



Hemp TODAY

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Voice of the Global Hemp Industries



BUILDING HEMP'S FUTURE

Investment needed to prepare for a prosperous industry, says **Hana Gabrielova**, CEO of Hempoint

Pharma Hemp

Deep roots and a passion for quality

Big Hemp Tent

USA market will be 'Unstoppable,' says NoCo Expo founder



HEMP 2020 FOOD & Health

Summit Series • The Naklo Foundation • Lelów, Poland • Oct. 21-22, 2016

The Summit is an opportunity for current and future industry stakeholders to get up close and personal as we survey the vast opportunities in hemp food and health products worldwide, and explore investment and business opportunities together.

What we'll explore

- Supply & demand in a market poised for fast growth
- Hemp industry market models & local economic development
- Nutritional and health values of hemp foods
- The hemp food markets: Breadth and depth
- Organic vs. conventional hemp farming
- Cultivation, processing & production technology.
- B2B and B2C Communications – making everything happen at once
- Corporate Social Responsibility and the hemp industry

Why hemp?

- The demand for hemp in Europe is currently double the supply on the continent
- CBD's high-earning growth potential as a medical remedy
- USA primed for hemp food & health products, as market opens up
- Europe's maturing market; where hemp is legal up and down the value chain
- Growing demand in Canada for organically produced hemp
- China hemp restructuring while India moves rapidly to reintroduce hemp

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Only 20 invitations are being extended, to:

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- **Investors**
- **Municipal authorities**
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- **Environmentalists**
- **Policy makers**
- **Researchers**

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Author & entrepreneur; the original "Hemp Nut" USA



Hana Gabrielova
Founder & owner, Hempoint Czech Republic



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Hemp TODAY

**Special Edition:
World Hemp
Congress 2016**



Cover story:

‘We desperately need to build the infrastructure’
The HempToday Interview: Hana Gabrielova 12

Features

Slovenia’s hemp future may be in unique, organic products 6
 Founder sees a ‘full role’ for GHC around the world..... 7
 Pharma Hemp’s deep roots, and passion for quality 8
 Tiny Estonia has tripled its hemp fields since 2014 14
 ‘Holistic view’ brings hemp’s value proposition into focus..... 15
 NoCo Expo founder sees US hemp industry as ‘unstoppable’..... 16
 Strong lobby pushing India’s sleeping giant to wake up 18
 Entrepreneur looks to hemp to rebuild post-quake Nepal 20
 Counting on hemp to save Morocco’s High Central Rif 22

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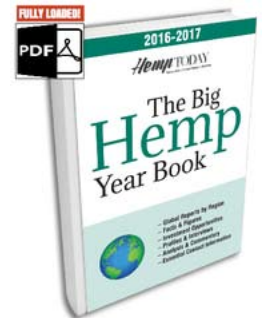
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HempToday is dedicated to the rediscovery of an ancient tradition: the use of the versatile hemp plant in everything from medicine and food to cosmetics, building materials and biocomposites for end products such as automotive parts -- and the promise these hemp sectors hold for economic development and cleaning up the planet. From farm to factory to market, HempToday’s mission is to reflect the dynamics of a legacy industry revolutionizing itself, and staking a claim to the future -- the news, the policy and politics, the latest research and knowhow, the companies and, most importantly, the people -- the scientists, entrepreneurs and innovators who are leading the hemp revolution.

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- Your firm’s listing in our **Directories** of the leading global hemp organizations and firms. We compile our directories through external submissions, researching sources in the public domain, personal communication with potential HT members and recommendations of current members -- all in an effort to engage progressive hemp firms and industry leaders to fulfill **our mission** to help fuel the hemp revolution.



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If you’ve got a story to tell we want to help you tell it. We’ll actually talk to you and help you begin to shape your image in industry circles. Have a question about hemp? If you do, chances are that other HempToday subscribers want the answer too. We’ve used this collaborative approach to gathering and distributing information to help many individual companies, and to raise the water for the entire industry.

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Looking for a niche

Slovenia's future may be in unique, organic products

Tiny Slovenia's hemp future may ride on uniting the domestic industry to build up unique, organic value-added products for international export, local market observers say.

"The Slovenian hemp market and hemp agriculture are very fragmented and small compared to most other EU countries," said Majda Robič, CEO of the Slovenian-based World Hemp Congress. "The market is still in the process of being organized but Slovenes are characterized by the fact that we have the widest range of different hemp products in the EU, and we're increasing production of hemp annually."

Hemp is an historic crop in Slovenia from back in the days when the country was part of Yugoslavia -- one of the biggest producers of hemp in the world in the period immediately following World War II. Since Slovenian hemp farming sprouted back into existence following the nation's ascension to the European Union in 2004, total fields under the crop have gradually grown to surpass the 1,000-hectare mark this year, roughly double the area planted in 2015 when about 600 hectares went under hemp. Meanwhile, the number of farmers filing applications to plant hemp grows steadily year on year, the government has noted, citing growing interest in both cultivation and processing.

Those trends reflect, in part, critical legal developments that took place in spring 2015 when Slovenia's agriculture ministry set clearer regulations allowing for hemp food production -- four years after advocacy for regulatory reform got under way in 2011.

"Most of the issues regarding hemp legislation in Slovenia are resolved," Robič said. "There are just some legislative details still being worked out among governmental departments."

Before 2015, while a gray market existed, mainstream hemp products on the Slovenian consumer market were based on imported raw materials.

Under the current regime, those wishing to cultivate low-THC (less than 0.2%, as per EU regulations) must receive a license from the government.

As the market has developed, both Slovenian hemp marketers and consumers have shown interest in a wide range of products -- from textiles to food; from hemp-fiber insulation material to



Hemp is an historic crop in Slovenia, celebrated at traditional planting and harvesting festivals

hemp-based bio-plastics, with the fastest growing interest in recent years being in cannabidiol (CBD), which shows promise in a wide range of health applications. For example, the Herbalists Association of Pomurje is currently researching different varieties of herbs and cannabis for CBD, Robič noted.

