



NZ HEMP EXPORT DRIVEN INVESTOR SNAPSHOT

**\$2 BILLION AND
20,000 REGIONAL JOBS BY 2030
JUST NEEDS THE NOD...**



SNAPSHOT

NZ HEMP REGIONS



**AUCKLAND & NORTHLAND
HEMP REGION: KOEKOEA**



**WAIKATO & BAY OF PLENTY HEMP
REGION: HEMP FARM**

A photograph showing two men standing in a lush green field of tall hemp plants. They are both smiling and waving their hands. The man on the left is wearing a black cap and a dark shirt, while the man on the right is wearing a white t-shirt and a black cap. The background is a vast, flat expanse of green hemp under a clear sky.

**WELLINGTON/MANAWATU-WHANGANUI/TARANAKI
HEMP REGION: HEMP CONNECT**

A photograph of a large red harvester operating in a field of mature hemp plants. The harvester is positioned in the middle ground, moving from left to right. The field is filled with tall, green hemp stalks. The sky is blue with scattered white clouds.

**SOUTH ISLAND
HEMP REGION: MIDLANDS**

NZ'S HEMP EXPORT DRIVEN WELLNESS INDUSTRY

10 August 2020

By Dr Nick Marsh

1) A 60 page FULL REPORT

<https://joom.ag/attC> for investors, in the NZ iHemp industry

2) A 28 page SNAPSHOT <https://joom.ag/oSiC> of the full report for investors, in the NZ iHemp industry.

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NZ'S HEMP EXPORT DRIVEN INDUSTRY

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Disclaimer:

The purpose of this report is to explore the commercial, regional, and environmental opportunity for investors in the Industrial Hemp sector in New Zealand.

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AGMARDT

FUTURE SHAPERS

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INVESTOR REPORT - SNAPSHOT

**NZ'S HEMP EXPORT DRIVEN INDUSTRY -
\$2 BILLION PER ANNUM AND
20,000 REGIONAL JOBS BY 2030**

JUST NEEDS THE NOD....

FOREWORD

This is a summary of a more detailed report published <https://joom.ag/attC>. The research has been carried out by Dr Nick Marsh, Industry Strategist, funded by research agency AGMARDT for the NZ Hemp Industry Association.

The aim is to inform investors and politicians about the opportunity industrial hemp provides to our economy, especially in regional NZ.

We prosper or decline on our ability to develop new crops and high value propositions for niches of discerning customers in world markets.

Food security and continuity of supply will be of critical importance in the 'covid new normal' global economy.

Sustainable industries using renewable resources will thrive, and hemp has a huge role to play across a wide range of these industries. making it an essential part of NZ recovery plans.

Richard Barge, Chair, New Zealand Hemp Industries Association Inc.

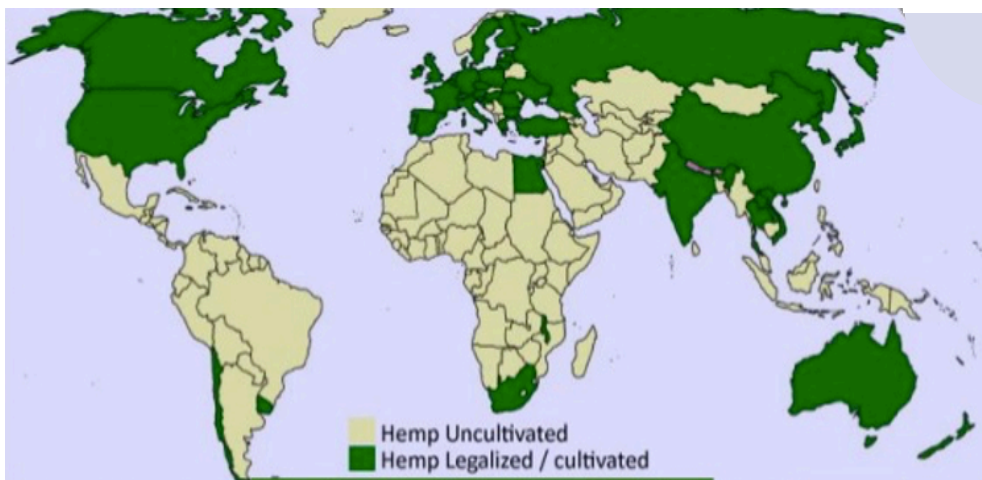
WHAT IS HEMP?

Hemp (sometimes called 'industrial hemp') is the name

given to cannabis sativa plant strains with extremely low levels of THC. Hemp is grown both in New Zealand and overseas for industrial and commercial use, and in New Zealand the permissible level of THC is less than 0.35%. Hemp seed is highly nutritious and very versatile. The entire hemp plant, including stalk, leaves, seeds and buds can be used for a wide range of products, including fibre, food and health remedies.

