



ULU

UNIVERSITY OF HAWAII

PACIFIC BUSINESS CENTER PROGRAM

PACIFIC REGION BREADFRUIT INITIATIVE (PRBI)

2015 RISING VOICES BOULDER COLORADO

CELEBRITY POWER POINT PRESENTATION

SANTA FE, NEW MEXICO - OCT 30

**SOME MAN MADE
DISASTERS ARE MORE
APPARENT THEN OTHERS**

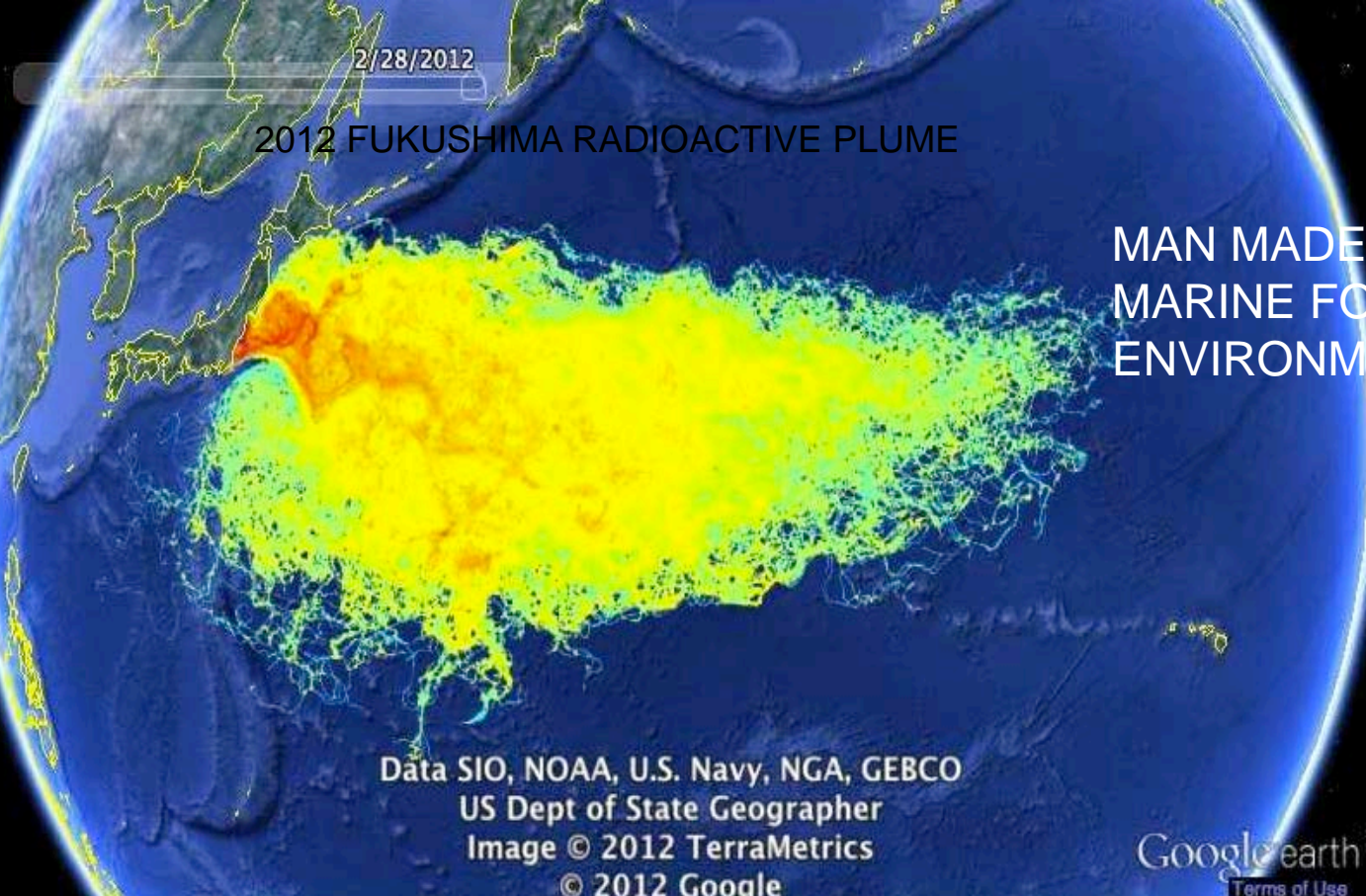


MARSHALL ISLANDS



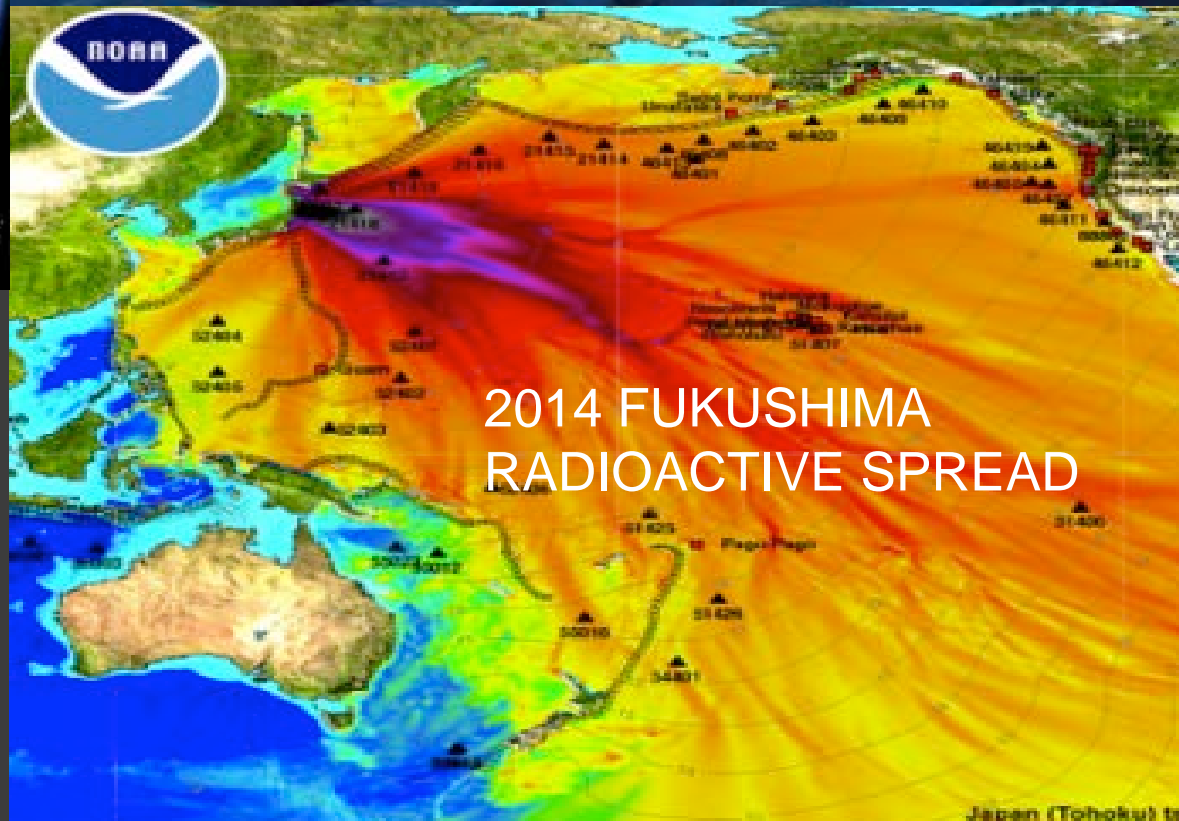
2/28/2012

2012 FUKUSHIMA RADIOACTIVE PLUME

