



# Introduction to CBD and marketing strategies

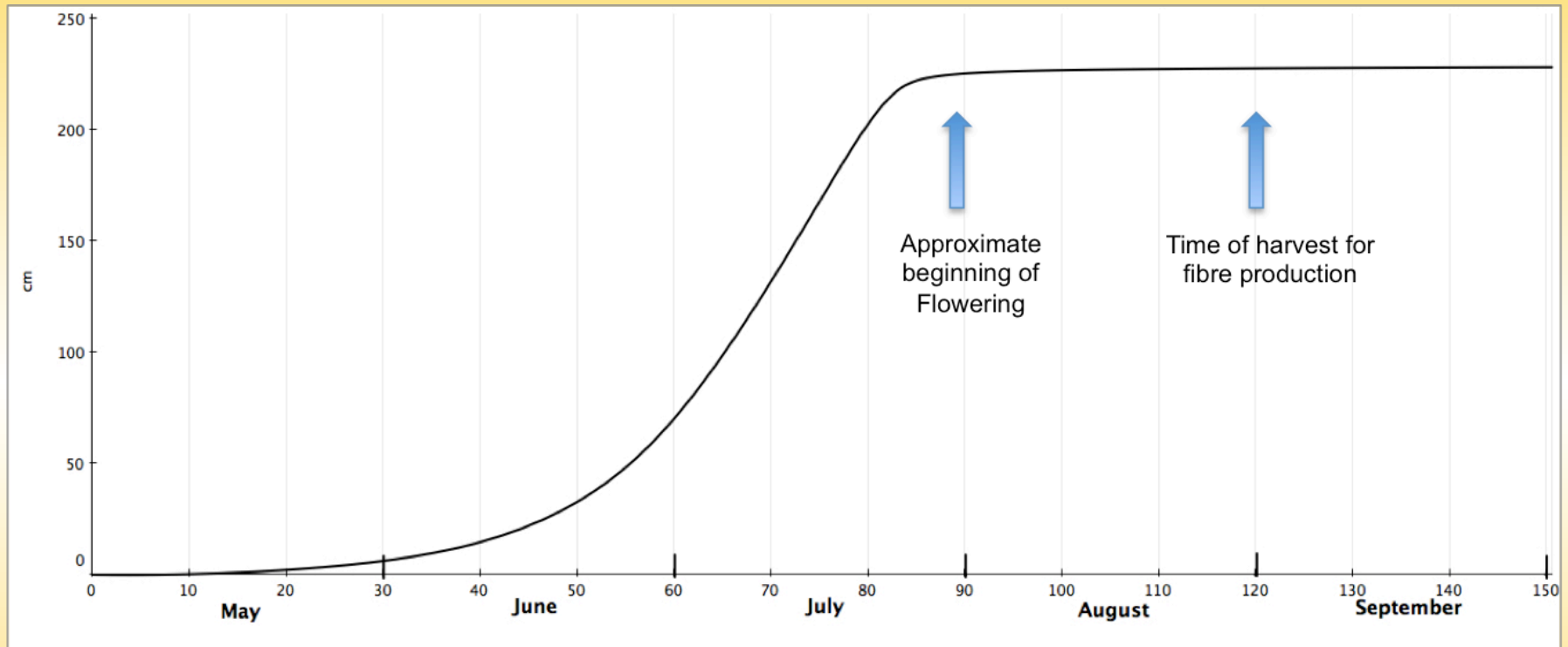
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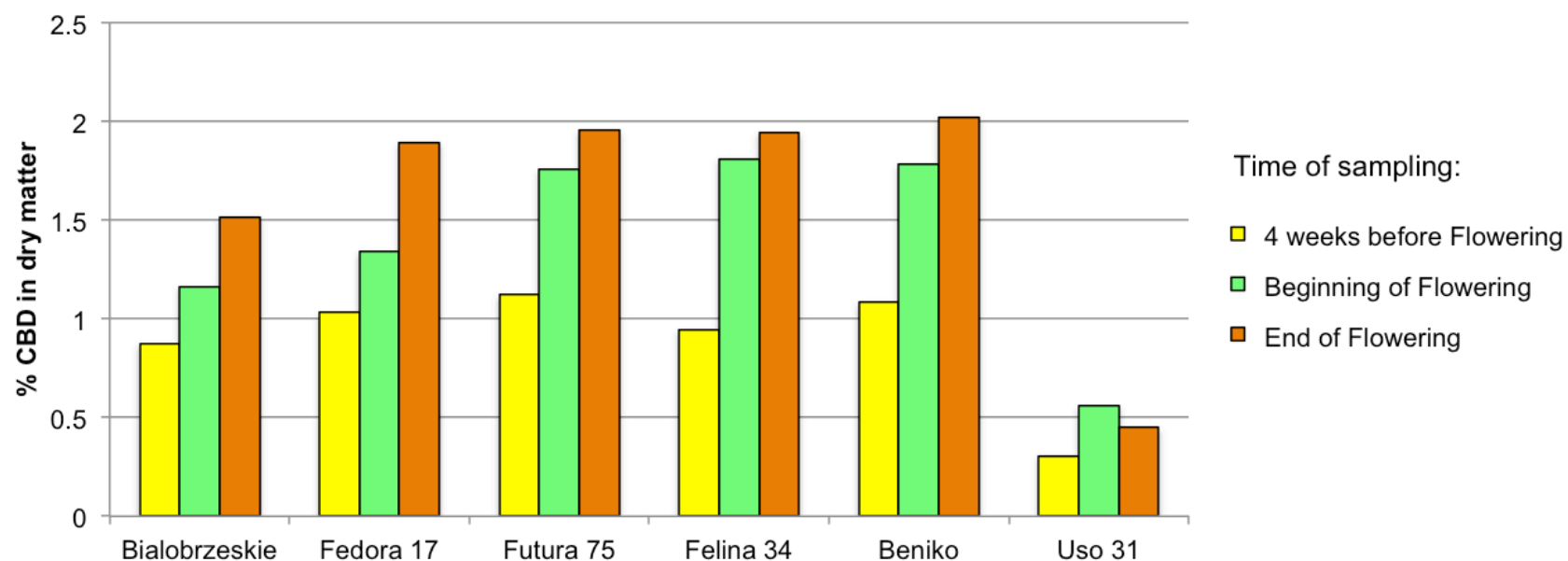


