

European Industrial Hemp Association

May 27, 2010

Wesseling, Germany





Hemp & Natural Foods

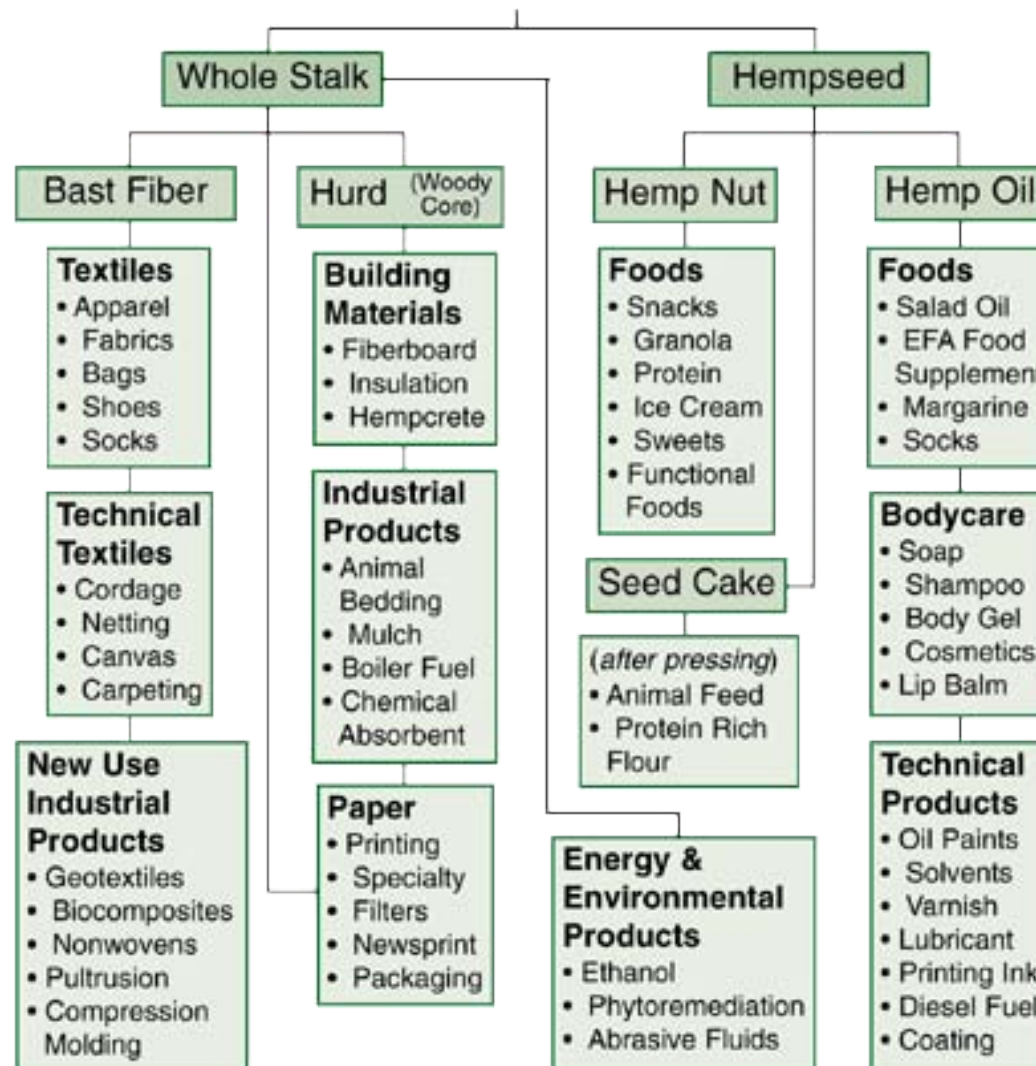


1. Hemp as food: the facts
2. The Future in Hemp
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4. About Living Harvest & Tempt™
 - Brand manifesto
 - Mission, vision, values
 - Products we make



Hemp: it's superfood.