GLOBAL HEMP INDUSTRY GROWTH

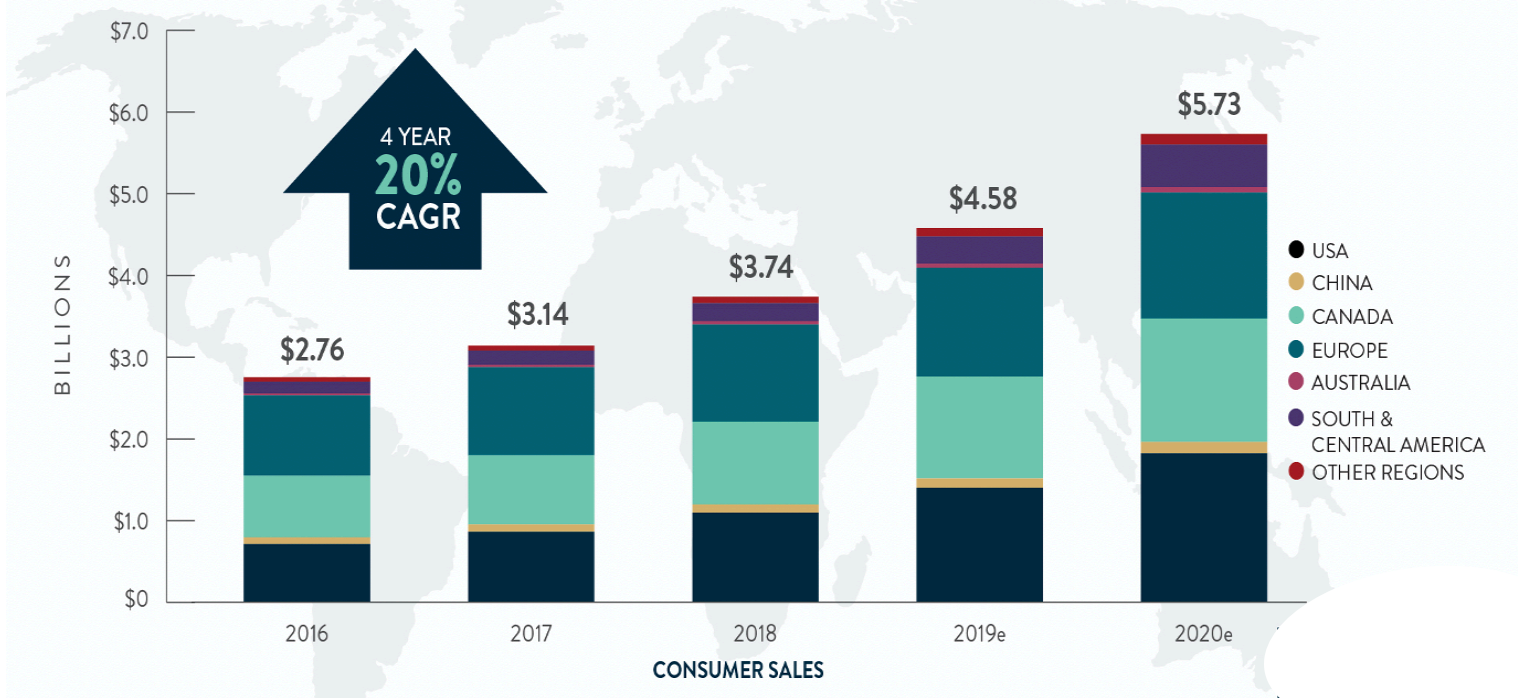
Hemp manufacturing was for centuries a key economic sector from Asia to the Americas. But this was followed by eight decades of being wrongly designated as a narcotic drug. With the trend of changes to legalisation occurring in many countries the industry has had a resurgence of investment. It now has the potential to occupy again the heights of national economic value it once occupied through industrial fibre products, textiles, and natural health remedies. **The leading Hemp countries are China, Canada, USA, France, Chile and North Korea.**



The global hemp industry has been growing at 20% CAGR over the past 4 years, but is projected to grow from US\$ 4.6 billion in 2019 at a 40% CAGR to US\$64.8 billion by 2030.

The biggest share of this market is expected to be CBD and other cannabinoid products, as well as the rise of low and high tech fibre products in global markets. NZ companies are beginning to export in the premium seed oils category for the discerning global consumers in the major cities of the world.

This will be followed by fibre exports as processing plants are built, and cannabinoid nutraceuticals as and when they are legalised in New Zealand.



THE KEY GROWTH DRIVER - WELLNESS CONSUMER DEMAND

The mega trends driving hemp growth include:

1. **'Regenerative Agriculture and sustainability'**- the drive for a more sustainable world.
2. **'Hemp and CBD'** – the drive for natural health solutions.
3. **'Plant revolution'**- the drive to replace meat and dairy with plant based substitutes.

PRODUCT CATEGORIES

THE 3 MAIN PRODUCT CATEGORIES ARE:

1. **Seeds** - manufactured into oils for consumer products including natural health products, food supplements, powders, and balms, and also industrial products.
2. **Fibre** - from the Bast and Hurd in the Stalk - is manufactured into a wide range of textiles, paper, and building materials.
3. **Extracts** – cannabinoids, terpenes and flavonoids extracted from the flowers and leaves into distillates and isolates, of which the largest market is CBD (cannabidiol).

HEMP SEED PRODUCTS

Hemp seeds:

- **Are an excellent protein source;**
- **Are a good source of vitamin E and minerals** such as phosphorus, potassium, sodium, magnesium, sulphur, calcium, iron and zinc;
- **Hemp seeds contains all 21 amino acids** which are in a perfect ratio for humans, making it an ideal food for vegetarians/vegans (and those cutting down on meat);
- **Contain a number of essential fatty acids**, including Omegas 3, 6, and 9, which have major health benefits; and most notably,
- **Contain GLA (gamma linoleic acid)** which is considered to be beneficial to brain function, hair growth, and in reducing arthritic inflammation pain.

