

## **Hawaii Chocolate Meeting**

Wednesday, September 28 from 9:30 a.m. – 4 p.m.  
Room 325, State Capital Bldg, Beretania, Park underground  
(Revised 9/26/11)

- 9:30 a.m. Meet and greet with coffee and light breakfast
- Welcome and introductions
  - Legislative Update, Representative Corrine Ching
- 10:30 a.m. Cacao industry Survey – H.C. (Skip) Bittenbender
- Discussion
- 11:30 a.m. Hawaii State Cacao Variety Trials Project Update -- Dan O’Doherty, UH CTAHR Research Assistant
- Noon – 1 p.m. Lunch provided by Amy Hammond, Hawaii Chocolate Festival
- 1 p.m. Cacao Task Force Status Report -- Representative Corrine Ching
- 1:30 p.m. Hawaii Chocolate Festival Event Recap -- Amy Hammond
- 2:00 p.m. Hawaiian Grown Chocolate Month 2012 -- Amy Hammond
- 2:15 p.m. Is it time to form the Hawaii Chocolate Association? – H.C. (Skip) Bittenbender
- 3:45 p.m. Summary of the day -- H.C. (Skip) Bittenbender
- Organizers: Amy Hammond, Special Events Hawaii, Inc./Hawaii Chocolate Festival Coordinator  
H.C. (Skip) Bittenbender, CTAHR  
Madel Estrada, Philippine Fulbright Scholar at CTAHR
- Facilitator: H.C. (Skip) Bittenbender, CTAHR
- Host: Amy Hammond, Special Events Hawaii, Inc./Hawaii Chocolate Festival Coordinator

## Attendees

Amy Hammond, Special Events Hawaii, Hawaii Chocolate festival organizer,  
specialeventshawaii@juno.com>

HC "Skip" Bittenbender, CTAHR, Cacao specialist  
hcbitt@hawaii.edu

Rep. Corinne Ching, chocolate advocate in Legislature  
repching@Capitol.hawaii.gov

Ma. Delpha Estrada, Fulbright Scholar from Philippines in Cacao  
md\_salting@yahoo.com

Seneca Klassen, Kokoleka O' Ka Aina, cacao farmer and chocolatier  
seneca@kokachocolate.com

Mike Conway, Dole Foods, Waialua Chocolate  
Michael.Conway@Dole.com

Derek Lanter, Dole Foods, Waialua Chocolate  
Derek.Lanter@dole.com

Melanie Boudar, Sweet Paradise, chocolatier  
hawaiiichocolate@gmail.com

Amber McClure, Moloa'a Bay Coffee (and cacao), farmer  
moloaaJohn@yahoo.com

Dan O'Doherty, CTAHR Hawaii Statewide Cacao Trial  
odoherty@hawaii.edu

Francine and Robert Frost, Hana Gold, cacao farmers  
frost.francine@ymail.com

Nathan and Miki Sato, Maile Kai Chocolate, owners  
info@maliekai.com

Victor Renachan, USMA LLC, export/importer  
vrenchan@hotmail.com

Virginia Douglas, Security Basics,  
Vdouglas22@hotmail.com

Nat Bletter, Madre Chocolate, chocolatier

Gini Choobua, cacao farmer  
gini.choobua@hawaiiantel.net

Sukwah Grace Lin, Sozo International  
sukwahlin@gmail.com

## **Participants Expectations of a successful meeting.**

Develop plan for industry.

Help to grow this industry. Vision of a chocolate boom in Hawaii and increased economic development.

Be a part of the an excited group to inspire, organized , becoming a force n the community for this crop.

An assessment of the Hawaii cacao industry.

The beginning of an organization for the cacao/ chocolate industry.

We need an organization and better marketing.

We have reached critical mass to form a industry organization.

Need to develop a 5 year plan to get this new industry for Hawaii.

Hawaii has unique growing conditions but maintenance quality is very important for everyone at all points of the process.

Hope to see more cohesion in the group, sustainability, resulting in more Hawaii-grown chocolate being used.

By communicating about the Hawaii State-wide Cacao trial we hope to get the industry to come together.

Be able to interact with group to learn production procedures.

Hear what others are doing.

Listen and contribute my perspective.

Hope we discuss quality, exports, safe procedures for importing foreign beans.

Sell Hawaii chocolates to farmers' market

### **Legislative Update by Rep. Corrine Ching**

Cacao can help preserve open space and agriculture lands. It has had its ups and downs but today is moving forward and taking root. It's the best investment in agriculture in Hawaii today, because cacao and chocolate have very diverse uses and many employment opportunities.

After several resolutions have been passed; the Cacao Task Force was developed to investigate the issues. The first Hawaii Chocolate Festival was held this year and February 2011 was named Chocolate Month.

We have all the players here to make the industry grow. Increase awareness in state will promote the product.

If the cacao industry becomes organized then come to the legislature and ask for assistance. I can help you identify the decision-makers. You need an organization or at least a network so your issues can be articulated to the legislature.

APEC (Asia-Pacific Economic Cooperation) event is opportunity to get investors, to open new markets, Asia is growth market for chocolate.

### **Hawaii Chocolate Festival 2011 recap – Amy Hammond, organizer**

Hawaiian Chocolate Festival.com

She presented a video of the event which generated much media support and numerous articles in magazines.

2012 Chocolate Festival is Feb. 25 (Saturday) at Dole Cannery.

Emphasis is Hawaii-grown chocolate.

