

March 27, 2008

To: The Honorable Representative Clift Tsuji, Chair  
The Honorable Representative Hermina M. Morita, Chair  
The Honorable Representative Tom Brower, Vice Chair  
The Honorable Representative Mele Carroll, Vice Chair  
Committee on Agriculture  
Committee on Energy & Environmental Protection

From: Corinne W. L. Ching

Subject: House Concurrent Resolution 326 and House Resolution 270 - Relating to Cacao

I submit testimony in **strong support** of House Concurrent Resolution 326 and House Resolution 270 - Relating to Cacao.

Cacao holds a special place in history. *Theobroma cacao*, otherwise known as chocolate and translated into English as the "Food of the Gods", was introduced to the Hawaiian Islands in 1850. Cacao has been used for centuries as a medicine and cacao has high concentrations of theobromine, a purine alkaloid that has both a calming effect on the brain and an energizing effect on the nervous system. It has also been found to stimulate the appetite and to reduce fatigue.

Each year, the chocolate industry produces \$75 billion worldwide. Hawai'i's environment and climate position it as the only state in the United States that can commercially grow cacao. Hawaii is ideally in close proximity to both Asia and mainland US, located to capture and prosper from the opportunities from a growing cacao market. Asia has already developed into a major chocolate market and Japan has experienced a significant increase in chocolate consumption during the past decade.

Today, the cacao industry is poised to heighten the state's economy with a broad range of job opportunities and increased revenue from diversified agriculture, production and processing, in addition to research and development with the potential to attract federal funds. Cacao possesses a propitious opportunity to develop a new industry in the growing, cultivating, processing, and shipping of Hawaii-grown cacao to the mainland United States and the rest of the world. Additionally, cacao holds the promise of helping the state diversify away from pineapple and sugar cane, markets that have eroded in recent years.

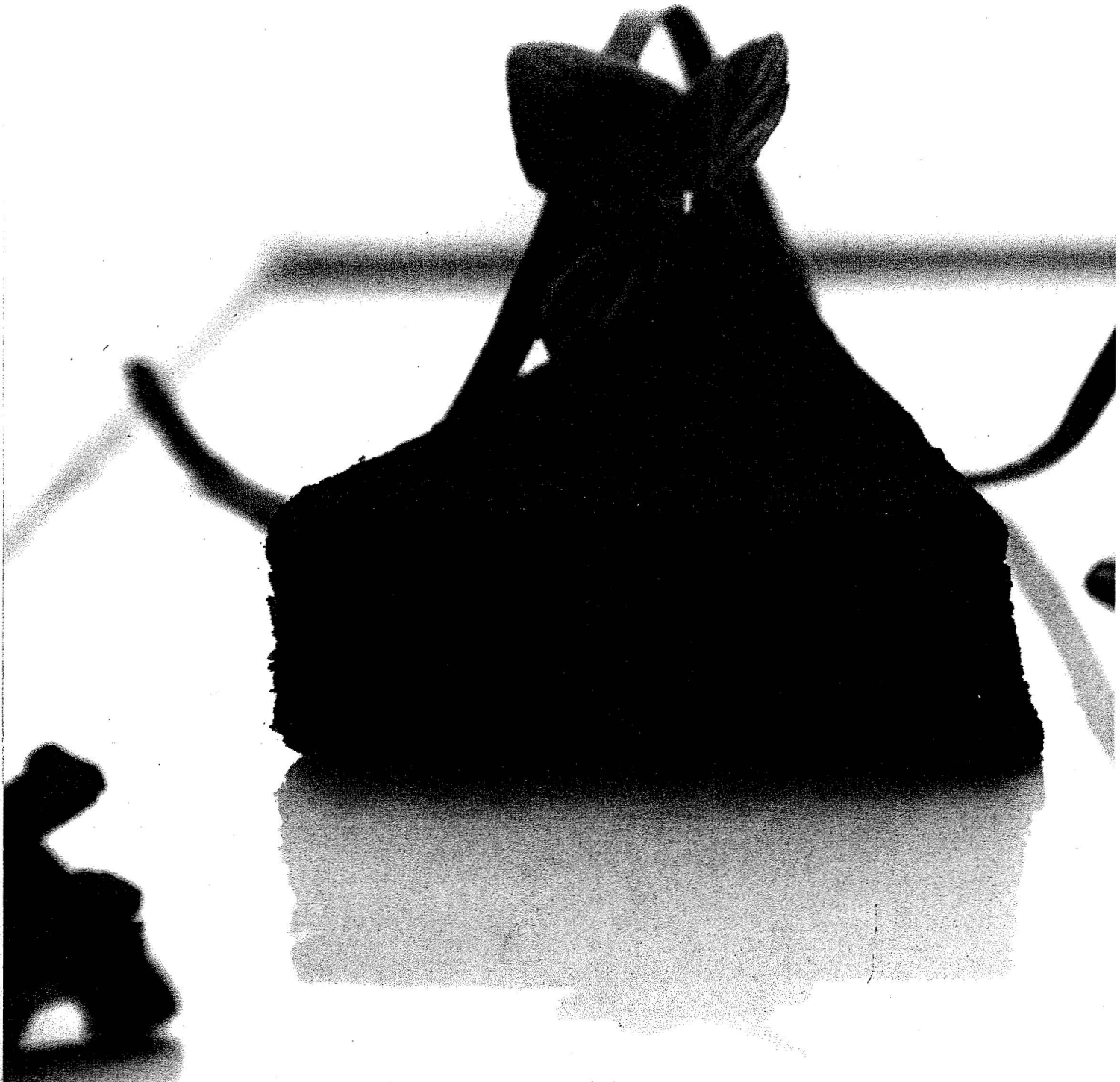
In 2003, the Hawaii Tropical Fruit Growers organized a cacao chapter. In 2004, Dole Food Company rejuvenated its Oahu cacao. Although some progress has been made in promoting Hawaiian grown cacao, the Cacao Task Force would develop a plan to identify strategies to accelerate the growth of the cacao industry, increase the manufacture and supply of locally grown cacao, promote its use and products, and identify any potential obstacles to the industry.