These benefits can be enjoyed through consumption and use of hemp seeds in a number of ways including:

- Raw hulled seeds
- Hemp oils
- Protein powder
- Milk
- Balms for the skin.

Head:

Hemp is high in Gamma-linolenic (GLA) which is essential to maintain brain function, metabolism and stimulating hair growth.

Heart:

Hemp Seeds are particularly rich in the amino acid Arginine which can improve cardiovascular health and reduce high blood pressure.

Uterus:

The GLA present in hemp is proven to help with PMS, menopause, muscle fatigue and reproductive health.

Stomach:

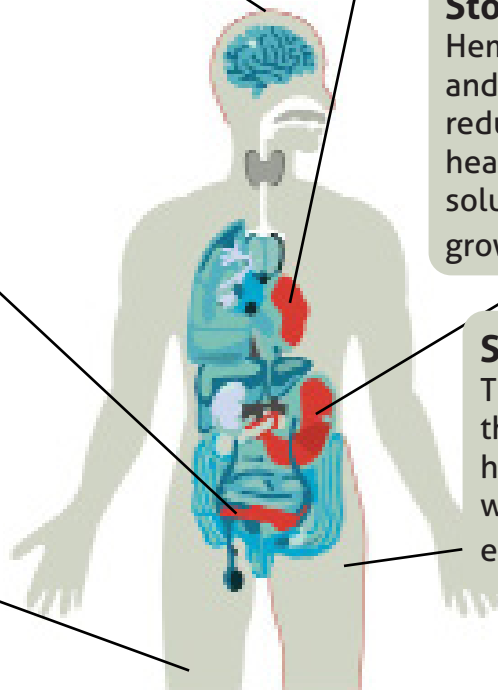
Hemp is a natural appetite suppressant and helps you feel full for longer and reduce sugar cravings. It also helps healthy digestion as the mixture of soluble and insoluble fibre aids the growth of beneficial bacteria in your gut.

Knees:

Hemp seed oil lowers the survival rate of MH7A rheumatoid arthritis fibroblast-like synovial cells and dramatically helps treat arthritis symptoms.

Skin:

The oil in hemp seeds penetrates the skin layers and promotes healthy cell growth and can help with red or flaky skin, dermatitis, eczema and inflammation.



A SAMPLE OF THE HEMP PRODUCTS IN NZ

HEMP HEARTS



HEMP FLOUR



HEMP MILK



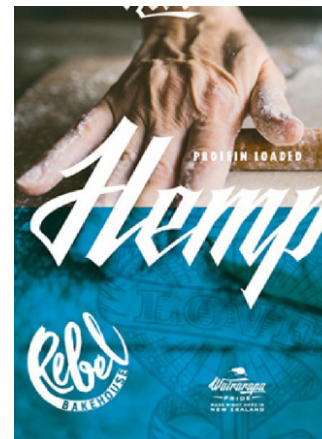
HEMP EDIBLES



HEMP OILS



HEMP BAKING



HEMP PROTEIN POWDER



HEMP COSMETICS



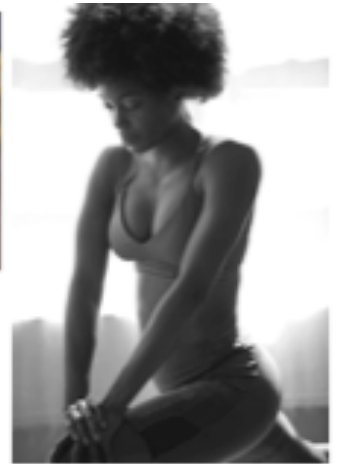
HEMP SNACKS



HEMP FIBRE PRODUCTS - INDUSTRIAL SUBSTITUTION, CARBON REDUCTION, ENVIRONMENTAL BENEFIT

The future for hemp fibre is very positive both domestically and internationally. The carbon reduction targets to which NZ is committed require all industries to urgently address the reduction of their carbon footprint.

The local hemp industry has the opportunity to grow rapidly by becoming a low carbon and superior substitute for fossil fuels in almost every manufacturing and service industry - as shown below (from left to right) America's Cup, Roving, Hempcrete, Workout kit with cannabinoids, Supermarkets, Construction, Super capacitors, Packaging, Textiles, and Covid masks:



Hemp Fibre is:

- high tensile strength
- odour resistant
- antibacterial, antimicrobial, antistatic
- mould resistant
- hypoallergenic
- high heat capacity
- absorbent
- conductive
- lightweight
- long fibres excellent for composites
- breathable and blocks UV rays
- lightweight, strong, substitutes or reduces hydrocarbon plastics
- rapid growth, lower energy than timber
- strong, biodegradable, long carbon chains

HEMP AND CANNABINOIDS

There are two remarkable scientific discoveries which underscore the value of the hemp plant.

The first is that the human body contains an ***Endocannabinoid System (ECS)*** - which is a central component of the health and healing of every human, and most animals. The ECS is responsible for making adjustments to maintain homeostatic balance, in many processes in the body including the immune system, mood, appetite, sleep, stress, chronic pain and inflammation. Once activated it synthesises ***cannabinoids*** which are chemical compounds that act as neurotransmitters to transmit information about the problem and kickstart corrective responses.