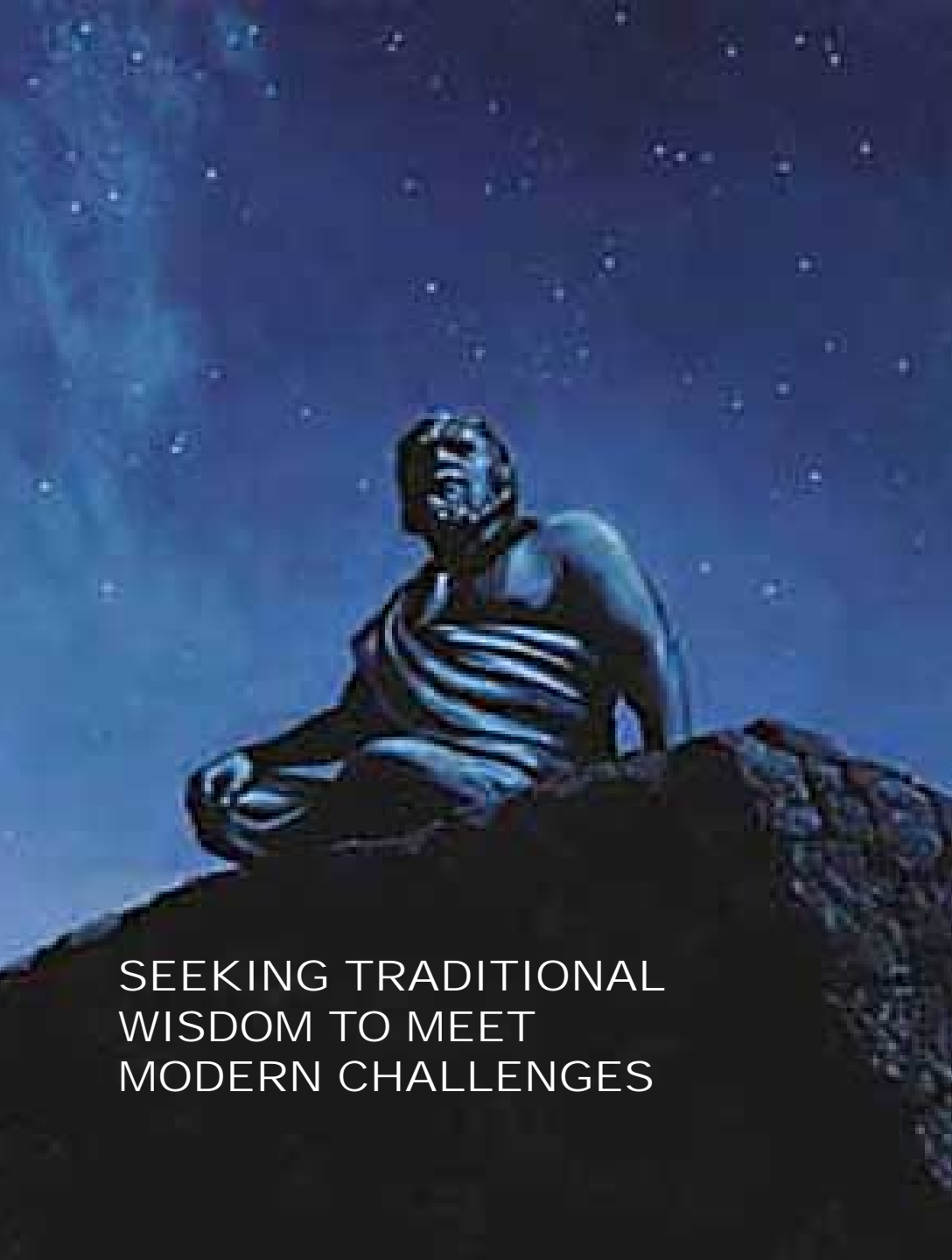


Data SIO, NOAA, U.S. Navy, NGA, GEBCO
 US Dept of State Geographer
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MAN MADE DISASTERS AND IMPACT ON MARINE FOOD RESOURCES AND ENVIRONMENT