- Hemp is non-dairy, vegan and one of the best, quality sources of plant-based nutrition.
- Hemp is one of the densest sources of nutrition with nearly two-thirds of its nutrients deemed essential.
- Hemp has no known allergens.
- More than 90% of soy is genetically modified – hemp is non-GMO; Soy is one of the most common food allergies while an allergy to hemp is rare.
- Hemp is gluten-free; gluten intolerance is on the rise and it's now estimated that 1 in 300 have this condition.
- Hemp is good for you and the planet:
 - Hemp is sustainable and grown without pesticides (not permitted where Living Harvest cultivates hemp in Canada).



THE WALL STREET JOURNAL | FOOD & DRINK

January 17, 2009

Edible, Affordable Indulgences for 2009



Could frozen hemp milk provide a silver lining for the food business in a down economy?

The National Association for the Specialty Food Trade anticipates a 4% downturn for the industry this year. But sales in subcategories like specialty beverages, snacks and premium chocolate continue to grow.

The reason: These less pricey items are a means for people to continue to treat themselves well when times are challenging, says Ron Tanner, NASFT's vice president of communication and education.

In a 2008 specialty-food industry report, dollar sales for gourmet snacks increased nearly 31%, drinks jumped as much as 37% (depending on the type) and candy rose about 85% between 2005 and 2007.

Food and beverage market research firm Packaged Facts predicts that upscale chocolate sales will outperform the entire chocolate industry by five times by 2012. Packaged Facts's chocolate report also forecasts that as more Americans become strapped for cash, large-ticketed luxuries are likely to be replaced by these "little pleasures."

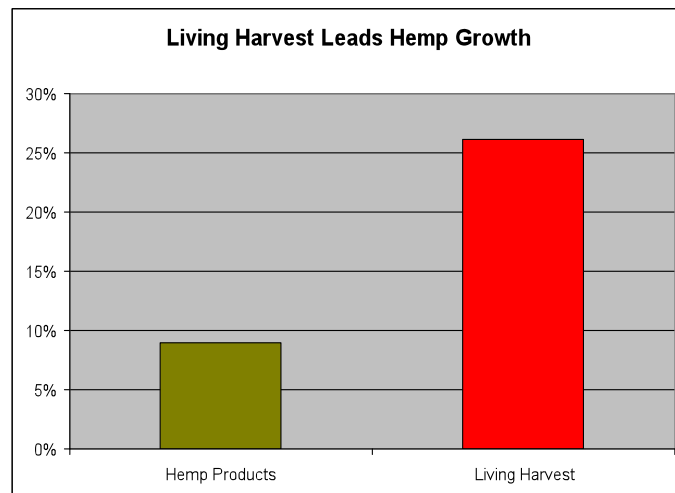
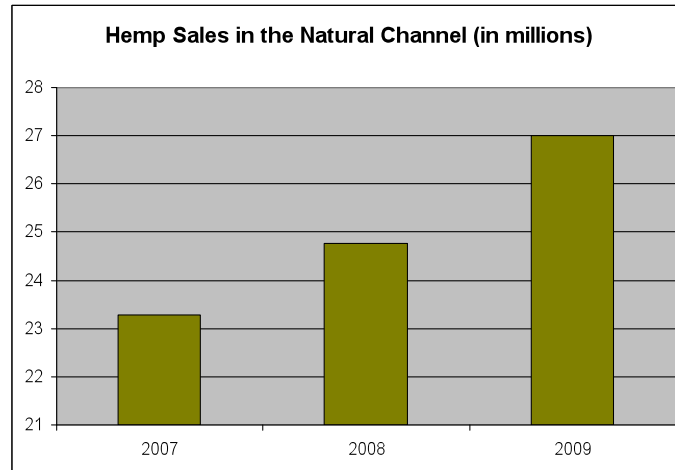
Likewise, consumer market research company Mintel anticipates sales in the nonalcoholic beverage sector to grow by 24% between 2007 and 2012. Mintel's analysis attributes the growth to the rising popularity of a "new generation of beverages that offer something extra to the consumer," such as antioxidants, energy or vitamins, as consumers demand more from their drinks.

The positive outlook for these industries signals that, despite the economy, we'll still permit ourselves small indulgences when it comes to food and drink.

A look at a few out-of-the-ordinary products to be introduced this year:

Hemp Milk Frozen Treat





Hemp is a growing and popular category.

Double Digit Growth:

In 2009, combined hemp grocery and body care sales grew by 11% or \$3.94 million* to a total of \$37.9 million.