The second discovery is that the hemp plant contains more than 140 cannabinoids which can connect with the human ECS. This means that we can consume particular cannabinoids in the plant to help our own ECS in its role of maintaining balance. The re-legalisation of hemp has unleashed a spate of research funding of scientific studies to uncover the secrets of 'which cannabinoids can affect which health problems' – including CBDA, CBG, CBN, CBC, and CBDV.

NUTRACEUTICALS COMPARED WITH MEDICINES

The cannabinoids in the hemp plant can be extracted either as an ingredient for a pharmaceutical (Medicinal Cannabis), or for a nutraceutical (Natural Health Product). A key distinction is that psychoactive THC (from marijuana) is legal in a medicinal formulation.

The NZ Medicinal Cannabis sector comprises around 15 companies which are part of the Pharmaceutical industry and extract from both hemp and marijuana.

The 10 Hemp companies can process the hemp plant, but only for the hulled seeds and fibre, not the cannabinoids. They need to be considered as part of the \$2.5 billion NZ Natural Health Products sector comprising over 130 companies which manufacture plant extracts from a multitude of plants and fruit.

Exports are a key component of this sector's earnings.
<https://www.naturalhealthproducts.nz/sector-story/>

Nutraceuticals are considered to be a major global growth sector.

The global nutraceutical market is projected to reach USD 722.49 billion by 2027, expanding at a CAGR of 8.3% over the forecast period.

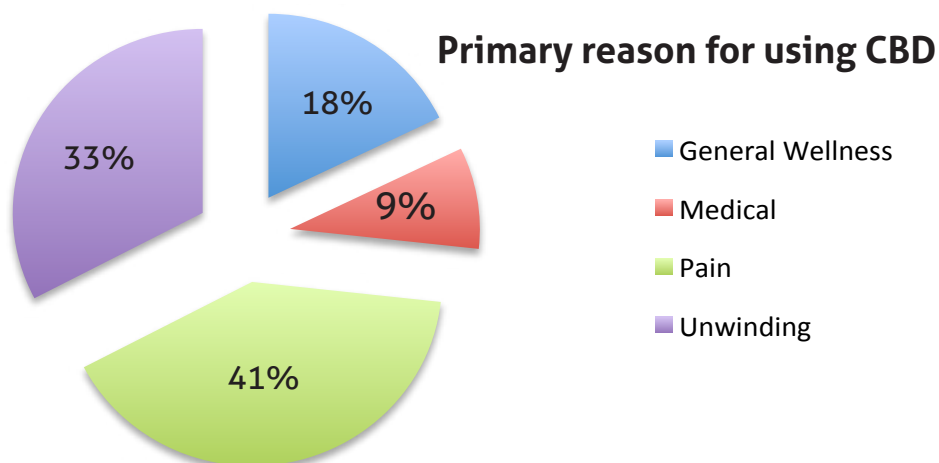
Nutraceuticals are products that provide health advantages and additional nutrition to the human body. Demand for nutraceuticals is increasing at the global level as it improves the digestive and immune systems and enhances the cognitive behaviour of consumers.

<https://www.grandviewresearch.com/press-release/global-nutraceuticals-market>

THE SPECIAL CASE OF CBD

CBD (Cannabidiol) in America has been the main driver of capital investment in the US, along the value chain from growers, processors, and manufacturers to retailers. A recent survey in America shows that **18% of adult Americans (around 40 million consumers) have consumed CBD products within the last 18 months** - an extraordinary market penetration in such a short time. The primary reasons cited for **CBD use** are pain management, 41%; unwinding (relaxation, relieving stress or anxiety), 33%; promoting general wellness, (including as a sleep aid and mood booster), 18%; and medical reasons (treating a condition, managing side effects, or mitigating costs of other medicines), 9% .

<https://newfrontierdata.com/product/us-cbd-consumer-report-archetypes-and-preferences-vol-1/>



CBD as an ingredient in a wide range of products has had an extraordinary impact on the consumer market in America, which has spread to Europe.

The reason is:

1. ***It works*** - in that consumers can experience positive effects, depending on dosage.
2. ***It is easily available*** on-line and also large-scale retail outlets like supermarkets and gas stations.

CBD can be purchased as an oil (mixed with hemp seed oil), as full spectrum oils, and as a ubiquitous ingredient – in balms, snacks, foods, beverages, pet foods, and even toothpaste and shampoo.

NEW ZEALAND HEMP INDUSTRY - PLATFORM FOR GROWTH

The Industry has seen rapid growth over the past 24 months and has built a platform for growth with a number of companies established in different regions, in the north and south islands. The main focus so far has been on the Hemp Seed and Oil domestic market with strong sales via online consumer demand for new natural health foods.

