

A scenic view of a valley with terraced rice fields, a river, and mountains in the background. The rice fields are arranged in a grid pattern, with some fields appearing to be flooded. A river flows through the valley on the left side. The mountains in the background are covered in dense green forest.

Hawai`i Seal of Quality (SOQ) Program

Matthew Loke, Ph.D.
Hawaii Department of Agriculture
Agricultural Development Division
February 24, 2009



HISTORY

- Seal of Quality (SOQ) Program development mandated by Act 163 (2002).
(SB266 CD1 - Twenty First Legislature)
- Purpose to protect the integrity and value of the marketing cachet for Hawaii branded farm and value-added products.
- HDOA acquired/retired “Made in/Grown in” Hawaii “seals”.



SOQ Requirements

- Fresh agricultural products produced in Hawaii and meet requirements of HAR Chapter 4-135-4 (1), (2) and (3).
- Value-added processed agricultural and food products for which the primary agricultural product has been entirely produced in Hawaii and meet requirements of HAR Chapter 4-135-4 (2), (3), (4) and (5).



HAR Chapter 4-135-4: Requirements

1. Fresh, unprocessed agricultural product shall be at least Hawaii Grade A, Hawaii No. 1, U.S. No. 1 or highest characteristic of that commodity.
2. Fresh or processed agricultural or food products shall meet all applicable state and federal sanitation standards. Adopt GAP, GHP or GMP certifications.
3. Fresh or processed agricultural food products shall be in compliance with all state law(s) enacted for specified commodities.



HAR Chapter 4-135-4: Requirements - 2

4. Value-added processed agricultural or food products shall be manufactured, assembled, fabricated, or produced within the state and shall have had at least 51% of its wholesale value added in state.
5. Value-added processed agricultural or food products shall meet all minimum requirements specified by state and federal laws, rules, or regulations, or if none, is the minimum quality standards established by HDOA.



Department of Agriculture
State of Hawaii



Governor Lingle & Chairperson Kunimoto, Washington Place – May 9, 2006



SOQ Founding Members



Department of Agriculture
State of Hawaii



Alii Kula Lavender, Kamauoha Noni and Manoa Honey Products

Media Coverage



Honolulu Star-Bulletin - Microsoft Internet Explorer

Address: <http://starbulletin.com/print/2005.phofw+2006-05/10/business/story03.html>

Star-Bulletin
Vol. 11, Issue 130 - Wednesday, May 10, 2006

Seal aims to capitalize on Hawaii tourism image

The state unveils a new "Hawaii Seal of Quality" for agricultural products

By Tara Godwin
Associated Press

At a luncheon featuring a menu of locally grown produce, state officials and farmers unveiled yesterday the new "Hawaii Seal of Quality," a branding designation aimed at increasing the profile of island-grown crops, such as Kona coffee, tropical flowers and grass-fed beef.

Four years in the making, the seal is meant to harness the power of the islands' worldwide recognition as a tourist destination associated with the marketable qualities of purity, beauty and quality. The seal itself employs the same typeface used for years by the Hawaii Visitors and Convention Bureau in its multicolored Hawaii logo.

Similar marketing strategies for local products already have popped up in Vermont and New York. Hawaii's was mandated by a law passed by the Legislature in 2002.

The seal will enable products truly grown and produced in Hawaii to better compete with copycats, said Matthew Loke, the administrator of the seal of quality program.

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Posted: May 9, 2006 06:42 PM

Seal Proves Products Grown Locally

Sabrina Hall - shall@kgmb9.com



If it's locally grown in Hawaii, it probably looks good, smells good and tastes good. And that's why many companies outside of our islands use the Hawaii name to sell their products.

But now, thanks to a little sticker, its going to be harder to fake "Aloha State" roots.

Many of us have tasted local grown "nalo greens," served in over 130 restaurants statewide. But now, when you see the leafy veggies in the store, you'll see a special green sticker too.

"I think for our vegetable industry, our agriculture industry as a whole, it brings to the forefront that we are able to produce great products out of Hawaii," said Dean Okimoto of Nalo Farms.

The Department of Agriculture introduced its "Seals of Quality" program today and it's already bringing sweet smiles to Hawaii farmers.

"It means we now have a way of branding our products globally, showing that they are quality assured, that they've been examined by the Department of Agriculture and that they are indeed from Hawaii and not just say 'Hawaiian'."