The HIA estimates the total retail value of North American hemp food, vitamin and body care product sales to be in the range of \$113-129 million for 2009.

The Trends:

Consumers continue to value healthy organic and green' products

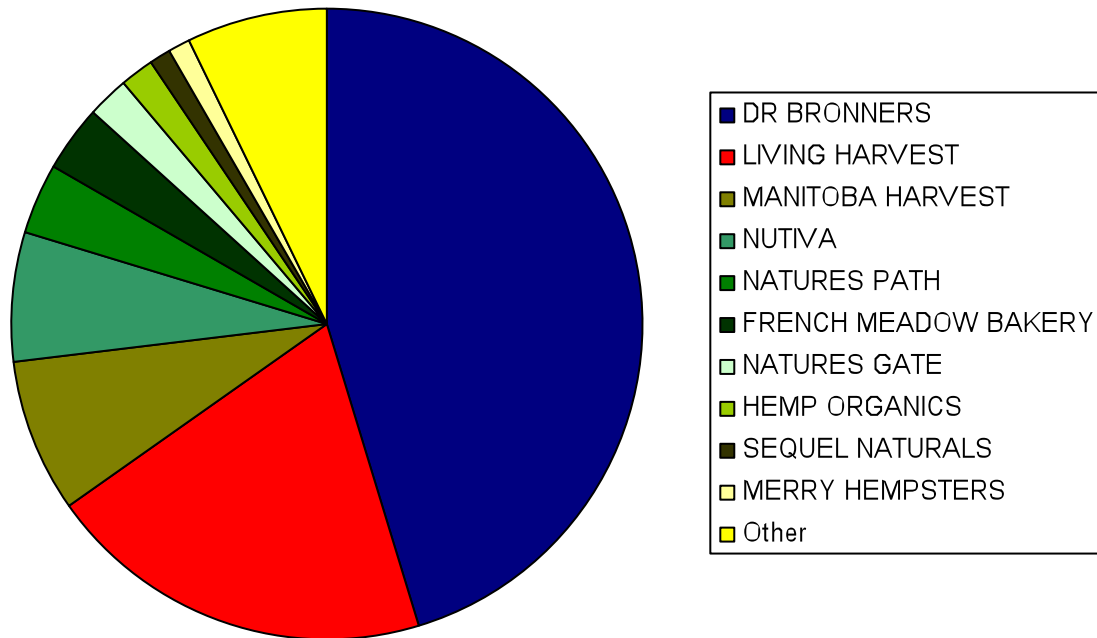
Estimated total retail value of hemp products in the U.S. is ~\$400 million, when including clothing, building materials and other non- food or body care products.

* (Year ending December 26, 2009 vs December 2008)

**Source SPINS period ending 12/26/2009



Percent of Hemp Sales in the Natural Channel



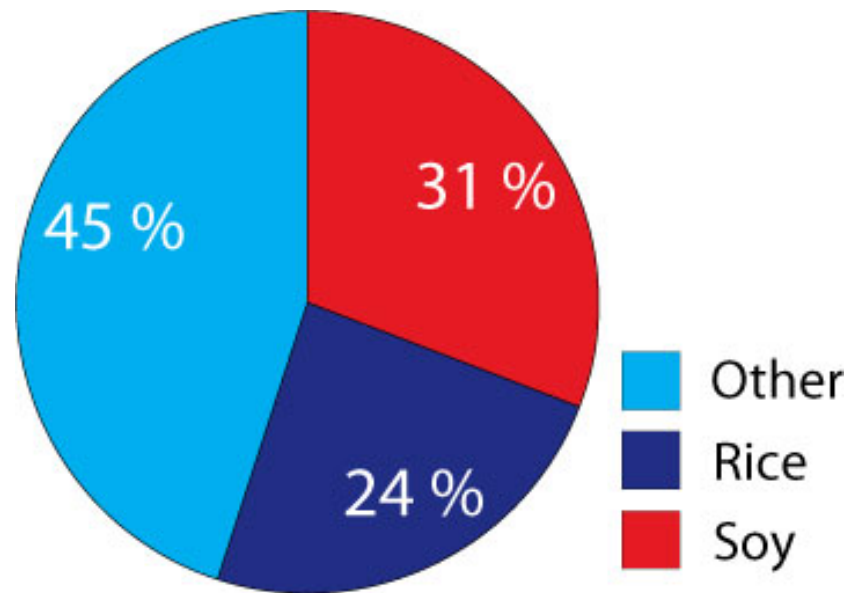
Hemp is a growing and popular category

- 10 Companies account for nearly 93% of all sales of hemp products.

