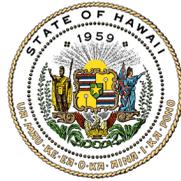


**JOSH GREEN, M.D.**  
Governor

**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**

**BEFORE THE HOUSE COMMITTEE ON CONSUMER PROTECTION AND  
COMMERCE**

**WEDNESDAY FEBRUARY 18, 2026  
2:00 PM  
CONFERENCE ROOM 329 & VIDEOCONFERENCE**

**HOUSE BILL NO. 2194, HD1  
RELATING TO LEI**

Chair Matayoshi, Vice Chair Grandinetti and Members of the Committee:

Thank you for the opportunity to testify to House Bill No. 2194, HD1 Relating to Lei. This bill establishes benchmarks to ensure that a certain percentage of lei purchased by that executive agency consists entirely of natural objects and plant materials grown, harvested and assembled in the State. Establishes labeling requirements for lei and lei materials. The Department of Agriculture and Biosecurity supports this measure.

The Department agrees that use of local lei should be encouraged and promoted to support local lei producers and flower farms, especially for purchases made by state agencies. The Department suggests that the percentage allowed by benchmarks be set to standards that are reasonably attainable by the specific dates allowed and simplified as much as possible to allow the executive agencies purchasing lei to be able to comply with the deadlines and to include sufficient time for the foliage and flowers growers to expand production.

Labeling the lei with the terms "Hawaii Grown" and "Hawaii Made" for products that use at least ninety per cent locally grown, cultivated or harvested material within the State will ensure protection for local buyers and producers.

Should the measure be enacted the DAB respectfully requests additional staffing of one FTE SR19 (\$65,000) Measurement Standards Inspector V position to effectively carry out the enforcement and inspection aspect of this bill under our jurisdiction.

Thank you for the opportunity to testify on this measure.

JOSH B. GREEN, M.D.  
GOVERNOR  
KE KIA'ĀINA



BONNIE KAHAKUI  
ADMINISTRATOR  
  
DAYNA OMIYA  
ASSISTANT ADMINISTRATOR

**STATE OF HAWAI'I | KA MOKU'ĀINA O HAWAI'I**  
**STATE PROCUREMENT OFFICE**

P.O. Box 119  
Honolulu, Hawaii 96810-0119  
Tel: (808) 586-0554  
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<http://spo.hawaii.gov>

TESTIMONY  
OF  
BONNIE KAHAKUI, ADMINISTRATOR  
STATE PROCUREMENT OFFICE  
  
TO THE HOUSE COMMITTEE  
ON  
CONSUMER PROTECTION & COMMERCE  
February 18, 2026, 2:00 p.m.  
  
HOUSE BILL 2194, HD1  
RELATING TO LEI

Chair Matayoshi, Vice Chair Grandinetti, and members of the committee, thank you for the opportunity to submit testimony on House Bill 2194, HD1. The State Procurement Office (SPO) provides comments on this bill, which affirms the cultural importance of the lei and recommends procurement benchmarks for state agencies, along with labeling standards for lei and lei materials.

### **Comments**

House Bill 2194 would require each State Executive agency to ensure that a growing percentage of lei they purchase consists entirely of natural plant and object materials that are grown, harvested, and assembled in Hawai'i, increasing from 30% by 2032 to 50% by 2042, and eventually prohibiting purchases of lei containing materials grown outside the State after 2043. The bill should clearly provide guidance on how agencies would document compliance and track progress towards those benchmarks, and ensure enforcement mechanisms are fair, transparent, and supported by clear regulatory guidance. Strong, precise definitions and clear enforcement procedures will help protect both consumers and legitimate local producers.

The SPO appreciates the bill's intent to protect local growers and cultural practitioners while ensuring proper labeling practices of "Hawaii Made or Hawaii Grown". Promoting locally grown and assembled lei aligns with sustainability and cultural preservation goals. However, there may be unintended consequences and challenges regarding compliance across all agencies, including

- Supply Disruptions and Cost Issues. If local supply is not able to meet demand due to inclement weather, this could lead to procurement delays or non-compliance penalties.
- Cost. Hawaii has higher production expenses, compared to imported materials, which can fiscally impact agencies.
- Strict Labeling Rules. Labeling requirements for “Hawaii Grown” and Hawaii Made” to prove compliance would require a verification process, adding administrative burden and risk of disputes over authenticity. Farmers and vendors may struggle to provide adequate documentation.
- Administrative Resources. Additional resources for monitoring, enforcement, and training would be needed.