Thank you for the opportunity to submit testimony in support of HCR 326 and HR 370.

# The Rarest Chocolate in the World

Surprise: It's made in Hawai'i

BY RITA ARIYOSHI



## Oh, woe to sensitive sybarites.

First we realized our fur coats once had mothers, then the drop-dead glamour of cigarettes went up in smoke; next we found our magnificent chrome-encrusted cars were melting the Arctic ice cap and drowning polar bears, then a girl's best friend became blood diamonds, and now, chocolate—delicious, delicious chocolate—is, alas, blood chocolate.

I thought I would have fun writing a wonderfully self-indulgent story about my favorite food. I eagerly anticipated the research, the tasting, savoring, comparing. I would make informed pronouncements on the best chocolate candy in the world, the finest chocolate mousse in Hawai'i, the richest chocolate cake I could bake. I would be loved for my labors since Americans spend \$13 billion a year on chocolate, averaging 10 pounds of chocolate per person. This might sound ponderous and impressive, but, even in this category, America today is lagging. The

British enjoy more than 16 pounds and the Swiss eat an awesome 22 pounds a year for every man, woman and child. In contrast, the Chinese eat only one bar of chocolate for every thousand consumed by the British.

To my horror, I discovered that much of the world's cacao crop, from which chocolate is derived, is grown with child slave labor. These are not children working the family farm after school. These are children being kidnapped in one nation and enslaved in another so we can munch truffles. It is estimated that the Ivory Coast, which produces 43 percent of the world's cacao crop, uses 15,000 juvenile slaves. Chocolate guilt and chocolate sin are obviously more than mere jokes with a wink and a pat to the waistline.

There are upwards of 6 million cacao farmers worldwide. Seventy percent of the world's cocoa beans come from West Africa. The remaining crops are grown in Asia, South America and the Caribbean. All cacao countries are within 20 degrees north and south of the equator, and 75 percent are within 6 degrees of the equator.