- Living Harvest has the highest sales of any hemp food producer

- Living Harvest has the 2nd highest sales of hemp products behind Dr Bronners hemp body care.

Percent of Non-Dairy Unit Sales by Subcategory*

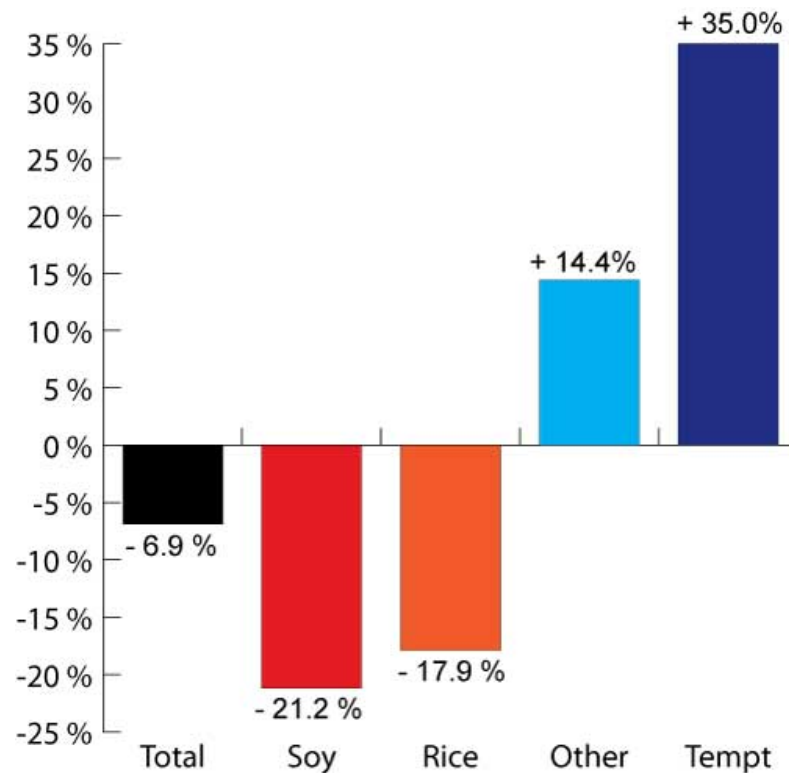


*Source: SPINS 24 weeks ending 09/09

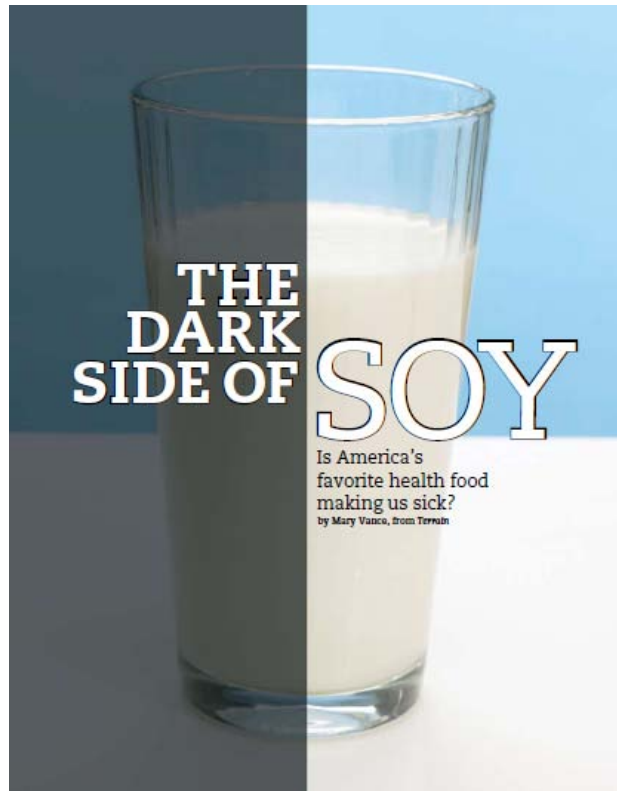
- Other Subcategory unit sales grew 14% during the most recent 24 weeks -- from 3.4 million units to 3.9 million units – as compared to the same period in 2008.
- Living Harvest Tempt™ Hempmilk grew 35% during that same period, accounting for more than 1/3 of the overall subcategory growth.
- All 5 Tempt Hempmilk SKUs are among the top 25 best-selling non dairy SKUs in the country.