House Bill 2194 reflects on the important recognition of the lei as a cultural and economic symbol of Hawai‘i. To help the bill achieve its goals in a practical, equitable, and legally consistent way, we respectfully encourage enhancement on:

- Procurement benchmark clarity and reporting pathways;
- Synchronization with Hawai‘i’s existing procurement laws;
- Support for small local lei producers, including seasonal and supply considerations; and
- Enforcement of the labeling standards.

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

**LATE**

**HB-2194-HD-1**

Submitted on: 2/17/2026 3:34:39 PM

Testimony for CPC on 2/18/2026 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
RICHARD COHEN	Hawaii Dept. of Agriculture and Biosecurity Measurement Standards Branch Manager	Support	Remotely Via Zoom

Comments:

I'm here to stand on the DAB written testimony and available to answer any questions.



Watanabe *floral*

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HOUSE OF REPRESENTATIVES  
THE THIRTY-THIRD LEGISLATURE  
REGULAR SESSION OF 2026

COMMITTEE ON CONSUMER PROTECTION & COMMERCE

Rep. Scot Z. Matayoshi, Chair  
Rep. Tina Nakada Grandinetti, Vice Chair

Rep. Cory M. Chun	Rep. Nicole E. Lowen
Rep. Greggor Ilagan	Rep. Lisa Marten
Rep. Linda Ichiyama	Rep. Adrian K. Tam
Rep. Kim Coco Iwamoto	Rep. Elijah Pierick
Rep. Sam Satoru Kong	

NOTICE OF HEARING

DATE: Wednesday, February 18, 2026  
TIME: 2 PM  
PLACE: VIA VIDEOCONFERENCE  
Conference Room 329  
State Capitol  
415 South Beretania Street

**RE: HB2194 RELATING TO LEIS**

My name is **Monty Pereira**, and I am the **General Manager and Head of Sales and Marketing at Watanabe Floral, Inc.** I respectfully submit this testimony in **opposition to House Bill 2194.**

We appreciate the intent of this bill to support Hawai‘i agriculture and floriculture by encouraging state agencies to purchase Hawai‘i-grown and Hawai‘i-made lei. We also support efforts to revitalize local lei flower production. However, we have serious concerns regarding the **current capacity of local growers to meet demand within the timelines proposed.** Without sufficient supply, these requirements may unintentionally reduce overall lei usage rather than strengthen the industry.

As both a wholesaler and retailer, we understand the operational realities faced by lei producers and lei stands. Imported materials are currently used to **supplement—not supplant—local production**, allowing businesses to meet demand while local growers continue to rebuild capacity. Given ongoing labor and scaling challenges, we respectfully request a **more flexible and realistic implementation timeline**.

We also oppose the bill's **labeling requirements**. Many lei made in Hawai'i incorporate a combination of locally grown and imported materials. Mandating detailed labeling would impose additional labor, cost, and administrative burden on an industry already facing severe staffing shortages. These same labor constraints are a primary reason local floriculture production has declined. Requiring additional labeling would divert limited resources away from production and further strain struggling businesses.

We believe the goals of House Bill 2194 can be achieved through collaborative, non-punitive approaches that support local production **without harming the import partnerships many lei businesses rely on to survive**. We respectfully urge the committee to reconsider this measure or amend it to reflect the current realities of Hawai'i's floral industry.

Mahalo for the opportunity to submit testimony.

Respectfully,

**Monty Pereira**

General Manager & Head of Sales and Marketing  
Watanabe Floral, Inc.



