
HOUSE CONCURRENT RESOLUTION

RECOGNIZING FEBRUARY AS "HAWAI`I-GROWN CACAO MONTH."

1 WHEREAS, cacao, derived from the *theobroma cacao* tree, is
2 the dried and fermented seed from which chocolate is obtained,
3 native to the central and western Amazon region and is widely
4 distributed throughout the humid tropical regions with
5 commercial production concentrated in Brazil, Ivory Coast,
6 Ghana, Indonesia and Nigeria; and
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8 WHEREAS, cacao was first introduced to the Hawaiian Islands
9 in 1850; Hawai`i's environment and climate position it as the
10 only state in the United States that can commercially grow cacao
11 and as the state which is in close proximity to both Asia and
12 mainland U.S.A and is ideally located to capture and prosper
13 from the opportunities of a growing cacao market which currently
14 generates \$75 billion worldwide annually; and
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16 WHEREAS, Asia has already developed into a major chocolate
17 market with Japan experiencing significant increases in
18 chocolate consumption during the past decade and leading hotels
19 and businesses are offering chocolate tastings to educate
20 consumers on cacao's benefits; according to *E. Guittard*
21 *Chocolate*, Hawai`i-grown cacao is currently enjoying a price
22 premium two to four times higher than fine flavor cacao that is
23 traded in world markets; and
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25 WHEREAS, cacao butter, rich in specific antioxidants is
26 used as a medicine for healing bruises and is also utilized in
27 the pharmaceutical and cosmetic industries; the alkaloid found
28 in the cacao seed, theobromine (xantheose), is a stimulant
29 similar to coffee and theobromine is also used in medicine today
30 as a vasodilator (blood vessel widener), a diuretic and heart
31 stimulant; and
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1 WHEREAS, the Legislature finds that the cacao industry is
2 poised to heighten the State's economy with a broad range of job
3 opportunities and increased revenue from diversified
4 agriculture, production and processing, in addition to research
5 and development with the potential to attract federal funds;
6 further, cacao possesses a propitious opportunity to develop a
7 new industry in the growing, cultivating, processing, and
8 shipping of Hawai`i-grown cacao to the mainland United States
9 and the rest of the world; and

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11 WHEREAS, H.C.R. 216 was adopted in 2003 supporting the many
12 benefits of Hawai`i-grown cacao to our state and diversified
13 agriculture and H.C.R. 270 was adopted in 2008 which called for
14 a task force to devise a plan to expedite the introduction and
15 delivery of Hawaiian Cacao to the marketplace; and

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17 WHEREAS, the cacao industry in Hawai`i is in its infancy
18 stage with fewer than 30 growers and a total acreage of
19 approximately 50 acres and holds the promise of helping
20 diversified agriculture markets and the College of Tropical
21 Agriculture and Human Resources (UH-CTAHR) has conducted series
22 of meetings including the one-day workshop entitled "Future of
23 Cacao in Hawai`i" held October 23, 2008, involving key
24 stakeholders in the local cacao industry and representatives
25 statewide to strategize on methods for positioning Hawai`i in
26 the growing cacao market; and

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28 WHEREAS, although some progress has been made in promoting
29 Hawai`i-grown cacao, the Legislature finds that additional
30 effort is needed to accelerate the growth of the cacao industry,
31 increase the manufacture and supply of locally grown cacao,
32 promote its use and products; and

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34 WHEREAS, worldwide, chocolate festivals have achieved
35 outstanding success for international tourist destinations; and
36 locally, the *Hawai'i Cacao Festival* at Haleiwa Farmers' Market
37 in January 2010 reflected highest attendance ever with sold-out
38 tours and vendors, promising success for agri-tourism, and the
39 9th Annual Kona Chocolate Festival & Symposium will take place
40 April, 2010 in Keauhou, Big Island; next year the *Hawai`i*
41 *Chocolate Festival* is scheduled for February 2011 at Aloha Tower
42 Marketplace; and

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1 WHEREAS, the month of February the Nielsen Company reports,
 2 reflects high chocolate consumption nationally, with consumers
 3 purchasing more than 58 million pounds of chocolate, producing
 4 upwards of \$345 million in sales; now, therefore,
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6 BE IT RESOLVED by the House of Representatives of the
 7 Twenty-fifth Legislature of the State of Hawaii, Regular Session
 8 of 2010, the Senate concurring, that the Legislature hereby
 9 recognizes February as "Hawai'i-Grown Cacao Month", a month-long
 10 effort to educate and promote public awareness of the multiple
 11 benefits of Hawai'i-Grown cacao.
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