Activities in the New Zealand sector include:

- **Grower groups** have farmed at least 1,200 and possibly up to 1,500 hectares of hemp in the 2019-20 season
- **Food manufacturers** are adding hemp ingredients to existing and new branded foods and beverages
- **Online retailers**, supermarkets, and health food chains are selling hemp seed foods.
- **Associated businesses** include agritech companies, contract processors, testing companies, and extraction companies

The sector includes vertically integrated businesses, that is businesses which grow, process and sell hemp and the resulting products, with different companies having different strengths at these various stages of the local supply chain, which includes;

- **Cultivation**, including forward contracts with growers;
- **Food processing** and storage facilities;
- **e-Commerce**, domestic and export sales of a wide

range of consumer seed products including premium oils and capsules, protein powders, raw seeds, balms, and hemp milk;

- **White label** (pre-packaged but wholesaled to retailers who add own branding) seed products, as well as bulk products for food manufacturers; and
- **Fibre production and sales** – bast and hurd products.

The largest of these companies is Hemp NZ with its subsidiary Hemp Farm NZ. This nationwide company manufactures and markets many hemp products including seed, oil, balms, milk and fibre. There are a number of other hemp seed food companies with online sales and branded product ranges (as well as white label products) including Hemp Connect, Kanapu Foods, Kakariki Fine Foods, Midlands Seed, Midland Nutritional Oils, NZ Hempres, Brothers Green, Larry's Gold. They operate in many regions throughout New Zealand and are using both locally sourced and imported hemp seed.

NEW ZEALAND REGULATORY ENVIRONMENT

Licensed Hemp Industry in New Zealand

Misuse of Drugs Act (Industrial Hemp) Amendment Regulations 2006 and the amendments in 2018 allows cultivation of low THC (less than 0.35%) industrial hemp, and processing and trading in the seeds and stalk to produce hemp food and fibre products.

Medicinal Cannabis in New Zealand

Misuse of Drugs (Medicinal Cannabis) Act 2018-2019 made it legal from 1st April 2020 for licensed companies to grow and manufacture cannabis prescription medicines containing cannabinoids - including high THC dosages.

While the cultivation of hemp is permitted in New Zealand for the production of hemp seed oil and hemp seeds, as well as fibre, it is important to note that products containing CBD are regarded by the regulator, the Ministry of Health, as being prohibited. The only exception to this is a designation of CBD and CBD derived products, containing less than 2% THC, as medicines, which are governed by the Medicinal Cannabis Agency, and must be prescribed by a doctor.

WHAT ARE THE GROWTH PROSPECTS FOR THE NZ HEMP INDUSTRY?

- **The NZ industrial hemp industry is a commercial start-up** which, despite cultivation and research activity since 2006, has in fact only been able to really develop commercially since the Industrial Hemp Regulations were amended at the end of 2018. **Even in that short time a substantial industry has built up particularly around hemp seeds and oil**, along with an increasing consumer awareness of the health benefits of hemp food and other products.
- **Fibre (bast and hurd) is available and used for animal bedding** but will be able to develop further when the first decortication plant is built later this year. The industries which have shown interest in substituting hemp fibre for less sustainable raw materials include Road building and Supermarket packaging. Kiwi university researchers are actively pursuing several innovations with commercialisation options.
- **The lesson from Wine and Kiwifruit among other high value food industries** is that substantial industry growth will only be achieved through an aggressive export strategy, and hemp can respond to this challenge. Some hemp seed companies are already beginning to export.
- **The hemp industry has much to learn about 'discerning consumer markets'** from the wine, honey, kiwifruit, and the *natural health* products exporters, which have implemented successful high value export strategies utilising the powerful New Zealand country 'brand story'.



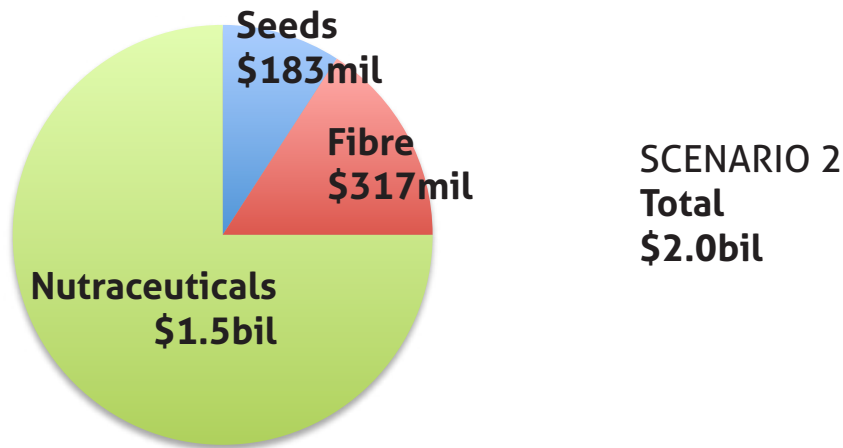
TWO HEMP EXPORT-LED GROWTH SCENARIOS

Leaders in the industry have developed two 2030 growth scenarios for Hemp in New Zealand:

SCENARIO 1 (Status quo) is simply based on a political failure to reform the current regulations: Which removes nutraceuticals but leaves the 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 from cannabinoids, and 20,000 new jobs in the regions.



This Scenario is ambitious but not fanciful - it has been done before when the leaders of an industry vision form strong partnerships with capital investors, local and global, and with government agencies. The Wine industry and the Kiwifruit industry for example, have achieved so much over the past 20 years by how well they have managed these partnerships and investments.

Another interesting growth story is A2 non-protein milk is based on pasture grass, and could be classified as a nutraceutical product! The company had revenues of \$1.3 billion in 2019 and an extraordinary story of growth from humble beginnings in 2000. Its success seems based on a classic kiwi ambitious entrepreneurial drive built on three pillars - innovative IP, China market, discerning consumers.

