



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Testimony Presented before the
House Committee on Agriculture
March 12, 2010 at 9:00 a.m.

by

Virginia S. Hinshaw, Chancellor
and

Andrew G. Hashimoto, Dean and Director
College of Tropical Agriculture and Human Resources
University of Hawai'i at Mānoa

HR 40/HCR 89 RECOGNIZING FEBRUARY AS "HAWAII-GROWN CACAO MONTH"

Chair Tsuji, Vice Chair Wooley, and Members of the Committee:

My name is Andrew Hashimoto, and I serve as Dean and Director of the UH Mānoa College of Tropical Agriculture and Human Resources (CTAHR). I am presenting testimony on behalf of Virginia Hinshaw, Chancellor of the University of Hawaii at Manoa (UHM).

We fully support both resolutions which recognize and promote Hawai'i-grown cacao.

CTAHR researchers are planting a ten variety grafted cacao tree experiment statewide to provide farmers with uniform trees with high yield and high quality potential. This experiment will also help to determine how Hawai'i's diverse environments impact the yield and quality of chocolate produced.

Additionally, CTAHR has been actively conducting research on the impact of micro-organisms used in the fermentation of cacao.

It is fitting that the month of February, traditionally with its high purchase volume and high consumption rate of chocolate, is proposed as the month selected to celebrate Hawai'i-grown cacao.

Thank you for the opportunity to testify on these measures.

Aloha,

I am in support of HR 40.

As a member of the Hawaii Cacao Task Force in 2008 I advised the task force that a festival to educate and inform the public about the crop should be established to support this emerging industry. In addition I informed the group that I had plans to organize such an event in hopes of helping to support the expansion of the industry.

Further I registered the tradename Hawaii Chocolate Festival in April of 2009 and began organizational planning.

As a professional event planner for such events as the Made in Hawaii Festival and Hawaii Book and Music Festival I recognize the necessity and benefits of such an event to showcase an industry as well as educate the public.

Currently the Hawaii Chocolate Festival is scheduled in February of 2011 and I hope this resolution will assist in highlighting how Hawaiian cacao can aid in promoting tourism, create jobs locally, become a sustainable crop to support the local economy and exports from Hawaii.

Mahalo,

Amy Hammond

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March 10, 2010

LATE
Testimony

To: The Honorable Representative Clift Tsuji, Chair
The Honorable Representative Jessica Wooley, Vice Chair
Committee on Agriculture

From: Corinne Ching

Subject: H.B. 40 / HCR 89 - Relating to Cacao

I submit testimony in **strong support** of HR 40/HCR 89 - 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.

Each year, the chocolate industry produces \$75 billion worldwide. Hawaii'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 January of this year, cacao growers and enthusiasts got together and created the Haleiwa Farmers Market Cacao Festival. This festival, along with others around the world, has achieved outstanding success. Recognizing February as "Hawaii Grown Cacao Month" will be a positive way to acknowledge and raise awareness to citizens of the State of Hawaii who are interested in agriculture. Hawaii Grown Cacao Month will help others who are not familiar with this crop be more aware of its importance and its possibilities to positively benefit our state. I ask anyone to find me a crop that has the potential to give back more to our community than cacao. Until then, please support this legislation and see what cacao can do for the agricultural community and Hawaii's citizens.

Thank you for the opportunity to submit testimony in support of HCR 89 and HR40.

Please support HCR 89. Mahalo.

Padovani's Chocolates

LATE
Testimony

650 Iwilei Road
Suite 280
Honolulu, Hi 96817

March 12, 2010

To: The Honorable Representative Clift Tsuji, Chair
The Honorable Representative Jessica Wooley, Vice Chair
Committee on Agriculture

From: Kelly Washino
Padovani's Chocolate's

Subject: HR 40 / HCR 89
"Hawai'i Grown Cacao Month."

I submit testimony in **Strong Support** of House Resolution 40 / HCR 89

With the recognition of the month of February as Hawaii grown Cacao month by the State of Hawaii will bring opportunities and open doors for the cacao industry in Hawai'i.

This Resolution gives the cacao industry the voice of the State behind it which in turn will put the Hawaiian Cacao Industry in a much more powerful position to obtain federal funding to produce and cultivate a very high quality Hawaiian Cacao.

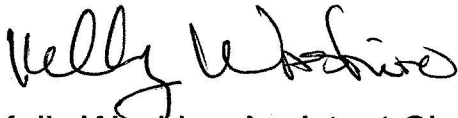
The sustainability of the cacao industry is very good given our wonderful growing conditions of our climate, soil, and rain water.

The future of the cacao industry in Hawai'i holds great promise not only for great chocolate but the medicinal value cacao it brings.

I support our local farmers in bringing forth the endless wonderful possibilities that a great world renowned Hawaiian Cacao can bring to our great State of Hawai'i.

Please Support HR 40 / HCR 89

Mahalo

A handwritten signature in black ink, appearing to read "Kelly Washino". The signature is fluid and cursive, with the first name "Kelly" being more prominent than the last name "Washino".

Kelly Washino Assistant Chef to Philippe Padovani
Padovani's Chocolates