REPORT TO THE TWENTY-FIFTH LEGISLATURE
2010 REGULAR SESSION

LABELING ISSUES RELATING TO THE HAWAII-MADE PRODUCTS LAW
IN RESPONSE TO ACT 80, SESSION LAWS OF HAWAII 2009

STATE OF HAWAII
DEPARTMENT OF AGRICULTURE

DECEMBER 2009
Background

On June 1, 2009 Act 080 amending HRS Sections 486-1 and 486-119, was signed by the Governor taking effect on July 1, 2009. The amendments to HRS Section 486-1 and 486-119 include definitions for “Craft items”, “perishable consumer commodity” and more restrictive language limiting the use of “made in Hawaii” as an advertising or media tool, and terms such as “produced in Hawaii”, or “processed in Hawaii.”

In addition to those amendments, Section 3 of Act 080 required the Chair of the Board of Agriculture to convene a working group composed of:

(1) A representative of the Department of Business, Economic Development, and Tourism;
(2) Representatives of native Hawaiian artisans;
(3) Representatives of artisan and handcrafter guilds or collectives such as Creations of Hawaii and the Made in Hawaii Festival;
(5) Retail merchants of handcrafted goods;
(6) A representative of Hawaii Farm Bureau Federation;
(7) A representative of Hawaii Food Manufacturers Association; and

The purpose of the working group is to identify labeling issues relating to the Hawaii-made products law and to propose workable solutions, including solutions for enforcement.

Working Group

On September 25, 2009, a letter and information form was sent out to 37 representatives from DBEDT, native Hawaiian artisans, artisans and handcrafter guilds, and retail associations (see Attachment A). The letter invited representatives to participate in a working group that would be convened to identify labeling issues relating to the Hawaii-made products law and to propose workable solutions, including solutions for enforcement. A follow up letter was sent after only seven organizations initially responded.

On November 4, 2009 the Measurement Standards Branch convened the working group. In attendance at the working group meeting was:

- Dr. John Ryan, Quality Assurance Division Administrator
- William Pierpont, Manager, Measurement Standards Branch
- Mr. Wayne Thom, Manager of Department of Business, Economic Development and Tourism
- Ann Yamamoto, Executive Director of Hawaii Farm Bureau Federation
- Mela Kealoha-Lindsey, Festival and Events Specialist of Creations of Hawaii
- Maile Meyer, Native Books Na Mea Hawaii
- Martha German, Honolulu Academy of Arts
- Herb Kamiyama, President of Hawaiian Mamaki Tea Plantation

Attending via conference call:
- Richard C. Botti, President of Hawaii Food Industry Association
Issues identified and discussed

- Impact of the pending Reduction in Force on Measurement Standards inspection staff and the Branch's ability to take corrective action statewide.

- Lack of enforcement (personnel/action) at swap meets, farmer markets, "Made in Hawaii" and "Product of Hawaii" festivals and shows; Hawaii made specialty retail stores.

- Lack of participation of property owners or venue operators to ensure that products offered for sale in "Made in Hawaii" and "Product of Hawaii" shows are certified prior to the advertised or marketed event.

Suggestions

- Pre-screening of products and certification by a property owner or venue operator hosting a "Made in Hawaii" or "Products of Hawaii" event.

- Participation of County and State facility managers in the prescreening of event organizers or event marketers to ensure that products offered for sale during a "Made in Hawaii" or "Product of Hawaii" event meets the minimum requirements of the "Made in Hawaii" statute.

- "Seal of Quality" certification or designation for small businesses that can be used to market products during an event, without requiring a label impression (not supported by HDOA).

- Documentation of businesses and products who participate in "Made in Hawaii" shows, stating responsibility for their products authenticity and "Made in Hawaii" content.

- Cultural trademarks to protect against misappropriation and degradation.

- Recognition of notable Hawaii producers and artists.

- Educating the public.

Next Steps

The Department of Agriculture will develop a document that will accompany an individual's application to participate in "Made in Hawaii" events. The document will hold the individual, business, event marketer, or venue owner responsible for ensuring all products offered for sale meet the requirements of the "Made in Hawaii" law (see Attachment B).

The working group will plan to meet before the end of 2009 or early in 2010 in order to develop a pre-screening process for those individuals and businesses that want to offer "Made in Hawaii" items. A flowchart be developed that will identify the steps an individual will need to go through to become qualified. The flow chart will also identify those agencies that will interact with the business at each step.
Alison Bishop  
Adventures in Art LLC  
94-1388 Moaniian St. #307  
Waipahu, HI 96797

Mr. Scott Halsted  
Aloha Hobbies  
1151 Mapunapuna St. A7  
Honolulu, HI 96819

Alethia Donathan, Owner  
Bead Friend Hui/DACS Beads  
1320 Kalani St.  
Honolulu, HI 96819

Flora Lu,  
Bead Society of Hawaii,  
Lumahai Museum  
2141 Kuhi St. Honolulu, HI 96815

Mr. Ted Liu  
Dept. of Business Economic  
Development & Tourism  
P. O. Box 2359  
Honolulu, HI 96804

Quala-Lynn Young, Curator  
The Contemporary Museum  
2411 Makiki Heights Dr.  
Honolulu, HI 96622

Creations of Hawaii  
Marketing Department  
3133 Waialae Avenue #3-3004  
Honolulu, Hawaii 96816

Hugh Jenkins, Glass Artist  
Hamakua Artisans Guild  
45-3524 Mamalahoa Hwy. Honokaa, Big Isle, HI 96727

J. Jay West, Mixed  
Hamakua Artisans Guild  
P. O. Box 6239 Kamuela, Big Isle, HI 96743

Sarah Anderson, Photography  
Hamakua Artisans Guild  
P. O. Box 1487  
Honokaa, Big Isle, HI 96727

Sarah Peck Ednie, Jewelry  
Hamakua Artisans Guild  
P. O. Box 6948  
Kamuela, Big Isle, HI 96743

Nancy Calhoun, Exec. Dir.  
Handcrafters & Artisans Alliance  
85-979 A Farrington Hwy. P. O. Box 1819 Waianae, HI 96792

J. Cornish Creed, Comm. Dir.  
Hawaii Alliance of Nonprofit Orgs.  
33 S. King Street  
Honolulu, HI 96813

Nola A. Nahulu, Chair  
The Hawaii Arts Alliance  
P. O. Box 3948  
Honolulu, HI 96812-3948

Ann Yamamoto, Exec. Dir.  
Hawaii Farm Bureau Federation  
2343 Rose St.  
Honolulu, HI 96819-5612

Patricia Steinhoff, Pres.  
Hawaii Handweavers' Hui  
P. O. Box 11808  
Honolulu, HI 96828-0808

Jacqui L. Hoover  
Hawaii Island Economic Development  
117 Keawe Street #107  
Hilo, HI 96720

Sydney Lynch, President  
Hawaii Potters Guild  
2400 Bingham Street  
Honolulu, HI 96825

Mr. Tom Young  
Hawaii Woodturners  
1131 Kahului Street  
Honolulu, HI 96825

Holly Marchant, President  
Honolulu Academy of Arts  
900 S. Beretania Street  
Honolulu, HI 96814

Patty Page  
Ironwood Custom Framing  
64-1067 Mamalahoa Hwy B2  
Kamuela, HI 96743

Sally French, President Kauai Society of Artists P. O. Box 3344 Lihue, HI 96766

Herbert Kamiyama, Pres.  
Kini Po-Po Creations, Inc.  
12 E. Puainako Street  
Hilo, HI 96720

Mr. Wesley Sen  
Hale Kuku O Moanalua  
3207 Martha St.  
Honolulu, HI 96815

Elroy Juan, Haw'n Gourds  
Hamakua Artisans Guild  
P. O. Box 392  
Paaauilo, HI 96776

Richard C. Botti, President  
Hawaii Food Industry Assn  
820 Milliwai St. #810  
Honolulu, HI 96813

Susan Morita, President  
Hawaii Food Mfrs. Assn.  
c/o Menhehune Mac  
707-A Waikamilo Road  
Honolulu, HI 96817

Mr. Don Akiyama, Owner  
Made In Hawaii Foods  
98-718 Moanalua Road  
BayA-18  
Pearl City, HI 96782

Susan Hernandez, Dir. Of Mrktg.  
Maui Arts & Cultural Center  
P. O. Box 338  
Kahului, HI 96733

Mr. Peter Radulovic, Mayor's Office  
Honolulu Hale, Culture & the Arts  
#404, 530 S. King St.  
Honolulu, HI 96813

E.A. Ho'oipo Kalaena'aauao Pa  
Native Hawaiian Culture Trademark Study  
P.O. Box 967  
Kailua, HI 96734

Mr. Kaulana Park, President  
Native Hawaiian Chamber of Commerce  
P.O. Box 97  
Honolulu, HI 96809

Ms. Dottie Rosinsky  
Oahu Bead S
I, __________________________, representing ________________________,
declare that my products, offered for sale on this date, ________________________, at this
event: __________________________, meet or exceed the requirements of Hawaii
Revised Statutes (HRS) section 486-119 “Hawaii-made products” which prohibits the offer of
sale of any product labeled “made in Hawaii” or which by any means misrepresents the origin of
the item as being from any place within the State, if it has not been manufactured, assembled,
fabricated, or produced within the State and which has not had at least fifty-one percent of its
wholesale value added by manufacture, assembly, fabrication, or production within the State.”

By signing and agreeing to the above statement, you have given the Measurement
Standards Branch permission to request proof of authenticity of any product represented by the
business as “Made in Hawaii” or “Product of Hawaii”.

Any person or persons representing any business entity or marketing any venue, venue
operator, or property owner associated with the “Made in Hawaii” or “Product of Hawaii” event
identified above must demonstrate which of its products offered for sale have at least 51% of
their wholesale value added by manufacture, assembly, fabrication, or production within the state
of Hawaii in accordance to Revised Statutes (HRS) section 486-119 “Hawaii-made products”.

Businesses, individuals, venue marketers, operators or property owners found to be
misrepresenting products offered for sale as “Made in Hawaii” or “Products of Hawaii” can be
subjected to prosecution up to and including fines of $2000 per day per violation.