



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii-tourism-authority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Statement of
JOHN DE FRIES
Hawai'i Tourism Authority
before the
COMMITTEES ON AGRICULTURE AND ENVIRONMENT
and **WATER AND LAND**

January 30, 2023
1:00 p.m.
State Capitol Conference Room 224 & Videoconference

In consideration of
SENATE BILL NO. 84
RELATING TO SUSTAINABLE FOOD SYSTEMS

Aloha Chairs Gabbard and Inouye, Vice Chairs Richards and Elefante, and members of the Committees on Agriculture and Environment and Water and Land,

We appreciate the opportunity to provide testimony in **support** of the intent of SB84, establishing the Sustainable Food Systems Working Group within the Office of Planning and Sustainable Development to plan for a more sustainable, resilient local food economy.

The Hawai'i Tourism Authority's Destination Management Action Plans, also known as DMAPs, were developed in collaboration with Hawai'i's communities. Contained within the six plans are hundreds of actions and sub-actions identified by kama'āina, many of which speak to the importance of supporting local agriculture, shopping and dining with local businesses, and building capacity for agritourism.

The further development of sustainable food systems in Hawai'i addresses those DMAP actions, advances the goals of the Aloha+ Challenge, the principles of the 'Āina Aloha Economic Futures Declaration (to which HTA has committed), and moves us closer to a model of regenerative tourism. It also offers more avenues to capture visitor spending – over \$19 billion in 2022 – and keep those dollars circulating in Hawai'i.

HTA stands ready to participate in the Sustainable Food Systems Working Group, and appreciates the intent of SB84 to advance sustainable food systems in Hawai'i. We also defer to the Office of Planning and Sustainable Development on the implementation of this measure. Mahalo.