Honolulu, Hawaii FEB 0 9 , 2022

RE: H.B. No. 2227 H.D. 1

Honorable Scott K. Saiki Speaker, House of Representatives Thirty-First State Legislature Regular Session of 2022 State of Hawaii

Sir:

Your Committee on Economic Development, to which was referred H.B. No. 2227 entitled:

"A BILL FOR AN ACT RELATING TO THE "MADE IN HAWAII" PROGRAM," begs leave to report as follows:

The purpose of this measure is to:

- (1) Rename the Hawaii Made program to the Made in Hawaii program;
- (2) Transfer the enforcement of the "Made in Hawaii" trademark from the Department of Agriculture to the Department of Commerce and Consumer Affairs; and
- (3) Appropriate funds for the Department of Business, Economic Development, and Tourism to promote the Made in Hawaii brand.

Your Committee received testimony in support of this measure from the Maui Chamber of Commerce. Your Committee received testimony in opposition to this measure from the Department of Commerce and Consumer Affairs. Your Committee received comments on this measure from the Department of Agriculture; Department of Budget and Finance; Department of Business, Economic Development,

and Tourism; Hawaii Cattlemen's Council, Inc.; and Hawai'i Farm Bureau.

Your Committee finds that Act 2, Special Session Laws of Hawaii 2021, transferred the administration of the Hawaii Made program for manufactured products and the "Hawaii Made" trademark from the Department of Agriculture to the Department of Business, Economic Development, and Tourism. However, enforcement of the program was left to the Department of Agriculture. Your Committee believes that the Department of Commerce and Consumer Affairs may be better suited to enforce compliance with this program.

Your Committee has amended this measure by making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Economic Development that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 2227, as amended herein, and recommends that it pass Second Reading in the form attached hereto as H.B. No. 2227, H.D. 1, and be referred to your Committee on Consumer Protection & Commerce.

Respectfully submitted on behalf of the members of the Committee on Economic Development,

SEAN QUINLAN, Chair

State of Hawaii House of Representatives The Thirty-first Legislature

Record of Votes of the Committee on Economic Development

Bill/Resolution No.: HB 2227	Committee Referral:	CPC, FIN Date:	2/4/22	
☐ The committee is reconsidering its pre	vious decision on the measure.			
	, unamended (as is) Pas short form bill with HD to reco	s, with amendments (
ECD Members	Ayes	Ayes (WR)	Nays	Excused
1. QUINLAN, Sean (C)	The second secon		ne división de	and the second
2. HOLT, Daniel (VC)			e sud-times of	
3. BELATTI, Della Au	The second of th	La Hadish Store		No. 10 State
4. KOBAYASHI, Dale T.	J			
5. ONISHI, Richard H.K.				TOTAL RESIDENTS
6. SAYAMA, Jackson D.	V	Attaches (Managarithe	in 1 125 25 70 (Co. 1) State of Bookley (Co. 1)	
7. TAKAYAMA, Gregg		The second section of the second seco	4-3	
8. OKIMOTO, Val		1779/1 - 278/WWW. 127	2 Mes - 685 - 405 - 503	A
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	opted	did not suppo	rt recommendation	
Vice Chair's or designee's signature:	Del	CK,		gar 10
Distribution: Original (White) - Comm	nittee Duplicate (Yellow)	- Chief Clerk's Office	Duplicate (P	ink) – HMSO