



State of Hawaii
DEPARTMENT OF AGRICULTURE
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TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE SENATE COMMITTEE ON WAYS AND MEANS
WEDNESDAY, FEBRUARY 19, 2014
9:05 A.M.
Conference Room 211

SENATE BILL NO. 3023 SD1
MAKING AN APPROPRIATION FOR RESEARCH, DEVELOPMENT AND
MARKETING OF THE ULU BREADFRUIT

Chairperson Ige and Members of the Committee,

Thank you for the opportunity to testify on Senate Bill 3023 SD1. This bill would make an appropriation for the research, development and marketing of ulu.

The Hawaii Department of Agriculture (HDOA) is in strong support of this bill as evidenced by the projects the HDOA is currently administering through The Breadfruit Institute and the Mililani Agricultural Park that foster both propagation and consumer information through workshops and field days. HDOA concurs that ulu has great potential as a value added product through processing that will result in ingredients such as flour, chips, puree and packaged products such as breads, snacks, salads and baked goods. This bill recognizes that the demand for new specialty, "better for you" products is increasing globally and is well-timed as the referenced projects will supply the ulu supported by the bill.

In addition, other crops with value added potential such as taro, papaya, sweet potatoes, mangoes, lychee, moringa, tomatoes, figs, and many other local crops could be served by a processing facility.

Thank you for the opportunity to testify.





Association of Hawaiian Civic Clubs

P. O. Box 1135
Honolulu, Hawai`i 96807

SENATE BILL 3023SD1 (SCR2118)

SENATE COMMITTEE ON WAYS AND MEANS

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

Wednesday, 2/19/14; 9:05a.m.; Room 211

Aloha Chairman Ige, Vice chair Kidani and members of the Senate Ways and Means Committee. I am Soulee Stroud, president of the Association of Hawaiian Civic Clubs(AHCC) in support of this bill to fund research, development and marketing of `ulu.

The AHCC is supportive and advocates for, preservation and perpetuation of the Hawaiian language, historic sites and all aspects of the Native Hawaiian culture including principal foods. As stated in SB3023 `ulu was a subsistence necessity brought with the first canoes to Hawaii and remained so for many generations thereafter. Within the last century, however, urban Hawaiians, at least, did not have ready access to `ulu and began to lose the taste and benefits of this staple so familiar to the kupuna.

Although `ulu is still not easily available, younger Hawaiians are taking up an interest by sharing their `ulu knowledge and array of `ulu recipes. We would ask, however, that the original Hawaiian `ulu not be lost in the proliferation of Polynesian varieties. Whichever is the simpler to develop and market will probably prevail, but we ask that somehow the Hawaiian variety also be preserved for posterity.

Thank you for the opportunity to support funding for the future of `ulu.

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