



Deep Roots
June 4-10, 2018

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June 4-10, 2018 is **Hemp History Week**. Now in its ninth year, **Hemp History Week** is the largest national grassroots marketing and public education effort to renew strong support for hemp farming in the U.S. and raise awareness about the benefits of hemp products. Hemp is an untapped opportunity for American farmers. **Hemp History Week** is the time to have our voices heard in support of bringing hemp back to U.S. farms.

Hemp is a traditional American crop, grown by George Washington and Thomas Jefferson. But in the 1930's, misguided federal policy criminalized the cultivation of industrial hemp in the U.S., despite the fact that industrial hemp has no drug value. This outdated policy has led to an unavailable opportunity for American farmers and consumers alike.

Today, millions of consumers know hemp as a healthful source of plant-based protein and Omega-3s and -6s. They are purchasing hemp clothing, using hemp paper, and may even live in energy efficient homes built with hemp. The annual U.S. market for hemp products is approaching \$700 million, including input for products from food and body care, to plastics, textiles, building materials and even ethanol. Cultivating hemp also sequesters carbon from the atmosphere into the biosphere, building soil and renewing distressed farmlands.

Hemp is a crop that pays. Industrial hemp has been grown in Canada since 1999. Today, Canadian hemp farmers net an average \$200-\$400 per acre for hemp grown just north of the U.S. border. U.S. consumers are demanding U.S. grown hemp, and ideally, hemp is processed within 100 miles of where it is harvested supporting rural economic development. Hemp farming supports not just farms, but secondary businesses such as processing and manufacturing, creating jobs and building the health of local economies.

During **Hemp History Week**, our U.S. Senators need to hear from us on behalf of industrial hemp. The campaign is leading a drive to collect 100 messages to Senators in each of the 50 states in support of industrial hemp farming legislation. Write a letter at www.votehemp.com/takeaction, make a phone call for a more direct impact.

There are many compelling reasons for lawmakers to support industrial hemp. Sen. Ron Wyden (D-Oregon) explains: "There are several successful businesses in my state who are manufacturing healthy and sustainable products made from hemp. Currently these companies are forced to import their raw materials from Canada and other countries. Changing federal policy to allow American farmers the right to grow hemp right here at home will help these companies thrive, while creating new economic opportunities in Oregon and across the country."

Support for hemp is building. **Hemp History Week** (June 4-10) is a diverse campaign that includes farmers; prominent natural foods and products sponsors; grassroots organizers; college students; restaurants; and over 1,000 participating retail stores, including many Whole Foods Market locations in the U.S. By hosting events, educating communities, offering promotions, and spreading the word, these groups are expanding the base of support for industrial hemp. Farmers play a key role in this conversation.

There are many ways that you can support this campaign. To learn more and find out how you can get involved visit: <http://www.hemphistoryweek.com>

For more information and hemp farming resources, **Contact** – events@hemphistoryweek.com