The one exception is Hawai'i, and here's where the bitter story of chocolate gets a little sweeter. Michael J. Conway, a plantation manager for Dole Food Co. Hawai'i, started dabbling in cacao 20 years ago. This is what he tells me: "Dole planted 20 acres in Waialua as part of a diversified agriculture plan to replace sugar. We had 12,000 acres we didn't know what to do with. We put in 175 acres of coffee and some fruit orchards. Some worked, some didn't. Three years ago, when the astounding demand for dark chocolate started to take off, we took another look at those cacao trees. I couldn't even find them at first. We harvested some pods, selected a chocolate processor out of the phone book and sent our dried beans off



ALAN WONG'S WAIALUA CHOCOLATE SAMPLER  
PHOTO: RAE HUO

for an evaluation and flavor profile. By luck, we picked one of the finest chocolate makers, E. Guittard in the Bay Area. A week-and-a-half later, Gary Guittard and his vice president showed up in Hawai'i. 'We're fascinated,' he said. They spent a week with us. We found that we are growing a world-class chocolate with very interesting features."

My chocolate research began in earnest when Conway offered me a piece of Waialua Chocolate. "Let it touch the roof of your mouth," he urged.

Slowly the slice melted, releasing that rich, familiar, almost peppery bite of the best dark chocolate, but—ahhh—this chocolate didn't quit. It released subtle notes of black cherry and raspberry, which were naturally embedded in the flavor. This was a truffle right from the tree. There was absolutely no waxy taste.

Conway sat back smugly, looking out on the red dirt of O'ahu's fertile central plain. "That is the rarest chocolate in the world," he said. Chocolatiers are lining up at Dole's door, begging for the product. "It's spooky, in a way," said Conway.

"I envision planting 150 to 200 acres in the next five years. I've been to the best cacao plantations in the world collecting seeds. They're growing in our nursery now. We also want to make land available for small growers. We're working on plans for this. We won't have a harvest for four years after planting. A big advantage we have is, this crop is new to Hawai'i so we don't have the pests and diseases that come with any crop. So we can be pesticide free. Also, cacao is a tremendous vivifier of soil. In most areas it grows in the understory of the rain forest. We're growing in full sun. This has taken everyone by surprise."

Everyone, that is, but Bob and Pam Cooper. In 1997, they bought a small farm at Keauhou Mauka on the Kona Coast of the Big Island. "It was one of those 'what are we going to do with the rest of our lives' moments," says Pam. Neither one were farmers, but they came from farm families. She adds, "There were some cacao trees on the property. We ignored them, but I could almost hear them calling to me, 'We're here. We're here.'"

The trees won. The Coopers not only tended the cacao trees, they went back to school, studied chocolate technology, bought processing equipment, and now have one of the few farms in the world that both grows the cacao and makes the chocolate. "We make about 12,000 to 15,000 pounds of chocolate a year. We work with about 60 other growers. We'll buy everything from a Ziploc bag of beans to hundreds of pounds. We never refuse a grower. I think this is Hawai'i's next major industry."

The spike in demand for dark chocolate percolated with the discovery of its health benefits. In general, the darker the chocolate, the healthier it is. Milk chocolate contains some cholesterol-raising fat, but the cocoa butter in dark chocolate is vegetable fat, so it has no cholesterol. A Dutch study reported that dark chocolate contains flavonoids, compounds found to have protective qualities against cancer and heart disease. A U.S. Department of Agriculture study at Tufts University measured the antioxidant power of foods and found that cocoa powder beat green tea and blueberries. It also has small amounts of cannaboids, such as in marijuana. However, you'd have to eat about 27 pounds to have a noticeable jolt. The stimulants in dark chocolate are theobromine, phenylethylamine and caffeine. Theobromine enlarges blood vessels and is used to treat high blood pres-

sure. Three ounces of brewed tea contains the same amount of caffeine as an ounce of semisweet dark chocolate. A one-and-a-half-ounce bar of dark chocolate contains approximately 210 calories, 4 percent to 6 percent of our daily iron requirement, 2 grams of fiber and 14 to 17 grams of fat, only 4 of which are the cholesterol-raising kind. As a reference, a healthy fat intake is between 50 and 65 grams per day. Additionally, cocoa butter is used in cosmetics and ointments and to coat pills. The Mandara Spa at the Hilton Hawaiian Village even has a chocolate body wrap. Chocolate intake has been associated with the release of serotonin in the brain, awarding a feeling of happiness and well-being akin to being in love. Debra Waterhouse, author of the 1995 book, *Why Women Need Chocolate*, found in her surveys that 50 percent of women would choose eating chocolate over making love. "Chocolate," she concluded, "is the Prozac of plants." Chocolate, however, doesn't make you clumsy or drowsy. You can still operate heavy machinery.