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Address: http://the.honoluluadvertiser.com/article/2006_May/09/bz/PP605090325.html?print=on

HonoluluAdvertiser.com

Posted on: Tuesday, May 9, 2006

'Hawaii Seal of Quality' finally takes off

By Sean Hao
Advertiser Staff Writer

State officials today plan to launch a new "Made in Hawaii" program aimed at distinguishing high-quality, Hawaii-grown and processed agricultural products from the rest of the field.

The new green and gold-colored "Hawaii Seal of Quality" label will serve as both a certificate of origin and quality for products coming from the Islands. Use of the new logo will cost growers and manufacturers a half cent per impression, which will go to cover advertising to raise awareness about the new "Made in Hawaii" label. So far 12 companies have signed up to license the label including Greenpoint Nurseries, Manoa Honey Co., and Ali'i Kula Lavender.

Gov. Linda Lingle, Board of Agriculture Chairwoman Sandra Kunimoto, and agriculture industry representatives are scheduled to unveil the new seal at an event today at Washington Place.

The plan is to use the seal on high-end and gourmet foods targeted at Hawaii's residents, tourists and the military. Eventually, the program is designed to replace the state's "Made in Hawaii" label, state agriculture officials have said.

The program was expected to launch at least a year earlier, but ran into snags in determining the amount of local ingredients required to use the seal.

A seal-of-quality program for fresh and processed foods could have significant implications for Hawaii's agriculture industry by creating an incentive for food processors to use local ingredients in goods such as candies, juices, cookies, jams and pastries. That could help farmers of local produce such as macadamia nuts and guava compete with low-priced imports, as well as promote new products such as cacao, used to make chocolate.

Reach Sean Hao at shao@honoluluadvertiser.com.

Done

Address: <http://www.hawaii.gov/news/ewsletter/2006/May%206-12%2C2006>

Department of the Week Agriculture



Governor Lingle, Lt. Governor Aiona and founders of the Hawaii Seal of Quality program.

Sandra Lee Kunimoto, chairperson of the Board of Agriculture joined Governor Lingle and Lt. Governor Aiona to launch the "Hawaii Seal of Quality" program this week. "The Seals of Quality will differentiate premium Hawaii agriculture and products from the rest," said Kunimoto. "Hawaii has one of the strongest brand identities in the world and protecting it will add value to the best commodities Hawaii has to offer." At the launch, 12 Hawaii companies were recognized as founding members of the Seals of Quality Program, representing products ranging from fruits and vegetables to nursery products, coffee and homegrown beef, to value-added products.

In the News

Gov. Lingle



Department of Agriculture
State of Hawaii



GENUINE

HAWAII
GROWN

HAWAII
MADE

PREMIUM
PRODUCTS



Department
of Agriculture
STATE OF HAWAII

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

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Look for This Seal and Take Home Hawaii's Best.
You'll Be in Great Company!



CEO GEORGE MALYVOTALLA, CEO MALVO RESTAURANT
 CEO RY YAMAMOTO, RY'S RESTAURANT
 CEO PHILIP PADOVANI, PAN HOLE CHICKEN
 CEO SHUN CHOI, SHUN CHOI'S HAWAIIAN ISLAND RESTAURANT
 CEO HUI W. GILMAN, HUIA OCEAN TRUCK
 CEO ALAN WONG, ALAN WONG'S RESTAURANT
 CEO PETER HERRMANN, HERRMANN'S RESTAURANT

**Hawaii's
Seal of Quality**

The green and gold-colored "Hawaii Seal of Quality" label guarantees that the product is from Hawaii and meets high quality standards.

The Hawaii Seal of Quality is a statewide enforced branding program to protect the integrity and value of Hawaii's and help our genuine fresh and processed products compete equally and fairly with products from elsewhere.

To participate, companies must comply with the following:

- ... Hawaii's point of origin
- ... 100 percent grown in Hawaii for fresh produce
- ... For value-added products, processed agricultural and food products, the primary agricultural product must be entirely produced in the State of Hawaii
- ... Quality, as determined by Hawaii's State export standards/laws and trade associations.

Look for the Seal of Quality and buy Hawaii's best.