February 18, 2026

TESTIMONY OF THE ASSOCIATION OF HAWAIIAN CIVIC CLUBS  
To the House Committee on Consumer Protection & Commerce  
In Support of

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**HB 2194 - RELATING TO LEI**

Aloha Chair Matayoshi, Vice Chair Grandinetti, and members of the committees,

The Association of Hawaii Civic Clubs submits testimony in **strong support** of HB 2194 Relating to Lei which would affirm the supporting of the cultural integrity of lei and locally made lei . We stand in solidarity with Ke One O Kakuhihewa, our O‘ahu Council of Hawaii Civic Clubs in supporting local growers, lei makers, and cultural practitioners.

Lei carry mana‘o, ceremony, aloha. They are more than a simple adornment. For generations, lei have been made from materials gathered, grown, and thoughtfully prepared in Hawai‘i.

HB 2194 requires a percentage of lei for each state executive agency to ensure a percentage of lei purchased by the agency to be made of natural plant materials grown, harvested, and assembled in Hawai‘i, and establishes labeling requirements for lei and lei materials. By creating these benchmarks for state purchasing, the State's own procurement practices can support lei made from natural materials grown, harvested, and assembled in the islands. The labeling can bring much needed clarity to consumers around what is truly “Hawai‘i Made” or “Hawai‘i Grown”. Supporting Hawai‘i lei material producers and lei making businesses helps to support our cultural practices and bring positive economic impacts to our home land.

Founded by Prince Kūhiō in 1918, the Hawaiian Civic Club movement is the oldest Native Hawaiian community-based advocacy movement. The Association of Hawaiian Civic Clubs is a not-for-profit confederation of 60 individual and autonomous Hawaiian Civic Clubs and 3,500 members located across Hawai‘i and across the continental United States.

We appreciate your favorable consideration of this measure.



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

February 18, 2026

HEARING BEFORE THE  
HOUSE COMMITTEE ON CONSUMER PROTECTION & COMMERCE

**TESTIMONY ON HB 2194, HD1**  
RELATING TO LEI

Conference Room 329 & Videoconference  
2:00 PM

Aloha Chair Matayoshi, Vice-Chair Grandinetti, 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 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 2194, HD1**, which requires and establishes benchmarks for each state executive agency to ensure that a certain percentage of lei purchased by that executive agency consists of lei made entirely of natural objects and plant materials grown, harvested, and assembled in the State.

Encouraging the purchase and use of locally grown flowers and lei strengthens Hawai'i's farmers, supports the local floriculture industry, and reinforces the cultural and economic value of Hawai'i-grown agricultural products. HFB appreciates the Legislature's continued leadership in promoting local agriculture and expanding opportunities for Hawai'i growers.

HFB recognizes that the floriculture and lei industry is a diverse agricultural sector that includes growers, lei makers, wholesalers, and retailers. While increasing the use of locally grown is an important goal, implementation must include reasonable flexibility when locally grown lei or plant materials are unavailable due to seasonality, supply limitations, pest pressures, force majeure events, or other unforeseen agricultural conditions. Such flexibility will help ensure the policy remains workable in practice while continuing to prioritize Hawai'i-grown products.

We appreciate the phased approach reflected in HB 2194, HD1, and believe gradual implementation is key to allowing the industry time to adjust, invest, and respond to increased demand. Continued collaboration with stakeholders across the supply chain will help ensure that the policy strengthens local agriculture while remaining practical for the businesses responsible for sourcing, assembling, and delivering lei for state use.

HB 2194, HD1 also includes provisions related to transparency in sourcing. As with any procurement or labeling requirement, HFB encourages standards that are clearly defined, practical, and workable for growers, lei makers, and vendors throughout the supply chain.

Mahalo for the opportunity to testify in support of this measure.

February 18, 2026

House Committee on Consumer Protection & Commerce  
Representative Scot Matayoshi, Chair  
Representative Nakada Grandinetti, Vice Chair

Friday, February 18, 2026, 2:00 p.m.  
Conference Room #329 and via video conference



**RE: HB 2194 HD1 Relating to Lei**

Dear Chair Matayoshi, Vice Chair Grandinetti and members of the Committee,

My name is Kiran Polk, and I am the Executive Director & CEO of the Kapolei Chamber of Commerce. The Kapolei Chamber of Commerce is an advocate for businesses in the Kapolei region including Waipahu, Kapolei, 'Ewa Beach, Nānakūli, Wai'anae, and Mākaha. We work on behalf of our members and the broader business community to improve the regional and State economic climate and to help West O'ahu businesses thrive.

The Kapolei Chamber of Commerce **supports HB 2194** because it is a measure that strengthens Hawai'i's local economy by reinforcing demand for locally grown, harvested, and assembled lei—and by extension, the small farms, florists, cultural practitioners, and businesses that rely on this supply chain.

One of our small business members, Haus of Puas, illustrates why this bill matters. Haus of Puas is the first floral and lei shop serving West O'ahu in recent years, and their business model is intentionally rooted in sourcing locally and reinvesting back into Hawai'i's agricultural community. Through their operations, Haus of Puas currently **supports 15 local lei makers and small farms, many of whom are based in Wai'anae, Nānakūli, Kapolei, and 'Ewa. These are small, community-based operations that depend on consistent local demand to remain viable.**

By choosing to source locally, Haus of Puas helps sustain an interconnected ecosystem where small farms, lei makers, and retail businesses support one another. HB 2194 reinforces this model by promoting transparency and encouraging the use of locally made lei, ensuring that demand continues to flow to Hawai'i growers and producers rather than imported products.

From a business perspective, this measure supports more than cultural preservation, it supports economic sustainability. Clear standards and procurement practices help small farms plan, grow, and invest with confidence, while allowing small businesses to compete fairly in the marketplace. **For regions like West O'ahu, where local businesses are closely tied to agricultural producers and cultural practitioners, this kind of policy support is especially meaningful.**

HB 2194 aligns with the Kapolei Chamber's commitment to strengthening small businesses, supporting local agriculture, and keeping economic activity rooted in Hawai'i culture and communities. For these reasons, the Kapolei Chamber of Commerce **supports HB 2037** and respectfully urges the Committee to pass this measure.

Thank you for this opportunity to provide testimony.

Respectfully,

Kiran Polk  
Executive Director & CEO



**RE: HB2194 HD1 – Relating to Lei**

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

On behalf of **Purple Mai'a Foundation**, I respectfully submit testimony in strong support of HB2194 HD1.

Lei are living expressions of culture, relationship, ‘ike, and ‘āina. They represent connection to place, to community, and to ancestral practice. Protecting the integrity of locally grown and locally made lei is both a cultural and economic imperative.

HB2194 takes meaningful steps to ensure that state purchasing supports lei made entirely from natural materials grown, harvested, and assembled in Hawai‘i. By setting benchmarks for state procurement and establishing clear labeling requirements for “Hawaii Grown” and “Hawaii Made,” this measure strengthens consumer transparency while protecting local growers, lei makers, and cultural practitioners from unfair competition and misleading marketing.

At a time when imported materials and manufactured products are often marketed using ‘Ōlelo Hawai‘i and Hawaiian imagery, this bill reinforces authenticity, supports local agricultural production, and keeps economic value circulating within our communities.

We believe this measure aligns with broader efforts to strengthen local food systems, small-scale farmers, and cultural industries rooted in mālama ‘āina.

Mahalo for the opportunity to testify. We respectfully urge you to pass HB2194 HD1.

Keoni DeFranco, Managing Director, Purple Mai'a Foundation

*Keoni DeFranco*



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Kaipō Kekona  
State President

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Gina Lind  
Hāna, Maui

Mason Scharer  
Haleakalā, Maui

Kaiea Medeiros  
Mauna Kahālāwai,  
Maui

Kaipō Kekona  
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Kilia Avelino-Purdy  
Moloka'i

Negus Manna  
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India Clark  
North Shore, O'ahu

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Rachel LaDrig  
Waimānalo, O'ahu

Vincent Kimura  
Honolulu, O'ahu

Natalie Urminska  
Kaua'i

Aloha Chair Matayoshi, Vice Chair Grandinetti, and Members of the House Consumer Protection & Commerce Committee,

The Hawai'i Farmers Union is a 501(c)(5) agricultural advocacy nonprofit representing a network of over 2,500 family farmers and their supporters across the Hawaiian Islands. **HFU supports HB2194.**

Imported plant materials are frequently marketed with Hawaiian imagery and language, misleading consumers and siphoning revenue away from local family farmers; this bill provides the "Hawaii Grown" and "Hawaii Made" labeling protections necessary to ensure economic integrity.

