

**LINDA LINGLE**  
Governor



**SANDRA LEE KUNIMOTO**  
Chairperson, Board of Agriculture

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State of Hawaii  
**DEPARTMENT OF AGRICULTURE**  
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**TESTIMONY OF SANDRA LEE KUNIMOTO  
CHAIRPERSON, BOARD OF AGRICULTURE**

**BEFORE THE HOUSE COMMITTEE ON AGRICULTURE  
FRIDAY, March 12, 2010  
9:00 AM  
CONFERENCE ROOM 312**

**HOUSE RESOLUTION NO. 40 / HOUSE CONCURRENT RESOLUTION NO. 89  
RECOGNIZING FEBRUARY AS "HAWAII-I-GROWN CACAO MONTH"**

Chairperson Tsuji and Members of the Committee:

Thank you for the opportunity to comment on House Resolution No. 40 and House Concurrent Resolution No. 89. These resolutions recognize February as "Hawaii`i-Grown Cacao Month".

The HDOA supports this measure and is appropriate as Valentine's Day falls in this month and there is an increased demand for chocolate in the state. The promotion of a "Hawaii`i-Grown Cacao Month" will provide a marketing boast to cacao producers, chocolate makers, chocolatiers and retailers in Hawaii.

Additionally, a complementary outreach effort to educate consumers on Hawaii grown cacao can also generate demand for ag-tourism in cacao farms throughout the state.

March 10, 2010

To: The Honorable Representative Clift Tsuji, Chair  
The Honorable Representative Jessica Wooley, Vice Chair  
Committee on Agriculture

From: Bruce S. Anderson, Ph.D.

Subject: House Concurrent Resolution 89 - Relating to Cacao

I submit this testimony in **support** of House Concurrent Resolution 89 - Relating to Cacao.

As former Director of the State Department of Health, Deputy Director for Environmental Health, and President of the Oceanic Institute, I have considerable experience in evaluating the potential of agricultural products to help revive our economy and feed our residents. Hawaii is ideally situated to capture and prosper from the opportunities which a growing cacao market would afford us. Indeed, the State has 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.

In 2003, the Hawaii Tropical Fruit Growers organized a cacao chapter. In 2004, Dole Food Company rejuvenated its Oahu cacao. Then, HCR 270 was adopted in 2008, creating a task force to plan and expedite the introduction and delivery of Hawaii cacao to the marketplace. By recognizing February as Hawaii-Grown Cacao Month, we can promote public awareness of the cacao industry's potential in Hawaii among a much broader consumer scope, and substantially trigger cacao's commercial expansion in the Islands.

I appreciate the opportunity to offer this testimony in support of HCR 89. Mahalo.

## **Arlina Agbayani**

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**From:** mailinglist@capitol.hawaii.gov  
**Sent:** Thursday, March 11, 2010 12:50 PM  
**To:** AGRtestimony  
**Cc:** waioli2@hawaiiantel.net  
**Subject:** Testimony for HR40 on 3/12/2010 9:00:00 AM

Testimony for AGR 3/12/2010 9:00:00 AM HR40

Conference room: 312  
Testifier position: support  
Testifier will be present: No  
Submitted by: chris kobayashi  
Organization: Individual  
Address:  
Phone:  
E-mail:  
Submitted on: 3/11/2010

**Comments:**

i support HR40. it will help to bring awareness of cacao as another diverse crop that we can grow successfully in hawaii, especially by small family farms. the value added products and festivals are another big plus to help sustain our communities. mahalo.



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

2343 Rose Street, Honolulu, HI 96819

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**TESTIMONY**

**HR 40 RECOGNIZING FEBRUARY AS "HAWAII GROWN CACAO  
MONTH"**

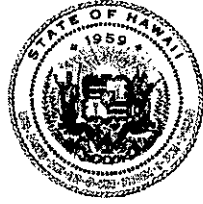
Chair Tsuji and Members of the Committee:

HFBB on behalf of our member commercial farmers and ranchers supports H.R. 40, recognizing February as Hawaii Grown Cacao Month.

Many things can grow in Hawaii. Niche crop opportunities are important to our farmers and ranchers that must constantly compete in a global market. Locally grown cacao has proven to be a valuable niche market. The popularity of cacao coupled with the mystique of Hawaii provides a tremendous opportunity for farmers. This crop is also very suited as a suitcase export, bringing new tax dollars into Hawaii.

HFBB requests your support in recognizing the growth of this new industry. Thank you for your consideration of this measure.

LINDA LINGLE  
GOVERNOR OF HAWAII



**STATE OF HAWAII  
DEPARTMENT OF LAND AND NATURAL RESOURCES**

POST OFFICE BOX 621  
HONOLULU, HAWAII 96809

**Testimony of  
LAURA H. THIELEN  
Chairperson**

**Before the House Committee on  
AGRICULTURE**

**Friday, March 11, 2010  
9:00 AM  
State Capitol, Conference Room 312**

**In consideration of  
HOUSE CONCURRENT RESOLUTION 89/HOUSE RESOLUTION 40  
RECOGNIZING FEBRUARY AS "HAWAII-GROWN CACAO MONTH"**

House Concurrent Resolution 89/House Resolution 40 recognizes February as "Hawaii-Grown Cacao Month. The Department of Land and Natural Resources (Department) supports building greater diversified agriculture in our State, and Hawaii is ideally located to capture and prosper from the opportunities from a growing cacao market. The Department favors these resolutions.

**LAURA H. THIELEN**  
CHAIRPERSON  
BOARD OF LAND AND NATURAL RESOURCES  
COMMISSION ON WATER RESOURCE MANAGEMENT

**RUSSELL Y. TSUJI**  
FIRST DEPUTY

**KEN C. KAWAHARA**  
DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES  
BOATING AND OCEAN RECREATION  
BUREAU OF CONVEYANCES  
COMMISSION ON WATER RESOURCE MANAGEMENT  
CONSERVATION AND COASTAL LANDS  
CONSERVATION AND RESOURCES ENFORCEMENT  
ENGINEERING  
FORESTRY AND WILDLIFE  
HISTORIC PRESERVATION  
KAHOOLAWE ISLAND RESERVE COMMISSION  
LAND  
STATE PARKS

We are Pamela and Robert Cooper, Owners of the Original Hawaiian Chocolate Factory and are submitting testimony in strong support of HR40 relating to Recognizing February as "Hawai'i-Grown Cacao Month". The Original Hawaiian Chocolate Factory is the only commercial tree to bar chocolate producer of 100% Hawaiian chocolate in the State of Hawaii, as well as the US. We encourage any efforts to educate and promote public awareness of the many benefits of Hawai'i-Grown cacao and chocolate through recognition by the State of Hawaii.