

Coconut Emoji Submission
To: Unicode Emoji Consortium
From: Heikki Luukkonen
Date: 30.09.2016



Abstract

I am requesting the addition of a coconut (*Cocos nucifera*) emoji to the Unicode Emojis. Coconut is a versatile ingredient grown and enjoyed over the world, which for now has not had an emoji of its own.

Factors for inclusion

A) Compatibility

I am not aware of any compatibility factors that would or would not necessitate the need for a coconut emoji.

B) Expected level of usage

Frequency

The five top coconut producing countries are Indonesia, Philippines, India, Brazil, and Sri Lanka, which alone have a combined population of 1,821 billion people. Coconuts are grown in over 90 countries, and although Asia is the main coconut producing continent, notable amounts of coconuts are also grown in South America, Africa and Oceania. Coconut, coconut milk, coconut oil, coconut water and coconut sugar are eaten and used throughout the world. Coconut milk, for example, is one the staple milks for vegetarians, and an essential part of Thai, Malaysian, Filipino, Singaporean and Indonesian cuisines¹.

Coconuts are also culturally relevant in many cultures, but especially among Hindus, who use coconut in many of their religious rituals².

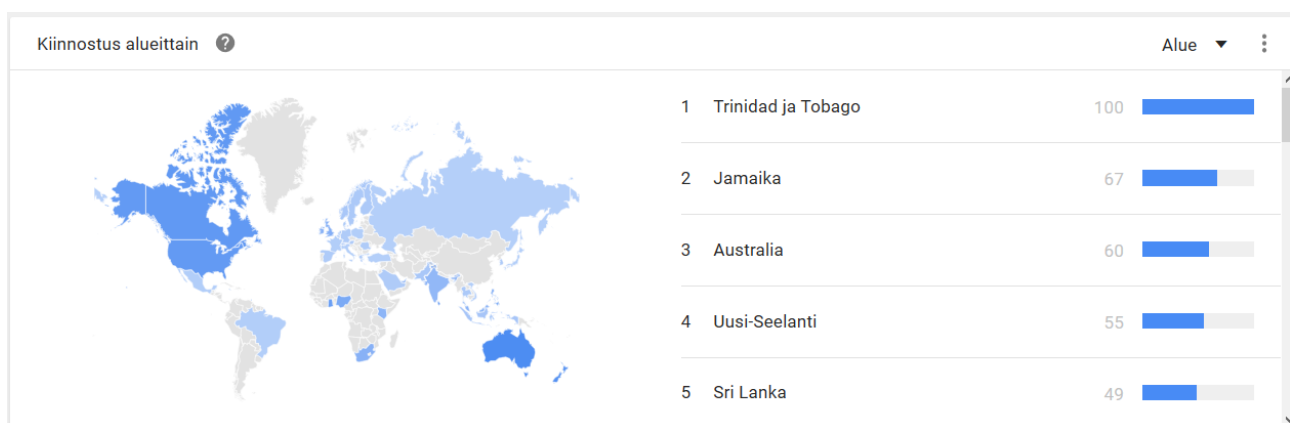
1 https://en.wikipedia.org/wiki/List_of_dishes_using_coconut_milk