The chocolate craze burst upon the world about 3,000 years ago when the Olmec Indians began cultivating the cacao tree, *Theobroma cacao*, south of Veracruz on the Gulf of Mexico. The word cacao is from their ancient language. Beginning about 1,500 B.C., the Mayans took up cacao cultivation. They considered the tree a gift from the gods, and the only tree worth naming. They ground the beans, mixed them with water, chili peppers and commel, and concocted a spicy, invigorating drink. To make it good enough for their peevish gods, they added the blood of enemies and virgins. Chocolate was served during religious ceremonies, a precursor of the coffee-and-doughnut fellowship after Protestant Sunday worship.

By the 14th century, the Aztecs dominated Mesoamerica and took up cocoa drinking. They liked it so much, cacao beans became a form of Aztec money. The word "chocolate" comes from the Aztec Nahuatl language and means "bitter" and "water." Reportedly, Montezuma's court drank about 2,000 cups of chocolate per day, Montezuma himself 50 of them, from golden goblets that were immediately tossed into the lake after one use. It was the beginning not only of the hot-chocolate industry, but the disposable-cup culture.

On his fourth and last voyage to the Americas, Christopher Columbus became the first European to come in contact with cacao when his crew encountered a large canoe off the coast of Honduras. They, of course, seized it and found it to be filled with goods for trade, including cacao beans. Later, Columbus's son, Ferdinand, recorded the event: "They [the Native Americans] seemed to hold these almonds [as he called the cacao beans] at a great price; for when they were brought onboard ship together with their goods, I observed that when any of these almonds fell, they all stooped to pick it up, as if an eye had fallen." Columbus and son found the drink bitter and repellant. It took Spanish conquistador Hernan Cortes to recognize its military and economic potential. He recorded in 1519 that "a cup of this precious drink permits a man to walk for a whole day without food." When he failed to find El Dorado, American gold, Cortes turned to cacao and discovered that money grew on trees.

The Spanish soon established cacao plantations in the Caribbean, Mexico, Ecuador, Venezuela and Peru. Brazilian writer Jorge Amado reported that early planters fell victim to



"cacao fever." He wrote: "He does not see the forest ... choked with dense creepers and century-old trees, inhabited by wild animals and apparitions. He sees fields planted with cacao trees ... He sees plantations pushing the forest back and stretching as far as the horizon." He was the original environmental nightmare.

In 1544, some Dominican friars, accompanied by a delegation of Mayan nobles, presented jars of cocoa to Prince Philip of Spain. The Spanish added sugar and vanilla and kept chocolate to themselves for a century, not sharing it with the rest of Europe.

The first chocolate house, called The Coffee Mill and Tobacco Roll, opened in London in 1657. Chocolate emporiums spread (and so did the people) as they began eating solid chocolate in the form of rolls and cakes. The prolific English writer Samuel Pepys penned in his diary entry of April 24, 1661: "Waked in the morning with my head in a sad taking through last night's drink, which I am very sorry for; so rose and went with Mr. Creede to drink our morning draught, which he did give me in jocolatte to settle my stomach." He later recorded a visit to a coffee house "to drink jocolatte," and pronounced it "very good."

Chocolate was introduced to the United States in 1765, when Irish chocolate-maker John Hanan imported cocoa beans from the West Indies. He teamed up with American Dr. James Baker and built America's first chocolate mill, making the now famous Baker's Chocolate.

Joseph Fry & Son made the first bar of chocolate candy in 1847 and, with the Cadbury brothers, introduced bonbons to the world at an exhibition at Birmingham, England. It was Richard Cadbury who created the first heart-shaped candy box for Valentine's Day in 1861. Thirty-two years later, Milton S. Hershey built a chocolate factory in the Pennsylvania hill country and became the "Henry Ford of the chocolate world." The first known published recipe for chocolate brownies came from the 1897 Sears, Roebuck and Co. catalog.