2014 FUKUSHIMA RADIOACTIVE SPREAD



SEEKING TRADITIONAL
WISDOM TO MEET
MODERN CHALLENGES

BACK TO THE FUTURE: MODERN SCIENCE REAFFIRMS ANCIENT KNOWLEDGE OF THE BREADFRUIT



DR. ALVIN HUANG
UH PROFESSOR FOOD SCIENCE



DR DIANE RAGONE DIRECTOR,
BREADFRUIT INSITUTUE



DR. SUSAN MURCH
DEVELOPED PROPAGATION
METHOD FOR BREADFRUIT

BREAK THROUGH IN BREADFRUIT RESEARCH: (REAFFIRMING ANCIENT WISDOM)

IMPLICATIONS FOR SELF RELIANCE, HEALTH, ENVIRONMENT,
COMMUNITY/VILLAGE BASED ECONOMIC DEVELOPMENT &

SUSTAINABILITY



HEALTH: MAIN REASON FOR HIGH GLUTEN FREE PRODUCT DEMAND

Market Size

THE GUACAMOLE BACON SIX DOLLAR BURGER™

DESCRIPTION: Pack our delicious 100% Black Angus beef patty, fresh guacamole, bacon and fixings in a fresh lettuce wrap for a delectable, gluten-free meal.

HOW TO ORDER: Order the Guacamole Bacon Six Dollar Burger™, Lettuce Wrap.

Download the GLUTEN-FREE* IT Coupon >

LOW CARB IT. VEG IT. GLUTEN-FREE* IT.



- The gluten in grain attacks the intestines and can cause severe damage.
- Gluten is a protein found in wheat, barley, and rye. Some celiac disease experts warn patients to steer clear of oats, as well.
- Gluten free has now become part of a healthy lifestyle.
- Gluten-filled foods BEING REPLACED with Starch-and-simple-sugar-laden substitutes.



BREADFRUIT FLOUR BREAKTHROUGH



DR. ALVIN HUANG
UH PROFESSOR FOOD SCIENCE



UNIVERSITY OF
HAWAII

A breakthrough in Gluten-Free food products has been accomplished by *incorporating breadfruit flour as an important component.*

The invention capitalizes on the unique compatibility between breadfruit flour and coconut cream, a known fact among Pacific Islanders for centuries.



BREADFRUIT BY PRODUCT

UNIVERSITY OF MISSISSIPPI
NATIONAL CENTER FOR PRODUCTS
RESEARCH,
USDA Agricultural Research
Service, US DEPART OF DEFENSE-
Deployed War Fighter Research
Program



THE FLOWER OF THE BREADFRUIT
CONTAINS COMPOUNDS MORE POTENT
THEN DEET, THE LEADING MOSQUITO
REPELLENT ON THE MARKET.