The breadth of the domestic industry is also reflected by a growing number of innovative companies, institutes and initiatives which are studying hemp for a wide range of applications, Robič said.

"We (WHC) saw what a great opportunity it could be to cooperate with the largest institutes whose projects include those involving major Slovenian hospitals and pharmaceutical firms," said Robič, who noted the federal government is providing funding for the studies -- the first time the state has financed a project specifically focused on hemp.

With an agricultural sector in which the average farm is less than 8 ha., Slovenian hemp, to advance, will need to focus on high-quality, boutique and aggressively marketed products in a national branding framework that capitalizes on the ideas of quality and uniqueness, Robič suggested.

"As a small country, we see an opportunity to create unique and healthy organic products -- and this organic growing for top-quality hemp and herb crops is expanding," she noted.

As that expansion continues, the nation's predominantly small farms will by necessity need to be highly specialized in order that they be economically feasible -- with the valuable hemp plant offering an attractive possibility.

"Our country is very inclined towards self-sustainability and the economic model should be based on the superior quality of organic hemp products, which will be of interest to the foreign market. More and more hemp industry players are committing themselves to this concept," Robič said.

But proponents also see a potential fit with Slovenia's growing number of eco-tourism resorts. "Tourism in Slovenia is fairly underdeveloped, and as such, the country is ideal for the development of small eco-tourism resorts that are well-designed and maintain an environmentally friendly approach," Robič said.

Finally, efforts are also under way in Slovenia to preserve native seed varieties -- possible due to a handful of hemp enthusiasts who've kept the varieties alive down through the years. Slovenian growers see a day when these local varieties -- important to Slovenian agriculture history as well as for their genetic diversity; and highly suitable to the Slovenian climate -- will again be grown along with the imported varieties now being cultivated.

A Global Vision

Founder sees a 'full role' for WHC around the world



Majda Robić, CEO and founder of Slovenia-based World Hemp Congress

Majda Robić is the CEO of and founder of the Slovenia-based World Hemp Congress. A certified NGO lobbyist, she holds a master's degree in EU lobbying and works to connect hemp and herbs growers through large agricultural purchasing systems. She leads Slovenian Ministry of Agriculture professional teams focused on the development of Slovenian hemp, and the country's largest Association of Herbalists, with more than 2,260 members.

HempToday: Tell us what World Hemp Congress does in a nutshell?

Majda Robić: We work to help develop hemp policy and legislation. Our team strives to help set clear regulations and advance the global hemp economy by coordinating international and national projects around the world.

HT: Give us an idea of some of the international activities in which WHC has been involved.

MR: We consulted and supported an initiative in Russia on legal issues and genetically modified food. That got a lot of response through our social media channels. We've also worked with the Indian Industrial Hemp Association and this year joined with Japan's First Lady Matsuzaki Ake at the Kyoto Hemp Forum. We also work with contacts in China, which is in the process of restructuring its hemp industry, and we've worked with

Malaysia's royal family to build public support for hemp in their country.

We also put our voice behind hemp industry initiatives in the USA, where our message reached the highest levels of the government.

Our network is constantly growing as attendees from more and more countries and important international and national country organizations come to the Congress. We're proud that we've managed to connect global leaders in hemp development and we begin to take a full role in creating a global vision for the industry.

HT: What about your team's work with the European Union?

MR: If you look around the world, you see that the European Union countries are really leading and guiding many aspects of hemp development. The WHC team interfaces with the EU Parliament, and it's important to note that hemp's promise for the environment gets strong support from from Janez Potočnik, a Slovenian who previously served as the EU Commissioner for Environment, with whom we've worked as well.

HT: Where does the World Hemp Congress and your team's work go from here?

MR: We'll continue to work toward modernizing the industry and guiding it in the right direction in this critical

moment of development, working with world-leading experts on a number of international projects. We'll be doing everything we can to bring more and more individual victories country by country and globally.

HT: And your general outlook for hemp in the future?

MR: With hemp's potential to create a wide range of ecological products, it's sure to become one of the most prominent, widely grown and processed agricultural plants. As the industry continues to open up it will bring more and more economic promise. We especially see organic hemp as having a great future in many sectors of the economy, and in meeting global climate change challenges. I see hemp as having incredible application to innovative eco projects that will not only help the environment but also improve people's health.

HT: Do you have a favorite hemp memory?

MR: We'll never forget that when we joined our voices to the hemp initiative in the United States by sending an email directly to the White House, President Obama thanked us before the U.S. public. That is seared in my memory. authoritative advocate in the federal and global legalization of hemp.

Pharma Hemp's deep roots

A focus on quality, innovation from field to farm

After years of struggling to monitor violent seizures brought on by Dravet Syndrome, the parents of Slovenian teen Nika turned to a CBD product from Slovenian firm Pharma Hemp. Since that time Nika's seizures, which occurred every 7-14 days, have eased by 20 percent, her parents say.

Nika was diagnosed with the affliction, technically referred to as Severe Myoclonic Epilepsy of Infancy, at six months of age, leading to nearly 14 years of worry and a constant need for close monitoring by her family.

CBD: Therapeutic path

While her father has learned to recognize tell-tale signs leading up to an epileptic episode, each one is still a terrifying event. "It's a generalized type of seizure that lasts for about a minute and a half to two minutes," her father said. "It's like a gunshot it happens so suddenly."

Progress with Nika's relief, thanks to CBD drops from Pharma Hemp, continues to be closely monitored by a circle that includes company representatives, doctors and Nika's family, which has chosen a therapeutic path in which dosage is gradually being pushed up, her father said.

Meanwhile, Pharma Hemp continues to probe CBD's promise to improve the quality of life for those who suffer seizures such as Nika's, as well as its potential other health benefits, said Andrej Sušnik, Pharma Hemp's Chief Executive.

