



It's Time to Grow!

www.HempHistoryWeek.com

FOR IMMEDIATE RELEASE

February 4, 2014

CONTACT: Ryan Fletcher 202-641-0277

ryan@votehemp.com

Lauren Stansbury 402-540-1208

lauren@votehemp.com

Industrial Hemp Advocates and Industry Leaders Announce Plans for 5th Annual *Hemp History Week* June 2-8, 2014

Retail Promotions, Grassroots Events, Film Screenings, Hemp Research Amendment in Farm Bill and Spring Hemp Plantings Spread the Message "It's Time to Grow"

WASHINGTON, D.C. — The Hemp Industries Association (HIA) and Vote Hemp have announced that the fifth annual ***Hemp History Week*** will be held from **June 2–8, 2014**. The theme of the 2014 campaign is *Hemp: It's Time to Grow!* A national grassroots education campaign, designed to amplify support for hemp farming in the U.S., ***Hemp History Week 2014*** will feature over 1,000 events in cities and towns throughout all 50 states. Volunteer-led grassroots events, retail promotions, community screenings of the hemp documentary "Bringing It Home," a day of action, and spring hemp plantings, will catalyze movement on the hemp legalization issue nationwide, as more and more states lift the ban on growing hemp. More information and a new promotional video for the campaign are available at: www.HempHistoryWeek.com

Letter-Writing Campaign

A primary objective of *Hemp History Week* is to advocate for federal policy change, while sending a strong, positive message to President Obama and Congress to end the ban on hemp farming and let U.S. farmers grow the versatile and profitable crop once again. The campaign will conduct outreach to encourage the public to write to their Senators and Representative to change current federal law restricting the cultivation of industrial hemp.

Celebrity Endorsements

Hemp History Week is endorsed by celebrities and high-profile wellness experts, including Dr. Andrew Weil, Alicia Silverstone, Phil Lempert, Ashley Koff, R.D., Brendan Brazier, Elizabeth Kucinich, Ziggy Marley, Alexandra Jamieson, Dar Williams, Michael Franti, John Salley, Kevin Danaher, John Trudell, and Grammy award-winning band Ozomatli.

Grassroots Events

This year's campaign will include over 175 grassroots events nationwide, as well as a new program to bring hemp education programming to over thirty college campuses around the country. Specific details about grassroots events will be announced in early April on the *Hemp History Week* web site.

Hemp Planting Symposiums

Hemp History Week and the Hemp Industries Association will collaborate with grassroots activists to organize Spring Hemp Planting Symposiums in states that have defined industrial hemp distinct from marijuana and

removed barriers to hemp production. Such states include California, Colorado, Kentucky, North Dakota, Oregon, Vermont, and Washington.

Retail Promotions

Promotions and in-store events highlighting the benefits of hemp will occur in hundreds of natural product retail outlets across the county. Hemp product promotions will happen in more than 1,000 participating retail stores, including most Whole Foods Market locations in the U.S., and Natural Cooperative Grocers Association members, Independent Natural Retailer Association members, Alfalfas, New Seasons Market, and others.

Screenings of Hemp Documentary Film, “Bringing It Home”

Community organized screenings of the documentary film on hemp, “Bringing It Home,” will take place at educational and public institutions, retail locations, independent theatres, and other locations around the country. “Bringing It Home” documents the history of hemp in the United States, shares exciting new technologies and advances being made with hemp, and tells the story of environmentally conscious home designer Anthony Brenner and his quest to find the healthiest and most sustainable home building materials.

Showcasing the Health Benefits of Hemp

Hemp is one of the fastest-growing categories in the natural foods industry. Hemp seed is a rich source of Omega-3 and Omega-6 essential fatty acids (EFAs), providing both SDA and GLA, highly-digestible protein and naturally-occurring vitamins and minerals, such as vitamin E and iron, while being a good source of dietary fiber. It is a complete protein, containing all ten essential amino acids, with no enzyme inhibitors, making it more digestible by the human body. Hemp seed also has no known allergens.

Industry-Wide Effort

Now in its fifth year, *Hemp History Week* is an industry-wide effort made possible by the support of leading natural product brands that are known for manufacturing the highest-quality hemp products. Hemp can be used in a wide variety of applications, including foods, cosmetics, clothing, building materials, auto parts, and many others. The sponsors of *Hemp History Week 2014* include Dr. Bronner’s Magic Soaps, Living Harvest Foods, Manitoba Harvest, Nature’s Path Foods, and Nutiva.