Percent Unit Growth by Category of Non-Dairy Shelf Stable Beverages*



- Soy and Rice subcategories experienced steep sales decline during the past 24 weeks.
- The 'Other' subcategory is 14.4% and now represents 45% of the total -- these are the SKUs that should now make up the bulk of your set.
- Tempt sales have increased by 35% during the same period.



Consumers are demanding healthy, non-dairy alternatives

- Soy is a top 8 allergen - 1% of Americans are allergic to soy
- Soy foods may cause hormonal imbalances; isoflavones mimic phyto-estrogens
- Soy foods are not digestible; they contain enzyme inhibitors that block the uptake of trypsin (an enzyme) needed for protein digestion
- Soy foods contain phytates that block the absorption of vital nutrients like calcium, magnesium, iron and zinc

Sources:

1. Food and Drug Administration, www.mayoclinic.com
2. American Heart Association, February 28, 2008 Docket No.2007N-0464
3. *Nutrition Journal*, June 2008 "Soy, estrogen therapy, and breast cancer risk analysis and commentary"
4. USDA Trypsin Inhibitor Study I. Background, objectives and procedural details vol.35,1985



Hemp: The Legalization Battle

- From 1937 to the late 1960's, different varieties of hemp could legally be grown in the US. However, following the Controlled Substances Act (CSA) of 1970, all hemp cultivation (including industrial hemp) was deemed illegal.
- To date, 28 U.S. states have introduced Industrial hemp legislation and 15 have passed legislation; nine (Hawaii, Kentucky, Maine, Maryland, Montana, North Dakota, Oregon, Vermont and West Virginia) have removed barriers to its production or research.
- Until industrial hemp production in the US is legal, we will continue to partner with Canadian farmers and cooperatives to produce hemp seeds of the highest food quality.
- Industrial hemp won't get you high. With 0.00% THC in industrial hemp, we guarantee it. Learn more at [TestPledge.com](https://www.TestPledge.com).



Hemp is *Our* History

- Did you know that America's history is rooted in growing hemp? Thomas Jefferson once said, "Hemp is of greatest importance to our nation," yet today the U.S. is the only industrialized nation where growing hemp domestically is prohibited.
- Living Harvest, along with several other leading hemp foods manufacturers, strongly advocates that the U.S. federal government change its policy towards industrial hemp, which confuses oilseed and fiber varieties of *Cannabis* grown for food and industry with drug varieties of the plant.
- As part of this movement, Living Harvest is an active participant in Hemp History Week, May 17-23, a national grassroots education campaign with the goal of renewing strong support for hemp farming in the U.S.
- In addition to events across the country, organizers also plan to collect tens of thousands of hand-signed postcards addressed to President Barack Obama and Attorney General Eric Holder asking them to end the ban on hemp farming and let farmers once again grow the versatile and profitable crop.





1700s American farmers are required by law to grow hemp in Virginia and other colonies.

1776 The Declaration of Independence is drafted on hemp paper.

1797 The U.S.S. Constitution is outfitted with 60 tons of hemp sails and rigging.

1790s George Washington, Thomas Jefferson and John Adams, our founding fathers, grow hemp and extol its benefits.

1840 Abraham Lincoln uses hemp seed oil to fuel his household lamps.

1916 USDA Bulletin No. 404 shows that hemp produces four times more paper per acre than do trees.

1938 Popular Mechanics article "New Billion Dollar Crop" explains that new developments in processing technology could use hemp to manufacture over 25,000 different products, "from cellophane to dynamite."

