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# A BILL FOR AN ACT

RELATING TO LEI.

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

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

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

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



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

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

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

- 9 (1) Identify, gather, and report on any existing studies  
10 or assessments conducted or data assembled by the  
11 department of agriculture and biosecurity or  
12 university of Hawaii that have examined:
- 13 (A) The number and geographic distribution of flower  
14 farms in the State;
  - 15 (B) The types and volume of lei materials currently  
16 being locally produced; and
  - 17 (C) The capacity of local floriculture to meet public  
18 and private demand; and
- 19 (2) Conduct a study of the State's floriculture industry,  
20 which shall evaluate, at a minimum:



- 1 (A) The current number and geographic distribution of  
2 flower and lei-material farms;
- 3 (B) Production capacity relative to demand;
- 4 (C) Barriers faced by local growers; and
- 5 (D) The resources, incentives, and infrastructure  
6 needed to sustainably support the local  
7 floriculture.
- 8 (b) The working group shall consist of the following six  
9 members:
- 10 (1) Chairperson of the board of agriculture and  
11 biosecurity, or the chairperson's designee, who shall  
12 serve as the chair of the working group;
- 13 (2) Dean of the college of tropical agriculture and human  
14 resilience at the university of Hawaii at Manoa, or  
15 the dean's designee;
- 16 (3) Executive director of the Hawaii Farm Bureau, or the  
17 executive director's designee, who shall be invited by  
18 the chair of the working group;
- 19 (4) President of the Hawaii Floriculture and Nursery  
20 Association, or the president's designee, who shall be  
21 invited by the chair of the working group;



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

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

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

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

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

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



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



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

**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)

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

