



HOUSE OF REPRESENTATIVES

STATE OF HAWAII
STATE CAPITOL
HONOLULU, HAWAII 96813

December 12, 2017

To Whom It May Concern,

I write today with strong support for Sustain Hawaii, its mission, and its “healthies” initiative.

Sustain Hawaii is committed to helping Hawaii, with the “healthies” initiative to be piloted in the town of Waimanalo. The “healthies” platform is a comprehensive and quantifiable nutrient tracking system that extrinsically and intrinsically incentivizes healthier food consumption. This sort of platform, when shown to be successful, will be a benefit to other communities. “Healthies” is being developed to increase the purchase of fruits and vegetables among low-income consumers participating in SNAP by providing incentives at the point of purchase.

Waimanalo has a high Native Hawaiian population, many of whom have a lower socioeconomic status. Studies have often shown that an area with a lower socioeconomic status can correlate with an area’s low access to fruits and vegetables.

I believe that some of the most successful community improvement efforts come from those with a personal connection to their mission, and much of Sustain Hawaii’s board is Native Hawaiian with strong ties to the Waimanalo community. Sustain Hawaii’s presence in Waimanalo, including a twenty-acre farm, makes it uniquely well-positioned to assist our community. Accordingly, I am confident that Sustain Hawaii’s “healthies” initiative will be a success, and improve the health and well-being of our community.

Please feel welcome to contact me with further questions or requests for clarification. Thank you for your consideration of Sustain Hawaii’s application, initiative, and efforts. Our community would be appreciative of your support.

Sincerely,

CHRIS LEE
State Representative