Tight quality control

"We really put a tight focus on quality control and bringing to market the absolute most healthy products," Sušnik said, noting Pharma Hemp CBD products are absent any residual solvents -- clearly distinguishing them from other CBD products on the market. The quality is achieved, in part, by the company's significant investment in third-party laboratory analyses. "The most important thing is to deliver exactly what we are claiming to," Sušnik said of the firm's CBD oil, which is extracted from 100% organically-grown and hand-picked hemp from fields in Slovenia and Croatia. The oils are derived from a supercritical CO2 extraction process that brings the highest quality, Sušnik said.

Pharma Hemp's roots go back to 1965 when Sušnik Cosmetics was founded by



"We really put a tight focus on quality control and bringing to market the absolute most healthy products."

– Andre Sušnik, Chief Executive

Pharma Hemp d.o.o.

Origins: Founded 1965 as Sušnik Cosmetics

Headquarters: Ljubljana, Slovenia

Profile: Producers of a range of CBD and hemp-oil based health and beauty products.

Edge: More than 20 years experience in hemp research and product development. Early mover in the CBD markets.

Online: www.pharmahemp.si

Neža and Jožef Sušnik, Andrej's parents. After developing into one of Slovenia's most successful health and beauty products firms through the 1990s -- and a generational change in the family business -- the company was transformed into Pharma Hemp as it began to probe industrial hemp, coming out with a line of hemp-based cosmetics in 1997. Seven years later, Pharma Hemp launched Extravaganja, a line of natural skin care products made from cold-pressed hemp oil that are highly competitive in Slovenia's current-day cosmetics sub-sectors.

QC from field to shelf

Further innovation came in 2014 when the company set up a field-to-shelf value chain in which it contracted directly with farmers to produce flowers exclusively for Pharma Hemp CBD products under tightly controlled quality guidelines for every step of the process. The company also contracts with scientists who are constantly developing and researching CBD, Sušnik said.

The R&D has led to the company's most recent product, a water soluble CBD solution high in bioavailability and CBD absorption. The company is also developing a new line of cosmetic products based on CBD-oil -- spurred by medical research that's proven CBD to be an essential nutrient for the skin.



Our history, in a bottle

With more than 50 years experience in the chemistry of consumer goods, and more than a decade researching and developing industrial hemp-based health and beauty products, it was only natural that we would arrive at a CBD oil of the highest quality.



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30ml Units

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1% CBD (300mg)
2% CBD (600mg)
3% CBD (900mg)



CBD Drops
10ml Units

Assortment:
3% CBD (300mg)
4% CBD (400mg)
5% CBD (500mg)
10% CBD (1-00mg)



CBD Golden Amber Paste
5ml Units

Four grades of CBD content in a precise dispenser



Building Hemp's Future

Despite market hiccup, investment needed to prepare for a prosperous hemp future

Hana Gabrielova is CEO, Hempoint Ltd., one of Europe's pioneering and most innovative hemp food companies. Hana is a widely recognized expert and consultant on everything from hemp farming to patient focused certification (PFC) for medical cannabis, through her affiliation with the Prague-based International Cannabis and Cannabinoids Institute.

HempToday: You've been around hemp for a long time. What's your analysis of the current situation with hemp food. The European Industrial Hemp Association (EIHA) has predicted fast growth for Europe and beyond. Are you feeling it at Hempoint? What does the market look like now from your perspective?

Hana Gabrielova: I agree with EIHA that the Euro hemp food market is growing and this will not stop. But we're still importing around half the seed needed in Europe from China and Canada, which is not environmentally sustainable over long term. So there is obvious demand for locally produced seed across the Europe.

The recent crash in the CBD market had a really negative influence on the European market and its financial stability. Unfortunately, that's blocked the needed investment in infrastructure and temporarily stopped the growth of Europe's hemp fields, which before that were nicely expanding.

Despite the current slowdown, and for the future, we desperately need to build the infrastructure to be able to harvest and process growing amounts of the crop.

HT: What does the current legal environment look like for the hemp industry? What advances need to be made in this respect?

HG: In many countries sales of hemp foods is still not legal or is in a grey area. That's due to the fact that the market growth was so fast and so big that governments were not flexible enough to react in a positive way. So we're still

missing the necessary clinical proof and regulations which will fully, and legally, open those markets. Standards and quality control in production are key to getting this legislation in place. Without a focus on that we're not able to produce the products legally in all EU countries because there are no EU-wide guidelines set for THC levels in food products. This is a big problem for all hemp industry players. Some countries are more progressive than others at the national level so the products are more or less accepted. But with zero tolerance products for THC in food in many places -- because of antiquated laws and attitudes toward hemp, and a lack of EU guidance -- it's not always easy to put hemp products on the market.

HT: You mentioned the CBD market crash -- that was mainly brought on after the U.S. Food & Drug Administration warned some CBD marketers in the USA last year about dubious health claims they were making on their products; this really hit the Euro materials suppliers hard. Where does that situation stand now? What effect did the drop in demand from USA have on fields planted this year?

HG: Well, some farmers didn't sow hemp this year because they have stocks of hemp flowers piled up from last year's harvest. Those who did plant put in less hemp because of the instability on the market. The discussion about imports of hemp extract to the USA from Europe is still open. In Europe we are trying

to open the discussion with European Commission but this is a process which can take years. Farmers and others in the hemp industry need to better organize themselves to pressure the EC to do something to advance hemp. Lawmakers still need to be educated about hemp so they can create responsible, progressive laws to support the industry's growth.

HT: As you mentioned, there's also an imbalance in the situation regarding hemp seed in Europe, where imports from as far away as China and Canada are required to cover at least 50% of demand. Doesn't that represent a real market opportunity for certified seed growers?

HG: Of course it's a great place to start. And Europe should grow hemp for her needs first. But again, we need infrastructure to be able to do it. Farmers need to be educated. Governments need to be educated.