Queen Victoria sent 5,000 pounds of chocolate candy to her soldiers for Christmas, beginning a tradition of chocolate rations for the military. American soldiers popularized chocolate bars during World War I by sharing their rations with civilians. In 1913, Jules Sechaud, a Swiss confectioner, introduced a machine process for manufacturing filled chocolates. By 1930, there were nearly 40,000 different kinds of chocolate.

Hawai'i claims some excellent chocolates by chocolatiers not yet using locally grown cacao. Famed chef Philippe Padovani has been making his own candies for years and now has two shops, one in the Hyatt Regency Waikiki, the other on Bishop Street in downtown Honolulu. While his chocolate is not from local trees, his 40 delectable fillings include pineapple ganache, *liliko'i*, apple banana caramel, *kiawe* honey and Kona peaberry coffee. Even Big Island Candies, with its famous chocolate-dipped shortbread cookies, uses imported cacao. The Kailua Candy Co. in Kailua-Kona, which is rated among the top chocolatiers in the country and makes its candy by hand while you watch, is best known for its chocolate *honu*, or "turtles," clusters of macadamia nuts embedded in caramel and chocolate. Again, it does not use locally grown cacao, although it is one of more than 30 retailers selling candy from Bob and Pam Cooper's Original Hawaiian Chocolate Factory.

PHOTO: JIMMY FORREST



The only problem with Hawaiian-grown chocolate is supply. There's simply not enough to go around—yet.

To taste Dole's intriguing chocolate, you have to drive out to the Dole Pineapple Visitor Center, fly over to Lāna'i and pick it up in the gift shop of the Four Seasons Mānele Bay Resort, or, much easier, dine at Alan Wong's Restaurant in Honolulu and finish with his Chocolate Sampler, which includes chocolate ice cream, a slice of rich chocolate cake, a Wong Way candy bar with nougat, and a warm, runny pudding with cream, all concocted from Waiialua Chocolate. Wong's pastry chef, Michelle Karr, says, "Waiialua Chocolate is more fruity, aromatic. It has more of a nose. If you think of wine, this is a fine Pinot Noir."

Wong agrees. "Waiialua is a great chocolate. I grew up in Wahiawā. We'd go down Waiialua side every weekend to the beach and the fields. It was our playground. I have always supported local ethical agriculture."

I finished my research the way I had dreamed of starting it, sitting and sipping Wong's Adult Milkshake, a smooth, cool blend of ice cream, Irish whiskey and one of the world's great chocolates, *pono*-grown right here in Hawai'i, with aloha for the land and those who work on it.

**RITA ARIYOSHI**, a frequent contributor to SPIRIT OF ALOHA, is a multiple winner of the Lowell Thomas Travel Journalism award and a recipient of the Pushcart Prize for literature.

March 27, 2008

To: The Honorable Representative Clift Tsuji, Chair  
The Honorable Representative Hermina M. Morita, Chair  
The Honorable Representative Tom Brower, Vice Chair  
The Honorable Representative Mele Carroll, Vice Chair  
Committee on Agriculture  
Committee on Energy & Environmental Protection

From: Pam Williams, Ecole Chocolat

Subject: House Concurrent Resolution 326 and House Resolution 270 - Relating to  
Cacao

I submit testimony in **strong support** of House Concurrent Resolution 326 and House Resolution 270 - Relating to Cacao.

Hawaii is ideally located to capture and prosper from the opportunities from a growing cacao market. The State has a propitious opportunity to develop a new industry in the growing, cultivating, processing, and shipping of Hawaii-grown cacao to the mainland United States and the rest of the world.

In my experience, chocolate manufacturers and chocolatiers are looking for origin cocoa beans and chocolate for their consumer market who is now demanding flavor, quality and traceability – Everything that Hawaii grown cacao can offer.

In 2003, the Hawaii Tropical Fruit Growers organized a cacao chapter. In 2004, Dole Food Company rejuvenated its Oahu cacao. Although some progress has been made in promoting Hawaiian grown cacao, the Cacao Task Force would develop a plan to identify strategies to accelerate the growth of the cacao industry, increase the manufacture and supply of locally grown cacao, promote its use and products, and identify any potential obstacles to the industry.

Please support HCR 326 and HR 270. Mahalo for your time.

