

From: CLK Council Info
Sent: Monday, May 11, 2015 8:57 AM

Subject: Budget Speaker Registration/Testimony
Attachments: 20150511085716_Bill 13 CD 1 CC Executive Budget 5-12-15.pdf

Speaker Registration/Testimony

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Meeting Date (*)	2015-05-12
Council/PH Committee (*)	Budget
Agenda Item (*)	Bill 13
Your position on the matter (*)	Comment
Representing (*)	Organization
Organization	Hawaii Farm Bureau Federation
Do you wish to speak at the hearing? (*)	Yes
Written Testimony	
Testimony Attachment	20150511085716_Bill 13 CD 1 CC Executive Budget 5-12-15.pdf
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May 12, 2015

HEARING BEFORE THE
CITY AND COUNTY OF HONOLULU COMMITTEE ON BUDGET

TESTIMONY ON BILL 13 CD 1
A BILL FOR AN ORDINANCE RELATING TO THE EXECUTIVE OPERATING
BUDGET AND PROGRAM FOR THE FISCAL YEAR JULY 1, 2015 TO JUNE 30, 2016

Aloha Chair Kobayashi and Committee Members:

Re: OED funding

I am Brian Miyamoto, Executive Director of the Hawaii Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,900 farm family members statewide, and serves as Hawaii's voice of agriculture to protect, advocate and advance the social, economic and educational interest of our diverse agricultural community. Our three Oahu County Chapters are comprised of the East, South and West Oahu County Farm Bureau chapters, representing 588 Oahu farm and ranch family members.

The Hawaii Farm Bureau strongly supports the Mayor's Office of Economic Development (OED) and opposes any cuts to the budget and staff. OED is important to HFB and our three Oahu County Chapters because they provide funding that supports Oahu's diverse agricultural industry.

The Hawaii Farm Bureau received funds from the Mayor's Office of Economic Development to support HFB's "Ag in the City" outreach event. The first "Ag in the City" was held in 2007 and OED, through its planning, coordinating and funding of the event, played an integral role in its creation. "Ag in the City" is an opportunity for Oahu's agricultural industry to showcase the many agricultural activities that are occurring throughout the island. Ag in the City helps to connect Oahu's diverse agricultural industry and the general public.

HFB also received funding from OED to support the creation of the Honolulu Farmers' Market. The Honolulu Farmers' Market opened on June 3, 2009 at the Neal S. Blaisdell Center and is held every Wednesday from 4:00 p.m. to 7:00 p.m. The Honolulu Farmers' Market was designed to increase the availability of local grown and produced agricultural products, facilitate food security, and increase economic viability to the Ward/Kakaako community while providing a new marketing opportunity for Oahu agribusinesses. As with all HFB farmers' markets, only locally grown and/or locally produced foods are available for sale at the market, promoting local agriculture and stimulating the local economy. On average, approximately one thousand shoppers

attend and thirty vendors participate every Wednesday, each averaging \$400.00 in sales, at the Honolulu Farmers' Market. OED has also dedicated funding to open up a new farmers' market in Haleiwa Town in June 2015.

OED has also supported HFB's overall Farmers' Markets and the Hawaii State Farm Fair through administration of the Hawaii Tourism Authority's Community Product Enrichment Program (CPEP). The CPEP funding was used by HFB to develop strategies to expand participation by the visitor industry at HFB's Farmers' Markets and the Hawaii State Farm Fair. Increased attendance at these venues by the visitor industry resulted in more exposure of Oahu's diverse agricultural products, which in turn resulted in increased revenues for our farmers and ranchers.

HFB also received funding from OED to promote the City and County of Honolulu's Enterprise Zone (EZ) Program. In 2008, the National Agricultural Statistics Service reported that there were 7,500 farms in Hawaii. At that time, there were only 40 agricultural producers in the EZ Program, 12 of which are located on Oahu. Through funding support from OED, HFB coordinated outreach activities targeted at Oahu farmers, ranchers, agriculture related businesses and accounting firms that have agricultural clients activities. These activities were designed to increase awareness of the EZ program and provide support for enrollment thus increasing participation by Oahu farmers in the EZ program. As of 11/1/2009, 55 agriculture related businesses were enrolled in the EZ program. Twenty four of the fifty five are on Oahu. That is an increase of **100%** participation of agriculture businesses. We conclude that the OED funding was successful in its purpose and accomplishments.

OED provides a lot of support and services for Oahu's local community. Many of these needs are not being met by state agencies and would not be met without OED. Given the economic challenges faced by our community, OED has been able to leverage its modest level of funding with public private partnerships that have enriched the economic well-being of our county. We urge you to maintain the Mayor's Office of Economic Development.

Thank you for the opportunity to provide this testimony.