A BILL FOR AN ACT

RELATING TO 'ULU.

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

SECTION 1. Hawaiian breadfruit ('ulu) has a long history in Hawaii as a significant and culturally important food source. Today it is just as important, if not more, than ever before. This history includes a period during which breadfruit played a significant role in providing the annual production of millions of pounds of nutritious food that sustained the population across the islands. Research has shown that the district of Kona alone produced approximately twenty to forty million pounds of breadfruit annually on ten thousand acres of land. Breadfruit is believed to have arrived in the Hawaiian islands approximately seven hundred years ago. Since its introduction to Hawaii, breadfruit has consistently contributed to and enhanced the Hawaiian traditional diet, culture, and lifestyle. Its distinctive beauty, mythical origins, historical, cultural, religious, and social significance, and the diversity of its forms in traditional methods of food production have all contributed to the legacy of breadfruit in the Hawaiian heritage.
and culture. Then and now, breadfruit is a manifestation of Hawaii nei.

Several factors over the past decade have demonstrated that breadfruit consumption and research are growing in relevance, including the availability of large numbers of breadfruit trees, expansion of the gluten-free market, (showing value in breadfruit by-products), and increasing market movement toward locally grown food. For the first time in the technological era, breadfruit has the potential to become a major commercial crop, while remaining closely connected to traditional Hawaiian, Polynesian, Micronesian, and Melanesian values.

Hawaii is poised to be a global leader in breadfruit research and development. Significant global resources exist for breadfruit in Hawaii. These include the largest conservation effort towards increasing and maintaining breadfruit agrobiodiversity (by the National Tropical Botanical Gardens), significant product research and development by the University of Hawaii, statewide research efforts on breadfruit agronomy and cropping systems through the college of tropical agriculture and human resources, Pacific-wide relationship and development efforts through the Pacific business center program
at the Shidler school of business administration, and
cooperative development structures and processing infrastructure
as seen in the Hawaii ‘Ulu Producers Cooperative. Dozens of
other small breadfruit producers around the State make diverse
products such as chips, hummus, pies, and baking mixes.
Additionally, a growing number of restaurants, distributors, and
retail vendors are carrying breadfruit products. These are real
economic and social impacts for Hawaii, representing dozens of
jobs, local produce and products, and infrastructure for broader
agricultural development. The Hawaii ‘Ulu Producers Cooperative
has grown to represent more than seventy farmers in just two
years, hired ten employees, been a key supplier to the
department of education's 'aina pono program, and developed
processing capabilities that have expanded to include additional
crops.

More support is needed for the projected increase in
breadfruit production. A recent statewide survey indicates that
there are more than nine thousand breadfruit trees planted, with
more trees expected to be planted, yet only approximately one
thousand five hundred trees are currently productive in
commercial settings. The State commercial production of
breadfruit is expected to increase at least six-fold in the coming years. There is some investment into research and development, but additional research, outreach, and education are required to develop sustainable breadfruit production methods, postharvest handling, processing and refinement, manufacturing methods, scalable flour mill design, packaging, market product development and testing, distribution, and regional sustainable capacity for supply for breadfruit products. In order to realize breadfruit's potential as a major contributor to local food and food security, financial and ancillary support for the burgeoning industry are needed.

A conservative estimate of $2,000,000 per year of farm-gate value, e.g., two million pounds of fruit per year, is anticipated within five years, with an additional four-to-eight-fold impact on economic development coming from processing, marketing, and distribution of the fruit. The global gluten-free market was valued at $14,940,000,000 in 2016 and is expected to grow at a compound annual growth rate of 9.3 per cent from 2017 to 2025, illustrating the potential external market for breadfruit. Furthermore, the profit projected from processing and marketing the breadfruit flower as an organic
insecticide is estimated to exceed the million-dollar mark. The
breadfruit flower contains a potent natural tri-chemical
compound combination that outperforms its synthetic insecticide
competitors.

The economic potential for the processing, refinement,
packaging, and exporting of breadfruit products for the state
and national market is substantial considering the general
employment and economic benefits to the State. Furthermore, as
one of the leading breadfruit locations on the planet, Hawaii
has the opportunity to be a global leader in the research and
development of breadfruit, as the breadfruit industry grows
exponentially.

The purpose of this Act is to make an appropriation to the
University of Hawaii college of tropical agriculture and human
resources for the research, development, marketing, and
conservation of breadfruit. The University of Hawaii has
initiated a vibrant breadfruit research program that is well-
positioned to execute the objectives of this Act.

SECTION 2. There is appropriated out of the general
revenues of the State of Hawaii the sum of $ or so
much thereof as may be necessary for fiscal year 2020-2021 for
the research, development, marketing, and conservation of
breadfruit as follows:

1. Performing production-focused research for farmer
   support into essential aspects of nutrient management
   for tree performance and yield;

2. Performing processing-focused research to support
   post-processing, and the development of new breadfruit
   products;

3. Providing consumer education to aid in the continued
   growth of the market demand; and

4. Ancillary support for producers, processors, and
   consumers such as tree production, training, technical
   expertise, and consumption guides.

The sum appropriated shall be expended by the college of
 tropical agriculture and human resources at the University of
 Hawaii for the purposes of this Act.

SECTION 3. This Act shall take effect on July 1, 2020.
Report Title:
Agriculture; Breadfruit; ‘Ulu; University of Hawaii College of Tropical Agriculture and Human Resources; Appropriation

Description:
Appropriates funds for the research, development, marketing, and conservation of ‘ulu.

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