

NEIL ABERCROMBIE
Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512

LATE TESTIMONY

RUSSELL S. KOKUBUN
Chairperson, Board of Agriculture

JAMES J. NAKATANI
Deputy to the Chairperson

TESTIMONY OF RUSSELL S. KOKUBUN CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEES ON AGRICULTURE AND ECONOMIC REVITALIZATION AND BUSINESS

FRIDAY, APRIL 8, 2011
TIME 10:00 AM
CONFERENCE ROOM 312

HOUSE CONCURRENT RESOLUTION 298 REQUESTING APEC HOST COMMITTEE TO SELECT HAWAII AGRICULTURAL PRODUCTS

Chairpersons Tsuji and Awana and Members of the Committees:

Thank you for the opportunity to comment on House Concurrent Resolution No. 298 and House Resolution No. 263. These resolutions request that the Asia-Pacific Economic Cooperation (APEC) Host Committee select products unique to Hawaii that showcase Hawaii's excellence in agriculture.

The Department of Agriculture (DOA) supports these resolutions and believes that APEC is a great opportunity for agricultural companies in Hawaii to share with the rest of the world what they have to offer. This can be accomplished by using the local agricultural products in the many meals to be prepared. Fresh fruits and vegetables, tropical flowers and foliage, plus value-added products, can be displayed in the many hotels and convention center used by APEC.

Thank you for the opportunity to comment on these resolutions.

LATE TESTIMONY

April 7, 2011

To: The Honorable Representative

From: Corinne W.L. Ching

Subject: **HCR 298 and HR 263** – Requesting that the Asia-Pacific Economic Corporation host committee select products unique to Hawaii that showcase Hawaii's excellence in Agriculture

I submit testimony in **STRONG SUPPORT** of HCR 298 and HR 263 Requesting that the Asia-Pacific Economic Corporation host committee selects products unique to Hawaii that showcase Hawaii's excellence in Agriculture.

- The Asia Pacific Economic Cooperation (APEC) is the premier forum for Asia-Pacific economies to cooperate on regional trade and investment issues to support sustainable economic growth and prosperity. In November when the 23rd Annual APEC Economic Leaders' Meeting takes place here in Hawaii, we have a once in a lifetime opportunity to promote the uniqueness and quality of our local grown agricultural products.
- The growing cacao market worldwide currently generates approximately \$75 billion annually. Hawaii's unique environment and climate position it as the only state in the US that can grow cacao. Hawaii's close proximity to both Asia and the mainland United States makes it an ideal location to capture and prosper from the growing chocolate market in Asia.
- Hawaiian grown gourmet artisanal chocolate has won awards in Europe and is internationally sought. Hawaii can seize the opportunity of this growing industry by offering dignitaries of APEC Hawaii's finest agricultural products, which include local artisan confections filled with locally grown papaya, mango, lilikoi, pineapple, Ka'u orange and other popular products locally grown in Hawaii.
- The cacao industry has the potential to heighten the State's economy with a broad range of job opportunities and increase revenue from diversified agriculture. In addition, cacao has the potential to attract federal funds and possesses an 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.

Please support HCR 298 and HR 263. Mahalo for your time.

hashem2 - Dorothy

From: Malie Kai Chocolates [info@maliekai.com]
Sent: Thursday, April 07, 2011 9:40 PM
To: INTtestimony
Cc: Rep. Karen Awana
Subject: In Support of Hawaiian Chocolate for the APEC Conference

To Whom It May Concern:

My name is Nathan Sato. I am the owner of Malie Kai Chocolates of Honolulu. I would like to voice my support for Hawaii-grown chocolate being showcased at the upcoming APEC conference.

We are growing world-class chocolate here in Hawaii (most notably, on Oahu). This is not my opinion. This is the opinion of executives from prestigious chocolate companies (including Vosges, Godiva and Valrhona) who tried our Oahu-grown chocolate at the New York Fancy Food Show, and were impressed by its unique "fruity" taste. Our chocolate has also won awards at the San Francisco Chocolate Salon.

One of Hawaii's best agricultural products is, unfortunately, one of it's best kept secrets. We need to get the word out about Hawaiian chocolate. I think it has the potential to be a game-changer for Hawaiian agriculture and Hawaiian tourism. I believe cacao may eventually be Hawaii's most important agricultural crop. I also believe in a few years we will see a whole new group of visitors coming to Hawaii - people who have little interest in our traditional recreational activities, but with a keen interest in seeing how chocolate is grown and made.

Throughout the world there is a growing interest in chocolate. New health benefits of eating chocolate seem to be discovered weekly. Hawaii is the only state that can grow chocolate. We really need to take advantage of this. What could be better than to come to our beautiful islands, tour a cocoa farm, enjoy great chocolate, and relax on the beach?

