



Hemp: Our Heritage, Our Future

www.HempHistoryWeek.com

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Fourth Annual *Hemp History Week* Planned for June 3 – 9, 2013

Spring Campaign Provides Opportunity to Spotlight Health, Environmental and Economic Benefits of Hemp Products

WASHINGTON, D.C. — The fourth annual *Hemp History Week*, a nationwide grassroots education campaign to bring back hemp farming in the U.S., will take place during the week of **June 3 - 9, 2013**. The theme of next year's campaign is "**Celebrate Hemp: Our Heritage, Our Future.**" Hemp is a paramount staple crop amid America's rich agricultural heritage, and every day more and more Americans discover the nutritional, ecological and industrial uses of hemp. The expanding hemp market includes healthy food and body care products, eco-textiles, clothing, auto parts and building materials. More than 1,000 retail store promotions and grassroots events are being planned across all fifty states to engage consumers by showcasing the diverse range of hemp products available and to celebrate the history and modern uses of this environmentally sustainable and versatile crop.

The months of May and June in 2013 present the ideal window of opportunity for media to focus on hemp-themed product reviews and feature articles encompassing information on the nutritional benefits of hemp foods, hemp recipes, the benefits of organic body care products made with hemp, advancements in hemp clothing and building materials for green living, and business stories on the growth of this booming industry, as well as policy developments on the state and federal levels to legalize hemp farming once again. It is time for the economic and environmental virtues of hemp production to be recognized by our federal government, so Americans may again experience the benefits of domestic hemp farming and production as they have throughout most of our history.

Organized by the Hemp Industries Association (HIA) and Vote Hemp, the 2013 campaign's sponsors include Dr. Bronner's Magic Soaps, Living Harvest, Manitoba Harvest, Nature's Path, Navitas and Nutiva. More information about *Hemp History Week's* grassroots campaign to educate Americans on the vibrant history of hemp in the U.S., and to mobilize voters to advocate for policy change, can be found on our Web site at www.HempHistoryWeek.com.

Nutritional Benefits of Hemp Foods

A rising star among natural health and wellness foods, hemp is a nutrient-dense and renewable food source that is rich in dietary fiber, highly-digestible protein and essential omega-3 and omega-6 fatty acids (EFAs). The seed contains all 10 essential amino acids, with no enzyme inhibitors that impede digestion in the human body. Gluten-free, non-GMO and full of naturally occurring vitamins and minerals, hemp seeds, non-dairy milk, oil and protein powder boost the nutritional and health benefits of our favorite foods, including cereals, desserts, breads, salads, smoothies, energy bars, soups and snacks. Natural and organic food companies, such as Living Harvest, Manitoba Harvest, Nature's Path, Navitas and Nutiva, incorporate hemp into their food products and are active sponsors of *Hemp History Week's* grassroots outreach efforts to make hemp a mainstay of the

American diet once again. Samples of hemp food products are available from each of these companies for review and testing.

Celebrity Support

The campaign is supported by endorsements from notable health, wellness, consumer and environmental advocates, including Alicia Silverstone, Dr. Andrew Weil, Phil Lempert, Ziggy Marley, Michael Franti, Ashley Koff, R.D., Brendan Brazier and others.

Hemp in Beauty and Body Care

Hemp oil is an integral component of many natural body care products such as those made by the top-selling brand of natural soaps in the U.S., Dr. Bronner's Magic Soaps. Hemp oil's essential fatty acids (EFAs) make the soaps' lather smooth without any drying after feel. Hemp oil is also a key moisturizer in their lotions and balms. Consumers who use organic hemp body care products can wash and moisturize with confidence.

Green Living and the Environment

The return of industrial hemp to the landscape of American agriculture is an imperative environmental and ecological issue. Hemp can be used to make paper, clothing, biofuels, biodegradable plastics, automobile parts, building materials and much more. Hemp crops improve the quality of the soil in which they are grown, leaving behind precious nutrients. Furthermore, hemp is not genetically modified and requires little to no pesticides or herbicides, thereby preventing unnecessary pollutants from entering our waterways via agricultural runoff.

Thriving Business Opportunities

The HIA estimates that U.S. retail sales of hemp products exceeded \$452 million in 2011, though all hemp raw materials used to make those products were imported. As demand for hemp products in the U.S. market continues to rise, more and more businesses have become involved in the effort to make hemp farming available once again to American farmers. "Hemp oil is more than an important ingredient in our soap — our decision to use hemp is also a reflection of our business ethic to source environmentally sustainable raw materials," says David Bronner, President of Dr. Bronner's Magic Soaps. "Our customers rightly want to know the impact of the products they buy, but until U.S. federal policy on hemp farming changes, their purchases benefit only Canadian, not American, farmers, as Dr. Bronner's currently buys over \$100,000 of organic hemp oil from Canadian producers annually."

Federal Policy and the Industrial Hemp Farming Act

Since industrial hemp farming was effectively outlawed in the U.S. seventy-five years ago, five federal bills have been introduced in Congress to lift the ban on hemp agriculture in America. In August of 2012, Senators Ron Wyden (D-OR), Rand Paul (R-KY), Bernie Sanders (I-VT) and Jeff Merkley (D-OR) introduced S. 3501, as a companion bill to Rep. Ron Paul's (R-TX) Industrial Hemp Farming Act (H.R. 1831), both of which would remove federal restrictions on the cultivation of hemp in the U.S.

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***Hemp History Week**, June 3 - 9, 2013, is an industry-wide initiative of the Hemp Industries Association (HIA) and Vote Hemp. The **Hemp Industries Association (HIA)** is a non-profit trade group representing hemp companies, researchers, farmers and supporters. **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.*

For further information, please visit www.TheHIA.org and www.VoteHemp.com.