
HOUSE RESOLUTION

RECOGNIZING FEBRUARY 2012 AS "HAWAI'I-GROWN CACAO MONTH".

1 WHEREAS, cacao, derived from the *theobroma cacao* tree and
2 native to the central and western Amazon region, is the dried
3 and fermented seed from which chocolate is obtained and is
4 widely distributed throughout the humid tropical regions with
5 commercial production concentrated in Brazil, the 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; and
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11 WHEREAS, Hawaii's environment and climate make it the only
12 state in the United States that can commercially grow cacao and,
13 as the state closest to both Asia and the continental United
14 States, Hawaii is ideally situated to capture and prosper from
15 the opportunities of a growing cacao market which currently
16 generates \$75,000,000,000 worldwide annually; and
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18 WHEREAS, Asia has already developed into a major chocolate
19 market with Japan experiencing significant increases in
20 chocolate consumption during the past decade, with leading
21 hotels and businesses offering chocolate tastings to educate
22 consumers on cacao's benefits; and
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24 WHEREAS, according to *E. Guittard Chocolate*, Hawai'i-grown
25 cacao is currently enjoying a price premium two to four times
26 higher than fine flavor cacao that is traded in world markets;
27 and
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29 WHEREAS, cacao butter, rich in specific antioxidants, is
30 used as a medicine for healing bruises and is also utilized in
31 the pharmaceutical and cosmetic industries; and
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33 WHEREAS, the alkaloid found in the cacao seed, theobromine
34 (xantheose), is a stimulant similar to coffee and is also used
35 in medicine today as a vasodilator, a diuretic, and heart
36 stimulant; and

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1 WHEREAS, the Legislature finds that the cacao industry is
2 poised to improve the State's economy by offering a broad range
3 of job opportunities and increased revenue from diversified
4 agriculture, production and processing, and research and
5 development which can potentially draw down federal funds; and
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7 WHEREAS, cacao offers a significant opportunity as the
8 foundation for a new industry that specializes in the growing,
9 cultivating, processing, and shipping of Hawai'i-grown cacao to
10 the mainland United States and the rest of the world; and
11

12 WHEREAS, H.C.R. No. 216, Regular Session of 2003, supported
13 the many benefits of Hawai'i-grown cacao to our state and
14 diversified agriculture and H.C.R. No. 270, Regular Session of
15 2008, called for a task force to devise a plan to expedite the
16 introduction and delivery of Hawaiian cacao to the marketplace;
17 and
18

19 WHEREAS, the cacao industry in Hawaii is in its infancy
20 stage with fewer than 30 growers and a total acreage of
21 approximately 50 acres; and
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23 WHEREAS, the University of Hawaii College of Tropical
24 Agriculture and Human Resources has conducted a series of
25 meetings, including the one-day workshop entitled "Future of
26 Cacao in Hawai'i" held October 23, 2008, involving key
27 stakeholders in the local cacao industry and representatives
28 statewide to strategize on ways to position Hawaii in the
29 growing cacao market; and
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31 WHEREAS, although some progress has been made in promoting
32 Hawai'i-grown cacao, the Legislature finds that additional
33 efforts are needed to accelerate the growth of the cacao
34 industry, increase the manufacture and supply of locally-grown
35 cacao, and promote its use and products; and
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37 WHEREAS, worldwide, chocolate festivals have achieved
38 outstanding success for international tourist destinations; and
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40 WHEREAS, locally, the Hawaii Cacao Festival at Haleiwa
41 Farmers' Market in January of 2011 posted its highest attendance
42 ever with sold-out tours and vendors, and helped to make the



1 recent Hawaii Chocolate Festival at Aloha Tower Marketplace a
2 great success; and

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4 WHEREAS, as reported by the Nielsen Company, the month of
5 February reflects high chocolate consumption nationally, with
6 consumers purchasing more than 58,000,000 pounds of chocolate,
7 amounting to upwards of \$345,000,000 in sales; now, therefore,
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9 BE IT RESOLVED by the House of Representatives of the
10 Twenty-sixth Legislature of the State of Hawaii, Regular Session
11 of 2011, that the Legislature recognizes February of 2012 as
12 "Hawai'i-Grown Cacao Month", a month-long effort to educate and
13 promote public awareness of the multiple benefits of Hawai'i-
14 grown cacao; and

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16 BE IT FURTHER RESOLVED that certified copies of this
17 Resolution be transmitted to the Governor, Director of Business,
18 Economic Development, and Tourism, and the respective mayors of
19 the County of Kauai, County of Maui, County of Hawaii, and the
20 City and County of Honolulu.

