



# Deep Roots

June 4-10, 2018

## Hemp History Week 2018

### Organizers' Campaign Talking Points for Media Interviews and Public Events

Lost opportunities for farmers and businesses have real consequences. The United States is the largest market for hemp products in the world. With over \$688 million in estimated U.S. retail sales in 2016, the majority of American companies manufacturing hemp products domestically have no choice but to import their raw materials, because our farmers who would cultivate industrial hemp face barriers at the state and federal levels.

#### Hemp History Week Media Contacts:

- Lauren Stansbury – [lauren@votehemp.com](mailto:lauren@votehemp.com)
- Tom Moylan – 202-870-3184, [tom@wearemovementmedia.com](mailto:tom@wearemovementmedia.com)

#### For other helpful messaging documents, please refer to:

- Hemp History Week Website: <https://hemphistoryweek.com/about/>
- 2018 Campaign Press Releases: <http://hemphistoryweek.com/media/press-releases/>

#### Remember:

- Represent Hemp History Week by identifying yourself as a Hemp History Week spokesperson.
- Plug the web site: [www.hemphistoryweek.com](http://www.hemphistoryweek.com).
- Make sure the reporter clearly understands your affiliation as a grassroots organizer. The campaign benefits the most when we are able to publicize it with the Hemp History Week name and brand as much as possible.
- Do **not** discuss issues associated with drug varieties of *Cannabis*, even off the record or as background. **We are a single-issue campaign focused on industrial hemp**, the oilseed and fiber varieties of *Cannabis* in addition to hemp-derived CBD.
- If asked about drug varieties of *Cannabis*, emphasize that industrial hemp comes from a non-drug variety of *Cannabis* and direct the conversation to the benefits of hemp. Also emphasize that hemp is a nutritious, sustainable and profitable rotational crop for American farmers.
- Do **not** use the word “marijuana” in conversation with reporters. The acceptable terminology is *drug varieties of Cannabis*.
- Remember to highlight the benefits of industrial hemp and why hemp farming and processing in the U.S. is important to you, your company or your work.

#### Key Talking Points on Hemp History Week 2017:

- The 9<sup>th</sup> annual Hemp History Week, June 4-10, 2018, is an industry-wide project initiated by the Hemp Industries Association and Vote Hemp, involving hundreds of hemp advocates, including: manufacturers, farmers, activists, volunteers and retailers.
- Hemp History Week is a national grassroots education campaign designed to renew strong support for hemp farming through educational events, a national retailer program, a restaurant program, local grassroots events, hemp product sampling, media exposure and lobbying efforts.
- The theme of the 2018 campaign is “Deep Roots”. Cultivated on North American farms since before the drafting of the U.S.



# Deep Roots

June 4-10, 2018

Constitution or Declaration of Independence, hemp is deeply rooted in American history and agriculture. As a regenerative agricultural crop, hemp's strong roots extend deep into the soil, helping to prevent erosion, and carrying nutrients down into the soil for an ensuing crop. Current uses for hemp today in eco-friendly commodities give consumers more opportunity to buy sustainable products, as hemp clothing, healthful hemp food choices and personal care products become more rooted in our lifestyles. As consumers become more engaged in purchasing environmentally sustainable products, hemp provides a versatile, renewable resource for applications ranging from textiles, food and supplements, body care, fiber composites and home construction.

- Our farmers want to join the thriving market for healthy and sustainable hemp. Through the 9<sup>th</sup> Annual Hemp History Week, we are spreading the message that we need to change federal policy on industrial hemp to reflect today's reality and ensure a better tomorrow for America's families and farmers, the economy, and our planet.
- Hemp History Week is organized by: The Hemp Industries Association (HIA), a membership-based non-profit trade group, which represents the interests of the hemp industry and encourages the research and development of new products made from industrial hemp, low-THC oilseed and fiber varieties of *Cannabis*.
- Vote Hemp is a national, single-issue, non-profit organization dedicated to the acceptance of and free market for industrial hemp, low-THC oilseed and fiber varieties of *Cannabis*, and to changes in current law to allow U.S. farmers to grow the crop. Our ultimate goal is see hemp grow on a commercial scale in the U.S. once again as part of agricultural hubs that possess the equipment to process hemp into consumer and value-added goods while reviving local economies. Take Action, and encourage others to join you! Use the link <http://votehemp.com/hemp-history-week-petition.php> to gain support on social media and encourage event participants to sign the petition electronically during your event.
- Hemp History Week is made possible with the support of sponsors Dr. Bronner's, PlusCBD Oil, Manitoba Harvest, Pacific, Nutiva, Nature's Path, Tree Free Hemp, Bish Enterprises, Recreator, and more.

## What are the Goals of Hemp History Week?

Hemp History Week seeks to:

- Celebrate America's rich history with industrial hemp and educate the public about the barriers to hemp farming and processing in the United States;
- Advocate for a federal policy change while sending a strong, positive message to President Trump and Congress to remove barriers to hemp farming, and let American farmers grow this versatile and profitable crop again;
- Engage consumers by showcasing the range of hemp products available, as well as the nutritional and environmental benefits that they provide.