Why shouldn't hemp from New Zealand achieve a similar growth story by 2030 given the enormous, largely undiscovered, potential of what is in the Hemp plant?

NZ NEW PLANT BASED INDUSTRIES SUCCESS FACTORS (GLEANED FROM OTHER FOOD EXPORT SECTORS)

The formula for success for growing the Hemp Industry is as follows:

- **Timing** - the right vision at the right time
- **Set the vision in the future** - and use it to guide action today
- **Strong Partnership with government**
- **Use overseas investment** and specialist skills to enhance growth
- **Put in place quality standards** and assurance processes, rules and regulations that enable growth
- **Clear leadership**, does not mean a single person
- Entrepreneurial determination to overcome all obstacles
- Both **competition and collaboration** across the companies
- **Strong environmental and sustainability** processes including organic growing
- **Recognise that the NZ brand is intrinsic** to the story taken to the global market.

QUALITY STANDARDS, GOOD MANUFACTURING PROCESSES, AND ASSURANCE

Success in exporting will require excellent manufacturing and assurance systems. In the US market the hemp CBD companies have had to adopt their own high standards when faced with the failure of the FDA to provide any










guidance. Consumers require assurance that what is in the bottle is safe, and is in accordance with what's promised on the label.

EXAMPLE 1: GenCanna Hemp Co in Kentucky is audited and accredited against several systems including:





- **BRC- the Brand Reputation Compliance Issue 8** Standard for food safety. A globally benchmarked standard recognized under the Global Food Safety Initiative (GFSI).
- **cGMP - Current Good Manufacturing Practices (cGMP).** These guidelines provide minimum requirements that a manufacturer must meet to assure that their products are consistently high in quality, from batch to batch, for their intended use. <https://gencanna.com>

EXAMPLE 2: Global Widget Hemp Co, Tampa, Florida has product traceability systems that allow the customer to access the product batch testing data for Cannabinoids, Pesticides, Heavy Metals and Residuals as shown below: <https://global-widget.com>

 Raw CBD Analysis Certificates

#	TEST TYPE	COMPLETED	CERTIFICATE
1		2020-08-10	VIEW CERTIFICATE
2		2020-08-05	VIEW CERTIFICATE
3		2020-08-05	VIEW CERTIFICATE
4		2020-07-23	VIEW CERTIFICATE
5		2020-06-12	VIEW CERTIFICATE
6		2020-06-12	VIEW CERTIFICATE
7		2020-06-12	VIEW CERTIFICATE
8		2020-06-12	VIEW CERTIFICATE
9		2020-06-12	VIEW CERTIFICATE
#	TESTS	COMPLETED	CERTIFICATE

Legend

 Cannabinoids Test  Pesticides Test  Heavy Metals Test
 Residuals Test

GROWTH AVENUES FOR THE NEW ZEALAND HEMP INDUSTRY

BRANDED PRODUCTS

- **Premium Seed Oils** - capturing dominant position in cuisine and healthy food segment (reminiscent of Cloudy Bay)
- **Cannabinoid Product extension** - as the consumer market opens up beyond just CBD, and into other minor cannabinoids such as CBG, terpenes and a range of full spectrum oils from different regions.
- **Balms and Topicals** - with health and beauty benefits
- **Novel and high tech products and services**
- **High performance sport and fitness**
- **CBD embedded clothing** for the gym
- **CBD for athletes** e.g. Impact Sports products

ANIMALS

- **Pet Foods** - US Sales in 2019 of US\$321 million on CBD calming products, mainly for dogs
- **CBD formulations** for Racehorses - early discussions suggest that cannabinoids could be of major benefit to high performance racehorse training stables, just as they are for high performance sport athletes.

BULK SUPPLY AND INGREDIENT MARKET

- **Cannabinoid extracts and high value bioactives from New Zealand** – premium and quality assured
- Hemp animal feeds
- Hemp seed foods.

FMCG FOOD AND BEVERAGE MARKETS

- **Hemp seed & CBD as an ingredient** in a wide range of branded premium food and beverage products- including bottled water, pet food, balms., topicals, sprays, and tinctures. CBD Beverages are forecasted at US\$1.4 billion by 2023 in the US market, which is dominated by CBD bottled water and Tea/Coffee - with non-alcohol Rebel Coast 'CBD Sauvignon Blanc Wine' a new category (see next page) <https://www.statista.com/>



FIBRE MARKET

- **Northern hemisphere customers** for all year round supply
- **Packaging companies** - substituting non sustainable ingredients
- **Building and Roothing** specialist materials and formulations
- **Hi-tech manufacturers** - super capacitors for electric vehicles

'FOOD BASKET' EXPORTING

- **Collaboration** between hemp product producers and other NZ high-end foods and beverage exporters such as the Fernmark Food Basket initiative in China. On the Alibaba e-commerce site.

What about Covid 19 and the threat of Global Recession?

The economic and transportation disruption caused by the Covid pandemic poses both a threat but also an opportunity to the export growth scenario. But history teaches us that markets always recover from disasters and the wise investor rides the wave as indicated by the chart of the Australian share market from 1900 to 2020 which includes every disaster of the past 120 years including Covid's predecessor - the 'Spanish Flu' pandemic.



