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# HOUSE CONCURRENT RESOLUTION

ESTABLISHING A HAWAII CACAO ECONOMIC OPPORTUNITY TASK FORCE TO  
DEVELOP A PLAN FOR THE DEVELOPMENT OF A PROCESSING PLANT  
FOR CACAO.

1           WHEREAS, the state of Hawaii is the only state in the  
2 United States that has the regional climate and ability to  
3 cultivate the cacao tree; and  
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5           WHEREAS, cacao is grown primarily for chocolate production,  
6 and there are many economic products that can be produced from  
7 cacao, such as the cacao butter which is used for medicinal  
8 purposes in the healing of bruises and is also utilized in the  
9 pharmaceutical and cosmetic industries; and  
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11           WHEREAS, according to a study by the Department of  
12 Agriculture on the production and delivery of Hawaii cacao to  
13 the marketplace, the perceived health benefits of cacao are an  
14 important selling point to consumers today; and  
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16           WHEREAS, according to the Department of Agriculture's  
17 study, there is an argument to be made for the establishment of  
18 a second, larger capacity cacao processing facility on Oahu; and  
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20           WHEREAS, despite Hawaii being the only place in the United  
21 States with commercial cacao production, there are only a  
22 handful of cacao farmers with a combined 50 acres of trees, the  
23 largest grower being Dole Food Company which has about 13,000  
24 trees on 20 acres in Waialua, Oahu and is also the largest cacao  
25 farm in the nation; and  
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27           WHEREAS, the Waialua Estate Chocolate was awarded the 2010  
28 Gold medal at the prestigious San Francisco Chocolate Salon  
29 Ceremony and in addition has received high recognition for its  
30 70% dark chocolate by the London Academy of Chocolate; and  
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1           WHEREAS, despite the recession, the American chocolate  
2 industry is one that actually grew in sales; and

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4           WHEREAS, Oahu is the capital of Hawaii and is where the  
5 majority of our State's population and workforce reside and  
6 where most of our shipping and exporting of goods originate as  
7 it is the industrial hub of our State; and

8  
9           WHEREAS, the chocolate industry is a steadily growing, \$50  
10 billion-a-year worldwide business centered on the sale and  
11 consumption of chocolate, and is an industry that is prevalent  
12 on five out of seven continents; and

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14           WHEREAS, the 2010 report, Chocolate Market in the United  
15 States: Trends and Opportunities in Premium, Gourmet and Mass  
16 Chocolate Products, predicts that sales of chocolate will rise  
17 by an average of three per cent each year until 2014 when sales  
18 will exceed \$19 billion, up 10.4 per cent from sales of \$17.3  
19 billion achieved in 2009; and

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21           WHEREAS, major cocoa bean processors in the United States  
22 include Hersey's (\$5.30 billion revenue in Fiscal Year 2009),  
23 Nestle (\$109.72 billion revenue in Fiscal Year 2010), and Mars  
24 (\$30 billion revenue in Fiscal Year 2008), all who purchase  
25 cocoa beans via various sources, all outside of the United  
26 States; and

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28           WHEREAS, branding provides product differentiation that  
29 could separate Hawaii cacao or chocolate as unique or distinct  
30 from the rest of the world particularly as fine artisanal  
31 chocolate; and

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33           WHEREAS, the growth, production and processing of cacao and  
34 chocolate in the state is a large economic and agricultural  
35 opportunity for Hawaii; now, therefore

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37           BE IT RESOLVED by the House of Representatives of the  
38 Twenty-sixth Legislature of the State of Hawaii, Regular Session  
39 of 2011, the Senate concurring, that the state Department of  
40 Business, Economic Development and Tourism convene a Hawaii  
41 Cacao Economic Opportunity Task Force to develop a plan for the  
42 development of a processing plant for cacao and that plan shall  
43 includes details on:



1 (1) Planning for a processing plant;

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3 (2) Selecting a location for a processing plant; and

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5 (3) Financing a processing plant for cacao; and

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7 BE IT FURTHER RESOLVED that the Task Force consists of  
8 nine members and shall include:

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10 (1) The Director of the Department of Business Economic  
11 Development or Tourism or the Director's designee;

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13 (2) The Chairperson of the Department of Agriculture or the  
14 Chairperson's designee;

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16 (3) The Chairperson of the Department of Land and Natural  
17 Resources or the Chairperson's designee;

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19 (4) A representative from Hawaii's cacao industry;

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21 (5) A representative from Hawaii's chocolate industry;

22  
23 (6) A representative from Hawaii's chocolate entrepreneurs;

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25 (7) A representative from the College of Tropical  
26 Agriculture and Human Resources (UH-CTAHR);

27  
28 (8) A representative from the finance industry;

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30 (9) A representative from the marketing industry; and

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32 BE IT FURTHER RESOLVED that the Task Force is requested to  
33 submit a report to the Legislature on its findings no later than  
34 twenty days prior to the convening of the Regular Session of  
35 2012; and

36  
37 BE IT FURTHER RESOLVED that certified copies of this  
38 Concurrent Resolution be transmitted to the Governor of the  
39 State of Hawai'i, the Speaker of the House of Representatives,  
40 the President of the Senate, the Director of the Department of  
41 Business Economic Development and Tourism, the Chairperson of  
42 the Department of Agriculture, and the Chairperson of the  
43 Department of Land and Natural Resources.



# H.C.R. NO. 308

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OFFERED BY:

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MAR 16 2011

