

ACT 194

H.B. NO. 2176

A Bill for an Act Relating to Agricultural Marketing.

*Be It Enacted by the Legislature of the State of Hawaii:*

SECTION 1. The agriculture industry in Hawaii is experiencing a rebirth. Gone are the days of huge sugar and pineapple plantations. In their place is a new era of diversified agriculture that has the potential to provide unprecedented economic and employment opportunities.

At the center of this new era is a hard-working, hearty group of successful entrepreneurs that have mastered the intricacies of agricultural production and marketing. Their success, however, is more of the exception rather than the rule. Many farmers still struggle to make ends meet. Although earnest in their efforts, they lack the wherewithal to adequately market their produce to a growing local and foreign demand.

The purpose of this Act is to assist farmers with marketing their produce and products by assisting existing agricultural cooperatives to develop a marketing plan and strategy that fully represents all segments of the diversified agricultural sector in Maui.

SECTION 2. The agribusiness development corporation shall provide its knowledge and resources, as well as solicit assistance from successful local agricultural entrepreneurs and other sources to develop a marketing plan and strategy that fully represents all segments of the diversified agricultural sector in Maui.

SECTION 3. The agribusiness development corporation shall annually report its findings, recommendations, and progress to the legislature no later than twenty days before the convening of each regular session, beginning with the session of 2003.

SECTION 4. The corporation may adopt rules pursuant to chapter 91, Hawaii Revised Statutes, to effectuate this Act.

SECTION 5. This Act shall take effect upon its approval and shall be repealed on June 30, 2005.

(Approved June 25, 2002.)