By mandating state agencies to prioritize locally harvested materials, we reduce the risk of invasive species introductions associated with high-volume floral imports while securing a stable, taxpayer-funded market for rural floriculture producers.

This legislation transforms state procurement from a passive expense into an active investment in Hawaii's agricultural self-sufficiency.

Mahalo for the opportunity to testify.

Hunter Heavilin  
Advocacy Director  
Hawai'i Farmers Union



Hawai'i State House of Representatives  
Committee on Consumer Protection & Commerce

HB2194, HD1 – Relating to Lei

**RE: Strong support of HB2194, HD1**

February 18, 2026

Hawaiian Council writes in **strong support of HB2194, HD1** to advance consumer education and continued support of Hawai'i's local farmers, cultural practitioners, and small businesses.

Lei is a deeply rooted cultural expression that can represent aloha, celebration, remembrance, and connection to the land. At graduations, birthdays, community events, and Opening Day, lei are a visible and meaningful part of daily life in our islands. Consumers should have the opportunity to understand where their lei come from and how their purchasing choices impact Hawai'i's economy.

From the humble ti leaf to the delicate Ni'ihau shell, lei makers have long used the materials around them to create a vast array of lei with different meanings and complexities. Today, Hawai'i is home to about 291 floriculture and nursery operations as well as countless lei shops that rely on consistent local demand to remain viable. However, approximately 90% of the lei sold in Hawai'i is made with imported flowers. Lei is one of the strongest enduring symbols of Hawai'i and, to put it simply, what is a lei if it is not from Hawai'i nei?

HB2194, HD1 provides consumers with accurate information to make informed decisions that align with their values. For residents and visitors alike, the ability to choose a locally-grown or locally-made lei is an easy way to support Hawai'i's economy, appreciate Native Hawaiian culture, and promote sustainable purchasing habits. Hawai'i's floriculture industry is valued at about \$47.1 million, with cut flowers accounting for \$5.6 million. State purchases of lei represents a valuable economic opportunity to support local. Last year, it was reported that Honolulu councilmembers spend nearly \$4,500 annually on lei purchases. Clear labeling ensures that public funds, when possible, can intentionally support Hawai'i farms, businesses, and lei makers.

For these reasons, Hawaiian Council respectfully urges the Committee to **PASS HB2194, HD1**. Mahalo for your commitment to supporting Native Hawaiian culture, agriculture, and local lei makers.

Mālama pono,

**Madelyn McKeague**

Director of Advocacy, Hawaiian Council

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**Testimony to the House Committee on Consumer Protection  
Representative Scot Z. Matayoshi, Chair  
Representative Tina Nakada Grandinetti, Vice Chair**

**Wednesday, February 18, 2026, at 2:00PM  
Conference Room 329 & Videoconference**

**LATE**

**RE: HB2194 HD1 Relating to Lei**

Aloha e Chair Matayoshi, Vice Chair Grandinetti, and Members of the Committee:

My name is Sherry Menor, President and CEO of the Chamber of Commerce Hawaii ("The Chamber"). The Chamber offers comments on House Bill 2194 House Draft 1 (HB2194 HD1) measure relating to state procurement benchmarks and labeling requirements for lei.

The Chamber recognizes and deeply respects the cultural, social, and economic significance of lei in Hawaii. We support local growers and have consistently supported efforts to strengthen in-state agricultural production and protect cultural integrity. However, we have serious concerns about measures that may unintentionally increase the cost of doing business or limit access to supplemental global suppliers that many lei makers rely upon to ensure year-round availability.

At present, Hawaii's local agricultural production levels may not be sufficient to meet total statewide demand for lei materials throughout the year. Growers face ongoing constraints, including limited available land, labor shortages, weather variability, invasive species pressures, and rising input costs. Demand for lei spikes significantly during graduation season and major cultural events, when supply constraints are already visible in the market. As a result, many lei makers supplement locally grown materials with imported flowers or foliage to ensure consistent supply, affordability, and timely delivery. Mandating escalating procurement benchmarks without a clear assessment of in-state production capacity risks creating supply shortages, price increases, and instability for small lei businesses and growers alike. Maintaining stability and predictability in this industry is essential to continuing to provide value to local consumers.

