacity, the feel of surrounding neighborhoods, and the planning process. Many agricultural areas were not originally designed to support increased traffic, parking needs, or larger groups of visitors. Clear and practical guidelines are needed to ensure that agritourism activities are implemented in a way that respects neighboring properties and community character, protects agriculture as the primary land use, and addresses concerns such as noise, traffic, access, and safety.

It is especially important that producers and community members have a say in the planning and regulatory development around this measure. Farmers need a clear and consistent path that allows them to participate in agritourism without facing a process that is overly complex, time-consuming, or prohibitively expensive. Farms are often inherently access-unfriendly. One size fits all requirements such as grading, widening, or paving roadways, installing additional structures, etc are out of reach for most farm operations. At the same time, the process should still provide reasonable oversight to ensure that activities are appropriate for the location, in context of the scale of the operation. A balanced and logical approach that includes farmer/rancher input and is structured but not complex or burdensome will help ensure that this measure succeeds in supporting agriculture while maintaining community trust. Agritourism

activities should clearly tie to the existing operation, with regulations and planning processes in alignment and scaleable up or down depending on complexity of the proposed project.

Overall, this measure represents an important step toward supporting diversified, resilient farms while strengthening connections between agriculture and the public. With careful attention to infrastructure, community impacts, and a logical regulatory framework, agritourism can grow in a way that benefits both farmers and the communities around them.

Thank you for the opportunity to provide testimony in support of this measure.

Lisa Rhoden

Hanapēpē

LATE

HB-2585-HD-3

Submitted on: 3/19/2026 2:39:22 PM

Testimony for WLA on 3/20/2026 1:02:00 PM

Submitted By	Organization	Testifier Position	Testify
Mark Wessels	Individual	Support	Written Testimony Only

Comments:

Date: March 20, 2026

Re: HB 2585 HD3 - Support

To: Chair Lee, Vice Chair Inouye and members of the Committee for Water, Land, Culture and the Arts

Chair Gabbard, Vice Chair Richards and members of the Committee for Agriculture and Environment

Chair DeCoite, Vice Chair Wakai and members of the Committee for Economic Development and Tourism

My name is Mark Wessels and I am a member of the Hawai'i Coffee Association and Kona Coffee Farmers Assoc and owner and operator of Domain Kona Coffee in Captain Cook HI.

I am writing in strong support of HB 2585 HD3.

Ag Tourism gives small farmers a direct way to build farm value, share their story, and create financial sustainability.

Currently, county regulations around Ag Tourism are so lengthy and expensive that small farmers cannot realistically comply. HB 2585 HD3 would require counties to create Ag Tourism ordinances that are actually workable for small farms, and that is a meaningful step forward for Hawai'i agriculture.

Hawai'i coffee is grown by small family farms that invest everything into their land and community. Please support the passage of this measure and give us the tools to grow.

Mahalo for your time and consideration.

Mark Wessels

www.domainkona.com

240-418-9844 c