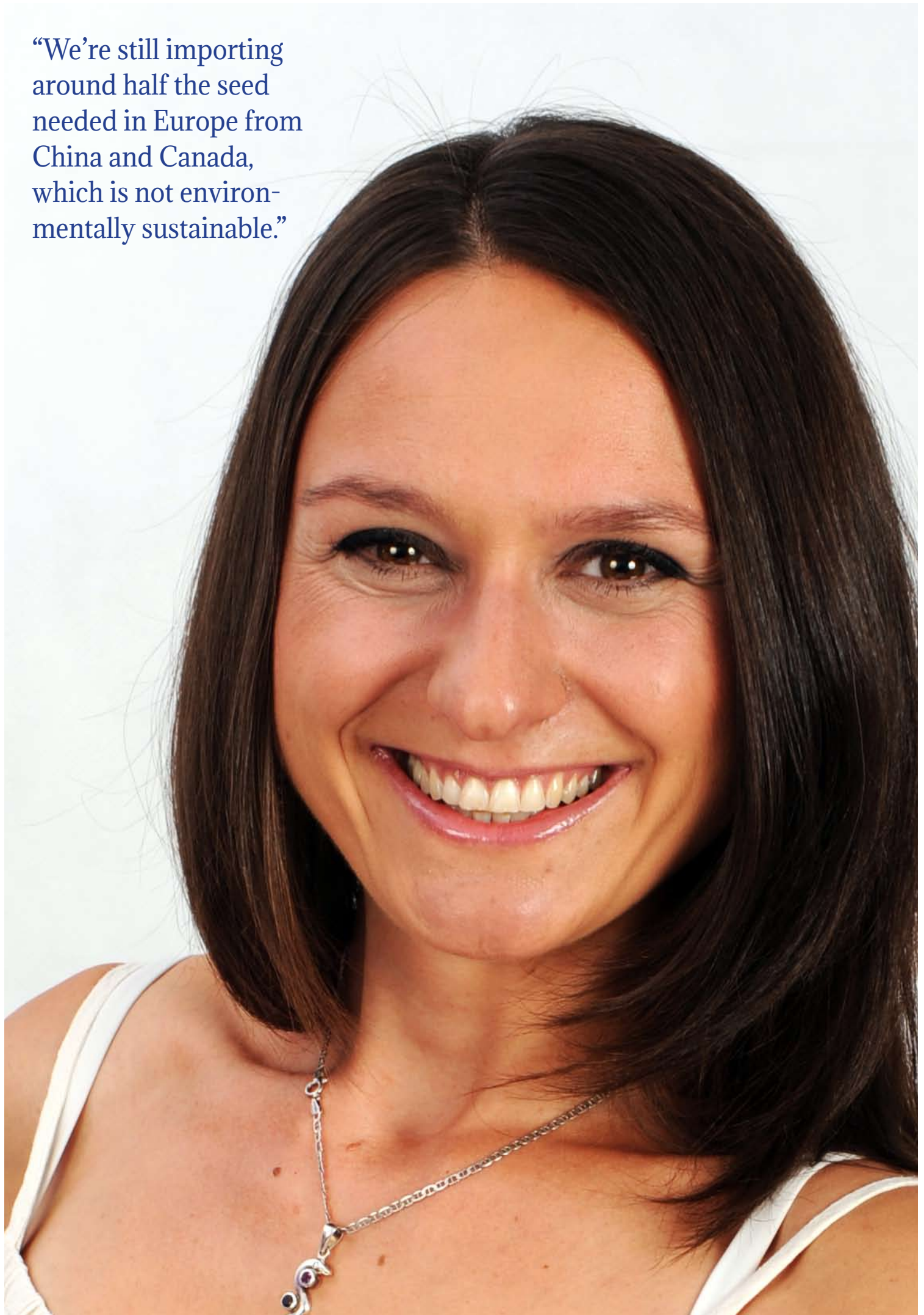
HT: Your work with the International Cannabis and Cannabinoid Institute (ICCI) is centered on Patient Focused Certification (PFC). What does that mean? What are the overall goals of ICCI's PFC initiative?

HG: The concept of PFC started with Americans for Safe Access, an NGO working to provide high-standard cannabis to those suffering from different illnesses in the USA. PFC audits growers and manufacturing and distribution operations to ensure that their processes deliver safe medical cannabis. The goal is to make sure that the whole chain of production is closely controlled in order to ensure the products are safe for humans.

HT: What other issues is ICCI addressing? What are the organization's other key initiatives and goals?

HG: ICCI also works on meta analysis regarding clinical studies of cannabis

“We’re still importing around half the seed needed in Europe from China and Canada, which is not environmentally sustainable.”



The HempToday Interview: Hana Gabrielova

-- to continue the process of discovery regarding the many positive benefits the plant offers. The Institute has a strong working background in data analysis that can yield very important conclusions. ICCI is also connected to many research institutions and universities which participate in new clinical trials and studies that can speed up the process of getting cannabis into the medicinal mainstream.

HT: How do you see hemp fitting in as an engine for economic development?

HG: This is the most powerful argument for developing the hemp industry, but we need to grow big amounts of hemp to fully realize its potential to positively impact the economy -- and human health. Why are we still importing other materials that could be replaced by hemp? Hemp can give us everything from paper -- which will reduce deforestation -- to healthy buildings with lower energy consumption. It's a proven material for producing bio-plastics instead of the petroleum-based plastics we now use, and which create a huge environmental problem. Eating hemp foods can prolong our lives and save our health.

More importantly, hemp is perfect as a component in local economic develop-

ment. It can help revive the small, agrarian economic model if we set up systems in which the hemp is grown, processed and used as close to the fields as possible. It could create a vast number of jobs. But we have to overcome the mentality that comes from 55 years of prohibition. That limits the economic development hemp promises -- and it still leaves hemp with a cloud over it because of the drug war that made people think of hemp and marijuana as the same thing.

HT: What's your analysis of the current market for certified organic hemp products shaping up? Is there a growing demand for organic hemp products in Europe?