THE KENTUCKY STATE CASE STUDY- A GLIMPSE OF THE ECONOMIC BENEFIT OF SUPPORTIVE POLITICAL LEADERSHIP

- Kentucky is a state with a population of 4.67 million - comparable to New Zealand.** It has a large hemp industry which has developed in a very short time. Before hemp was banned again after World War 2, Kentucky was the leading hemp-producing state in America. Mitch McConnell, the senator for Kentucky, and the US Senate Republican leader, is an ardent supporter of the hemp industry. He counselled the President to sign the 2018 Farm Bill enabling the commercial rise of hemp in his home state and across the USA
- Scenario 2 in New Zealand would look a lot like the rise of the Kentucky Hemp CBD Industry.** Kentucky shows the economic impact of an accelerated growth of the hemp/CBD industry
- Kentucky is positioning itself as the leading Hemp state in the USA** with strong leadership from the State Department of Agriculture, local Hemp Research bodies, and the major Hemp manufacturing companies.
- New Zealand and Kentucky have a similar recent history in regard to hemp** as the key legislation for both states occurred in late 2018. Both stages have seen a surge of hemp investment and growth but on different economic trajectories. The stark difference is that Kentucky has been able to process the whole hemp plant including the cannabinoids, especially CBD, whilst NZ Hemp has only been able to process seed and fibre.



ECONOMY	KENTUCKY in 2019 https://www.kyagr.com	NEW ZEALAND in 2019
Population	4.67 million	5 million
Economy	Manufacturing, agricultural – (including equine)	Agricultural and tourism
Hemp Economy	92% CBD (with major cannabinoid extraction plant) 2% Seed 4% Fibre	96% Seed est. 0% CBD 4% Fibre
Licensed Hemp growers	978	169
Planted hectares	10,724	1,200
Approved Processors	43 (CBD)	8-10 (Seed)
Hemp flowers	US\$77.00/ kilogram	0
Hemp seed	US\$1.75 / kilogram	NZ\$4.50/ kilogram
Hemp Fibre	US\$ 0.26/ kilogram est.	NZ\$0.64/ kilogram est.
Gross product sales	US\$194 million	NZ\$ 3 million est.
Capital investments in 2019	US\$207 million	Not known
Jobs	1,304	Not known

THIS IS JUST ONE OF THE KENTUCKY HEMP COMPANIES CBD PRODUCT RANGE, INCLUDING CBD FOR DOGS



'IT JUST NEEDS THE NOD' ENABLING CBD TO BE USED AS A DIETARY SUPPLEMENT AND NATURAL HEALTH PRODUCT

- CBD and cannabinoid nutraceutical products are not legal in New Zealand.
- But CBD products are being sold online and brought into this country by New Zealand purchasers who are fully aware of the benefits of CBD.
- CBD Research reviews (e.g. WHO) consistently show the efficacy of the plant extract and its safety, even in large doses.

<https://www.who.int/medicines/access/controlled-substances/CannabidiolCriticalReview.pdf>

- The Australian Therapeutic Products Agency has recommended that CBD products with up to 60mg's dosage be approved in 2021 to be available without prescription in pharmacies.

<https://www.tga.gov.au/sites/default/files/review-safety-low-dose-cannabidiol.pdf>

A WORD FROM ALL BLACK LEGEND BEN FRANKS

Ben Franks runs Impact Sports in London which markets CBD products for high performance athletes. Ben says CBD is widely known and used among the community of top international athletes across all sports and is immensely valued for its many properties.



"I think everyone should have the option in NZ to be able to use these products, as they can in the UK. Having it over-regulated, or having to go through a doctor to buy a food supplement is over the top, considering all the other stuff you can get your hands on in a store"

RECOMMENDATION

With the benefit of hindsight the laws and regulations governing the hemp regulations in NZ had unforeseen negative consequences. These are now restricting the competitiveness of NZ in this global sector which is growing at a rate of 20% per year and is expected to reach around NZD\$90 billion by 2030.

Hemp offers major export driven economic growth and regional jobs if/when the current regulations are tweaked to open up the fast growing cannabinoid food ingredient and nutraceutical global market to NZ companies. (See legal discussion pg 46-48 of THE FULL REPORT) - <https://joom.ag/attC/p46>