BREADFRUIT BY
PRODUCT



BREADFRUIT SAP. 100% LATEX

- ◆ BIODEGRADABLE
PLASTIC RESEARCH
WITH IOWA STATE
UNIVERSITY



REGIONAL SUPPLY

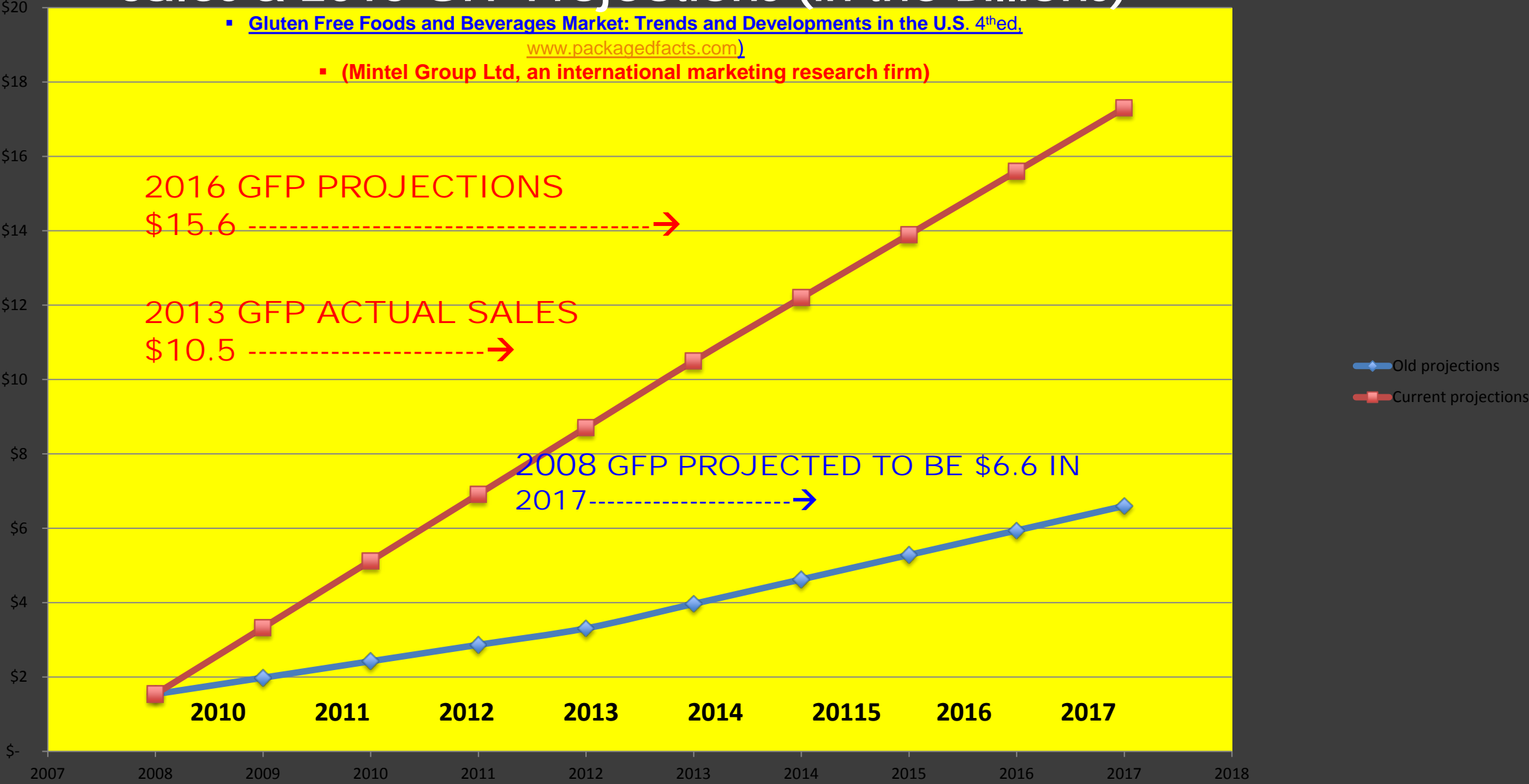
- Breadfruit tree propagation in the thousands per month

- PLANT TO HARVEST REDUCED BY 50%



3 YEAR OLD TREE

Gluten Free Product (GFP) Actual 2013 Sales & 2016 GFP Projections (in the Billions)



BREADFRUIT PRODUCT MARKET TESTING 2015



BREADFRUIT
PRODUCTS



Retail Solutions



Product Development



Grower Connection

Supply Chain Solutions

Specializes in global supply chains, worldwide transportation services, produce sourcing, and payment services.

OVER \$10.3 Billion in Total revenues annually since 2012. Employs 8,350 employees in over 230 offices