HG: I would like to see all hemp food production made organic. The reason is simple. Hemp is often planted for phytoremediation -- as a method of cleaning up polluted land. That means as it grows it's absorbing heavy metals, pesticides, etc. from the earth. So if we want to eat healthy hemp food, it should not be grown in a conventional way because it's difficult or even impossible to ensure the highest quality. This is why the demand for organic seeds is growing much faster

than the demand for conventional seeds.

HT: What will Hempoint look like five years from now?

HG: I see a big need for more research and education in hemp, so my strategy is to develop the company in that direction. There are still so many questions which haven't been answered. I'm planning to start further PhD studies this autumn at Mendel University in Brno, where they're researching all forms of cannabis intently, to further expand my knowledge and to take my knowledge into their program.

HT: What would be your advice to a young entrepreneur who is interested in starting a hemp business?

HG: Study it first, and study it deeply. Then go to work at a hemp farm even if you have to do it as a volunteer. Get close to hemp products by eating hemp food, and wearing clothing made of hemp materials; attend some of the great hemp building seminars that are out there. Share your experience with others and spread the word. Then think about what you like to do, your background and how you could build a hemp business based on your skills, strengths and interests.



Our longtime experience with lime, made it possible to develop hempcrete formulations with performance beyond expectations. Crucial for hempcrete is the finish: our products have been developed to even improve the qualities of hemp-lime.



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Packing a Punch

Tiny Estonia has tripled its hemp fields since 2014



Estonian agro traders ATC moved into hemp farming this year with big plans to turn out straw, food, building materials, seed and oils, said Asso Mägi, the firm's

owner. ATC has 100 ha under hemp in its first year of planting the crop.

The company plans to tap into the growing global demand for hemp by adding to the mix of other grains it trades on the domestic and export market. Estimates are that Estonian farmers planted 2,300-2,500 ha in hemp during spring 2016, more than tripling the 700 ha planted in 2014. That means the country's hemp farming industry is already punching well above its weight in Europe. But this is despite what Mägi describes as a general lack of recognition of the plant.

"Most people in Estonia don't know anything about hemp. They don't know

"Most people in Estonia don't know anything about hemp"

– Asso Mägi, ATC agro traders

what we can make from hemp seed and from fiber," Mägi said, noting medical hemp is technically legal in Estonia but generally goes unprescribed because "hemp is a very sensitive issue in Estonia" where laws governing high-THC marijuana are strictly enforced.

Hemp does have a history in Estonia where it's mostly grown in the south along with flax. "We even have a village called Kanepi (Estonian for hemp) in the south-east part of the country," Mägi noted.

While farming grows, hemp process-

ing is just getting started in Estonia, with a maximum of 20 tons being churned out domestically by small family businesses that make primarily food oil. Most seed grown in the country is for export, Mägi said.

Mägi's plans include growing hemp to be processed for food oil while using the the leftover green matter to make hempseed cake for dairy cows, in which hemp has proven to improve both milk quality and output. His firm will also look to develop hemp straw as animal feed.

But as a bulk trader, he said hemp is also for the broader grain and feed markets, especially considering relatively low grain prices. He said Estonian farms are well equipped with harvesting machines that can clear the crop from the field.

Already recognizing Estonia's potential, Lithuanian firm Agropro is growing hemp on 900 ha in the country which they will process in their own factory in Lithuania.

‘Holistic view’ brings hemp’s value proposition into focus

Ian Pritchett is managing director at Greencore Construction Ltd. in the UK. A physics graduate from Durham University with over 25 years experience in historic building repair and eco-buildings, he previously was managing director at both IJP Building Conservation, and Lime Technology Ltd.

HempToday: The Marks & Spencer Cheshire Oaks project was revolutionary in its use of hemp in a large-scale project. What were the lessons learned, and how does the market shape up for the future in this sector?

IP: The project was a great success. It demonstrated that off-site panels are the best way to deliver fast track projects for mainstream clients. The independent post occupancy evaluation (POE) showed that the store used 60% less heating energy than predicted. It is unique to have such a large (positive) performance gap, but we need to find better ways to accurately predict thermal performance in order to convince others of the benefits of hemp construction.

HT: Can you describe the basic value chain through which you get Greencore products and projects into the commercial pipeline. If we start with hemp in the field, how does it get to you and how many steps and parties are involved in getting the product to market? Where do you source your raw hemp material?

IP: We buy our hemp shiv in the UK, mix it with UK produced lime and cast it into our Hempcell panels. We sell these directly to the end user, so it is a pretty short chain. In some projects Greencore Construction is the end user when we are developing sites for sale.

HT: How do you talk about the value proposition of hemp-based projects with your clients? Surely it’s more expensive. Or maybe the question is: what kind of clients are drawn to hemp?

IP: For us, the client is the most important person in any project. We look for discerning clients who take an holistic view of the build cost and will later benefit from the comfort and energy savings. It is more difficult if the client is only interested in the lowest construction cost. Our clients are looking for comfort, health, low energy bills and low embodied carbon.



A hemp-based “eco-house” by Greencore Construction, UK. Asking price: €1.85 million (\$2 million USD).



Ian Pritchett

HT: You have experience in historic building repair. We’ve seen some restoration projects around Europe that employ hemp. This would seem destined to always be a niche market, but how is hemp comparing to use of other materials

in such projects?

IP: Hemp-Lime has two important markets in the historic building repair world, where it can demonstrate superior performance. First, infill panels in historic timber framed buildings. It is easier, faster, cheaper and better insulating than the traditional “wattle & daub” of the past. Second, for use as internal wall insulation (IWI) on old masonry buildings. The hydro-thermal properties seem to completely eliminate the risk of interstitial condensation, which is a big risk with other forms of IWI.

HT: Similarly, what about hemp as a material in retro-fit?

IP: Hemp-Lime is less practical as a retro-fit solution for newer buildings, because of the thickness required and slow drying time.

HT: You pioneered the use of lime mortars in the new building sector. What’s the market status of lime mortars among alternatives these days?

