

The *Hawaii Seals of Quality*



GENUINE

**HAWAII
GROWN**

**HAWAII
MADE**

**PREMIUM
PRODUCTS**



**Department
of Agriculture**

STATE OF HAWAII

Agricultural Development Division
Market Development Branch
Tel: (808) 973-9595

Program Overview

A statewide branding program to protect the integrity and value of the “Hawaii” marketing cachet and help our genuine fresh and processed products compete equally and fairly with “look alike” products from elsewhere.

One-year, renewable licensing agreement and a licensing fee of one cent per anticipated impression or 105 percent of the printing cost for stickers will be collected. Fees will help offset costs of program administration, marketing and promotional activities. State and Federal funds will cover the majority of the program costs in the initial years.

Program Qualifications

- Hawaii point of origin
- 100 percent grown in Hawaii for fresh produce
- For value-added, processed agricultural and food products, the primary agricultural product must be entirely produced in the State of Hawaii
- Quality, as determined by Hawaii State export standards/laws and trade associations (i.e. Hawaii Food Manufacturers Association) guidelines.

Enforcement and Penalties

- HDOA may suspend or revoke the license to use the seal when an authorized user violates the Hawaii Administrative Rules (4-7-135 HAR).
- Fine of not more than \$1,000 for each separate offense. Each day or instance of violation constitutes a separate offense.

Contact

Agricultural Development Division, Market Development Branch
Phone: (808) 973-9595 / Fax: (808) 973-9590 / Email: hdoa.md@hawaii.gov

Application

Apply to the Hawaii Department of Agriculture through the attached application form.

Fee

One time, non-refundable application of \$50 per product line.
Participation approved by HDOA and the industry panel.