Canada's Hemp Sector

Success and Challenges







Canadian Hemp Trade Alliance Alliance Commerciale Canadienne du Chanvre

Who is CHTA ?

- Not-for-profit industry association est 2003
- 520 paid members from across the hemp value chain
 - Farmers, processors, researchers, plant breeders, etc.
 - Members from 9 of 10
 Canadian provinces
- Directors elected from the membership



Four market segments of interest

- Food well developed in Canada, and still growing
- Fibre lots of interest, but difficult to generate momentum
- Feed need to gain regulatory approvals with CFIA
- Natural Health Products tightly restricted due to current Industrial Hemp Regulation

Canadian Hemp Exports 2011 to 2016

\$C, millions





CHTA Membership

279 of 520 paid members are farmers (54%)

Representation across the value chain

New venture developers bring innovation and energy

Other researchers, government agencies and associations involved as affiliate members

- Farmer
- Processor
- Distributor
- Supplier
- New Venture
- Researcher



The World of Hemp

Elements of Success

- An industry association
- Entrepreneurial spirit
- Industry Champions public and private sector
- Tenacity
- No public safety issues, 20 years

Challenges

- Regulatory burden
- Change in focus of government support
- Asking for innovation but not prepared for the risk
- The cannabis conundrum



If It Looks Like A Duck?

- Not in the case of cannabis
 - Industrial hemp in Canada is recognized as the plant type cannabis, that contains less that 0.3% THC.





Hemp protein IS "hot"



Hemp Protein a highly desired food ingredient



NGREDIENT SE PEA PROTEIN, FLAXSEED, PEA STARCH, ORGANIC ACACIA SUM, HEMP PROTEIN, SACHA INCHI PROTEIN, ORGANIC GELATINIZED MACA ROOT, ORGANIC BROCCOLI, INULIN (FROM CHICORY ROOT), ORGANIC SPIRULINA, ORGANIC KALE, ORGANIC MARINE ALGAE, DRIED FRUIT AND VEGETABLE BLEND (SPINACH, BROCCOLI, CARROT, BEET, TOMATO, APPLE, CRANBERRY, ORANGE, CHERRY, BLUEBERRY, STRAWBERRY, MUSHROOM, CHLORELLA VULGARIS, PAPAIN, PROBIOTICS (BACILLUS COAGULANS), STEVIALEAF EXTRACT, CITRIC ACID, DRIED FRUIT BLEND (GRAPE SEED EXTRACT, ORGANIC POMEGRANATE, ACAI, MANGOSTEEN, ORGANIC GOJI, ORGANIC MAQUI), NATURAL FLAVOURS. MAY CONTAIN TRACES OF PEANUTS, MILK, SOY, EGGS, TREE NUTS, AND MUSTARD SEEDS. INGRÉDIENTS : PROTÉINES DE POIS, GRAINES DE LIN, AMIDON DE POIS, GOMME D'ACACIA BIOLOGIQUE, PROTÉINES DE CHANVRE, PROTÉINES DE SACHAINCU PAGNE

...as North American consumers seek alternatives to animal, whey and soy protein supplements

Hemp oil and hemp snacks





Hemp Hearts got it started....

- Becoming mainstream
- Here are four products, from three different suppliers
- Branded products are from CHTA member companies
- Private label product on right is store brand product