IP: Lime mortar in new buildings is still a niche market, but it is a significant niche and it is no longer viewed as unusual. There are now well over 1000 new buildings built with lime mortar in the UK; many bricklayers are familiar with it and it is routinely specified by architects for new masonry buildings.

HT: What’s the status of hemp growing in the UK. The EIHA reported 160 ha. under cannabis sativa in the UK last year, mostly by small farmers. What’s the outlook for expanding hemp agriculture in the UK?

IP: It is a small but growing market. Unfortunately the UK market suffered a significant set-back when Hemp Technology went out of business at the end of 2013. It will take time for the UK to get back to the same area of hemp cultivation.

HT: How do you see the situation with certification for hemp-based building materials? Is there progress at the EU level developing proper standards?

IP: The development of any standard takes many years and costs a lot of money. We will have to be patient about the creation of new standards. In the meantime we may see some hemp products gain CE marking under current standards. We are in the process of CE marking our Hempcell panels under a standard that will be published soon.

The Big Hemp Tent

NoCo founder sees hemp industry as ‘unstoppable’

Morris Beegle spent more than 20 years in the American entertainment industry before turning his attention to the growing U.S. market for ecological, sustainable products. He is the founder and owner of the Colorado Hemp Company (CHC), organizer of NoCo Expo, one of the premier U.S.-based hemp industry trade shows, which held its third annual Expo in 2016. CHC also offers a wide range of marketing, product and brand development services for hemp-based producers and retailers. Morris is on the business advisory council of the (U.S.) National Hemp Association.

HempToday: Compare NoCo 2016 to 2015.

Morris Beegle: The event this year was significantly larger than last year. We moved from 13,000 square feet with 73-74 vendors and 1,300 attendees to 36,000 square feet, 130+ vendors and 3,200 attendees. The number of industry oriented people increased significantly as did attendance from consumers and the general public.

HT: What surprised you this past NoCo?

MB: I'm not sure it's so much of a surprise but what continues to blow me away are the number of really smart and passionate people who increase in numbers at this event every year. From industry pioneers to new blood and energy from multiple sectors of industry who are truly committed to the plant and pushing the boundaries of science, technology and innovation. I can't tell you how gratifying and exciting it is to see this happening.

HT: How do you see the demographics of the hemp movement, and the growing industry?

MB: Here's what's amazing about the demographics: They are extremely diverse. We have a very calculated approach to creating a "big tent" in which everybody is welcome. We feel this plant is important to all of humanity, and we want everybody to have the opportunity to experience and understand its importance to our species and the health of the planet. Of course we have the overall cannabis choir that has been growing in numbers over the years. But now we're reaching consumers and businesses from almost all the green, organic, sustainable, holistic, alternative markets, as well as standard petroleum-chemical-GMO driven industries where folks are having a moral awakening about the impacts of those products on the environment and health of society. We have a long way to go to further penetrate all these demographics, but the good news is they all seem receptive.

HT: NoCo's an obvious marriage of your background in entertainment combined with your passion for a sustainable future. Do you see your business expanding around this combination?



NoCo founder Morris Beegle

MB: Absolutely. I've been in the music and entertainment industries since the mid 1980's, right out of high school. Being able to mix music, education, advocacy, commerce, networking and interaction, and more than anything, the awakening of consciousness – I most certainly believe there is a future in that. We will continue to be involved in a variety of events and projects that combine entertainment and sustainability.

HT: Aside from the barrier the DEA still represents in the States, what do you think are the other challenges facing industrial hemp -- in Colorado and around North America? What do you think the industry should really be focused on over the next five years?

MB: There are three things outside of the DEA and government policy follies that need to be ironed out and put in place the next 5 years:

First, seed. Everyone needs access to certified seed varieties from around the world to get the domestic industry in the USA off the ground. At the same time, the development of localized seed breeding so that in the next 5-10 years, we have a multitude of varieties for different areas and climates of the country.

Second, we need infrastructure and processing; this is just beginning to be put into place. Processing implementation of all the raw materials is key and needs to happen in conjunction with manufacturing and product development. Delivery and distribution channel development beyond the internet is also key.

Finally, the industry obviously needs funding and capital infusion. We've seen the need for this in the UK and Canada the last 15-20 years and it's no different here.

HT: The FDA's guidance to some hemp-health re-sellers in the USA late last year has hemp seed and oil players in Europe nervous, as North America is a key export market for these companies. How do you see that whole situation playing out with regard to health claims,

labeling, etc. for hemp products?

MB: This will be very interesting to watch. I wish I could predict a positive outcome for all, but I see it as being fairly messy and a pain in the ass for the industry. In regards to health claims, it's pretty simple: We cannot not make specific health or medical claims regarding hemp products in the USA. The vast majority, if not a consensus, believe that hemp related extract products containing CBD and other cannabinoids are nutritional supplements, just like vitamins, minerals, essential oils, medicinal herbs and teas, etc., as long as there is low or no THC in the product. If it's non-psychoactive, and these compounds are good for personal health – science is pretty clear that they are – these are nutritional supplements and should be classified and regulated as such.

The FDA has unfortunately taken what seems to be a position that is anti-science and anti-consumer health and leaning towards big pharma. If the FDA actually does its job to act in the best interest of the people and their general health, hemp related supplements should line the shelves of retailers across the country and be treated the same as everything else.

HT: Who are the main customers for your in-house hemp-paper brand, TreeFreeHemp? How do you approach the sales of these products? Who are the customers and why do they buy?

MB: The majority of customers are cannabis hemp and cannabis marijuana businesses. We're also producing materials for events and conferences, bands doing CD ecosleeves, coffee shops, eco-conscious and sustainability organizations, and specialty design and marketing companies. Most leads and customers are generated at events and through our website.

HT: How do you see the U.S. retail market taking shape?

