



Hawaii Farm Bureau
F E D E R A T I O N

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COMMITTEE ON AGRICULTURE

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Rep. Mark J. Hashem, Vice Chair

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Rep. Isaac W. Choy	Rep. Barbara C. Marumoto
Rep. Cindy Evans	Rep. Gil Riviere
Rep. Angus L.K. McKelvey	

Friday, February 11, 2011
9:00am
Conference Room 312
State Capitol
415 South Beretania Street

RE: Supporting Testimony for HB 1598; relating to the Cacao industry

Aloha Chair Tsuji, Vice Chair Hashem, and Members of the Committee:

The Hawaii Farm Bureau Federation, on behalf of our commercial farm and ranch families and organizations, offers our **strong support for HB 1598**.

Cacao grown in Hawaii, like many Hawaiian agricultural products, has been judged among the highest quality grown anywhere on the planet. What began as a niche industry shows signs of huge potential.

Supporting this emerging industry makes good business sense. This moderate level of support should be considered investment in a future industry including, but not limited to, employment, tourism and agri-tourism opportunities.

The cost of production across the agricultural sector in Hawaii is relatively high. Therefore any product that competes in a high-end, gourmet, global market can help offset these costs, making farming more sustainable from and economic perspective.

While cacao has been growing in Hawaii since 1850, interest in ultra-premium Hawaiian grown cacao and related products has never been higher. The time is ripe to support this emerging crop.

Hawaii Farm Bureau Federation and its members respectfully request that you support this measure.

Mahalo for the opportunity to support this growing industry.

A handwritten signature in black ink, appearing to read "Chris Manfredi".

Chris Manfredi
Vice President; Chair, Government Affairs



LATE TESTIMONY

February 10, 2011

To: The Honorable Representative Clift Tsuji, Chair
The Honorable Representative Mark J. Hashem, Vice Chair
Committee on Agriculture

From: Philippe Padovani
Owner Padovani's Chocolates

Subject: HB 1598 - Relating to Cacao Industry

Hawaii is the only state in the U.S. that can grow chocolate. We have over 100,000 acres available on the big Island for cacao cultivation, we have a stable government, and processing facilities that allow us to tap into a \$75 billion dollar global industry. Other factors that support these efforts include a \$50 million dollar Hilo based Pacific Basin Agricultural Research Center, and federal grants from the United States Department of Agriculture.

Although some progress has been made in promoting Hawaiian grown cacao, the Cacao Task Force would develop a plan to identify strategies to accelerate the growth of the cacao industry, increase the manufacture and supply of locally grown cacao, promote its use and products, and identify any potential obstacles to the industry.

It is my hope that we can capitalize on the cultivation of chocolate and the development of greater opportunities for our State to be associated with a worldwide connoisseur good.

Respectfully,

Philippe Padovani

Padovani Chocolates
841 Bishop Street, Suite 151
Honolulu, Hawaii, 96813
(808) 536-4567
fax (808) 536-4565

hashem1 - Angleica

From: mailinglist@capitol.hawaii.gov
Sent: Friday, February 11, 2011 12:28 AM
To: AGRtestimony
Cc: pamelaboyar@gmail.com
Subject: Testimony for HB1598 on 2/11/2011 9:00:00 AM

Testimony for AGR 2/11/2011 9:00:00 AM HB1598

Conference room: 312
Testifier position: support
Testifier will be present: Yes
Submitted by: Pamela Boyar
Organization: Individual
Address:
Phone:
E-mail: pamelaboyar@gmail.com
Submitted on: 2/11/2011

Comments:

From: mailinglist@capitol.hawaii.gov
Sent: Friday, February 11, 2011 7:01 AM
To: AGRtestimony
Cc: eleterc@thepacificclub.org
Subject: Testimony for HB1598 on 2/11/2011 9:00:00 AM

Testimony for AGR 2/11/2011 9:00:00 AM HB1598

Conference room: 312
Testifier position: support
Testifier will be present: No
Submitted by: ERIC LETERC
Organization: Individual
Address:
Phone:
E-mail: eleterc@thepacificclub.org
Submitted on: 2/11/2011

Comments:

Aloha,
the consumption of chocolate is well know trough the world, there is no reason why Hawaii should be part of the market, been the only state producing Cocoa we have to support this product. good quality chocolate is a price item, so it can be a great economical added item, support our agriculture, growing local products is important in many way for our state of Hawaii. Chef Eric Leterc

LATE TESTIMONY

hashem2 - Dorothy

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, February 10, 2011 6:31 PM
To: AGRtestimony
Cc: suiteiness@gmail.com
Subject: Testimony for HB1598 on 2/11/2011 9:00:00 AM

Testimony for AGR 2/11/2011 9:00:00 AM HB1598

Conference room: 312
Testifier position: support
Testifier will be present: No
Submitted by: Annie Suite
Organization: Individual
Address:
Phone:
E-mail: suiteiness@gmail.com
Submitted on: 2/10/2011

Comments:

Bringing Cacao production into the state would have such a tremendous and positive impact on the current industry. If growers did not have to ship their raw product to the mainland for processing, and then ship it back, we could have a closed loop that includes an all-Hawaii industry-- from grower to production to confectioner. There is a lot of potential for this industry, which would create many jobs as well increase the face of Hawaii agriculture on a global level. Mahalo for considering this important bill.

LATE TESTIMONY

February 10, 2011

To: The Honorable Representative Clift Tsuji, Chair
The Honorable Representative Mark Hashem, Vice Chair
Committee on Agriculture

From: Corinne W. L. Ching

Subject: House Bill 1598 - Relating to the Cacao Industry

I submit testimony in **strong support** of House Bill 1598 - Relating to the Cacao Industry.

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. Cacao has been used for centuries as a medicine and cacao has high concentrations of theobromine, a purine alkaloid that has both a calming effect on the brain and an energizing effect on the nervous system. It has also been found to stimulate the appetite and to reduce fatigue.

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 2003, the Hawaii Tropical Fruit Growers organized a cacao chapter. In 2004, Dole Food Company rejuvenated its Oahu cacao. Although some progress has been made in promoting Hawaiian grown cacao, the Cacao Task Force would develop a plan to identify strategies to accelerate the growth of the cacao industry, increase the manufacture and supply of locally grown cacao, promote its use and products, and identify any potential obstacles to the industry.

Thank you for the opportunity to submit testimony in support of HB 1598.