

PROJECT PROPOSAL: The NZHIA iHemp Discovery & Investment Tour

INTRODUCTION

The NZ Hemp Industries Association Inc (NZHIA), established in 1997 is a non-profit incorporated organisation, promoting the economic, environmental, health and social benefits of the NZ hemp industry.

The primary focus of the NZHIA in 2022 is an AGMARDT funded iHemp network and industry building initiative.

Our aim is to help build a collaborative network to enable scaled growth of this emerging industry, across a number of sectors, by providing information and direction that will encourage 'light bulb' moments, to show attendees how to incorporate iHemp into their business plans.

BACKGROUND

To achieve this network, of connected community-based individuals and businesses, we are doing a nationwide roadshow "The NZHIA iHemp Discovery & Investment Tour 2022".

The Tour will promote the iHemp industry to key stakeholders, such as members of Maori/Iwi based groups, entrepreneurs, investors and the R&D communities, throughout Aotearoa New Zealand, to encourage their interest and participation in the iHemp industry.

Commencing in June 2022, the Tour will travel from Whangārei to Gore hosting in town halls, universities and smaller hui and workshops, with the specific outcome of developing a community of interested people across the farming, food, fibre and health sectors.

We will identify a realistic understanding of gaps in the value chain, and show stakeholders they can use their regional strengths and capabilities to create and scale a new sustainable primary industry, with high export potential, that benefits the environment and economy.



What can hemp do for you?

AGMARDT

NZHIA
Food. Fibre. Health.

INDUSTRY POTENTIAL - WHY THIS IS IMPORTANT

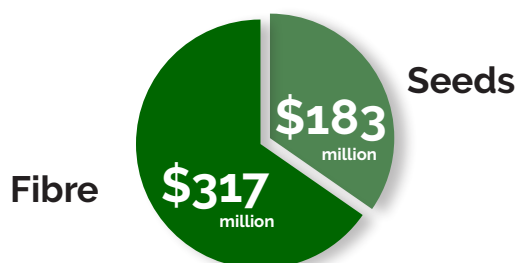
The environment, the economy, the government and consumers are moving to sustainable industries to help achieve their goals, ranging from climate change to export and growth targets. National conversations about affordable health, housing and food can be positively influenced by industrial hemp.

We need to build resilient supply chains and thriving regional economies which will develop economic opportunities for the whole of Aotearoa New Zealand. Using sustainable crops of seed and fibre with the qualities of industrial hemp makes both environmental and economic sense.

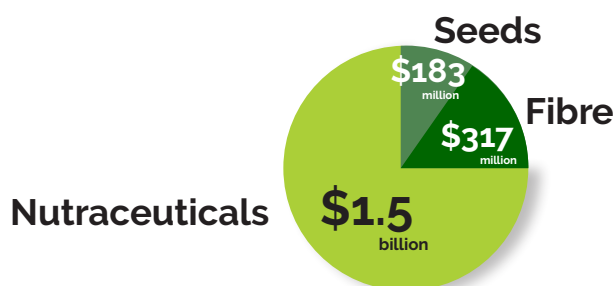
Leaders in the industry have developed two growth scenarios for Hemp in Aotearoa New Zealand 2030: [NZ Hemp Export Driven Investor Report](#).

SCENARIO 1:

(Status quo) seed and fibre products estimated at \$500 million with around 5,000 new jobs.



SCENARIO 2: Is based on political reform of the nutraceutical regulations, and forecasts total earnings of \$2.0 billion; from \$183 million in seed products, and \$317 in fibre products, \$1.5 billion in hemp nutraceuticals and 20,000 new jobs in the regions.



TOUR PLANNING - MEETING LOCATIONS

The tour will be separated into two categories of meetings, for the full event listing please see: <https://events.humanitix.com/tours/the-nzhia-discovery-and-investment-tour>.

