

The U.S. Market for Hemp Products

Hemp is sweeping the U.S. market. The hemp lifestyle is now available to mainstream consumers who are eating, wearing, bathing in, beautifying with, writing on, and even driving in hemp products.

To highlight just a few companies: Deborah Lindquist, Bono's Edun, Patagonia, Adidas and Nike are all making hemp apparel and accessories. Dr. Bronner's Magic Soaps, Alterna, The Body Shop and Burt's Bees are all selling hemp body care products and cosmetics. Nature's Path, Nutiva, ALPSNACK, French Meadow Bakery, Living Harvest, Manitoba Harvest and Ruth's Hemp Foods are all producing delicious hemp foods. The TODAY Show declared hemp to be the "hot new food trend" of 2007. Toyota, Audi, Porsche, Chrysler, Dodge, Ford, Cadillac, Saturn, Jeep, Mercedes, BMW, Saab, Mitsubishi, Volkswagen and Volvo all use hemp fiber-based interior panels in their vehicles.

The North American hemp market is currently estimated to be over \$360 million in annual retail sales, growing at approximately 10% per year, with hemp foods accounting for \$20-33 million and growing at up to 65% per year.



Still, industrial hemp cannot be fully utilized without a domestic supply. It is very unlikely that hemp will be widely used in construction or for fuel until U.S. farmers win back the right to grow industrial hemp.



To get involved, please visit our Web site:
www.VoteHemp.com

CONTRIBUTE TO VOTE HEMP!

Get a free DVD of the fantastic documentary "Hemp and the Rule of Law" when you make a donation of just \$45 to support our ongoing efforts, such as our Farmers Fund, or check out the other gifts available to contributors at different levels on our Web site. Vote Hemp is a 501(c)4 non-profit organization, and donations are not tax-deductible. To make a tax-deductible donation to our affiliated educational foundation, please contact contribute@VoteHemp.com.

Contribute using your credit card online
via our secure server at:
www.VoteHemp.com/contribute.php

Or, you can mail a check to:
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hempinfo@VoteHemp.com



EDUCATION
LEGISLATION
ADVOCACY

"The greatest service which can be rendered any country is to add a useful plant to its culture."
- Thomas Jefferson

"Make the most you can of the Indian hemp seed and sow it everywhere."
- George Washington



Photo: MarriKane.com

Help us bring hemp farming
back to America!



Vote Hemp: The Leading Advocate for Industrial Hemp Farming

Vote Hemp is a national, single-issue, non-profit advocacy group founded in 2000 by members of the hemp industry to remove barriers to industrial hemp farming in the U.S. through education, legislation and advocacy. We work to build grassroots support for hemp through voter education, registration and mobilization, as well as defend against any new laws, regulations or policies that would prohibit or restrict hemp trade.

Education

Since its inception, Vote Hemp has generated hundreds of news articles, opinion pieces, editorials and television segments that have helped to educate the public on the need for domestic industrial hemp farming.

In 2007, Vote Hemp hired Zogby International, a top U.S. political polling firm, to conduct a poll of California voters on their opinions about industrial hemp. The results were impressive: **a total of 71% supported changing state law to allow farmers to grow hemp, including 46% who strongly supported the change.** This mirrored the Vote Hemp/Zogby national poll conducted in 2003 which showed at least **66% of likely voters supported allowing U.S. farmers to grow industrial hemp.**

For more information, go to:
www.VoteHemp.com/education

Legislation

As of 2009, 28 states have considered industrial hemp farming, 15 states have passed pro-hemp laws or resolutions, and 8 states have removed barriers in state law to the production of industrial hemp for research or commercial use.

In 2005, Vote Hemp reached a major milestone. For the first time, a

federal bill was introduced that would recognize farmers' rights to grow industrial hemp by defining hemp as distinct from marijuana and allowing the states to regulate it as they choose. "The Industrial Hemp Farming Act" was reintroduced in both 2007 and 2009 and continues to gather co-sponsors.

For more information, go to:
www.VoteHemp.com/legislation

Advocacy

In 2004, Vote Hemp achieved a major victory in a lawsuit filed on behalf of the Hemp Industries Association against the U.S. Drug Enforcement Administration (DEA). The court struck down a DEA rule purporting to ban foods made with industrial hemp, concluding, "Congress knew what it was doing, and its intent to exclude non-psychoactive hemp from regulation is entirely clear."

Vote Hemp is working to extend that ruling to industrial hemp farming. In 2007, we filed a lawsuit on behalf of two farmers in North Dakota, Rep. David Monson and Wayne Hauge. The lawsuit was the culmination of more than 10 years of industrial hemp advocacy in North Dakota, including an intense year of negotiations between former North Dakota Agriculture Commissioner Roger Johnson and the DEA. If we are successful, the courts will recognize and affirm states' rights to regulate industrial hemp farming within their own borders without federal interference.

For more information, go to:
www.VoteHemp.com/advocacy



Roger Johnson
Former North Dakota
Agriculture Commissioner

"North Dakota has been able to play a leading role in legalizing the production and processing of industrial hemp in the U.S., thanks in large part to the assistance and support of Vote Hemp. We have depended on their advice and advocacy to develop rules for industrial hemp production and issue the first state licenses to grow industrial hemp - and to help bring an end to the senseless federal prohibition of a valuable crop. Vote Hemp is a very credible, professional organization that provides a valuable service."

Did You Know?

- ▶ The U.S. is the only industrialized nation in the world that prohibits hemp cultivation, due to the DEA's refusal to distinguish between low-THC *Cannabis* (hemp, or oilseed and fiber varieties) and high-THC *Cannabis* (marijuana, or drug varieties).
- ▶ Hemp is low in THC (delta-9 tetrahydrocannabinol), high in CBD (cannabidiol), and can't be used as or converted into a recreational drug.
- ▶ Consuming hemp foods will not result in a false positive on a drug test. (See www.TestPledge.com.)
- ▶ Hemp seed oil contains the highest and most-balanced levels of essential fatty acids (EFAs, omega-3 and omega-6) of any seed oil and provides SDA and GLA.
- ▶ Hemp seed is high in protein and contains all essential amino acids.
- ▶ The recently-revived global hemp market is a thriving commercial success. In 2008, retail sales of hemp products in North America reached over \$360 million, with hemp food sales accounting for \$20-33 million of that.
- ▶ Unlike kenaf or other alternative fiber and biomass crops, industrial hemp can be grown at almost any latitude and under a wide variety of climate and soil conditions.
- ▶ Hemp stalks (cellulose) can be converted to biomass energy, and hemp oil can be converted to diesel fuel. A "hemp car" has crossed North America running on 100% hemp fuel.
- ▶ Hemp fiber is the longest and most durable natural fiber on earth.
- ▶ Paper made from hemp never yellows and lasts for hundreds of years.
- ▶ As a rotational crop, hemp naturally suppresses weeds and returns nitrogen back to the soil, helping to condition it. Rotating hemp with soybeans leads to a dramatic reduction of cyst nematodes (a destructive soil pest with few cures) without any chemical input.



Photo: Ben Anderman