
A BILL FOR AN ACT

RELATING TO THE FOOD AND PRODUCT INNOVATION NETWORK.

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

1 SECTION 1. The legislature finds that Act 237, Session
2 Laws of Hawaii 2025, established a statewide food and product
3 innovation network within the agribusiness development
4 corporation to advance value-added manufacturing, exports, and
5 food security.

6 The legislature further finds that international best
7 practices observed in Australia, New Zealand, and Singapore
8 demonstrate that successful food innovation networks integrate:

- 9 (1) Embedded food safety and regulatory frameworks;
10 (2) Measurable performance indicators aligned between
11 governing boards and legislative oversight;
12 (3) Coordinated logistics, tourism, and export
13 infrastructure;
14 (4) Unified place-based branding strategies; and
15 (5) Sustained international partnerships and market
16 access.



1 The purpose of this Act is to strengthen the food and
2 product innovation network by refining governance, performance
3 accountability, regulatory integration, branding, export
4 facilitation, and international engagement in alignment with
5 existing law and the State's food security and economic
6 diversification goals.

7 SECTION 2. Chapter 163D, Hawaii Revised Statutes, is
8 amended as follows:

9 1. By designating section 163D-20 as part IA, and
10 inserting a title before section 163D-20 to read:

11 **"PART IA. FOOD AND PRODUCT INNOVATION NETWORK"**

12 2. By adding six new sections to part IA to be
13 appropriately designated and to read:

14 **"§163D-A Food safety and regulatory framework integration.**

15 (a) The food and product innovation network shall incorporate a
16 coordinated food safety and regulatory framework across all
17 primary and partner members.

18 (b) The framework shall include but not be limited to:

19 (1) Alignment with applicable federal and state food
20 safety laws, regulations, rules, and food codes;



- 1 (2) Technical assistance for labeling, testing,
- 2 validation, and certification requirements;
- 3 (3) Coordination with the department of health, university
- 4 of Hawaii college of tropical agriculture and human
- 5 resilience, and other relevant agencies; and
- 6 (4) Integration of regulatory compliance education into
- 7 workforce development and training programs offered
- 8 through the food and product innovation network.
- 9 (c) The corporation may enter into memoranda of agreement
- 10 or other arrangements necessary to implement this section.

§163D-B Food and product innovation network; key

performance indicators. (a) In consultation with the board,
12 the corporation shall establish key performance indicators for
13 the food and product innovation network.

(b) The key performance indicators shall include but not
15 be limited to:

- 17 (1) Number of businesses served and graduating to
- 18 independent commercial operations;
- 19 (2) Increases in value-added agricultural and food
- 20 manufacturing output;
- 21 (3) Export growth and market diversification;



- 1 (4) Workforce training and credential attainment;
- 2 (5) Contributions toward the State's food security goals;
- 3 (6) Leveraged private, federal, or philanthropic
- 4 investment; and
- 5 (7) Growth in revenue and market access for small-scale
- 6 producers through the utilization of shared-use
- 7 processing, branding, and distribution infrastructure.

8 (c) The key performance indicators shall be used to inform
 9 the annual report required pursuant to section 163D-E and
 10 strategic alignment between the corporation, board, and the
 11 legislature.

12 **§163D-C Coordination; market access.** The corporation
 13 shall develop and implement a coordinated strategy to leverage
 14 state and private sector assets to expand market access for food
 15 and value-added products, including collaboration with the
 16 department of transportation, Hawaii tourism authority,
 17 airlines, harbors, hotels, and logistics providers, to
 18 facilitate entry into national and international markets.

19 **§163D-D State branding alignment.** (a) In coordination
 20 with relevant state agencies, the corporation shall align and
 21 harmonize the "Hawaii made", "produced in Hawaii", and other



1 state-supported branding initiatives related to food and
2 value-added products.

3 (b) The purpose of branding alignment under this section
4 shall be to:

5 (1) Reduce duplication;

6 (2) Strengthen brand clarity in domestic and international
7 markets; and

8 (3) Maximize economic returns for producers and
9 manufacturers.

10 **§163D-E Surveys; economic data; reports.** (a) Surveys
11 administered by the department of commerce and consumer affairs
12 and department of business, economic development, and tourism
13 shall, where practicable, collect and leverage economic data on
14 indigenous and Native Hawaiian businesses.

15 (b) Data collected pursuant to this section shall be
16 shared with the department of business, economic development,
17 and tourism for economic analysis and reporting purposes,
18 subject to applicable confidentiality laws.

19 (c) The corporation shall submit an annual report to the
20 legislature regarding the data collected pursuant to this



1 section no later than twenty days prior to the convening of each
2 regular session.

3 §163D-F Enterprise zones; expansion. The department of
4 business, economic development, and tourism shall evaluate
5 opportunities to expand or adapt enterprise zone incentives in
6 all counties to better support the food and product innovation
7 network."

8 SECTION 3. There is appropriated out of the general
9 revenues of the State of Hawaii the sum of \$ or so
10 much thereof as may be necessary for fiscal year 2026-2027 for
11 the operations of the food and product innovation network.

12 The sum appropriated shall be expended by the agribusiness
13 development corporation for the purposes of this Act.

14 SECTION 4. In codifying the new sections added by
15 section 2 of this Act, the revisor of statutes shall substitute
16 appropriate section numbers for the letters used in designating
17 the new sections in this Act.

18 SECTION 5. New statutory material is underscored.

19 SECTION 6. This Act shall take effect on July 1, 3000.



Report Title:

DBEDT; ADC; Food and Product Innovation Network; Food Safety; Regulatory Integration; Performance Indicators; Market Access; Branding Initiatives; Enterprise Zones; Reports; Appropriation

Description:

Requires the Food and Product Innovation Network to integrate a coordinated food safety and regulatory framework. Requires the Agribusiness Development Corporation to establish key performance indicators for the Food and Product Innovation Network, develop a market access strategy, align and harmonize state branding initiatives, and report certain data to the Legislature. Requires the Department of Business, Economic Development, and Tourism to evaluate or adapt enterprise zone incentives in all counties to better support the Food and Product Innovation Network. Appropriates funds. Effective 7/1/3000. (HD1)

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