



## Economic potential for iHemp

*The American market for hemp foods and body care products exceeded \$620 million in retail sales in 2014 an increase of 21% on the previous year. This is an industry that has had double digit growth for the last 10 year, and has a long way to go.*

The New Zealand economy is based on primary production, our growers are experienced in dealing with commodities in international markets and our unique environment can produce top quality product.

A Popular Mechanics article in 1938, called hemp a “Billion Dollar Crop” and in 1998 the NZHIA published “The 5 Minute Guide to Industrial Hemp in New Zealand “, prompting a multi billion dollar iHemp industry (<http://nzhia.com/>)

Worldwide the industry was reignited in the 1990’s. In New Zealand the early 2000’s were spent doing trials and getting a framework in place to grow industrial hemp. In the following decade a big issue is access to hemp seed foods. And the topic of medicinal cannabis utilising THC/CBD and other cannabinoids has come up.

In 2016 the New Zealand iHemp industry is ready to go. The public are interested in sustainable sources of food and construction materials and we are poised to supply them.

The iHemp seed food industry is about to scale, when we get access to the human food markets. Our export products can leverage on our trade credentials and clean, green reputation.

The iHemp industry is ready to become part of New Zealand Inc and add to our story:

- Build industrial capacity in rural & regional New Zealand
- Increase demand for goods and services from existing suppliers and contractors
- Working with new and existing farmers and processors to grow the rural economy
- Creating opportunities to produce, develop and export iHemp product

How is industry created?

- iHemp has a huge diversity of end uses, each requiring R&D
- Investment in infrastructure and machinery to add value
- Provision of capital for scaling iHemp business
- Creating solid companies, based on predictable markets
- Growing businesses create employment in rural New Zealand

It Ticks all the right boxes;

- A sustainable commodity crop with value added opportunities
- Annual crop, ideal in rotation, can clean and condition soil, requiring less agri-inputs.
- Export potential from a huge range of products
- Will drive regional growth and employment

We would welcome a commitment from the Government to allow the industry to prosper. They need to embrace new markets for the whole iHemp plant and allow products and technologies to develop.

We need access to all the products, from the roots, stems, leaves and seed

NZHIA – 29 February 2016

The following chart has been extract from the 1998 NZHIA Publication – The 5 Minute Guide to Industrial Hemp. Chart Source: Nova Institute 1995, since this chart was created many more uses have been identified, such as 3D printing, graphene, bioremediation and batteries