1942 Henry Ford builds an experimental car body made with hemp fiber, which is ten times stronger than steel.

1942-1946 American farmers from Kentucky to Maine to Wisconsin to Oregon harvest over 150,000 acres of hemp through the USDA's Hemp for Victory program.

1957 Hemp is last grown in the U.S. due to government confusion over hemp and drug varieties of the plant, while new government incentives for industry replace natural fibers with plastics, ultimately bankrupting key hemp processors.

1998 The U.S. begins to import food-grade hemp seed and oil.

2004 Ninth Circuit Court decision in Hemp Industries Association vs. DEA permanently protects sales of hemp foods and body care products in the U.S.

2005 A bill is introduced in the U.S. Congress for the first time to allow states to regulate hemp farming, but to date no committee hearing or floor vote has taken place.

2007 The first hemp licenses in over 50 years are granted to two North Dakota farmers.

JOIN THE
EVOLUTION.

The logo for 'tempt' features the word in a white, lowercase, sans-serif font, centered within a solid red square.

tempt

VISION:

Champion a movement to put hemp foods in every kitchen.

MISSION:

We innovate. We lead. We pioneer delicious hemp foods that are good for people and planet.

VALUES:

Inspire. Create. Sustain.



OUR QUEST IS TO SHARE THE
GOODNESS OF HEMP
WITH EVERYONE.

We look to dispel false myths and demystify hemp. As an agricultural crop, hemp is a plant-based superfood. It offers an exceptional alternative to dairy, nuts and soy. It is vegan and gluten-free. Hemp is sustainable, non-GMO and grown without herbicides or pesticides. Hemp has no known allergens. It is not marijuana and has no drug value. In fact, it contains 0.00% THC.

Hemp seeds are the edible part of the industrial hemp plant (*cannabis sativa* L). Hemp seeds are tiny, round seeds, slightly larger than a sesame seed. Hemp seeds are one of the plant kingdom's

best sources of easily digestible, high-quality protein. Hemp seeds contain all 10 essential amino acids, the building blocks of protein that help develop lean body mass and promote muscular repair. Hemp is rich in Omega-3 and Omega-6 essential fatty acids, which support energy production, nervous system function, brain development, heart health and a healthy immune system.

Until now hemp has been largely misunderstood. Join the evolution in the way we nourish ourselves and help that change.



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PRODUCT PORTFOLIO

Tempt is the umbrella or master brand for hemp foods manufactured and distributed by Living Harvest. The brand is bold, bright and exudes energy. The packaging of each product category under the Tempt brand offers an interpretation that relates to the specific nature of the food. Thus, Hempmilk is presented differently than ice cream or protein powder.

G I V E I N T O T E M P T

HEMPMILK

Tempt Hempmilk offers a delicious, clean, refreshing and nutritious alternative to dairy, rice, soy and almond beverages. The splash on the front of the carton reinforces the energy and appetite appeal of the product, and a clear differentiation from the boring old milk pour, which is typical packaging imagery in the category.



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ICE CREAM

The bright, bold colors and crisp graphic style, which splits the carton in half and adds the fun of a colorful checker boarder on the lid reinforces the indulgent taste. The award winning packaging graphics compete well in the freezer case and the scrumptious flavors reinforce that there is no compromising on taste.



HEMP PROTEIN POWDER

This product collection offers a more serious side of Tempt; hemp seeds not only contain the perfect 1:3 balance of Omega-3 to Omega-6 fatty acids, they are one of the best and most easily digestible forms of high-quality vegetarian protein. These protein powders and oils are not only ideal for overall health and wellness, but also for athletes who want to develop lean body mass and enhance muscular repair without artificial ingredients or additives.