In summary, I just want to say that Hawaiian chocolate is something very special. It's a unique chocolate with a unique taste grown in one of loveliest places on earth. I think it something we can all be very proud of.

Mahalo!
Nathan Sato
President

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hashem2 - Dorothy

From: Hawaii Chocolate [hawaiiichocolate@gmail.com]
Sent: Thursday, April 07, 2011 9:07 PM
To: INTtestimony
Subject: HR 263 Testimony APEC/ Hawaii Agriculture Excellence

Dear Rep Karen Awana, Chair and
Rep MArk Hashem, Vice Chair

Sweet Paradise Chocolatier would like to submit testimony for HR263 to be considered . This resolution is asking for Hawaii's excellence in Agriculture to be presented for export and trade to the Asia Pacific Cooperation. (APEC) .

Cacao products- specifically fine chocolate bars and confections made with Hawaii cacao, fruits, nuts spices and coffees are without question one of the best examples of Hawaii excellence in agriculture. The premium market for fine chocolate grows each year about 20%. While consumer demand is up, world production is down mainly due to civil unrest in many of the worlds cacao producing regions. Hawaii has a unique opportunity as the only state able to grow cacao and export a world class chocolate product.

We have an excellent Japanese tourist market that buys our chocolate confections and have been approached by high end distributors to export products to Asian countries. Hawaiian products are seen throughout Asia and elsewhere as premium products and chocolate confections not only use chocolate but many local fruit purees, spices such as vanilla and ginger, and macadamia nuts and coffee. These products have far reaching economic effects for numerous types of farmers and candy makers in Hawaii.

Our company does not currently export but would be interested to export its premium products to APEC. Thank you for your consideration of cacao products as a fine representation of Agricultural Excellence in Hawaii.

--

Melanie Boudar
Sweet Paradise Chocolatier
"The Art of Chocolate, Hawaiian Style"
Kailua, Oahu Hawaii 230-8228
Lahaina Industrial and Wailea Gateway Center, Maui
(808) 557-5358
www.sweetparadisetchocolate.com



LATE TESTIMONY

April 8, 2011

To: The Honorable Representative Karen Awana, Chair
The Honorable Representative Mark Hashem, Vice Chair
Committee on International Affairs

From: Philippe Padovani
Owner Padovani's Chocolates

Subject: HCR 298 and HR 263 – STRONG SUPPORT

Hawaii is the only state in the U.S. that can grow chocolate. We have over 100,000 acres available on the big Island for cacao cultivation; we have a stable government, and processing facilities that allow us to tap into a \$75 billion dollar global industry. Other factors that support these efforts include a \$50 million dollar Hilo based Pacific Basin Agricultural Research Center, and federal grants from the United States Department of Agriculture.

As a founder of the Hawaii regional cuisine movement I strongly support this measure. It is my hope that we can capitalize on the cultivation of chocolate and the development of greater opportunities for our State. We have an opportunity, in November when APEC comes to Hawaii, to showcase the quality of our Hawaiian grown products and promote our agricultural economy.

Respectfully,

Philippe Padovani

Padovani Chocolates
841 Bishop Street, Suite 151
Honolulu, Hawaii, 96813
(808) 536-4567
fax (808) 536-4565

From: Jessica Grant
Sent: Friday, April 08, 2011 9:31 AM
To: INTtestimony
Subject: Testimony in support of HCR 298 and HR 263

To: Representative Karen Awana, Chair and
Representative Mark Hashem, Vice Chair

From: Daniel O'Doherty

Re: Testimony in STRONG SUPPORT OF HCR 298 and HR 263

Aloha Representative Awana,

My name is Daniel O'Doherty, co-founder of Manoa Chocolate and cacao agricultural consultant, and I'm writing this testimony regarding HCR 298 to propose that Hawaiian-grown cacao products (e.g., chocolate and chocolate confections) be included as an example of Hawaiian excellence in agriculture for the dignitaries that will be attending the APEC forum. The recently growing demand for fine chocolate is indicated by the increasing number of artisanal chocolate producers around the world and suggests promise and viability for the developing cacao industry in Hawaii. Hawaii is the only state in the nation with a suitable climate for producing cacao, and chocolate made from these beans has been well received by the chocolate industry and consumers alike. The fine quality of Hawaiian cacao combined with the nearly universal consumer appeal of Hawaii allow these beans to command an exceptional price on the national and international market when compared to other cacao origins. Hawaii is often viewed as a Western gateway to Asia and is ideally positioned to distribute cacao products into countries represented in the APEC forum. For these reasons, presentation of Hawaiian chocolate at the forum would foster the development of this incipient industry while simultaneously showcasing a novel and superior product that would well represent agricultural excellence in the state.

Regards,
Daniel O'Doherty



Daniel O'Doherty
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