
A BILL FOR AN ACT

MAKING AN APPROPRIATION FOR RESEARCH, DEVELOPMENT, AND MARKETING
OF THE ULU BREADFRUIT.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The breadfruit, or 'ulu, as it is named in
2 Hawaiian, was one of the few subsistence plants the Polynesians
3 brought with them when they sailed to the Hawaiian islands.
4 'Ulu's mythical origins, its fame in history, and its immense
5 usefulness to islanders have made the tree an immortal symbol of
6 Hawai'i nei. 'Ulu reached the Hawaiian islands near the year 750
7 A.D., and over the centuries made significant contributions to
8 the Hawaiians' survival and lifestyle.

9 'Ulu has the potential to become a major crop in Hawai'i.
10 Currently, research is underway to analyze, test, and validate
11 the potential for an 'ulu industry. Research is looking at
12 various 'ulu production methods and techniques, including
13 harvesting, drying, processing, and refinement; manufacturing,
14 product packaging, and export; markets and food distribution
15 networks; and employment opportunities. Sales strategies
16 include sending samples to FoodSource, a C.H. Robinson Company,



1 for selective product testing. This company's clientele
2 includes SUBWAY, Whole Foods Market, and Trader Joe's.

3 'Ulu is a gluten free product that, within the context of
4 the projected demand for gluten free products at a conservative
5 \$6,600,000,000 for the United States market by 2017, could
6 potentially be an agricultural boom crop for Hawai'i. For
7 example, gluten free noodles using 'ulu flour is a huge market of
8 which university food scientists are keenly aware. There is the
9 potential for a regional system whereby the United States
10 Pacific territories become sub regional hubs and the outer
11 spokes to Hawai'i, which will be the main pacific hub for
12 refining, processing, packaging, and exporting 'ulu products to
13 the mainland market. The 'ulu is also a means to achieve food
14 sustainability since the plant is a food staple like taro.

15 It important that the 'ulu that comes out of Hawai'i has a
16 cultural sense of balance in terms of its sacredness, as 'ulu is
17 the basis of many Pacific island stories and belief systems.

18 The agency primarily responsible for research, development,
19 and marketing of 'ulu is the agribusiness development
20 corporation, which is authorized under section 163D-4(a)(11),
21 Hawaii Revised Statutes, to "[c]arry out specialized programs



1 designed to develop new markets for Hawaii agricultural
2 products", and under section 163D-4(a)(6), Hawaii Revised
3 Statutes, to "[c]arry out surveys, research, and investigations
4 into technological, business, financial, consumer trends, and
5 other aspects of agricultural production in the national and
6 international community".

7 The purpose of this Act is to make an appropriation for the
8 research, development, and marketing of 'ulu.

9 SECTION 2. There is appropriated out of the general
10 revenues of the State of Hawai'i the sum of \$500,000 or so much
11 thereof as may be necessary for fiscal year 2014-2015 for the
12 research, development, and marketing of 'ulu.

13 The sum appropriated shall be expended by the agribusiness
14 development corporation for the purposes of this Act.

15 SECTION 3. This Act shall take effect on July 1, 2014.



Report Title:

Agriculture; 'Ulu; Appropriation

Description:

Makes an appropriation for the research, development, and marketing of 'ulu. (SD1)

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