LIVING HARVEST
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It takes an open mind to change things, along with vision, insight and a healthy disrespect for authority. We look to change things. Not through breaking laws, disrespect, or spending millions making noise, but by rallying you to our cause. Learn, join, educate and help us do the right thing. Help us stimulate a meaningful change in the way America feeds itself.



tempt



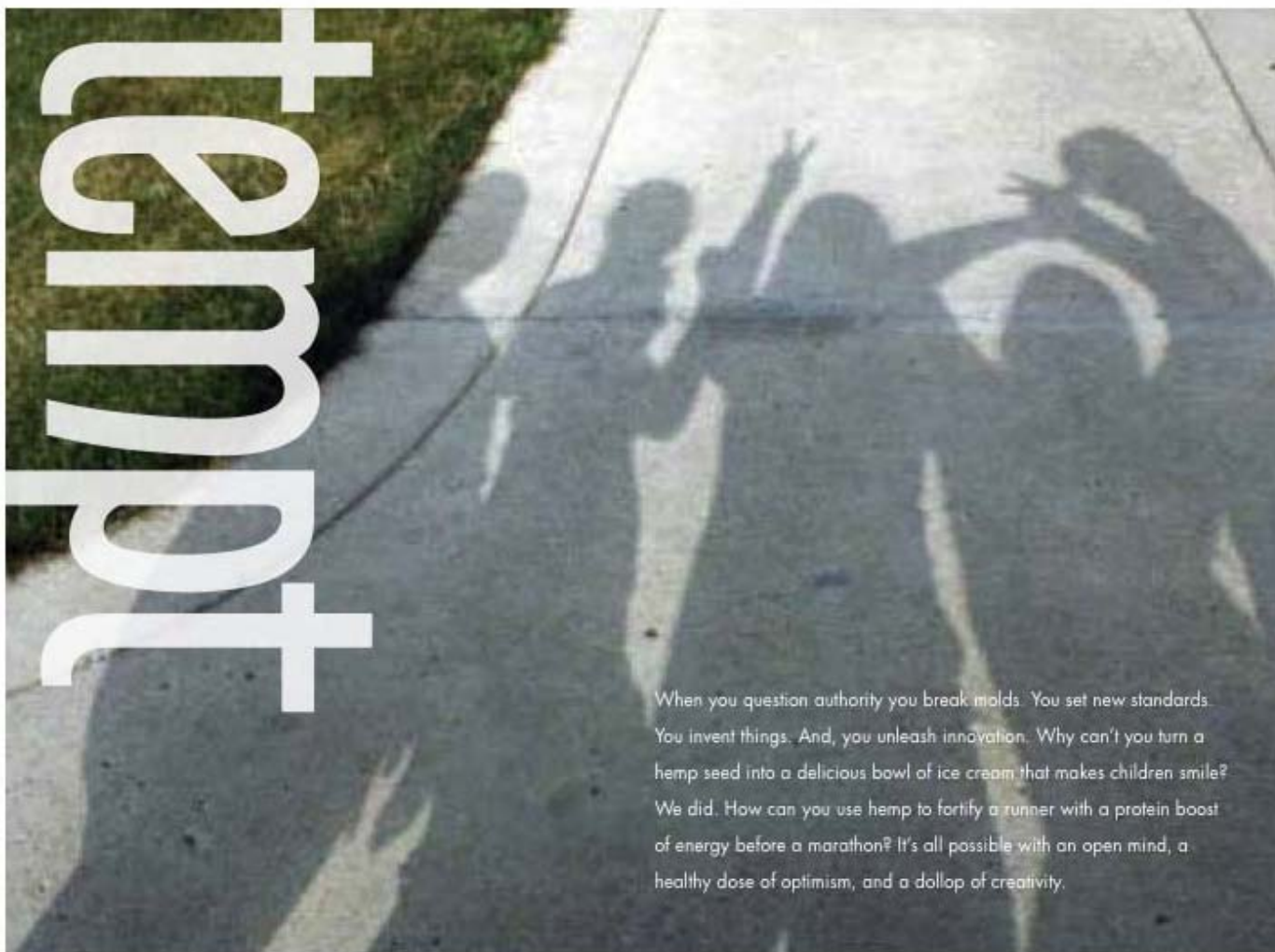
CREATE

INNOVATION. NEW THINKING. OPTIMISM.



D O T H E R I G H T T H I N G

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When you question authority you break molds. You set new standards. You invent things. And, you unleash innovation. Why can't you turn a hemp seed into a delicious bowl of ice cream that makes children smile? We did. How can you use hemp to fortify a runner with a protein boost of energy before a marathon? It's all possible with an open mind, a healthy dose of optimism, and a dollop of creativity.