GENUINE

HAWAII
GROWN

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PRODUCTS



Department
of Agriculture
STATE OF HAWAII

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SOQ Poster



Hawaii Trade Mission to Fukuoka – May 17-24, 2006



Department of Agriculture
State of Hawaii



American Dietetics Association, September 18, 2006



Hawaii Ag Conference, October 26, 2006



Department of Agriculture
State of Hawaii



**Pacific Rim Incentive Meeting Exchange (PRIME)
Sheraton Moana Surfrider, November 30, 2006**



Top Chef 2007 – Farmers' Market



Department of Agriculture
State of Hawaii

Chefs du Jour 2007/2008



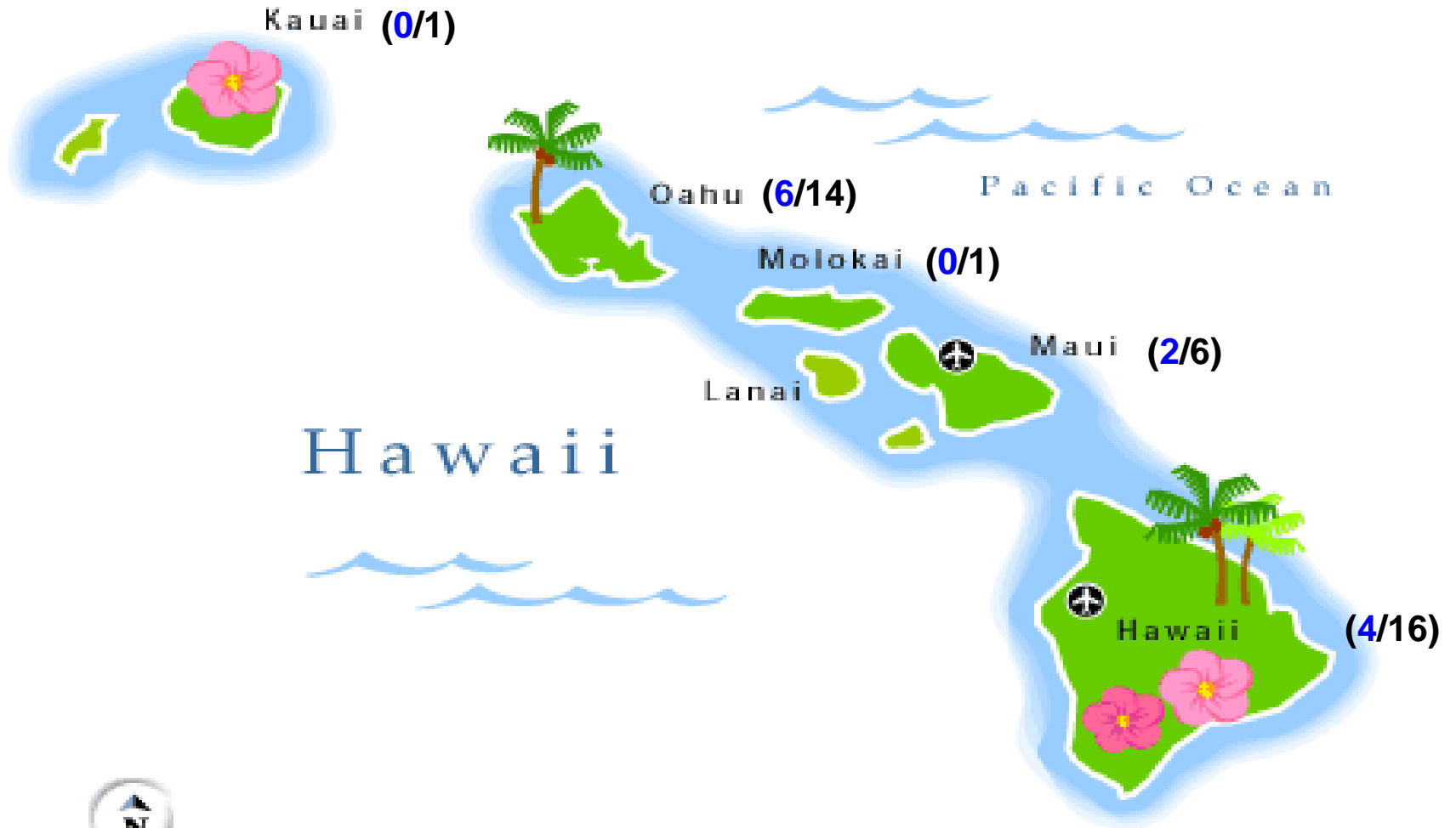


Hale Aina Awards





Department of Agriculture
State of Hawaii



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SOQ Partner (2/2)

Distribution of SOQ Members



SOQ Accomplishments

- 40 quality companies;
- 6.0 million seals sold;
- Partnership with HRC Chefs;
- Partnership with Tourism Organizations; and
- SOQ Special Funds Account Established - HB 1220 (2007).



ITB 2007 - Berlin, Germany



SOQ Award Winners



2006 Ag Award

2006 Ho`okela Award

2006 Ag Award



CTAHR Heritage Award, 2007

Hawai`i Business Hall of Fame 2007