LINDA LINGLE  
GOVERNOR OF HAWAII



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FORESTRY AND WILDLIFE  
HISTORIC PRESERVATION  
KAHOOLAWE ISLAND RESERVE COMMISSION  
LAND  
STATE PARKS

**TESTIMONY OF THE CHAIRPERSON  
OF THE BOARD OF LAND AND NATURAL RESOURCES**

**on House Concurrent Resolution 326/House Resolution 270 – REQUESTING THAT THE  
DEPARTMENT OF AGRICULTURE CONVENE A TASK FORCE TO DEVISE A  
PLAN WITHIN ONE YEAR TO TIMELY EXPEDITE THE INTRODUCTION AND  
DELIVERY OF HAWAIIAN CACAO TO THE MARKETPLACE**

**BEFORE THE HOUSE COMMITTEE ON  
AGRICULTURE**

**March 28, 2008**

**LATE  
Testimony**

House Concurrent Resolution 326/House Resolution 270 requests that the Department of Agriculture (DOA) convene a task force to devise a plan within one year to timely expedite the introduction and delivery of Hawaiian Cacao to the marketplace. While the Department of Land and Natural Resources (Department) supports building greater diversified agriculture in our State, the Department however defers to DOA on the effect heading this task force will having on their existing resources and operations.

Hawaii is ideally located to capture and prosper from the opportunities from a growing cacao market. The State has a propitious opportunity to develop a new industry in the growing, cultivating, processing, and shipping of Hawaii-grown cacao to the mainland United States and the rest of the World. The Cacao Task Force would develop a plan to identify strategies to accelerate the growth of the cacao industry, increase the manufacture and supply of locally grown cacao, promote its use and products, and identify any potential obstacles to the industry.

March 27, 2008

To: The Honorable Representative Clift Tsuji, Chair  
The Honorable Representative Tom Brower, Vice Chair  
Committee on Agriculture

From: Ona Marie Belmont, Hawaiian Fudge Sauce

Subject: House Resolution 270 - Relating to Cacao

I submit testimony in **strong support** of House Resolution 270 - Relating to Cacao.

In 2003, we founded The Hawaiian Fudge Sauce Company. Why? One reason was most everybody loves chocolate. Even though some people don't believe it's a viable market, Hawaii is ideally located to capitalize on growing and processing cacao because even here in Hawaii hundreds of companies use chocolate and it is a multi billion dollar market world wide.

Hawaii is the only State in the nation that has the perfect climate and soil to grow Cacao. The State has a timely opportunity to capitalize on the growing Cacao market. Hawaii is situated to capture and prosper by cultivating, processing, and shipping Hawaii-grown cacao to companies here, to the mainland, and the rest of the world.

We currently manufacture two products with all Hawaiian grown Chocolate. These two products prominently stand out in flavor and quality to everyone who tries them. Even though the cost is almost twice that of our similar products, the only predicament we've encountered is having enough Hawaiian grown cacao.

Although some progress has been made in promoting Hawaiian grown cacao, the Cacao Task Force would develop a plan to identify strategies to accelerate the growth of the cacao industry, increase the manufacture and supply of locally grown cacao, promote its use and products, and identify any potential obstacles to the industry.

Please support HR 270. Mahalo.



March 27, 2008

To: The Honorable Representative Clift Tsuji, Chair  
The Honorable Representative Tom Brower, Vice Chair  
Committee on Agriculture

From: Ken Love, Captain Cook, Hi.  
President: Hawaii Tropical Fruit Growers- West Hawaii

Subject: House Resolution 270 - Relating to Cacao

I submit testimony in **strong support** of House Resolution 270 - Relating to Cacao.

Hawaii is ideally located to capture and prosper from the opportunities from a growing cacao market. The State has a propitious opportunity to develop a new industry in the growing, cultivating, processing, and shipping of Hawaii-grown cacao to the mainland United States and the rest of the world.

In 2003, the Hawaii Tropical Fruit Growers organized a cacao chapter. In 2004, Dole Food Company rejuvenated its Oahu cacao. Although some progress has been made in promoting Hawaiian grown cacao, the Cacao Task Force would develop a plan to identify strategies to accelerate the growth of the cacao industry, increase the manufacture and supply of locally grown cacao, promote its use and products, and identify any potential obstacles to the industry.

Please support HR 270. Mahalo.



