

LINDA LINGLE  
Governor



State of Hawaii  
DEPARTMENT OF AGRICULTURE  
1428 South King Street  
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SANDRA LEE KUNIMOTO  
Chairperson, Board of Agriculture

DUANE K. OKAMOTO  
Deputy to the Chairperson

**TESTIMONY OF SANDRA LEE KUNIMOTO  
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT  
AND BUSINESS CONCERNS  
FRIDAY, APRIL 4, 2008  
9:30 A.M.  
ROOM 325**

**HOUSE CONCURRENT RESOLUTION NO. 326, H.D.1  
HOUSE RESOLUTION NO. 270, H.D. 1  
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**

Chairperson Yamashita and Members of the Committee:

Thank you for the opportunity to comment on House Concurrent Resolution No. 326, H.D.1 and House Resolution No. 270, H.D. 1. The purpose of these resolutions is to request the Hawaii Department of Agriculture (HDOA) to convene a task force to devise a plan within one year to timely expedite the introduction and delivery of Hawaiian Cacao to the marketplace. The HDOA offers the following comments.

If a task force is being proposed, resources should be appropriated for this purpose, or industry needs to be willing to come up with the resources to fund this initiative.

The cacao industry in Hawaii is in its infancy stage. We currently have about a dozen growers with total acreage of approximately 50 acres, which produces a farmgate value for cacao pods of about \$60,000. The biggest producer, Dole Plantation in Waialua, has about 20 acres. Each acre generally produces between 800 and 1,000 pounds of dry seed.

The state recognizes the potential of this industry and had funded some \$100,000 in cacao-related research. Much of this research relates to growing and processing techniques to pursue high quality cacao production. Additionally, the Original Hawaiian Chocolate Company in Kona had received over \$400,000 in federal grants to expand chocolate production.

Hawaii cacao has great market potential, especially for the high-end culinary industry. Hawaii can become one of the unique locations in the world, in which the major infusion beverages – coffee, tea and cacao are grown. If a task force is being proposed, resources should be appropriated for this purpose.

LINDA LINGLE  
GOVERNOR OF HAWAII



**STATE OF HAWAII  
DEPARTMENT OF LAND AND NATURAL RESOURCES**

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**LAURA H. THIELEN**  
CHAIRPERSON  
BOARD OF LAND AND NATURAL RESOURCES  
COMMISSION ON WATER RESOURCE MANAGEMENT

**RUSSELL Y. TSUJI**  
FIRST DEPUTY

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AQUATIC RESOURCES  
BOATING AND OCEAN RECREATION  
BUREAU OF CONVEYANCES  
COMMISSION ON WATER RESOURCE MANAGEMENT  
CONSERVATION AND COASTAL LANDS  
CONSERVATION AND RESOURCES ENFORCEMENT  
ENGINEERING  
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 Draft 1/House Resolution 270, House Draft 1  
- 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  
ECONOMIC DEVELOPMENT AND BUSINESS CONCERNS**

**April 4, 2008**

House Concurrent Resolution 326, House Draft 1/House Resolution 270, House Draft 1 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.



April 3, 2008

To: The Honorable Representative Kyle T. Yamashita, Chair  
The Honorable Representative Glenn Wakai, Vice Chair  
Committee on Economic Development and Business Concerns

From: Executive Steering Committee  
Fine Chocolate Industry Association

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

The Fine Chocolate Industry Association (FCIA) 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.

Our members include fine chocolatiers and fine chocolate manufacturers who are concerned about being able to source fine flavor cocoa beans to satisfy the increased demand for fine quality chocolate by consumers.

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.

ecolechocolat

April 3, 2008

To: The Honorable Representative Kyle T. Yamashita, Chair  
The Honorable Representative Glenn Wakai, Vice Chair  
Committee on Economic Development and Business Concerns

From: Pam Williams  
Ecole Chocolat Professional School of Chocolate Arts

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.



To: The Honorable Representative Kyle T. Yamashita, Chair

The Honorable Representative Glenn Wakai, Vice Chair

Committee on Economic Development and Business Concerns

From: Gary Guittard president of Guittard Chocolate Company

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.

Guittard Chocolate supports the investigation of Cocoa on the Islands of Hawaii.

We know the beginning decisions are key to the development of a proper foundation for a successful and sustainable cocoa industry.

We are willing to lend our expertise in the development of the cocoa plantings and the choices of the right genetic material to developed the highest market value products. We have worked with farmers, cocoa researchers, and governments throughout the world exploring flavor, productivity, and disease resistance. We have played key roles in the CFC/ICCO Fine Flavor Project involving four countries, the INGENIC/BioVersity project covering 10 countries, as well as numerous single country projects involving the USDA, USAID, World Cocoa Foundation, and research institutions and farmers throughout the world's growing areas.

We have also participated with Dole Hawaii, HARC, and the Hawaii Cocoa Growers Association in several endeavors. We specifically have worked with Dole to bring their cocoa to market as a premium chocolate product with its own unique taste profile.

We know there are many questions about the ability to produce the highest quality that can command the prices needed to sustain this type of industry in a modern society at the edge of cocoa's growing region. As you know cocoa is today grown in area with low labor costs. Genetics, fermentation and drying are the key to quality flavor cocoa and because of Hawaii's location some unique differences are present and must be adjusted to insure a crop of sufficiently high value to create a sustainable industry.

If you chose to move forward in promoting cocoa development we are willing to participate with you to help in this significant development project. We believe that cocoa can be an important component of Hawaii's unique agricultural economy.

Gary Guittard

Guittard Chocolate Company

# Padovani's Chocolates

April 4, 2008

To: The Honorable Representative Kyle T. Yamashita, Chair  
The Honorable Representative Glenn Wakai, Vice Chair  
Committee on Economic Development and Business Concerns

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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