The Chamber supports transparency in labeling and preventing misleading marketing practices. However, we respectfully urge the Committee to carefully evaluate the broader economic impact of this measure and consider approaches that strengthen local production without limiting flexibility or disrupting supply reliability.

We look forward to working collaboratively to ensure Hawaii's lei industry remains culturally vibrant, economically sustainable, and accessible to the community year-round.

Thank you for the opportunity to testify.

The Chamber of Commerce Hawaii is the state's leading business advocacy organization, dedicated to improving Hawaii's economy and securing Hawaii's future for growth and opportunity. Our mission is to foster a vibrant economic climate. As such, we support initiatives and policies that align with the 2030 Blueprint for Hawaii that create opportunities to strengthen overall competitiveness, improve the quantity and skills of available workforce, diversify the economy, and build greater local wealth.

**LATE**

**HB-2194-HD-1**

Submitted on: 2/14/2026 12:09:15 AM

Testimony for CPC on 2/18/2026 2:00:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Johnnie-Mae L. Perry	Individual	Support	Written Testimony Only

Comments:

I, Johnnie-Mae L. Perry, Support the INTENT as follows

1. Financial incentive for flora growers/farmers - lei materials
2. UHM test the "yellow" plumeria to prevent bruise NOT modify the "smell" Example used by hula dancers
3. 12/31/30 - 50% or more
4. A lot of TALK about supporting local and yet the SOH does not

2194 HB RELATING TO LEI.

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

My name is Oriana Leao and I strongly **support** HB2194 HD1 which 1) requires and establishes benchmarks for each state executive agency to ensure that a certain percentage of lei purchased by that executive agency consists of lei made entirely of natural objects and plant materials grown, harvested, and assembled in the State and 2) establishes labeling requirements for lei and lei materials.

Lei are one of the few gifts deemed acceptable by the Hawaii State Ethics Commission that does not require reporting for elected and appointed officials in the State and approximately 90% of the lei sold in Hawai'i is made with imported flowers. Hawai'i's floriculture industry is valued at about \$47.1 million, with cut flowers accounting for \$5.6 million. This bill will support the local economy, growers, farmers, cultural practitioners, and lei making communities. The labeling requirements will allow the public to identify where lei materials are sourced and allow consumers to make conscious choices in the purchase of lei and lei materials.

Thank you for your consideration of this testimony.

**HB-2194-HD-1**

Submitted on: 2/17/2026 1:26:04 PM

Testimony for CPC on 2/18/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Ipolani Duvauchelle	Individual	Support	Written Testimony Only

Comments:

Aloha,

I strongly support [HB2194/SB2781]. Please support this measure to strengthen and protect Hawai‘i’s cherished lei traditions and the local growers and lei makers who sustain them.

Lei is a living expression of aloha, cultural identity, and Native Hawaiian tradition. It can mark our most important life moments like graduations and weddings, while the practice of growing, gathering, and weaving lei is a continuation of ‘ike kūpuna, mālama ‘āina, and deep place-based knowledge passed down through generations. However, the increasing commercialization of lei has divorced itself from its roots. Without clear standards and purchasing commitments, we risk eroding both the integrity of our lei traditions and the economic viability of those who carry them forward.

This bill takes meaningful steps to address these concerns and affirms a true commitment to supporting local agriculture, small businesses, and cultural practitioners. By prioritizing locally grown and crafted lei in state procurement and strengthening labeling protections, this legislation supports economic resilience, agricultural sustainability, and cultural integrity. It uplifts the many small farmers, flower growers, and skilled lei makers who dedicate themselves to this important work.

Please support this measure to protect the authenticity of Hawai‘i’s lei traditions, strengthen local businesses, and ensure that future generations can continue to learn, practice, and celebrate this treasured cultural art form.

Mahalo for your consideration,

Ipolani Duvauchelle