Conducts business in 25 countries



Food Safety



Organics

Client Logo Sheet



CH ROBINSON



PACIFIC REGIONAL SUPPLY CHAIN STRATEGY

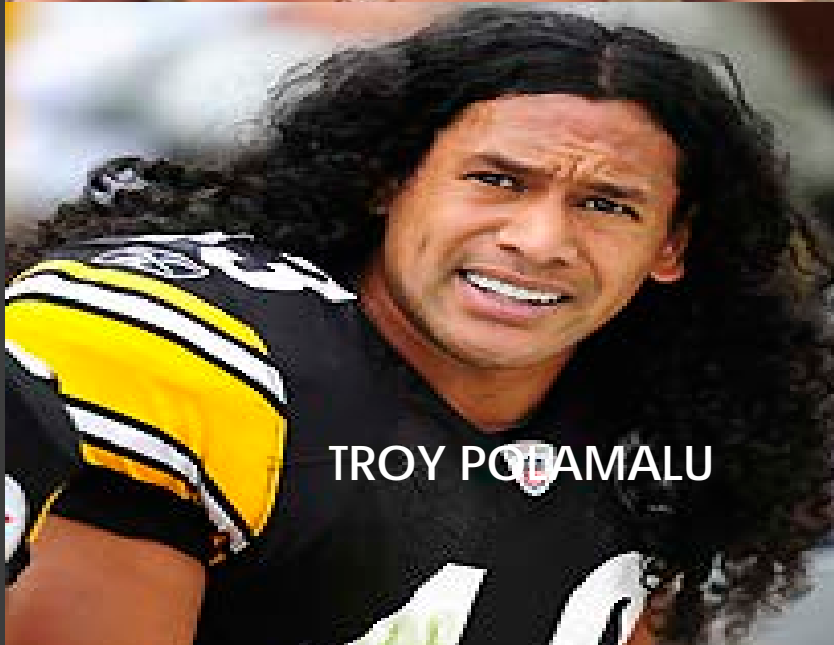
*NO ONE ISLAND JURISDICTION CAN MEET THE MINIMUM SUPPLY ASSURANCE OF 300,000 TONS OF BREADFRUIT FLOUR A WEEK.
'THE ISLAND JURISDICTIONS MUST WORK TOGETHER'*

MARKETING: PROMOTIONS BY PACIFIC CELEBRITIES

Celebrity Chefs, Professional Athletes, Actors, Pacific Islanders recruited for marketing promotion.



