
HOUSE RESOLUTION

RECOGNIZING FEBRUARY 2012 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
7

8 WHEREAS, cacao was first introduced to the Hawaiian Islands
9 in 1850; and
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11 WHEREAS, Hawai`i's environment and climate position it as
12 the only state in the United States that can commercially grow
13 cacao and as the state which is in the closest proximity to both
14 Asia and the continental United States and is ideally located to
15 capture and prosper from the opportunities of a growing cacao
16 market which currently generates \$75 billion worldwide annually;
17 and
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19 WHEREAS, Asia has already developed into a major chocolate
20 market with Japan experiencing significant increases in
21 chocolate consumption during the past decade and leading hotels
22 and businesses are offering chocolate tastings to educate
23 consumers on cacao's benefits; and
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25 WHEREAS, according to *E. Guittard Chocolate*, Hawai`i-grown
26 cacao is currently enjoying a price premium two to four times
27 higher than fine flavor cacao that is traded in world markets;
28 and
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30 WHEREAS, cacao butter, rich in specific antioxidants is
31 used as a medicine for healing bruises and is also utilized in
32 the pharmaceutical and cosmetic industries; and
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1 WHEREAS, the alkaloid found in the cacao seed, theobromine
2 (xantheose), is a stimulant similar to coffee and theobromine is
3 also used in medicine today as a vasodilator (blood vessel
4 widener), a diuretic and heart stimulant; and
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6 WHEREAS, the Legislature finds that the cacao industry is
7 poised to heighten the State's economy with a broad range of job
8 opportunities and increased revenue from diversified
9 agriculture, production and processing, in addition to research
10 and development with the potential to attract federal funds; and
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12 WHEREAS, cacao possesses a propitious opportunity to
13 develop a new industry in the growing, cultivating, processing,
14 and shipping of Hawai`i-grown cacao to the mainland United
15 States and the rest of the world; and
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17 WHEREAS, H.C.R. 216 was adopted in 2003 supporting the many
18 benefits of Hawai`i-grown cacao to our state and diversified
19 agriculture and H.C.R. 270 was adopted in 2008 which called for
20 a task force to devise a plan to expedite the introduction and
21 delivery of Hawaiian Cacao to the marketplace; and
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23 WHEREAS, the cacao industry in Hawai`i is in its infancy
24 stage with fewer than 30 growers and a total acreage of
25 approximately 50 acres and holds the promise of helping
26 diversified agriculture markets; and
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28 WHEREAS, the College of Tropical Agriculture and Human
29 Resources (UH-CTAHR) has conducted series of meetings including
30 the one-day workshop entitled "Future of Cacao in Hawai`i" held
31 October 23, 2008, involving key stakeholders in the local cacao
32 industry and representatives statewide to strategize on methods
33 for positioning Hawai`i in the growing cacao market; and
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35 WHEREAS, although some progress has been made in promoting
36 Hawai`i-grown cacao, the Legislature finds that additional
37 effort is needed to accelerate the growth of the cacao industry,
38 increase the manufacture and supply of locally grown cacao, and
39 promote its use and products; and
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1 WHEREAS, worldwide, chocolate festivals have achieved
2 outstanding success for international tourist destinations; and
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4 WHEREAS, locally, the *Hawai'i Cacao Festival* at Haleiwa
5 Farmers' Market in January 2011 reflected its highest attendance
6 ever with sold-out tours and vendors, promising success for
7 agri-tourism, and helped make the *Hawai'i Chocolate Festival*
8 that took place last February at Aloha Tower Marketplace a great
9 success; and
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11 WHEREAS, the month of February the Nielsen Company reports,
12 reflects high chocolate consumption nationally, with consumers
13 purchasing more than 58 million pounds of chocolate, producing
14 upwards of \$345 million in sales; now, therefore,
15

16 BE IT RESOLVED by the House of Representatives of the
17 Twenty-sixth Legislature of the State of Hawaii, Regular Session
18 of 2011, that the Legislature recognizes February as "Hawai'i-
19 Grown Cacao Month", a month-long effort to educate and promote
20 public awareness of the multiple benefits of Hawai'i-Grown
21 cacao.
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