

The *Hawaii Seals of Quality*

History-Timeline



GENUINE

HAWAII
GROWN

HAWAII
MADE

PREMIUM
PRODUCTS



Department
of Agriculture
STATE OF HAWAII

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

Summer 2001: Conversations began among members of the public and private sectors involved in agriculture on the need to have a Hawaii Seal of Quality that will have origin, content, standards and enforcement features with prescribed penalties for non-compliance. Earlier efforts, including the Grown-in-Hawaii, Made-in-Hawaii and Island Fresh lacked these key components.

Summer 2002: The State Legislature with support from agricultural industry groups and the Governor passed Act 163, mandating the Hawaii Department of Agriculture (HDOA) to establish a Hawaii Seal of Quality program. The program aims to protect the integrity and value of the "Hawaii" marketing cachet and helps our genuine fresh and processed products compete equally and fairly with "look alike" products from non-Hawaii origin.

Fall 2002: HDOA contracts with the Hawaii Marketing Alliance (HMA) to develop various aspects of the Seal of Quality program, including brand platform, logo design, marketing plans, funding strategies, and membership drive. Many agricultural industry leaders, including Glenn Muranaka (Meadow Gold), Brian Nishida (Maui Land and Pine) and Wayne Katayama (Kilauea Agronomics) served diligently on the HMA Board to facilitate the program. HDOA purchase all rights relating to the Made-in-Hawaii and Grown-in-Hawaii logos.

2003-2004: HMA works with the Brand Strategy Group (BSG) to develop a seal that properly reflects the authentic Hawaii brand. HMA conducted presentations with industry stakeholders on the major islands.

2004-2005: HDOA selects one logo design, refines it to convey the desired brand image, and shares it with potential stakeholders statewide for additional input. HDOA continues working with the Hawaii Tourism Authority (HTA) to license the seal, draft contract agreements and review promotional activities. HDOA undertakes drafting of the administrative rules and seeking regulatory approvals for the program, including Board of Agriculture (BOA), Small Business Regulatory Review Board (SBRRB) and public hearings.

September 2005: The Hawaii Administrative Rules (HAR) governing the Seals of Quality program were approved for adoption by Governor Lingle.

October 2005-January 2006: Seals of Quality marketing plan is updated, presentation for membership solicitation developed and funding sources secured. Work on advisory panel qualifications is completed.

March-April 2006: Governor's Press Conference is planned for the official "launch" of the Hawaii Seals of Quality program.

Other Successful State Seals of Quality: Vermont, New York, Oregon, Washington, Texas, California, Colorado and Delaware.

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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-half 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.