

JAN 23 2014

A BILL FOR AN ACT

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

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

1 SECTION 1. Ulu, as it is named in Hawaiian, was one of the
2 few subsistence plants the Polynesians brought with them when
3 they sailed to the Hawaiian islands. Ulu's mythical origins,
4 its fame in history, and its immense usefulness to islanders
5 have made the tree an immortal symbol of Hawaii nei. Breadfruit
6 reached the Hawaiian islands near the year 750, and over the
7 centuries made significant contributions to the Hawaiians'
8 survival and lifestyle.

9 Ulu breadfruit has potential to become a major crop in
10 Hawaii. Currently, research is underway into the processes that
11 will assure a thorough analysis and testing of the breadfruit
12 flour product to validate breadfruit production methods and
13 techniques, harvest, and drying; food science processing and
14 refinement; manufacturing, product packaging, and export; market
15 tracking and food distribution networking; employment; and
16 ancillary economic impact and infrastructure installation and
17 operations. Sales strategies include sending samples to



1 FoodSource GHC Robinson for selective product testing among its
2 clientele that includes Sub Way, Whole Foods, and Trader Joe's.

3 The ulu breadfruit is a gluten free product that, within
4 the context of the projected demand for gluten free products at
5 a conservative \$6,600,000,000 for the United States market by
6 2017, could potentially be an agricultural boom crop for Hawaii.
7 For example, gluten free noodles using breadfruit flour is a
8 huge market of which university food scientist are keenly aware.
9 There is the potential for a regional system whereby the United
10 States Pacific territories become sub regional hubs and the
11 outer spokes to Hawaii which will be the main pacific hub for
12 specialized refinement, processing, packaging and exporter to
13 the mainland market. The ulu breadfruit is also a means to
14 achieve food sustainability since the plant is a food staple
15 like taro.

16 It important that the ulu breadfruit that comes out of
17 Hawaii has a cultural sense of balance in terms of the
18 sacredness, as ulu has a story of life that is the basis of many
19 Pacific island stories and belief systems.

20 The agency primarily responsible for research, development,
21 and marketing of the ulu breadfruit is the agribusiness
22 development corporation, which is authorized under section



1 163D-4(a)(11), Hawaii Revised Statutes, to "[c]arry out
 2 specialized programs designed to develop new markets for Hawaii
 3 agricultural products", and under section 163D-4(a)(6), Hawaii
 4 Revised Statutes, to "[c]arry out surveys, research, and
 5 investigations into technological, business, financial, consumer
 6 trends, and other aspects of agricultural production in the
 7 national and international community".

8 The purpose of this Act is to make an appropriation for the
 9 research, development, and marketing of the ulu breadfruit.

10 SECTION 2. There is appropriated out of the general
 11 revenues of the State of Hawaii the sum of \$500,000 or so much
 12 thereof as may be necessary for fiscal year 2014-2015 for
 13 research, development, and marketing of the ulu breadfruit.

14 The sum appropriated shall be expended by the agribusiness
 15 development corporation for the purposes of this Act.

16 SECTION 3. This Act shall take effect on July 1, 2014.

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INTRODUCED BY:

Malene Pan
Gilbert Keolu

S.B. NO. 3023

Report Title:

Agriculture; Ulu Breadfruit; Appropriation

Description:

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

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