
HOUSE CONCURRENT RESOLUTION

REQUESTING THAT THE ASIA-PACIFIC ECONOMIC COOPERATION (APEC)
HOST COMMITTEE SELECT PRODUCTS UNIQUE TO HAWAII THAT
SHOWCASE HAWAII'S EXCELLENCE IN AGRICULTURE.

1 WHEREAS, the State of Hawaii has a propitious opportunity
2 to develop a new industry in the growing, cultivating,
3 processing, and shipping of Hawaii-grown cacao to the mainland
4 United States, Asia and the rest of the world; and
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6 WHEREAS, Hawaii is the only state in close proximity to
7 both Asia and the continental United States, and is ideally
8 located to capture and prosper from the opportunities of a
9 growing cacao market, which currently generates \$75 billion
10 annually worldwide; and
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12 WHEREAS, Hawaii has a once in a twenty year opportunity to
13 seize the momentum of the growing success and popularity of
14 locally grown agricultural products, which includes fine
15 artesian cacao; and
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17 WHEREAS, Hawaii's rich soil and perennial warm climate
18 position it as the only state in the United States that can
19 commercially grow artesian cacao; and
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21 WHEREAS, the Asia Pacific Economic Cooperation (APEC), is
22 the premier forum for Asia-Pacific economies to cooperate on
23 regional trade and investment issues; and
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25 WHEREAS, Hawaii can seize the opportunity of this growing
26 industry by offering dignitaries of APEC Hawaii's finest
27 agricultural products, which include local artesian confections
28 filled with locally grown papaya, mango, lilikoi, pineapple,
29 Ka'u orange and other popular products locally grown in Hawaii;
30 and
31



1 WHEREAS, the cacao industry is poised to heighten the
2 State's economy with a broad range of job opportunities and can
3 be one of the crops of diversified agriculture, production and
4 processing, and can be a component of the State's efforts to
5 promote agri-tourism, which often contributes more revenue than
6 the actual crop growing activity; and
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8 WHEREAS, Asia has already developed into a major chocolate
9 market with Japan experiencing significant increased chocolate
10 consumption during the past decade, and leading hotels and
11 businesses are offering chocolate tastings to educate the
12 consumer on cacao's benefits; and
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14 WHEREAS, branding of Hawaii's cacao or chocolate products
15 as being produced in Hawaii at high quality standards will
16 differentiate them as unique or distinct from chocolate products
17 from the rest of the world; and
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19 WHEREAS, the terms "Hawaii Cacao" or "Hawaii Regional
20 Cacao" will elevate the standing of Hawaii as a genuine artesian
21 cacao producer, building on the market penetration of Hawaii
22 chocolate products which, when combined with local agricultural
23 products, will elevate Hawaii's cacao industry to new heights;
24 and
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26 WHEREAS, according to E. Guittard Chocolate Company,
27 Hawaii-grown cacao is currently enjoying a price premium two to
28 four times higher than fine flavor cacao that is traded in world
29 markets; and
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31 WHEREAS, the Ninth Annual Kona Chocolate Festival and
32 Symposium which was held in April 2010 in Keauhou, Big Island,
33 and the Hawaii Chocolate Festival which was held in February
34 2011 at Aloha Tower Marketplace was equally successful; and
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36 WHEREAS, the Waialua Estate Chocolate was awarded the 2010
37 Gold medal at the prestigious San Francisco Chocolate Salon
38 Ceremony, and, in addition, has received high recognition for
39 its 70% dark chocolate by the London Academy of Chocolate; and
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41 WHEREAS, Hawaii is a multi faceted State that takes pride
42 in all of its culture and heritage; and
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1 WHEREAS, the Hawaiian and Asian culture in Hawaii has a
2 direct influence on who we are and the pride we all take in our
3 culture by sharing gifts and souvenirs that represent our unique
4 culture and heritage; and

5
6 WHEREAS, APEC is a great opportunity for Hawaii to share
7 with the rest of the world what it has to offer by sharing its
8 locally grown products, unique to our State with the rest of the
9 world to everyone attending the conference; now, therefore,

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11 BE IT RESOLVED by the House of Representatives of the
12 Twenty-sixth Legislature of the State of Hawaii, Regular Session
13 of 2011, the Senate concurring, that the legislature hereby
14 urges APEC to promote, showcase and offer Hawaii's finest
15 confections filled with locally grown products to the
16 dignitaries of the Asia Pacific Economic Cooperation throughout
17 its conference; and

18
19 BE IT FURTHER RESOLVED that certified copies of this
20 Resolution be transmitted to the Governor of the State of
21 Hawaii, the Speaker of the House of Representatives, the
22 President of the Senate, the Chairperson of the Asia Pacific
23 Economic Cooperation Committee, the Director of the Department
24 of Business Economic Development and Tourism, the Chairperson of
25 the Department of Agriculture, the Hawaii Chamber of Commerce
26 and the Mayor of the City and County of Honolulu.

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29 OFFERED BY:










