

Canada's Hemp Sector

Success and Challenges



CHTA  **ACCC**
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



Province	2016 Acres	In Hectares
Alberta	31,954	12,937
Saskatchewan	21,072	8,531
Manitoba	18,026	7,298
All Others	5,249	2,125

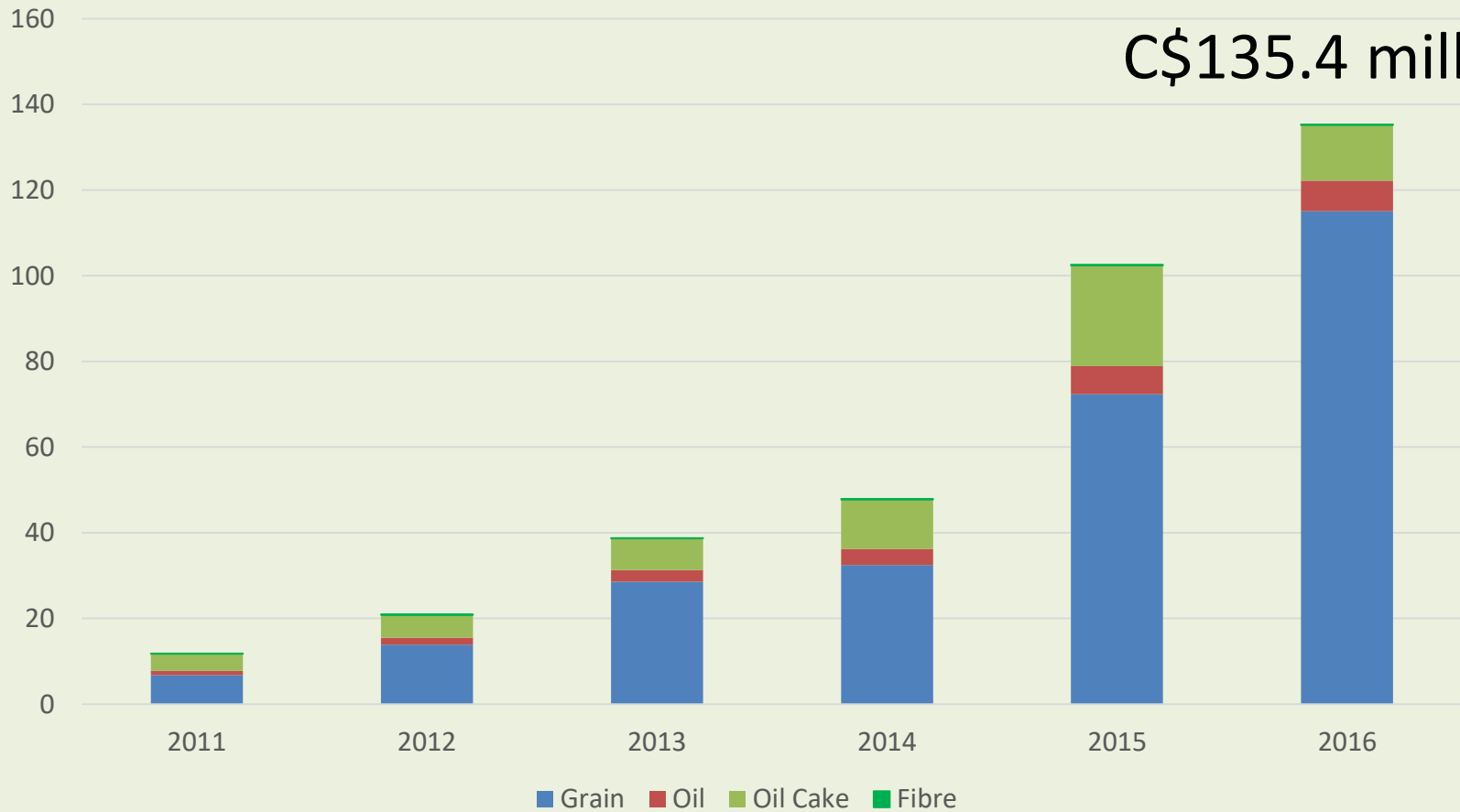