# Growth of hemp





## CBD content of different hemp varieties depending on the stage of seed ripening (2001)



Source: Schweiger und Kuzner 2004, adapted by nova 2015



# CBD and THC content in different varieties



List of varieties	Analytical results for CBD contents (%)				Analytical results for THC contents (%)			
	de Meijer et al. 1992	Kriese 2007	Sikora et al. 2011	BLE 2013	de Meijer et al. 1992	Kriese 2007	Sikora et al. 2011	BLE 2013
<i>Dioecious varieties:</i>								
Armanca	-	-	-	-	-	-	-	-
Cannakomp	-	-	-	-	-	-	-	-
Carmagnola	-	2.76	-	0.85	-	0.22	-	0.38
Chamaeleon	-	-	-	-	-	-	-	-
CS	-	2.71	-	-	-	0.23	-	-
Dioica 88	-	-	-	-	-	-	-	-
Fibranova	-	2.21	-	-	-	0.16	-	-
Finola	-	-	-	-	-	-	-	-
Kompolti hibrid TC	0.79	-	-	-	0.55	-	-	-
Kompolti	1.39	2.11	-	-	0.15	0.36	-	-
Lovrin 110	1.30	1.54	1.41	-	0.66	1.01	0.58	-
Silvana	-	-	-	-	-	-	-	-
Tiborszálási	-	-	1.47	-	-	-	0.55	-
Uniko B	1.21	1.78	-	-	0.22	0.49	-	-
<i>Hybrid varieties:</i>								
Antal	-	-	-	-	-	-	-	-
Carma	-	-	-	-	-	-	-	-
KC Virtus	-	-	-	-	-	-	-	-
KC Zuzana	-	-	-	-	-	-	-	-

