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.
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.
Alii Kula Lavender, Kamauoha Noni and Manoa Honey Products
Seal aims to capitalize on Hawaii tourism image

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

By Tane' Gohjin

A week ahead of a news conference on Hawaii's tourism industry, the state is preparing to unveil a new "Hawaii Seal of Quality." The seal aims to attract tourists, boost local agriculture, and further promote Hawaii's identity as a top travel destination.

Agricultural officials expect the Seal of Quality to be a major step forward in identifying products that are grown and processed in Hawaii. The seal will be prominently displayed on Hawaii-grown products, allowing consumers to identify and support local agriculture.

The Seal of Quality will feature a unique logo, developed through consultation with tourism, agriculture, and tourism-related industry professionals. The logo will be simple, yet distinctive, ensuring it can be easily recognized and valued by consumers.

In addition to being displayed on products, the Seal of Quality will be available for use by businesses that wish to promote their commitment to using local ingredients. The seal will be accompanied by a certification process to ensure that products meet the required standards.

Tourism officials believe the Seal of Quality will attract additional tourists and boost local businesses. With Hawaii's reputation for fresh, locally-sourced produce, the Seal of Quality will help to further promote the state as a top destination for tourists seeking unique, high-quality experiences.

The unveiling of the Seal of Quality is just one of many initiatives the state is pursuing to promote tourism and agriculture. Hawaii has been working to diversify its economy in recent years, with a focus on sustainably growing and processing agricultural products.

The Seal of Quality is expected to be formally introduced at a news conference later this week, with more details on how businesses can participate in the program to be announced soon.
Department of Agriculture
State of Hawaii

GENUINE • HAWAII GROWN • HAWAII MADE • PREMIUM PRODUCTS

HAWAI‘I
SEAL of QUALITY

Look for This Seal and Take Home Hawai‘i’s Best.
You’ll Be in Great Company!

Hawai‘i’s Seal of Quality

The green and gold-colored “Hawai‘i Seal of Quality” label guarantees that the product is from Hawai‘i and meets high quality standards.

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

To participate, companies must comply with the following:

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

Look for the Seal of Quality and buy Hawai‘i’s best!
Hawaii Trade Mission to Fukuoka – May 17-24, 2006
Pacific Rim Incentive Meeting Exchange (PRIME)
Sheraton Moana Surfrider, November 30, 2006
Top Chef 2007 – Farmers’ Market
Hale Aina Awards
Distribution of SOQ Members

- **Kauai (0/1)**
- **Oahu (6/14)**
- **Molokai (0/1)**
- **Lanai (0/1)**
- **Maui (2/6)**
- **Hawaii (4/16)**

**SOQ Partner (2/2)**

Department of Agriculture
State of Hawaii
SOQ Accomplishments

- 40 quality companies;
- 6.0 million seals sold;
- Partnership with HRC Chefs;
- Partnership with Tourism Organizations; and