March 27, 2008

To: The Honorable Representative Clift Tsuji, Chair  
The Honorable Representative Tom Brower, Vice Chair  
Committee on Agriculture

From: Melanie Boudar

Subject: House Concurrent Resolution 326 and HR 270 - Relating to Cacao

I am writing in behalf of HCR 326 and HR270 regarding the formation of a task force in regards to the cacao industry in Hawaii, which I fully support.

I am a Hawaii resident, an award- winning artisan chocolatier , and founding member of the Fine Chocolate Industry Association, an organization that promotes fine chocolate throughout North America. [www.finechocolateindustry.org](http://www.finechocolateindustry.org)

I have studied cacao processing in several countries and can make a product from bean to finished confection. Hawaii is very unique in that it is the only US state that can grow cacao due to it's climatic requirements. Hawaii has a great history of unique products for export. Given the popularity of chocolate, a Hawaiian Cacao industry could be very viable. Encouraging more farms could create a "Napa Valley" type image in Hawaii for chocolate where visitors could see numerous plantations and try different regions chocolates. I currently conduct chocolate tastings for UH Hilo Continuing Ed and these classes are very popular.

I myself have been looking for suitable land to grow my own cacao on Oahu where there is population to support my products and make a decent living, but land costs for farming in Hawaii are astronomical. Distribution is also a challenge- Farmers markets which are successful launching pads in other states , have waiting lists in Hawaii. I currently make a signature tropical hawaiian product but use little Hawaiian grown cacao for numerous reason, including high cost, and general availability. Hawaiian chocolate is currently 3-4x the price wholesale of the finest chocolates in the world. Will the customer bear that cost? A tourist maybe as a novelty, but locals cannot.

The flavor profile of Hawaiian chocolate is currently substandard to Latin American countries, a problem that could be overcome with better availability of superior genetics know to produce flavor beans, and better fermentation practices which also help to develop flavor in the bean. Much work is needed in this area. It is not enough to produce a Hawaiian chocolate, it needs to be on par with the finest chocolate grown in the world, an achievable goal.

My chocolates have been sold on the Big Island and around the country through the internet and I could certainly benefit from a Hawaiian grown product if more raw



material were available which in turn could lower costs. I would very much like to have a farm as a small scale visitor attraction and place where people could come to study and learn to make chocolate. I have the know- how and some capital to do so, but Hawaii has many other small business obstacles . Farming is not without risk, and farming on expensive land while you wait for a crop that begins to produce in 4 years is an even greater risk. The farmer and risk-taker /entrepreneur need to be supported by the state by allowing other enterprise to happen concurrently which would offset some cost and risk. This could be someone like myself being allowed to make chocolate in a commercial kitchen on my property using the chocolate I already use, until more Hawaiian chocolate is available. This could be taking in guests for a unique farm stay, or operating a small confection school. Current zoning laws limit use so much that it is almost impossible to start an agricultural enterprise.

I would like to see this issue addressed by the State and let a very unique " Napa Valley" style industry flourish in Hawaii.

Sincerely,

Melanie Boudar  
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# Padovani's Chocolates

LATE  
Testimony

March 27, 2008

To: The Honorable Representative Clift Tsuji, Chair  
The Honorable Representative Tom Brower, Vice Chair  
Committee on Agriculture

From: Philippe Padovani  
Owner Padovani's Chocolates

Subject: House Concurrent Resolution 326 and HR 270 - Relating to Cacao

Hawaii is the only state in the U.S. that can grow chocolate. We have over 100,000 acres available on the big Island for cacao cultivation, we have a stable government, and processing facilities that allow us to tap into a \$75 billion dollar global industry. Other factors that support these efforts include a \$50 million dollar Hilo based Pacific Basin Agricultural Research Center, and federal grants from the United States Department of Agriculture.

Although some progress has been made in promoting Hawaiian grown cacao, the Cacao Task Force would develop a plan to identify strategies to accelerate the growth of the cacao industry, increase the manufacture and supply of locally grown cacao, promote its use and products, and identify any potential obstacles to the industry.

It is my hope that we can capitalize on the cultivation of chocolate and the development of greater opportunities for our State to be associated with a worldwide connoisseur good.

Respectfully,

Philippe Padovani

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