MB: Like I mentioned before, delivery and distribution channels are part of the infrastructure development over the next 5 years. Right now the food and body-care side of hemp are the largest segments of hemp retail sales. I think this will continue and you'll see the CBD products fall under this umbrella. It's my opinion that the broad category of "nutritional hemp" encompasses all of these. Textiles and clothing will continue to grow, although more slowly as we will not be growing for this sector to any scale for quite some time. The infrastructure required to develop that market is a long ways off, if it ever happens. Areas where I think the U.S. will excel at in the coming years will be in building materials, composites, bio-plastics, chemical replacement and alternatives, and other high-end technical applications.

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Giant in the Wings

Strong lobby looks likely to free up Indian hemp



The free cultivation of hemp in India is coming as a broad interest group has formed around the Indian Industrial Hemp Association (IIHA) and forward-

thinking Indian entrepreneurs begin to test their mettle in the industry.

Despite the ban on free cultivation, however, IIHA has guided two states through the approval process to grow hemp for research and development projects. Uttarakhand was approved to plant 1,000 ha while Jharkhand was OK'd to plant hemp on 3,000 ha in the first half of 2016. Three other states, Madhya Pradesh, Andhra Pradesh and Manipur have applications under governmental review, also under the guidance of the Association, and could be ready to begin trials by the end of this year.

States' rights on hemp

While hemp grows wild in India, farming it is still prohibited in many states. In India the federal government does not impose hemp policy on the states, which can individually approve hemp cultivation and processing for fibre-based materials and medicinal products. That states' rights approach indicates the potential for a diverse, thriving industry but underscores a need to communicate hemp's economic development potential across many administrative units and other constituencies.

To address those challenges the IIHA has pulled together a consortium of associations, leading firms, researchers other institutions to interface with government agencies and map out conditions conducive to a thriving Indian hemp industry. IIHA's network embraces a wide range of governmental ministries and authorities who are backing its efforts.

So while the legal and regulatory path continues to be cleared, a broad infrastructural framework to underpin the industry is being developed and research is ongoing among institutes and governmental agencies. Studies are under way on everything from seeds to product development to rural economic development through co-operatives and entrepreneurial enterprises.

Specific research projects

In that vein, the IIHA has identified specific areas of research interest for which



Rohit Sharma, Founder & President of the Indian Industrial Hemp Association

Indian indicators

2.4 billion rupees (\$37.6 million) potential for textiles based on hemp and nettle fibers, according to India's Ministry of Textiles.

60% of India's workforce on farms.

13% contribution of agriculture to GDP.

it is seeking sponsorship partners, including those for ethanol production from hemp hurd; hemp fibre composites for green brake linings; and hemp as a solution in phytoremediation, among others. Those efforts are planned to join ongoing or past projects covering such things as CBD and THC based clinical trials for medicine; hemp pulp for paper; hemp in bio-plastic packaging film; hemp cottonization; and a project to develop uniforms for the Indian army. All of those efforts are in conjunction with leading Indian institutions that see a stake in the country's hemp market.

The Association, which also provides technical expertise and lab support on behalf of state governments and is a sub-licensor to its members for hemp cultivation, aims to eventually develop its various assets to support centralized hemp value chains in every Indian state, while at the same time supporting import and export markets.

Chance for the small farmer

Hemp's potential multi-crop yield could hold great promise for Indian

farming by bringing relatively high per-hectare revenue to the farms, which average under two hectares in size.

Meanwhile, the domestic market for consumer products grows along with increasing health consciousness among a rising number of India's billion consumers, sure to lead to gradually expanding local demand for locally-produced hemp-based and other natural products.

Back down the value chain, IIHA estimates current market needs for fibre at a minimum 100,000 tons -- for non-woven and woven products, and including wild hemp and bulk hemp for biomass bio-composites.

Avoiding the boom-bust cycle

IIHA says it is working hard to understand and manage future demand and supply so the oncoming market doesn't suffer the kind of boom and bust cycle that has visited both Europe and North America over the past decade.

As the Indian market gets rolling over the next few years, those in the industry hope to capitalize on a traditional knowledge of hemp seeds and fibres that have long provided local subsistence in India through production of such diverse products as rope, foods and fuel. And they look beyond to even more lucrative business in biotechnology, medicine and nanotechnology -- including for export.

India looks well on its way to becoming a true global hemp powerhouse.

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ASIA

Indian Industrial Hemp Association

Conference

Nov. 30, 2016

Delhi, India



Such great promise

A creative group of Indian entrepreneurs are making rapid progress bringing back hemp in an historic market. Intense research and a growing number of creative initiatives are under way as government ministries join with hemp industry advocates to revive a traditional crop.

Who'll be there: Government officials, entrepreneurs, investors

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Who'll be there: All kinds of hemp freaks and serious USA pioneers. Lazy tech investors possibly. And folks who love hemp.

EUROPE

European Industrial Hemp Association

Conference

June 2017

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Who'll be there: Morris Beegle, among others.

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Dhiraj K. Shah

Entrepreneur looks to hemp to rebuild Nepal

Dhiraj K. Shah will never forget the moment.

“I was sleeping, and my wife saw it in the news and read me the headline,” he said of being awakened to learn of the massive earthquake that struck his native country of Nepal April 25, 2015.

“It was a life-changing moment for me,” said the 30-year-old Shah.

A telecommunications engineer, Shah was winding up a research project in Lisbon, and had already started looking for a further such assignment.

“I was doing my research on 3D video compression but I had really started to lose motivation due to lack of challenges in the work environment,” Shah said. “I was more interested in doing something to make people’s lives better but at which I could also make a living.”

‘I knew I had to go back’

“When the earthquake struck, I just knew I had to go back and help my country,” Shah said.

His response is the Kathmandu-based startup Shah Hemp Inno-Ventures (SHIV), which for now is focused exclusively on using Nepal’s abundant hemp fields to grow the raw materials for a mass-scale home-rebuilding initiative.

“Hemp has been used in some form or the other in Nepal for ages, but the hemp industry is still in a very primitive stage in the country because of lack of proper technical infrastructure and unclear laws around the

hemp plant,” Shah noted.