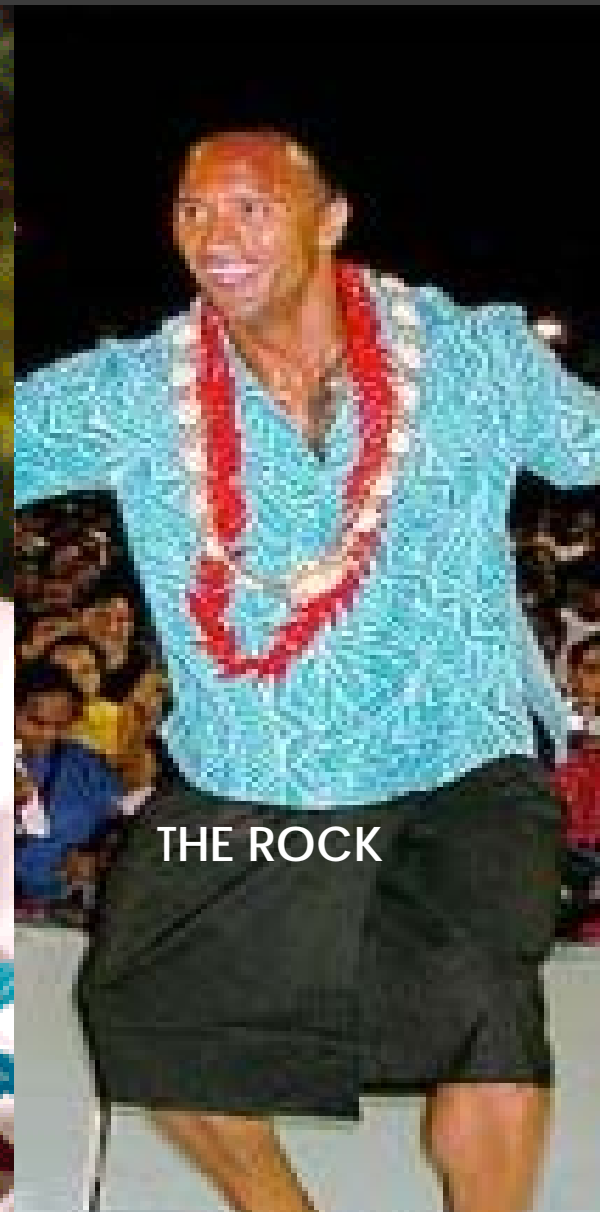
- JASON
- MOMOA



TROY POLAMALU

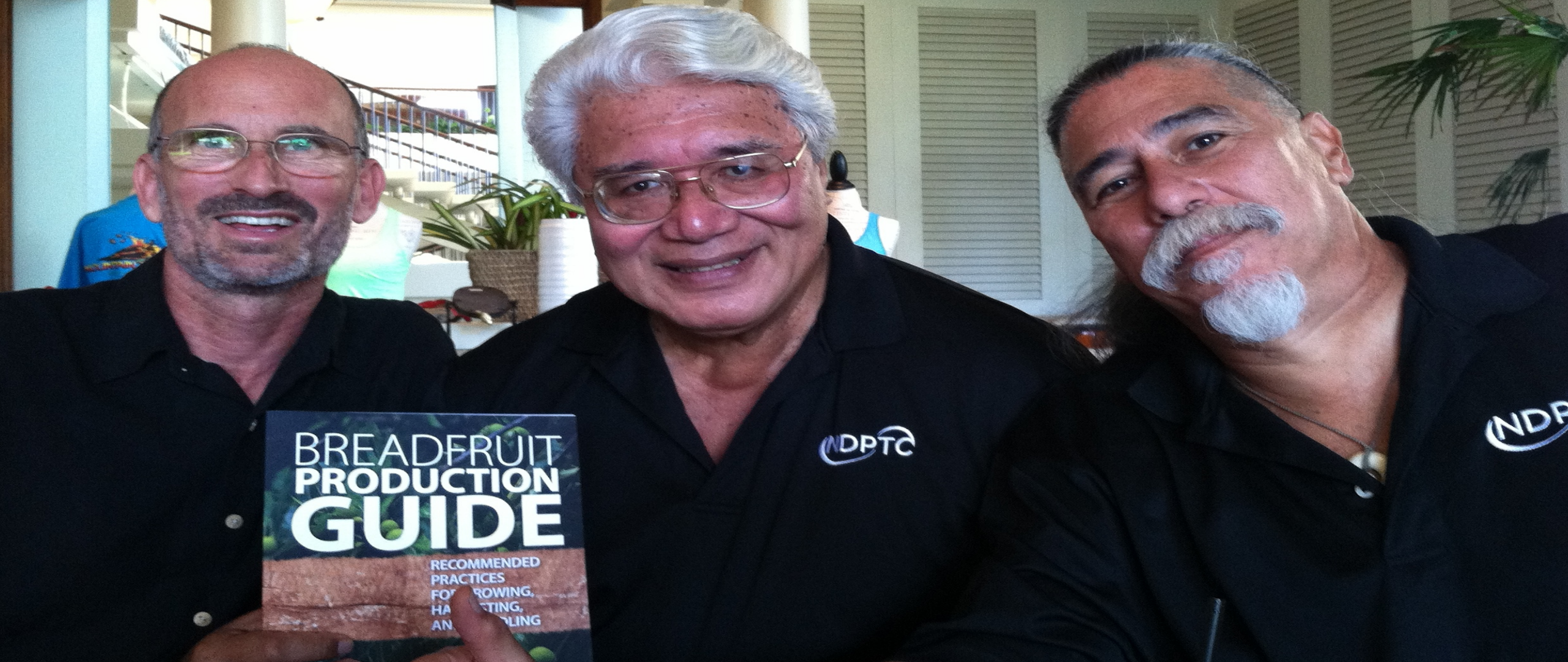


SAM



THE ROCK

ALOHA



**BREADFRUIT
PRODUCTION
GUIDE**
RECOMMENDED
PRACTICES
FOR GROWING,
HARVESTING,
AND PROCESSING

NDPTC

NDR