Hui with Iwi/Maori land trust and stakeholders, Universities, EDA's and council network meetings and presentations.	
Date	Location
24 June 2022	Golden Bay Hui
29 June 2022	Massey University
6 July 2022	University of Waikato
7 July 2022	Mayoral Breakfast - Te Aroha
7 July 2022	The University of Auckland
11 July 2022	University of Canterbury
14 July 2022	Venture Timaru
19 July 2022	Great South
20 July 2022	Otago University
28 July 2022	Callaghan Innovation
29 July 2022	Scion

Regional town hall events providing a chance to hear from keynote speakers, network, and connect with key stakeholders. Evening meetings from 7:00pm to 10:00pm, with in-person and online options.		
Date	Location	Event Title
8 June 2022	Whangārei	Optimising use of Māori freehold land
15 June 2022	Tokoroa	Big business in Southern Waikato
28 June 2022	Hastings/ Havelock North	Creating growth partnerships in the hemp industry
4 July 2022	Hamilton	Potential for a new primary industry in Waikato
13 July 2022	Christchurch	Focusing on processing capability & innovation
14 July 2022	Timaru	Working together to build local industry
18 July 2022	Gore	Alternate land use and industry potential
25 July 2022	Nelson/Tasman	Regional strengths and how iHemp fits in
26 July 2022	Blenheim	What role can hemp play in the Marlborough region
3 August 2022	Thames/ Coromandel	Focus for the Thames & Coromandel region

SUPPORT - WE NEED YOUR HELP

To make the most of the Tour, we need to be working with your networks, to help promote the tour and get the influencers, entrepreneurs and investors in the room.

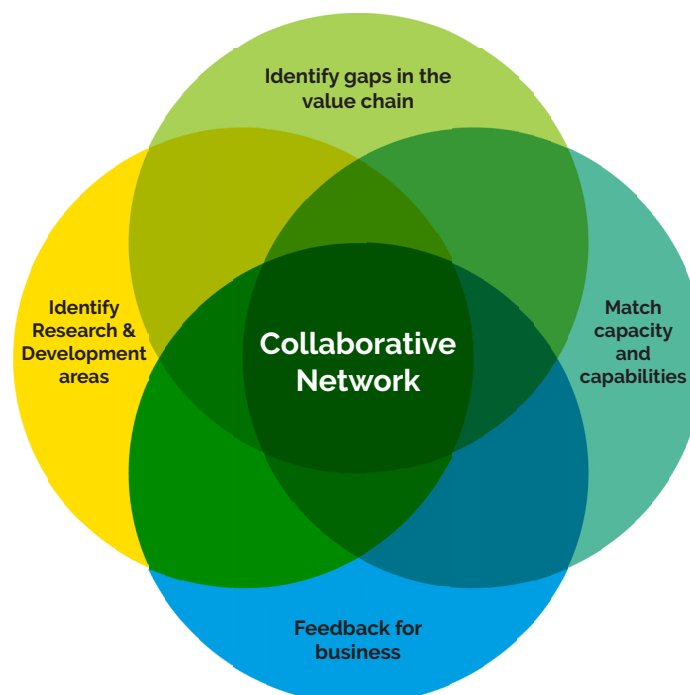
This will involve local iHemp industry businesses, Iwi groups, Regional Economic Development Agencies, CRI's and Universities. We aim to ensure the presentations are tailored to the specific areas and audiences, that we answer their questions, and provide information to encourage involvement.

Your support could include:

- Participation as a presenter/exhibitor/attendee.
- Sponsorship and assistance with venues, such as AV/technical support.
- Help with promotion of the events; sharing with your networks, attract relevant people.

ACHIEVEMENTS - OUTCOMES

- Development of a digitally enabled collaborative network of people and businesses.
- Providing relevant information via workshops and hui with influential people.
- Local collaboration around regional strengths to invest and build capacity.
- Sharing information on new product development and tech that will scale the industry.
- Identify pre-competitive Research and Development and supply chain priorities.
- Share information regarding the availability of Universities, CRI's and industry networks.
- Awareness within NZ industry and investing circles of iHemp potential.
- Feedback to inform the Government and NZ INC.



TOUR COLLATERAL

Tour logo, sponsorship banner and promotional poster