2 http://hinduism.about.com/od/artculture/a/symbolism_rituals.htm



Kuva 1: Coconut search frequency (Food & Drink, 5 years). Source: Google Trends

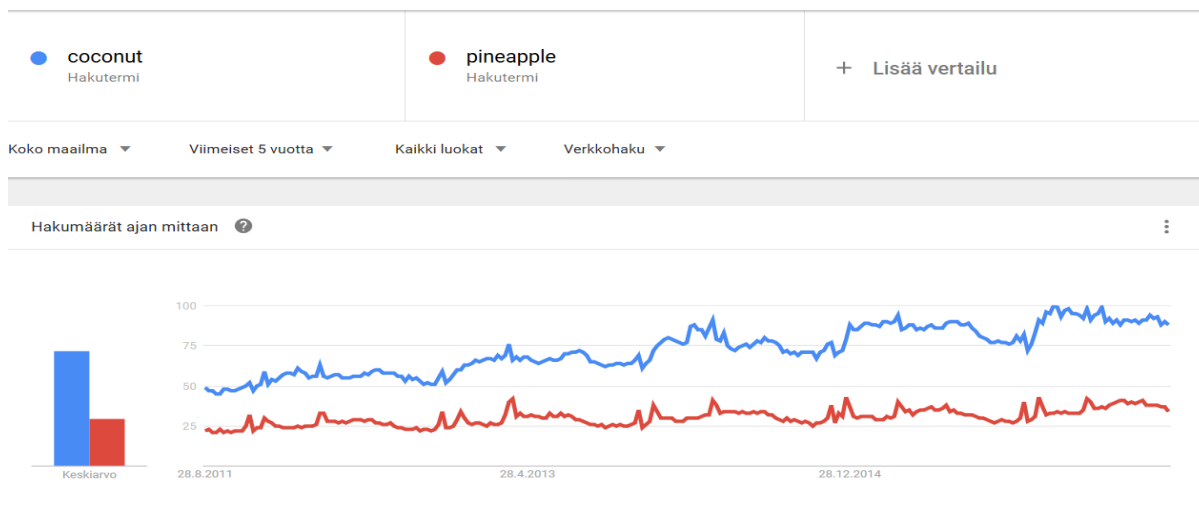
As the Picture 1 indicates, coconut has been trending high during the last five years in the Food & Drink category, and the graph has been rising slowly but steadily over the years.



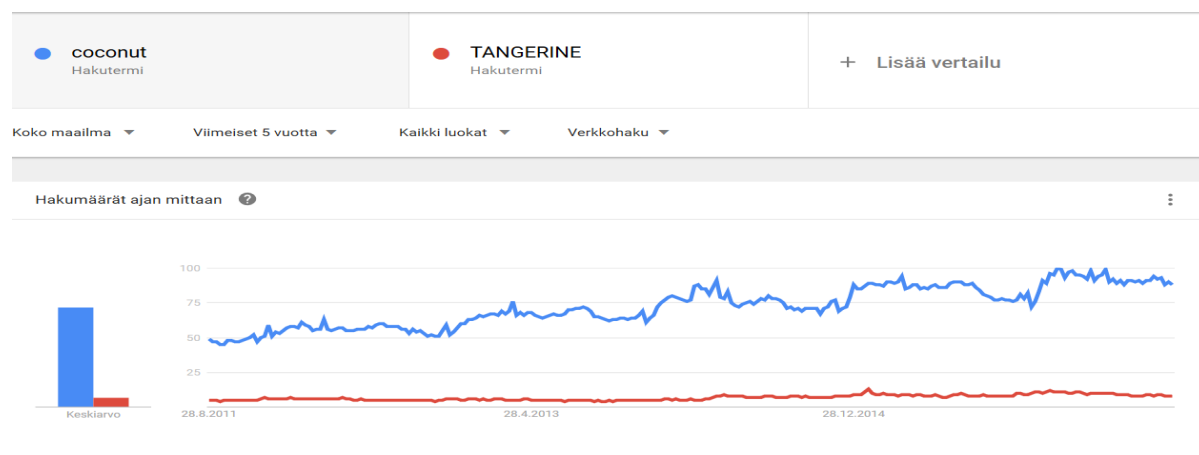
Kuva 2: Interest per area. Source: Google Trends

Image 2 shows interest per area, indicating, that there is worldwide demand for coconuts. I believe this search is the most sensitive for different language variants for coconuts, so it is likely, that the

Images 3, 4 and 5 found below would suggest, that a coconut emoji might be much more used than Pineapple, Tangerine and Pear, all of which already have an emoji of their own.