## Who supports Hemp History Week?

Hemp History Week 2018 is endorsed by a growing number of best-selling authors, health and wellness experts, elite athletes, popular musicians, and high profile celebrities including:

- **Alicia Silverstone** – *Actress, best-selling author*



# Deep Roots

June 4-10, 2018

- **Andrew Weil, M.D.** – *Best-selling author*
- **Phil Lempert** – *Editor SupermarketGuru.com, The Lempert Report*
- **Ashley Koff, R.D.** – *Registered dietitian, author, health & lifestyle contributor*
- **Alexandra Jamieson** – *Certified Holistic Health Counselor and Author*
- **John Salley** – *Former NBA Champion, entrepreneur and wellness guru*
- **Ziggy Marley** – *Musician*
- **Michael Franti** – *Musician, filmmaker and activist*
- **Dar Williams** – *Singer-songwriter and artist*
- **Brendan Brazier** – *Ironman triathlete, formulator of VEGA, best-selling author, and plant-based nutrition expert*
- **Elizabeth Kucinich** – *Director of Public Affairs, Physicians Committee for Responsible Medicine*
- **Ozomatli** – *LA-based, Grammy-award winning band*
- **Jason Mraz** – *Musician*
- **Joel Salatin** – *Farmer, writer, and educational speaker*
- **Doug Fine** – *Journalist, author and farmer*

## What is happening during Hemp History Week?

**Overview:** The 9<sup>th</sup> Annual Hemp History Week will feature a broad range of volunteer-led grassroots events ranging from presentations on college campuses and in farming communities, tables at farmers markets, product sampling in retail stores, and many other types of celebrations in cities and towns across the country.

The campaign includes a national retailer program with hundreds of natural product retailers hosting events and running sales on hemp food and body care products during Hemp History Week. For a full list of retail and campaign partners, go to: <http://hemphistoryweek.com/partners/our-partners/>.

Overall, the campaign goal is to hold 2,000+ celebrations throughout all 50 states. Learn more here: <http://hemphistoryweek.com/events/>.

## Grassroots Education Events Nationwide

- Volunteers are asked to host local events that showcase the health benefits and environmentally sustainable attributes of hemp products. By engaging with consumers who seek healthy, nutritious and eco-friendly products, we're creating dialogue on the need to make healthy and sustainable products more accessible and widely available. We're spreading the message that federal policy on industrial hemp must be changed to ensure a better tomorrow for America's families, farmers, the economy, and our planet.
- Details about planned events will be announced starting in March as they are confirmed and will be posted on our website at: <http://www.hemphistoryweek.com/events>.



# Deep Roots

June 4-10, 2018

## **Retailer Events:**

Over 1,000 retailers nationwide are participating in Hemp History Week, including Whole Foods Market, Sprouts Farmers Market, National Co-op Grocers, Independent Natural Food Retailers Association, and many more retail stores.

In addition to volunteer-run events nationwide, natural product retail outlets are participating in Hemp History Week by promoting and sampling best-selling hemp products in their stores including products from Dr. Bronner's, PlusCBD Oil, Manitoba Harvest, Pacific, Nutiva, and Nature's Path.

## **Why do American manufacturers want hemp farming legalized?**

Due to the federal ban on industrial hemp farming, American companies are forced to import hemp from Canada and overseas. Removing the ban on hemp farming will allow companies to source their supply of hemp from American farmers. Sourcing hemp domestically is more cost effective, more environmentally sustainable, and supports the American economy.

## **Why is this campaign relevant now?**

- Hemp History Week is an annual campaign, celebrated each spring since 2010.
- Thousands of activists, consumers, and businesses support this campaign.
- Hemp food, body care, and clothing sales are increasing like never before and generated over \$688 million in annual retail sales in 2016.
- Best-selling authors, athletes, musicians, health experts, farmers and celebrities have joined the effort to bring back hemp farming.
- This grassroots education campaign ties into Vote Hemp's strategy to change U.S. federal policy to allow hemp farming once again; and the momentum has never been stronger.
- In 2017, nearly 25,000 acres of hemp were grown across 19 states, and 32 universities conducted agricultural research on the crop. Section 7606 of the Farm Bill makes hemp farming legal under limited regulations, but action is needed at the federal level to legalize hemp farming throughout the country.

## **How many states have passed hemp farming legislation?**

- As of October, 2017, Thirty-three states (Alabama, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Hawaii, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New York, North Carolina, North Dakota, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Washington, West Virginia, Wyoming, and Virginia) have defined industrial hemp as distinct and removed barriers to its production. Keep up to date as more states legalize hemp farming, by checking the Vote Hemp website: <http://votehemp.com/us-state-industrial-hemp-legislation.html>.

## **What kind of U.S. federal policy change do campaign sponsors want to see?**

- We want the U.S. government to recognize that industrial hemp is an agricultural crop and therefore its legalization and cultivation is not a drug policy issue. We want to see American farmers begin growing hemp once again so it may be sourced domestically, which will benefit farmers, businesses, the economy, technological innovation, and healthful, environmentally



# Deep Roots

June 4-10, 2018

conscious consumers,

- Specifically, we want the President, Attorney General and/or Congress to differentiate between industrial hemp and “marihuana” in the Controlled Substances Act and adopt policy and law to allow farmers to once again grow hemp, without requiring a DEA license or permit.

### **How does hemp differ from drug varieties of *Cannabis*?**

- This campaign has no affiliation with drug legalization efforts. Hemp is scientifically differentiated from other forms of Cannabis. Hemp is grown for food and fiber, and is a nutritious, sustainable and profitable crop. Refer to “What is Hemp” on our [website](#).
- A more detailed discussion may be found at <http://votehemp.com/different>.