

SB3023

Testimony

Makes an appropriation for research, development, and marketing of the ulu breadfruit.



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

BEFORE THE SENATE COMMITTEE ON AGRICULTURE
TUESDAY, FEBRUARY 4, 2014
2:55 P.M.
Conference Room 229

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

Chairperson Nishihara and Members of the Committee,

Thank you for the opportunity to testify on Senate Bill 3023. 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 on SB3023.





UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Written Testimony Presented Before the
Senate Committee on Agriculture
Tuesday, February 04, 2014 at 2:55 pm

By

Maria Gallo

Dean

College of Tropical Agriculture and Human Resources
University of Hawai'i at Mānoa

SB 3023 – MAKING AN APPROPRIATION FOR RESEARCH, DEVELOPMENT, AND MARKETING OF THE ULU BREADFRUIT

Chair Nishihara, Vice Chair Kouchi, and members of the Senate Committee on Agriculture, thank you for this opportunity to express the support of the College of Tropical Agriculture and Human Resources (CTAHR), University of Hawai'i at Mānoa for SB 3023, which makes an appropriation to the Agricultural Development Corporation (ADC) for research, development, and marketing of 'ulu (the Hawaiian breadfruit)

Prior to European contact in the 1700s, and into the early 1880s, 'ulu groves were a common feature of the landscape and Hawaiian agriculture. The enormous 'ulu plantations of west Hawai'i Island fascinated early European visitors. However, by the late 1800s, these groves had all but vanished due to depopulation and changing land use patterns. Clearly, 'ulu is readily cultivated in Hawai'i, but is essentially nonexistent today as a commercial crop or food staple.

The Breadfruit Institute of the National Botanical Garden has credited the 2004 CTAHR publication "Hawaiian Breadfruit – Ethnobotany, Nutrition, and Human Ecology" with providing a blueprint for modern efforts to revitalize breadfruit in Hawai'i. CTAHR faculty strongly believe in the potential for 'ulu to again become a common fixture of our agricultural landscape, a valuable commercial crop and an important part of food security and self-sufficiency in Hawai'i.

We support the efforts of ADC to achieve these goals as described in SB 3023, and believe that this bill will encourage interagency partnerships to promote the value of 'ulu to Hawai'i residents, address cultivation and processing difficulties, develop new and value added products such as the gluten-free 'ulu flour cited in SB 3023, and greatly increase the profile of 'ulu as an important local food and a potential export of high value.

Thank you again for this opportunity to express my support for SB 3023, and to encourage interagency efforts through ADC to move 'ulu forward as a valued new (old) crop in Hawai'i.

NEIL ABERCROMBIE
Governor



JAMES J. NAKATANI
Executive Director

STATE OF HAWAII
AGRIBUSINESS DEVELOPMENT CORPORATION
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TESTIMONY OF JAMES J. NAKATANI
EXECUTIVE DIRECTOR
AGRIBUSINESS DEVELOPMENT CORPORATION

BEFORE THE SENATE
COMMITTEE ON AGRICULTURE

Tuesday, February 4, 2014
2:55 p.m.
State Capitol
Conference Room 229

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

Chairperson Nishihara and Members of the Committee:

Thank you for the opportunity to testify on Senate Bill No. 3023 making an appropriation for research, development, and marketing of the Ulu Breadfruit. This measure makes an appropriation for the research, development and marketing of the Ulu Breadfruit from the general revenues of the state of Hawaii for the sum of \$500,000. The Agribusiness Development Corporation (ADC) supports the intent of this bill.

ADC is authorized under 163D-4 (a) (11), Hawaii Revised Statutes, to "carry out specialized programs designed to develop new markets for Hawaii agricultural products", and under section 163D-4 (a) (6), Hawaii Revised Statutes, to "carry out surveys, research and investigations into technological, business, financial,

consumer trends, and other aspects of agricultural production in the national and international community”.

ADC recognizes Ulu breadfruit potential to become a major crop in Hawaii and leading to job creation. ADC is committed to realize that potential thru research, development, and marketing. ADC respectfully requests that the Committee pass this bill.

Thank you.

From: mailinglist@capitol.hawaii.gov
To: [AGL Testimony](#)
Cc: laurieho1@hawaiiintel.net
Subject: Submitted testimony for SB3023 on Feb 4, 2014 14:55PM
Date: Friday, January 31, 2014 9:45:58 AM

SB3023

Submitted on: 1/31/2014

Testimony for AGL on Feb 4, 2014 14:55PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Laurie Ho	Individual	Support	No

Comments: I wish to support SB3023. I am a breadfruit/ulu grower. We have 250 Ma`afala ulu trees on Agribusiness Development Corporation (ADC) lands in Kalepa, Kauai, Hawaii. Striving for sustainability. Mahalo.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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From: mailinglist@capitol.hawaii.gov
To: [AGL Testimony](#)
Cc: mendezj@hawaii.edu
Subject: *Submitted testimony for SB3023 on Feb 4, 2014 14:55PM*
Date: Friday, January 31, 2014 9:15:12 AM

SB3023

Submitted on: 1/31/2014

Testimony for AGL on Feb 4, 2014 14:55PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Javier Mendez-Alvarez	Individual	Support	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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