



It's Time to Grow

www.HempHistoryWeek.com

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As Farmers Plant Historic Hemp Crops for Research & Development, Industrial Hemp Advocates Prepare for 5th Annual *Hemp History Week*

Spring Plantings, Grassroots Lobbying Events, National Retail Program, College Roadshow and Documentary Film Screenings to Anchor Public Education Campaign

WASHINGTON, D.C. — The Hemp Industries Association (HIA) and Vote Hemp have announced plans for the fifth annual *Hemp History Week*, which will be held on June 2–8, 2014. The theme of the 2014 campaign is *It's Time to Grow*. A national grassroots education campaign designed to amplify support for hemp farming in the U.S., *Hemp History Week* will feature an estimated 1,000 events in cities and towns across all fifty states this year. Volunteer-led grassroots events, retail promotions, documentary film screenings, a restaurant program, a college campus roadshow (in the preceding month of May), an online letter-writing drive, statewide grassroots lobbying efforts, and spring hemp plantings are all facets of the campaign to bring this environmentally sustainable and profitable crop back to American soil. More information and a promotional video for the campaign are available at: www.HempHistoryWeek.com.

“Now that the Farm Bill provides for legal research and development programs for industrial hemp cultivation in states that have legalized it, we are on the path to restoring the lucrative and sustainable hemp market to American industry and agriculture,” says Eric Steenstra, President of Vote Hemp. “There is a great deal of work yet to be done, including sourcing adequate supplies of certified hemp seed, determining which cultivars to grow in which climates and soils, and building up the infrastructure to process hemp in the U.S. But this spring’s hemp plantings and issuing of hemp licenses is a landmark first step. After decades of senseless prohibition, we’re finally on track to return hemp to the American agrarian landscape once again.”

Letter-Writing Campaign & Grassroots Lobbying

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 their representatives and sign an online petition to change current federal law restricting the cultivation of industrial hemp, which can be accessed via the *Hemp History Week* Web site’s Take Action page at: www.HempHistoryWeek.com/about/take-action.

H.R. 525 and S. 359, also referred to as the Industrial Hemp Farming Act, have been introduced in both the House and Senate, respectively, and many members of Congress currently support the legislation in favor of a federal policy change. If passed, the bills would remove federal restrictions on the domestic cultivation of industrial hemp, defined as the non-drug oilseed and fiber varieties of *Cannabis*. The full text of the bills, as well as status and co-sponsors, can be found at: www.VoteHemp.com/legislation.

During *Hemp History Week*, Congressional legislators will be in their home states and districts, on recess from Capitol Hill. Hemp activists and constituents across the country will be meeting with their representatives to make the case for hemp legalization. Just prior to this Congressional recess, Vote Hemp and the HIA will hold a lobby day on Capitol Hill for hemp legalization, on Thursday, May 29, 2014.

For more information about how to lobby your representatives in support of industrial hemp legalization, including relevant talking points and tactics, see the toolkit on the *Hemp History Week* Web site at: www.HempHistoryWeek.com/events/event-toolkit.

Spring Plantings

With licenses to grow industrial hemp being issued in states that have legalized hemp farming, including Colorado and Kentucky, *Hemp History Week* will be celebrated this year by a number of spring hemp plantings. While the hemp amendment to the recent Farm Bill limits hemp cultivation federally to research and development pilot programs via state agriculture departments and academic institutions, sowing hemp this spring marks an historic moment in hemp history and heralds the dawn of a revived hemp industry in the U.S.

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 products and applications, including food, cosmetics, textiles and clothing, building materials, sustainable packaging, bio-composites, fuel, auto parts and more. Sponsors of *Hemp History Week 2014* are comprised of leaders in the North American hemp market, including Dr. Bronner's Magic Soaps, Himalania, Living Harvest Foods, Manitoba Harvest, Nature's Path Foods and Nutiva. Supporting sponsors of *Hemp History Week* include Hemp Technologies, and Doug Fine, author of the new book "Hemp Bound," published by Chelsea Green Publishing.

Celebrity Endorsements

Hemp History Week is endorsed by a long list of 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, John Trudell, Kevin Danaher and the Grammy award-winning band Ozomatli.

Grassroots Events

This year's campaign will include over 250 grassroots events nationwide, including events at farmers' markets and street fairs, retail store events, film screenings, lobbying, hemp planting events, educational forums for farmers, and more. Specific details about these grassroots events can be found on the *Hemp History Week* Web site.

Documentary Film Screenings

Bringing It Home, an award-winning, hour-long documentary film about industrial hemp, explores the question of why a crop with so many widespread benefits cannot be farmed in the U.S. today. The film recounts the history of hemp, its myriad industrial applications and current legalization efforts. Through an audience engagement tour comprised of more than 50 screenings, the documentary aims to magnify dialogue about hemp in order to facilitate America's transition to a more informed, sustainable and healthy future. The film will be screened in conjunction with *Hemp History Week* this year alongside events in cities and towns across the country.

Filmmakers Linda Booker and Blaire Johnson were inspired by environmentally conscious home designer Anthony Brenner's story to find the healthiest building materials available to build a safe indoor environment for his young daughter, Bailey, who has a sensitivity to synthetic chemicals. Booker and Johnson tell the story of

hemp through animation, archival images, and footage of hemp business leaders and entrepreneurs from around the world, including England, Spain, Washington, D.C., California and North Carolina. For more information about the film, please visit: www.bringingithomemovie.com.

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.

National Restaurant Program

Building off the success of the 2013 national restaurant program, this year *Hemp History Week* has invited health-conscious cafes and restaurants around the country to feature hemp-infused dishes on their menus during the week of the campaign. Some restaurants will also host special *Hemp History Week* events.

College Campus Roadshow

From March 24 to May 2, 2014, *Hemp History Week* has partnered with Teen's Turning Green to spread the word about industrial hemp on more than fifteen college campuses — from California and Kentucky to Texas and Washington, D.C. — sampling leading hemp products and engaging students with educational programs, petition signings and film screenings on the economic, environmental, agricultural and nutritional benefits of industrial hemp.

Showcasing the Health Benefits of Hemp

A renewable resource offering a long list of health and nutritional benefits, hemp is one of the fastest-growing product 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 also being a good source of dietary fiber. Hemp seed is a near complete protein, containing all ten essential amino acids, with no enzyme inhibitors, making it easily digestible by the human body. Hemp seed is also gluten-free and has no known allergens.

Legislative Progress

To date, thirty-three states and Puerto Rico have introduced pro-hemp legislation and twenty-two have passed pro-hemp legislation, while thirteen states (California, Colorado, Indiana, Kentucky, Maine, Montana, Nebraska, North Dakota, Oregon, Utah, Vermont, Washington and West Virginia) have defined industrial hemp as distinct and removed barriers to its production. However, despite state authorization to grow hemp, farmers in those states still risk raids by federal agents if they plant the crop, due to the failure of federal policy to distinguish oilseed and fiber varieties of *Cannabis* (i.e., industrial hemp) from psychoactive varieties (i.e., marijuana).

So far in the 2014 legislative session, industrial hemp legislation has been introduced or carried over in Puerto Rico and twenty-five states: Alabama, Arizona, Colorado, Connecticut, Hawaii, Illinois (carried over from 2013), Indiana, Kentucky, Maryland, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire (carried over from 2013), New Jersey (carried over from 2013), New York, Oklahoma, South Carolina, South Dakota, Tennessee, Utah, Washington (two bills carried over from 2013), West Virginia and Wisconsin. For current and complete information regarding state industrial hemp legislation, please visit: www.VoteHemp.com/state.html.

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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.