“Hemp is an integral component in our body care products, as the omega-3 rich hemp oil provides moisturizing nourishment to the skin, and imparts luxurious smoothness to our soaps’ lather,” says David Bronner, President of Dr. Bronner’s Magic Soaps, the top-selling brand of natural soap in the U.S. “Dr. Bronner’s plans to source the twenty tons of hemp oil we use annually from American farmers, rather than import it from Canada, once the crop is legal and the infrastructure for hemp production is in place. We financially support efforts to re-commercialize industrial hemp here in the U.S. Given the great strides made this past year, including the first hemp harvest on American soil in decades, we are optimistic that 2014 will see lawmakers allow U.S. farmers to once again plant hemp in American soil.”

Dan Ratner of Tempt - Living Harvest, which makes the #1 selling hemp milk, protein powders, and now hemp tofu, and hemp yogurt, says “hemp seeds are an amazing sources for all 10 essential amino acids that support muscle development, as well as excellent source of Omega-3 and Omega-6 EFAs proven to support healthy heart and brain function. Currently, we must import our hemp seed from Canada and Europe, which translates to higher consumer prices and increased carbon footprint.”

“Here in Canada we are fortunate, and grateful, that our government recognizes hemp’s role in helping secure the country’s economic growth,” says Mike Fata – CEO and Co-Founder of Manitoba Harvest Hemp

Foods. “Hopefully the U.S. government will see the economic opportunities and allow their farmers to benefit from growing hemp.”

Arran Stephens, founder and CEO of Nature’s Path Foods, North America’s independent, number-one brand of organic breakfast foods, says “Hemp is a nutritious, gluten-free, non-GMO superfood. Our hemp-based cereals, bars and waffles exemplify how naturally hemp can be incorporated into our diets for a much-needed nutritional boost that is often lacking in these types of foods, given the ubiquity of cheap grains like GMO corn. Nature’s Path has proudly been an integral actor in the growth of the hemp industry since its beginning. This June, we look forward to celebrating our country’s long history of hemp farming and educating the public on the benefits of embracing hemp — both in our farmlands and on our breakfast tables.”

“Hemp food product sales continue to be extremely strong. Nutiva’s sales have grown over 50% annually since 2002,” said John Roulac, founder and CEO of Nutiva. To keep up with this ongoing demand it is vital that we source American grown organic hemp.”

Legislative Progress

The year 2013 marked noteworthy progress in the effort to legalize industrial hemp. Kentucky finally passed hemp farming legislation with the leadership of Agriculture Commissioner Comer and Sen. Paul Hornback. Hemp legalization bills (H.R. 525 and S. 359) were introduced in both the U.S. House and Senate with bi-partisan support; Washington defined industrial hemp and Colorado legalized industrial hemp cultivation as part of their respective repeals of cannabis prohibition. Last fall we also celebrated the first harvest of industrial hemp from American soil in decades, when 3rd generation farmer Ryan Loflin sowed and reaped a modest crop of industrial hemp on his family farm in Colorado. With momentum building across the country, 2014 is expected to be the year federal prohibition of industrial hemp ended, and farmers in all U.S. states will soon cultivate this historic and versatile crop once again. It’s time to grow!

To date, thirty-two states have introduced pro-hemp legislation and twenty have passed pro-hemp legislation. Ten states (California, Colorado, Kentucky, Maine, Montana, North Dakota, Oregon, Vermont, Washington and West Virginia) have defined industrial hemp as distinct and removed barriers to its production. Three states (Hawaii, Kentucky and Maryland) have passed bills creating commissions or authorizing research. Nine states (California, Colorado, Illinois, Montana, New Hampshire, New Mexico, North Dakota, Vermont and Virginia) have passed resolutions. And eight states (Arkansas, Illinois, Maine, Minnesota, New Mexico, North Carolina, North Dakota and Vermont) have passed study bills. However, despite state laws allowing them to grow hemp, farmers in those states still risk raids by federal agents, prison time, loss of federal agricultural program benefits, and property and civil asset forfeiture if they plant the crop, due to the failure of federal policy to distinguish non-drug oilseed and fiber varieties of *Cannabis* (i.e., industrial hemp) from psychoactive drug varieties (i.e., "marihuana"). The full text of current bills and hemp legislation at both the state and federal levels can be found at: www.VoteHemp.com/legislation

#

Hemp History Week, June 2–8, 2014, is an industry-wide initiative of the Hemp Industries Association (HIA) and Vote Hemp. The 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.