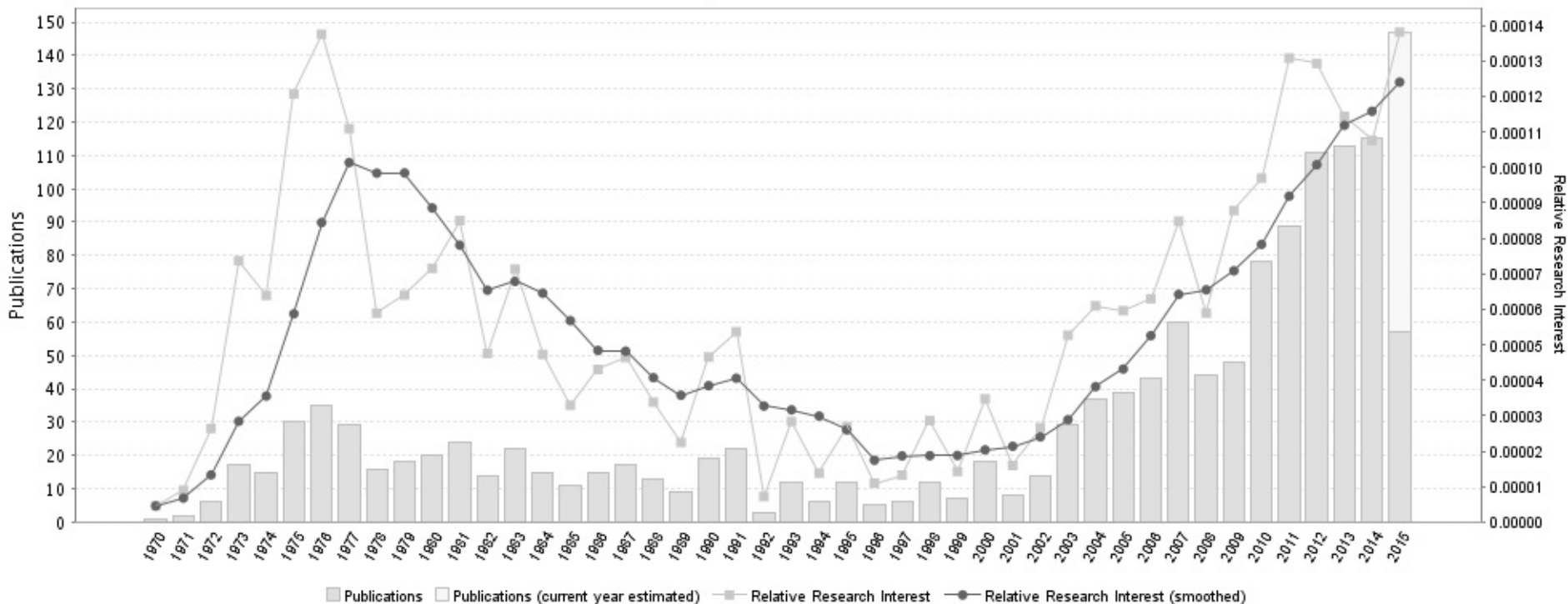
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<i>Monoecious varieties:</i>								
Asso	-	-	-	-	-	-	-	-
Beniko	-	1.48	1.59	-	-	0.14	0.25	-
Bialobrzeskie	0.59	1.18	1.30	1.24	0.26	0.39	0.12	0.28
Codimono	-	-	-	-	-	-	-	-
Dacia Secuieni	-	-	-	-	-	-	-	-
Delta-405	-	-	-	-	-	-	-	-
Delta-llosa	-	-	-	-	-	-	-	-
Denise	-	-	-	-	-	-	-	-
Diana	-	-	-	-	-	-	-	-
Epsilon 68	-	1.26	-	0.72	-	0.23	-	0.05
Fedora 17	1.41 (F19)	1.56 (F19)	1.52 (F19)	1.15	0.26 (F19)	0.32 (F19)	0.26 (F19)	0.08
Felina 32	1.39 (F34)	1.52 (F34)	-	1.15	0.15 (F34)	0.82 (F34)	-	0.10
Ferimon	1.16	1.28	1.44 (F12)	0.61	0.17	0.14	0.13 (F12)	0.02
Fibrimor	-	-	-	-	-	-	-	-
Fibrol	-	-	-	-	-	-	-	-
Futura 75	1.21	1.57	2.04 (F77)	1.24	0.15	0.02	0.49 (F77)	0.09
Ivory	-	-	-	-	-	-	-	-
KC Dora	-	-	-	-	-	-	-	-
Lipko	-	-	-	-	-	-	-	-
Marcello	-	-	-	-	-	-	-	-
Markant	-	-	-	-	-	-	-	-
Monoica	-	-	-	-	-	-	-	-
Santhica 23	-	-	-	-	-	-	-	-
Santhica 27	-	-	-	0.09	-	-	-	0.01
Santhica 70	-	-	-	-	-	-	-	-
Secuieni Jubileu	1.14 (S1)	-	-	-	0.75	-	-	-
Szarvasi	-	-	-	-	-	-	-	-
Tisza	-	-	-	-	-	-	-	-
Tygra	-	-	-	-	-	-	-	-
Uso-31	-	0.36	-	0.42	-	0.03	-	0.03
Wielkopolskie	-	-	-	-	-	-	-	-
Wojko	-	-	-	-	-	-	-	-
Zenit	-	-	-	-	-	-	-	-



# Publications on CBD



Topic: Cannabidiol





## How to regulate CBD?



Options	Impacts
CBD as a prescription drug only	very safe for the user, expensive, small volume
CBD as a drug without prescription (such as Valerian) (EU)	very safe for the user, cheaper, medium volume
CBD as dietary / nutritional supplement, such as Valerian (US) - CBD as food additive (EU)	safe for the user, cheap, high volume
No regulation	unsafe for the user, different price levels, high volume, risk of image damage (dubious firms)



# Thank you for your attention!

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