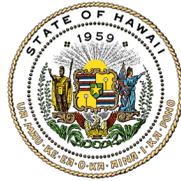


JOSH GREEN, M.D.
Governor

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 COMMITTEE ON AGRICULTURE AND ENVIRONMENT

**MONDAY, MARCH 16, 2026
3:00 P.M.
CONFERENCE ROOM 224 & VIDEO CONFERENCE**

GOVERNOR'S MESSAGE NO. 696

Submitting for consideration and confirmation to the Advisory Committee on Pesticides,
Gubernatorial Nominee, **JAMES FALCONER**, for a term to expire 06-30-2030

Chair Gabbard, Vice Chair Richards, and Members of the Committee:

Thank you for the opportunity to testify on Governor's Message No. 696. This measure seeks to confirm James "Kimo" Falconer to the Advisory Committee on Pesticides. The Department of Agriculture and Biosecurity ("Department") strongly supports this measure.

Mr. Falconer has considerable experience in the coffee industry from being the president of MauiGrown Coffee to creating his own MAUI Origin coffee brand. He has been the president of the Hawaii Coffee Growers Association and advises Mahi Pono on their commercial endeavors. He has also provided considerable insight to the Department when coffee leaf rust was first detected in Hawaii in October 2020 that helped facilitate the Department's request for an emergency exemption to the United States Environmental Protection Agency. Mr. Falconer is a reputable source of knowledge for all things, coffee and would be a valuable addition to the Advisory Committee on Pesticides. The Department respectfully requests your vote to confirm his nomination.

Thank you for the opportunity to testify to this measure.



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 16, 2026

HEARING BEFORE THE
SENATE COMMITTEE ON AGRICULTURE AND ENVIRONMENT

TESTIMONY ON GM 696

Submitting for consideration and confirmation to the Advisory Board on Pesticides,
Gubernatorial Nominee, JAMES FALCONER, for a term to expire 06-30-2030

Conference Room 224 & Videoconference
3:00 PM

Aloha Chair Gabbard, Vice Chair Richards, and Members of the Committee:

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 Hawaii'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 confirmation of James Falconer to the Advisory Board on Pesticides.

Mr. Falconer brings decades of agricultural experience in Hawai'i's farming sector, beginning with plantation agriculture and continuing through diversified crop production and agricultural business leadership. Over the course of his career, he has worked in crop research, irrigation management, and agricultural planning, including serving in leadership roles at Pioneer Mill Company and helping establish Ka'anapali Estate Coffee.

Mr. Falconer is also the owner and president of MauiGrown Coffee, where he has helped rebuild one of Hawai'i's well-known coffee operations while continuing to contribute to the state's diversified agriculture sector. His background in agronomy, crop management, irrigation systems, and agricultural research provides valuable perspective on the practical realities farmers face in managing crops, pests, and production systems.

In addition to his agricultural work, Mr. Falconer has been actively involved in agricultural and natural resource organizations, including the Soil and Water Conservation Districts, watershed partnerships, and statewide coffee industry organizations. These experiences demonstrate his commitment to responsible land stewardship and sustainable agricultural practices.

HFB believes Mr. Falconer's extensive agricultural experience and leadership within Hawai'i's farming community will provide valuable insight to the Advisory Board on Pesticides.

Please accept our support for the confirmation of James Falconer.



RE: SUPPORT for GM696

Submitting for consideration and confirmation to the Advisory Board on Pesticides, Gubernatorial Nominee, JAMES FALCONER, for a term to expire 06-30-2030

Aloha Chair, Vice Chair, and Committee Members,

The Synergistic Hawai'i Agriculture Council (SHAC) stands in **strong support** of James "Kimo" Falconer appointment to the Advisory Board. SHAC's consortium of coffee floriculture, papaya, macadamia, and cacao commodities represents 1,500 agribusinesses, from growers to processors and shippers, stretching across the State of Hawai'i. Our organization and members have worked closely with Mr. Falconer for many years on coffee issues.

Mr. Falconer was instrumental in coordinating the industry's agronomic and chemical response to Coffee Leaf Rust. He assisted with the application for an emergency use fungicide permit, and shepherded the process between the multinational corporation and the Department of Agriculture and Biosecurity. He also ensured that the coffee industry had a full understanding of the permit requirements.

He brings a lifetime of experience in Hawaii agriculture and a deep respect for the land. As a longtime member and president of multiple agricultural boards, he is an excellent choice for representing grower needs.

Please contact me with any questions. 808-989-4883 or suzanne@shachawaii.org.

Mahalo nui loa!