The SHIV startup happened very quickly. Having researched hemp since 2004, Shah thought it might have the potential to rebuild the homes of middle-class Nepalese who likely would be squeezed out of relief programs coming through NGOs and governments.

“Their own savings aren’t enough to build a proper house again but with hemp-concrete we’re offering them an affordable solution,” Shah said.

Hemp community moral support

After talking with European hemp building veteran Steve Allin of the International Hemp Building Association, Shah was encouraged. “Steve and the hemp community showed a lot of support and made me feel that this project can work. “It was soon after that I decided to move back to Nepal,” Shah said, his courage bolstered by his wife Nivedita’s encouragement.

“I always wanted to do something with hemp but construction was never a focus, considering my educational background,” Shah said. “But when the earthquake hit, hemp for construction in Nepal started making a lot of sense.”

The task of rebuilding Nepal’s housing stock is daunting. The quake and its aftershock on May 12 destroyed as many as 600,000 homes and 45% of Nepal’s UNESCO cultural heritage sites while taking 9,000 lives and injuring 23,000 in the nation of 26 million. Economists have

estimated that rebuilding Nepal’s economy will need an international effort over the next few years that could exceed USD 5 billion, or about 20 percent of Nepal’s gross domestic product.

Nepal’s hemp potential

Yet hemp, which grows in the wild in Nepal, has a total potential yield of 3,000 tons annually enough to build 100,000 homes of 100 sq m that SHIV has already designed, theoretically priced for now at EU 15,000. Most importantly, those structures would fare better during earthquakes, along with being healthier and environmentally friendly, Shah notes.

For now, Shah is bootstrapping his startup with personal funds while working on creative business arrangements with suppliers and talking with other funding sources.

“Nepal is a trading economy, so the cost of everything really goes up in the supply chain,” he said. He also considers going for crowdfunding, noting that there are people who have the urge to contribute to his country’s earthquake relief but don’t know any reliable channel, indicating another potential financing source.

But finances weren’t foremost in Shah’s mind at the conception of SHIV. “Seeing my friends and other people’s homes crumbled, I just felt I had to do something, and we can,” Shah said. “I’ve always believed if you dedicate yourself to something and sincerely want it to happen, that you’ll find a way.”



HELP US REBUILD NEPAL!

The Quake

The earthquake that hit Nepal in 2015 destroyed as many as 600,000 homes. Shah Hemp Inno-Ventures is making use of naturally occurring wild hemp for hempcrete to help restore the homes, the economy and the lives of quake victims in a private initiative with no NGO or governmental assistance.



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Counting on hemp to save Morocco's High Central Rif

If hemp can save Morocco's High Central Rif, maybe it truly can save the world.

Battered through centuries, the Rifians, who live on tiny farms in a close tribal system of clans and kinship networks, have fiercely fought state institutions, persevering most recently through Spanish attempts to colonize the Rif, a region of difficult geography and extreme climate conditions.

Now they've arrived at yet another challenge: A looming ecological meltdown brought on by deforestation. "Use of local forest wood for heating and cooking is decimating the tree population and leads to all the problems related to erosion," said Abdellatif Adebibe, president of the Targuist-based Confederation of Associations of Senhaja of the Rif for Development (CASRD).

Hemp is the key

That only speeds up ongoing deforestation due to overgrazing, forest fires, and the clearing of land to create cannabis plantations over the last several decades.

The crisis is deepened by generally poor local infrastructure, unsafe sanitary conditions and a lack of educational opportunities — making it not that difficult to envision yet more unrest among the fiercely independent Rifians, Adebibe said.

"The land means everything" to the tribes, Adebibe notes. "They won't leave it, so we're determined to bring them solutions," he said.

Key to that process is an economic development project based on hemp construction in which CASRD has

teamed with German architect and hemp entrepreneur Monika Brümmer, founder and owner of Granada-based Cannabric, a maker and researcher of hemp-building materials.

Protecting nature, and traditional architecture

Brümmer wrote a master's thesis in architectural restoration focused on the High Central Rif in which she probed local building materials and generally assessed the economic potential of the region's cannabis straw in retrofit and for new buildings, as well as its export potential.

"The idea is to protect the architecture along with the culture," Brümmer said of the unique structures — some of them showing traces of hemp in their historic walls — in which the Rifians live. "Even the shape and positioning of the buildings are related to how the fields are located, and the organization of the work that creates products from the field," she said of the indigenous structures.

The goal is to adjust the Rif's latter-day cannabis-based economy that's currently dependent on region's strong, naturally occurring marijuana strains that are processed into kif, the highly potent form of cannabis usually pressed into hashish. While illegal in Morocco, kif production has meant survival to nearly 80,000 Rifian families — constantly prone, nonetheless, to criminal elements who pay the farmers little for their crop and reap huge profits around the world.

It's about the straw

That situation has prompted some

Moroccan officials to call for laws that would continue a ban on recreational marijuana but license and regulate growers who redirect their output to medicinal and industrial cannabis products, which would be legalized.

Adebibe's group supports that movement, but it's the leftover straw from the pot plant, and not the flowers, that are at the center of his economic development plans. According to Brümmer, some 8,000 tons of straw go to waste annually in the region of High Central Rif — a figure roughly equal to 5% of hemp straw output currently in Europe. That material, based on her research and testing, is suitable for retrofitting the area's traditional farm dwellings and to build schools and other public buildings for the Rifians.

"There's also an opportunity to create briquettes and pellets for biomass fuel" to further cut down on the irreversible effects of harvesting from local forests, notes Adebibe, who envisions the flowering of small, interconnected businesses, jobs and export potential from the local cannabis straw.

Such development is critical to a culture based on big families, and which has very young demographics. With a population of 450,000, the High Central Rif is the most densely populated region of Morocco; average age is 15 years and a typical family has eight children.

"We think this is a viable economic alternative that will create direct and indirect jobs," said Adebibe, who said regional government officials are backing CASRD's initiative. "We want to combine the energy of those young people with material that just goes to waste now — to help them build a future for the region."



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