
HOUSE CONCURRENT RESOLUTION

URGING THE GOVERNOR TO PRIORITIZE CACAO FOR THE PURPOSE OF
ECONOMIC GROWTH AND JOB CREATION.

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; and
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22 WHEREAS, according to *E. Guittard Chocolate*, Hawai'i-grown
23 cacao is currently enjoying a price premium two to four times
24 higher than fine flavor cacao that is traded in world markets;
25 and
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27 WHEREAS, cacao butter, rich in specific antioxidants is
28 used as a medicine for healing bruises and is also utilized in
29 the pharmaceutical and cosmetic industries; the alkaloid found
30 in the cacao seed, theobromine (xantheose), is a stimulant
31 similar to coffee and theobromine is also used in medicine today



1 as a vasodilator (blood vessel widener), a diuretic and heart
2 stimulant; and

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4 WHEREAS, the Legislature finds that the cacao industry is
5 poised to heighten the State's economy with a broad range of job
6 opportunities and increased revenue from diversified
7 agriculture, production and processing, in addition to research
8 and development with the potential to attract federal funds;
9 further, cacao possesses a propitious opportunity to develop a
10 new industry in the growing, cultivating, processing, and
11 shipping of Hawai`i-grown cacao to the mainland United States
12 and the rest of the world; and

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14 WHEREAS, House Concurrent Resolution 216 was adopted in
15 2003, supporting the many benefits of Hawai`i-grown cacao to our
16 state and diversified agriculture and House Concurrent
17 Resolution 270 was adopted in 2008, which called for a task
18 force to devise a plan to expedite the introduction and delivery
19 of Hawaiian Cacao to the marketplace; and

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

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

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38 WHEREAS, worldwide, chocolate festivals have achieved
39 outstanding success for international tourist destinations; and
40 locally, the *Hawai'i Cacao Festival* at Haleiwa Farmers' Market
41 in January 2010 reflected highest attendance ever with sold-out
42 tours and vendors, promising success for agri-tourism, and the
43 9th Annual Kona Chocolate Festival & Symposium will take place
44 April, 2010 in Keauhou, Big Island, and next year the *Hawai`i*



1 *Chocolate Festival* is scheduled for February 2011 at Aloha Tower
2 Marketplace; and
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4 WHEREAS, the month of February the Nielsen Company reports,
5 reflects high chocolate consumption nationally, with consumers
6 purchasing more than 58 million pounds of chocolate, producing
7 upwards of \$345 million in sales; now, therefore,
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9 BE IT RESOLVED by the House of Representatives of the
10 Twenty-fifth Legislature of the State of Hawaii, Regular Session
11 of 2010, the Senate concurring, that the legislature hereby
12 urges the Governor through the Department of Agriculture to
13 prioritize cacao as the crop that Hawaii can most benefit from
14 and for the purpose of economic growth and job creation; and
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16 BE IT FURTHER RESOLVED that certified copies of this
17 Concurrent Resolution be transmitted to the Governor and the
18 Director of the Department of Agriculture
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OFFERED BY:



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