Suzanne Shriner
Administrator

Date: March 16, 2026

Re: GM 696 — Support for James Kimo Falconer

To the Committee:

My name is Michelle Ono, and I am a member of the Hawai'i Coffee Association / Nainoa Hawaii LLC.

I am writing in strong support of Kimo Falconer to fill the coffee industry seat on the State Advisory Committee on Pesticides.

The coffee community in Hawai'i is small but significant. Decisions made by this committee directly affect what tools are available to our farmers, how we stay compliant, and how our industry remains competitive. Kimo has the knowledge, dedication, and connection to our industry to represent us well.

Having a qualified coffee industry representative on this advisory committee means our community's needs are heard in conversations that shape state pesticide policy. I respectfully urge the committee to approve this nomination.

Mahalo for your time and consideration.

Michelle Ono

Nainoa Hawaii LLC

Email : nainoahawaiiillc@gmail.com

GM-696

Submitted on: 3/12/2026 1:54:48 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

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

Comments:

Date: March 16, 2026

Re: GM 696 — Support for James Kimo Falconer

To the Committee:

My name is David Bateman and I am a member of the Hawai‘i Coffee Association through Heavenly Hawaiian Farms, a Kona coffee farm.

I am writing in **strong support** of James Kimo Falconer to fill the coffee industry seat on the State Advisory Committee on Pesticides. I have known Kimo for over 20 years and I could not think of a better coffee industry candidate for this position.

The coffee community in Hawai‘i is small but significant. Decisions made by this committee directly affect what tools are available to our farmers, how we stay compliant, and how our industry remains competitive. Kimo has the knowledge, dedication, and connection to our industry to represent us well.

Having a qualified coffee industry representative on this advisory committee means our community's needs are heard in conversations that shape state pesticide policy. I respectfully urge the committee to approve this nomination.

Mahalo for your time and consideration.

David Bateman, Executive Chairman

Heavenly Hawaiian Farms, Holualoa HI

dave@heavenlyhawaiian.com

(808) 895 5899

GM-696

Submitted on: 3/13/2026 2:06:09 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

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

Comments:

Kimo Falconer is uniquely qualified to serve in this position. He has the educational credentials required and the hands on experience skills sets that make him the perfect candidate.

Kimo is articulate and able to build consensus to bring about positive results.

GM-696

Submitted on: 3/14/2026 5:58:55 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

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

Comments:

Testimony — Ka‘ū Coffee Farmers

Date: March 16, 2026

Re: GM 696 — Support for James Kimo Falconer

To: Chair, Vice Chair, and Members of the Committee on Agriculture and Environment

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

My name is **Miles Mayne**, and I submit this testimony on behalf of the **Ka‘ū Coffee Farmers** and the **Ka‘ū Coffee Growers Cooperative**, representing multigenerational farmers in the Ka‘ū District who rely on clear, science-based pesticide policy to sustain our crops, our land, and our livelihoods.

I am writing in **strong support** of **James “Kimo” Falconer** to fill the coffee industry seat on the State Advisory Committee on Pesticides.

Hawai‘i’s coffee sector is unique in the United States. We farm in an environment with year-round pest pressure, limited registered tools, and some of the most stringent regulatory requirements in the country. Decisions made by this advisory committee directly affect:

- what products are available to manage pests and disease
- how we remain compliant with state and federal regulations
- the economic viability of small family farms
- our ability to compete with global producers who operate under very different conditions

For these reasons, it is essential that the coffee industry have a knowledgeable, experienced representative at the table.

Kimo Falconer brings decades of hands-on experience in Hawai‘i coffee production, processing, and compliance. He understands the realities of farming in our islands — from worker safety and environmental stewardship to the practical challenges growers face when tools are restricted or removed without viable alternatives. His perspective is grounded in real-world agricultural practice, not theory, and he has consistently demonstrated a commitment to responsible pesticide use and transparent communication.

Having a qualified coffee industry voice on this committee ensures that policy decisions are informed by the people who must implement them on the ground. This is especially important for small rural districts like Ka'ū, where farmers often lack the resources to navigate complex regulatory changes without clear guidance and representation.

For these reasons, I respectfully urge the committee to **approve GM 696** and confirm **James Kimo Falconer** to the State Advisory Committee on Pesticides.

Mahalo for your time and consideration.

Miles Mayne

On behalf of the Ka'ū Coffee Farmers
Ka'ū Coffee Growers Cooperative
P.O. Box 744, Pahala, HI 96777

Tel: 808 928 0106

GM-696

Submitted on: 3/13/2026 2:50:32 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Eric Tanouye	Testifying for HFNA	Support	Written Testimony Only

Comments:

HFNA supports the appointment of Kimo Falconer.