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SUSTAIN

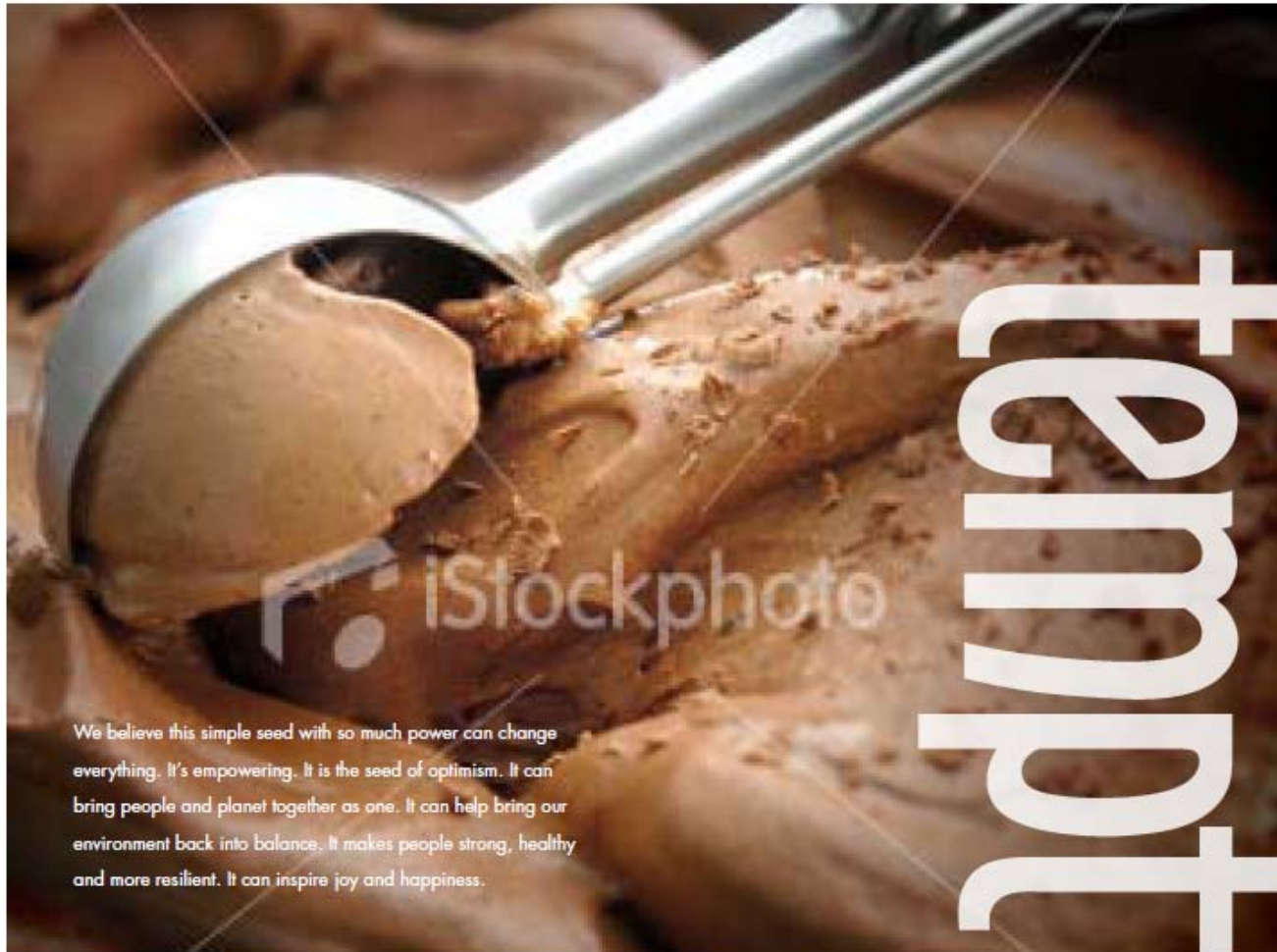
YOUR BODY.

YOUR COMMUNITY.

YOUR PLANET.

D O T H E R I G H T T H I N G

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We believe this simple seed with so much power can change everything. It's empowering. It is the seed of optimism. It can bring people and planet together as one. It can help bring our environment back into balance. It makes people strong, healthy and more resilient. It can inspire joy and happiness.