Hawaiian Airlines produced a Hawaii Chocolate video for Hawaii-bound flights that is very good and can be downloaded.

Hawaii Chocolate Month is February 2011, a bill needs to be passed to make this permanent.

Haleiwa Cacao Festival is January 29, 2012 (Sunday)

**Results of 2011 Cacao production and issues survey by HC Bittenbender (CTAHR) and Ma. Delpha Estrada (Fulbright scholar from Philippine Coconut Authority).**

### **Discussion afterwards**

What are the free publications available to help farmers?

- Cacao by Prakash Hebbar, HC Bittenbender, and Daniel O'Doherty, 2011, available from [www.agroforestry.net](http://www.agroforestry.net) , email: [hcbitt@hawaii.edu](mailto:hcbitt@hawaii.edu)
- Cacao and Chocolate Arthur Knapp 1920. Available from [www.gutenberg.org/](http://www.gutenberg.org/) or [hcbitt@hawaii.edu](mailto:hcbitt@hawaii.edu)

- Cacao production from CATIE

### Other concerns

Reliable farm labor is a concern on Maui and Kauai.

Planting under shade uses less water but full sun growth is faster and higher yield if managed well with adequate fertilizer and water.

Wind is major issue in full sun plantings.

Various soils have inherent nutritional resources. Old sugar soils may be quite depleted but soils in forests may be higher. Cacao leaf litter will help fertilize as it builds bit fertilize early or before planting on poor soils.

Limited areas on all islands are good for fermentation and drying- hot, dry, windy.

Set up communal fermentaries on each island and provide training to use them.

Small fermentation 'heaps' ( 1 ft<sup>3</sup> are difficult to manage. To avoid this problem farm should be about 5 acres to assure adequate amount of beans for standard size 'heaps' 4- 6 ft<sup>3</sup>. Or buy fresh seed or pods like the Original Hawaiian Chocolate Factory ( Coopers, Kona) does.

What variety do I have?

Virtually all orchards are seedlings of mixed genetic background due the introduction of elite germplasm from Asian research stations in the mid- 1980's. However contact the USDA genetic analysis laboratory in Beltsville, [Lyndel.Meinhardt@ARS.USDA.gov](mailto:Lyndel.Meinhardt@ARS.USDA.gov) and request to send leaves for analysis.

**Hawaii Statewide Cacao Trial 2011 Update presented by Dan O'Doherty**

**What do we do next ?**

We have a statewide festival. Let's do more local ones.

Form a chocolate organization. Amy Hammond already registered several potential web names and organization names . She is ready to help to the next level.

How will we fund new association? Grants, dues, self assessments, sponsorships.

**Benefits of an organization**

Some one to look out for the interests of the cacao / chocolate industry.

Hawaii coffee industry shows parallels such as branding, legislation, relationships with legislators, and government agencies.

Dealing with all things chocolate.

Defining Made in Hawaii Chocolate, Hawaii-grown chocolate.

Rotating of the Hawaii Chocolate Festival throughout the state.

Legislature efforts can be coordinated better, help with networking.

Group purchase. Shipping, equipment discounts.

Setting standards for cacao, chocolate, labeling, expectations for quality.

Provide central point (clearinghouse) for information in and out of Hawaii and industry members on production, promotion, markets for Hawaii Chocolate.

Get Hawaii government endorsements, trade marks, origin marks.

Identifying and disseminate promising varieties.

Attracting investors to the industry.

Important regulations for safety of the industry.

Guiding the development of island processing

Educating Hawaii consumers about costs.

Connecting farmers with processors and chocolatiers, sellers to buyers.

States that the Hawaii chocolate industry is serious and professional.

Creating demand for Hawaii chocolate.

Truth in labeling legislation.

Networking or sales.

Networking via the international chocolate trade magazines.

**Who should be in the Hawaii Chocolate Association ?**

Should be an organization that vertically (tree to bar) and horizontally ( Big Island to Kauai) .

Growers , chocolatiers, anyone making something with chocolate.

Including importers of chocolate whether or not use Hawaii-grown chocolate like Menehune mac, Big Island Candy.

Non- Hawaii companies particularly those who use our products like E. Guittard Co.

Affiliate memberships , friends of chocolate.

**What type of organization**

501 C3 or C5 or C6 .

Cooperative or association- check with Tim O'Connell with USDA Farm Services

**Show of hands to form a organizing committee**

12 a majority of people present

**Organizing Committee**

By self nomination- Amy Hammond, Skip Bittenbender, Melanie Boudar, Mike Conway, Nat Bletter.

Bittenbender will organize a meeting by mid October with possibility of computer video conferencing.

**Tentative name**

**Hawaii Chocolate Association**

**Other issue**

Are nibs safe to eat? There is a salmonella bacteria paper on TheChocolateLife.com .

What happened to Kona Chocolate Festival? Under new management scheduled for Oct. 15, 2011 at Keahou Beach Hotel.

**Evaluation**

**+ We liked**

Food  
Venue  
Cooperation of attendees  
Capturing viewpoints  
Interaction with others in the group  
Collective, positive energy  
Facilitator  
Ability to network  
Became aware of what is happening  
Decorations  
Legislator present  
Democratic nature of the meeting

**Δ We should change next time.**

More available parking  
More chocolate  
Cover more farm issues  
Interisland, interactive connection , Skype??  
Shorter meeting  
Post meeting tour of something chocolate.  
Everyone bring chocolate