Kuva 3: Coconut vs Pineapple. Source: Google Trends



Kuva 4: Coconut vs Tangerine. Source: Google Trends



Kuva 5: Kuva 5: Coconut vs Pear. Source: Google Trends

Multiple usage

While coconut is not a widely used euphemism for anything, there is certain symbolism often attached to it. Since it is grown mainly in tropical climates, it can, for its part, convey exoticism. In addition to that, cracking open a coconut is a metaphor for solving a problem, as illustrated by e.g. the 1953 Looney Toons cartoon³. The question “How to open a coconut” yields almost 38 million hits on Google. As the proposed emoji would portray a halved coconut, it could be used as a symbol for a solved problem.

Existing emojis that would work well with the proposed coconut emoji would be e.g. U+1F95B Glass of milk (→ coconut milk), U+1F379 Tropical drink + U+1F34D Pineapple (→ Pinã Colada), U+1F334 Palm Tree + U+1F915 Face with head-bandage (→ Getting hit in your head) and of course U+1F459 Bikini (→ coconut bikini⁴)

Also, one cannot talk about coconuts and their cultural heritage without mentioning the iconic use of coconuts as made famous by the legendary Monty Python.⁵ Thus the coconut emoji would supplement all of the equestrian emojis for well versed fans of British humour.

C) Image Distinctiveness

Although there are two nut Unicode nut emojis already, they are quite different from the proposed halved coconut. Unhalved coconut might look similar to an unhalved kiwi, but since the kiwi emoji too has a halved kiwi, there is no risk of confusion.

D) Completeness

The list of food items is too numerous to be completed, so a coconut emoji would be just one of many food emojis. However, it is a multi-purpose edible item loved by millions, so adding it would serve the purpose.

3 <http://www.dailymotion.com/video/x3uahrh>

4 http://blog.mlive.com/advancenewspapers_news/2008/02/medium_PolarBears.jpg

5 <https://www.youtube.com/watch?v=zqtS9xyl0f4>

E) Frequently requested

One can find requests for a coconut emoji via Google, but I cannot say how frequent they are. I do not know of petitions for it.

[coconut | Official Apple Support Communities](https://discussions.apple.com/thread/7556851?start=0&tstart=0)
<https://discussions.apple.com/thread/7556851?start=0&tstart=0> ▼ Käännä tämä sivu
9.5.2016 - Could you please create a coconut emoji? ... You are not talking to apple by posting here, therefore nobody here can create any emoji. Also ...

[im in love with the coco *why is there no coconut emoji* | summer ...](https://www.pinterest.com/pin/327003622921298603/)
<https://www.pinterest.com/pin/327003622921298603/> ▼ Käännä tämä sivu
im in love with the coco *why is there no coconut emoji* | See more about Im In Love, In Love and Coconut.

Factors for exclusion

F) Overly specific

The coconut emoji would not be overly specific even though it represents a single type of food item.

G) Open ended

While it is true that there is a countless number of food items currently lacking an emoji of their own, I believe I have provided sufficient evidence in the Factors for inclusion -chapter for the need for coconut emoji, and I would argue, that a coconut is more deserving of a emoji than some of the current food emojis.

H) Already represented

The two existing nut emojis can not be really used to represent coconut, even if paired with Palm Tree emoji. While The Palm tree emoji and Tropical Drink can be used to convey the tropical connotations of coconut by themselves as well, they are not applicable in the culinary sense.

I) Logos, brands, UI icons, Signage, Specific People, Deities

Not applicable.

J) Transient

The popularity of different ingredients and diets will surely change over time, but I believe the coconut will hold its ground. As shown in image 1 earlier, the interest in coconut has been on the rise for the last five years, and it also started from a relatively high level. Coconut was introduced to parts of the world where it is not grown already some 60 years ago or so it has transitioned from a novelty to a staple multiple-use food ingredient in many parts of the world. Even if a trendy coconut oil is superseded by some other type of fat, there are still numerous uses for coconut ensuring the emoji will not lose its meaning.

Proposed emoji



This black and white emoji is drawn by myself, and is public domain. A colored version might look something like this:



Image made by fi3ur.

Source: <http://www.iconarchive.com/show/fruitsalad-icons-by-fi3ur/coconut-icon.html>,

Freeware

Emojis showing both halves of the coconut might be viable too for person with better graphical design skills.