THE GROWTH SPACE FOR NUTRACEUTICALS BETWEEN FOOD AND MEDICINE

INDUSTRIAL HEMP INDUSTRY

FOODS WITH STRONG NUTRITIONAL HEALTH RELATED LINKS

Raw Hulled Hemp Seeds
Hemp Seed Oil
Hemp Protein Powder
Hemp Milk

FUNCTIONAL FOODS/ INGREDIENTS

Hemp Protein Powder
Hemp Snacks
Hemp Flour
Hemp Skin Balms

HEMP NUTRACEUTICALS

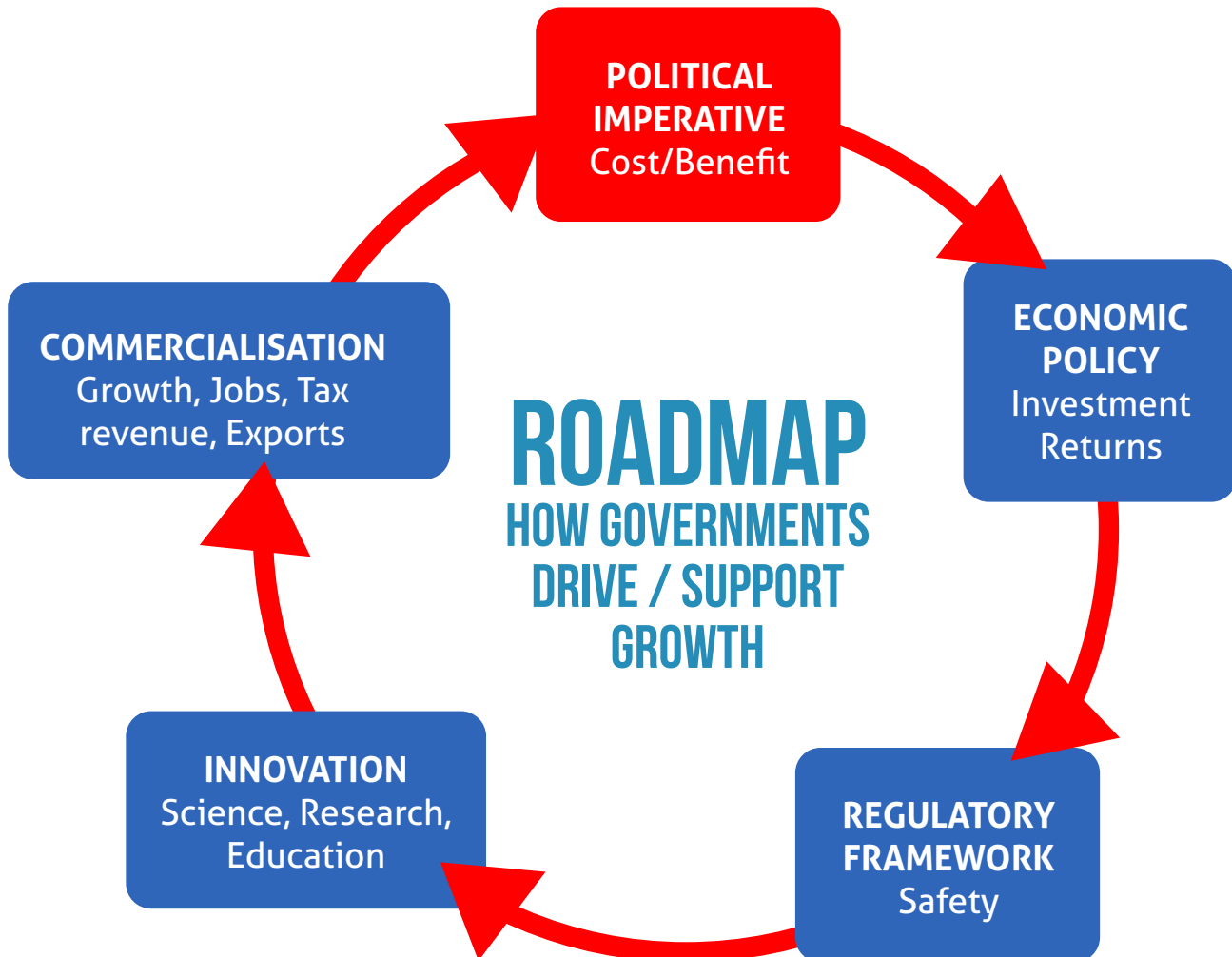
FULL SPECTRUM OILS
CBD OILS
CBD PET FOOD

MEDICINAL CANNABIS

PRESCRIPTION MEDICINES

Epidiolex
Sativex

The next elected government can commission from its key economic agencies an 'Industrial Hemp Action Roadmap'. With a shift in government policy -> regulatory policy and framework -> education/science/research -> commercialisation. Each needs to flow with a series of clear actions that support each other toward a clear goal, which should be a \$2 billion industry by 2030.



The Australians are highly likely to move in this direction and New Zealand will follow eventually. But if that is the case why not move now and reap the benefits for the New Zealand economy?

The Full Version of the Report can be found at:

<https://joom.ag/attC>



NZ HEMP EXPORT DRIVEN INVESTOR REPORT:

\$2 BILLION AND
20,000 REGIONAL JOBS BY 2030
JUST NEEDS THE NOD...

A world map with yellow dots and dashed lines connecting New Zealand to Europe, China, India, Australia, North America, and South America. Below the map, the word 'GROWTH' is spelled out with wooden blocks on a string, with an arrow pointing upwards from the 'H' block.

EUROPE **CHINA** **INDIA** **AUSTRALIA** **NEW ZEALAND** **NORTH AMERICA** **SOUTH AMERICA**

G **R** **O** **W** **T** **H**

FULL REPORT

You are invited to the
NZHIA iHemp Summit and Expo
20-22 May 2021, Rotorua
www.hempsummit.nz



The New Zealand Hemp Industries Association Inc
is the go-to resource to help you with your iHemp journey,
for more information and to join go to
www.nzhia.com



We would like to thank AGMARDT for
recognising the importance of the
iHemp industry and for helping to fund this report.

The AGMARDT logo consists of the word "AGMARDT" in a bold, black, sans-serif font, centered within a bright yellow rectangular background.

AGMARDT

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