Mahalo

GM-696

Submitted on: 3/15/2026 7:37:49 AM

Testimony for AEN on 3/16/2026 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Warren Watanabe	Testifying for Maui County Farm Bureau	Support	Written Testimony Only

Comments:

The Maui County Farm Bureau supports the consideration and confirmation of James Falconer to the Advisory Board on Pesticides. Mr. Falconer has decades in agriculture and will bring this experience and knowledge forward to come to balanced and science based decisions. We request that the committee approve his nomination. Mahalo.

GM-696

Submitted on: 3/12/2026 12:31:17 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
John Frink	Individual	Support	Written Testimony Only

Comments:

It's imperative to have someone like Kimo Falconer representing the Hawaiian Island's extensive coffee community. He has been involved with farmers, large and small, for many years and would be a valuable asset to any legislation that involves the good of the islands. He has my full, whole-hearted support.

GM-696

Submitted on: 3/12/2026 12:23:37 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

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

Comments:

March 16, 2026

Re: GM 696 — Support for James Kimo Falconer

To the Committee:

My name is Patsy Pitts and I am a member of the Maui Coffee Association / Mongoose Farm].

I am writing in strong support of James Kimo Falconer to fill the coffee industry seat on the State Advisory Committee on Pesticides.

The coffee community in Hawai‘i is small but significant. Decisions made by this committee directly affect what tools are available to our farmers, how we stay compliant, and how our industry remains competitive. Kimo has the knowledge, dedication, and connection to our industry to represent us well.

Having a qualified coffee industry representative on this advisory committee means our community's needs are heard in conversations that shape state pesticide policy. I respectfully urge the committee to approve this nomination.

Mahalo for your time and consideration.

Patsy Pitts

Mongoose Farm

mongoosekope@gmail.com

GM-696

Submitted on: 3/12/2026 12:49:50 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Harold M Hoogasian	Individual	Support	Written Testimony Only

Comments:

GM 696 – Support for James Kimo

GM-696

Submitted on: 3/12/2026 1:11:54 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Ben Greenwell	Individual	Support	Written Testimony Only

Comments:

To the Committee:

My name is Benjamin Greenwell, and I am a member of the Hawai'i Coffee Association / Greenwell Farms.

I am writing in strong support of Kimo Falconer to fill the coffee industry seat on the State Advisory Committee on Pesticides.

The coffee community in Hawai'i is small but significant. Decisions made by this committee directly affect what tools are available to our farmers, how we stay compliant, and how our industry remains competitive. Kimo has the knowledge, dedication, and connection to our industry to represent us well.

Having a qualified coffee industry representative on this advisory committee means our community's needs are heard in conversations that shape state pesticide policy. I respectfully urge the committee to approve this nomination.

Mahalo for your time and consideration.

Benjamin Greenwell

Greenwell Farms

po box 248

Kealahou Hi 96750

808-323-2862

GM-696

Submitted on: 3/12/2026 3:50:29 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

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

Comments:

Date: March 16, 2026

Re: GM 696 — Support for James Kimo Falconer

To the Committee:

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

I am writing in strong support of Kimo Falconer to fill the coffee industry seat on the State Advisory Committee on Pesticides.

The coffee community in Hawai'i is small but significant. Decisions made by this committee directly affect what tools are available to our farmers, how we stay compliant, and how our industry remains competitive. Kimo has the knowledge, dedication, and connection to our industry to represent us well.

Having a qualified coffee industry representative on this advisory committee means our community's needs are heard in conversations that shape state pesticide policy. I respectfully urge the committee to approve this nomination.

Mahalo for your time and consideration.

Mark Wessels

Owner, Domain Kona Coffee

Captain Cook HI

240-418-9844 m

GM-696

Submitted on: 3/12/2026 2:28:26 PM

Testimony for AEN on 3/16/2026 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
bobbie becker	Individual	Support	Written Testimony Only

Comments:

Kimo Falkner is very knowledgeable about growing coffee and the very valuable Hawaiian coffee industry. He would be a valuable contributor to this board.

GM-696

Submitted on: 3/15/2026 11:17:17 AM

Testimony for AEN on 3/16/2026 3:00:00 PM

Submitted By	Organization	Testifier Position	Testify
J Ashman	Individual	Support	Written Testimony Only

Comments:

I strongly support the confirmation of James (Kimo) Falconer to the Advisory Committee on Pesticides. I have known and worked with Kimo for many years on agricultural issues. He has the necessary experience and expertise to review the complex materials brought before the Committee and to help provide well-reasoned recommendations to assist the Department of Agriculture and Biosecurity in their decision-making on pesticide matters.

Thank you for your support of this measure.