Four market segments of interest

- 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

C\$135.4 million



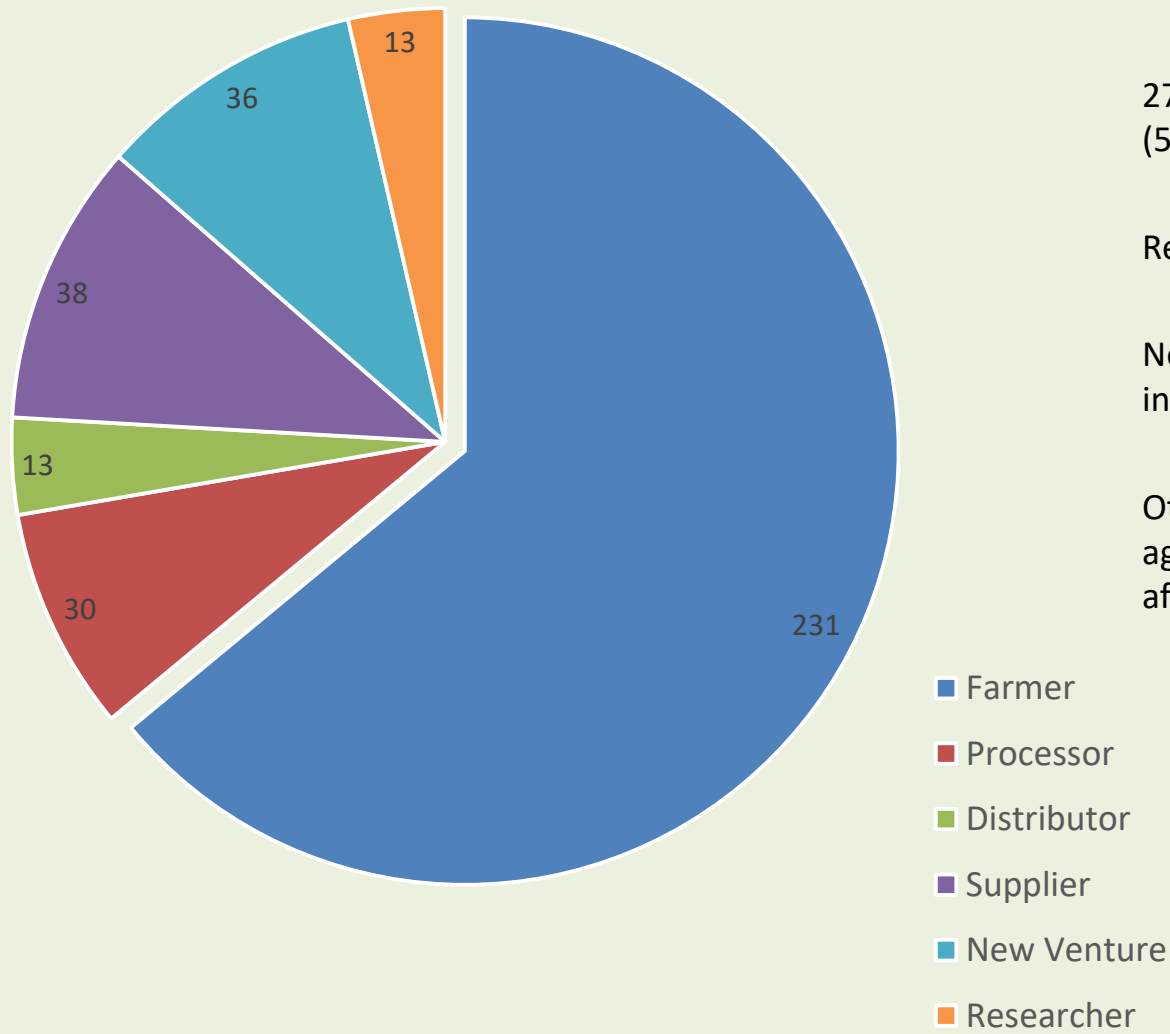
CHTA Membership

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



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?

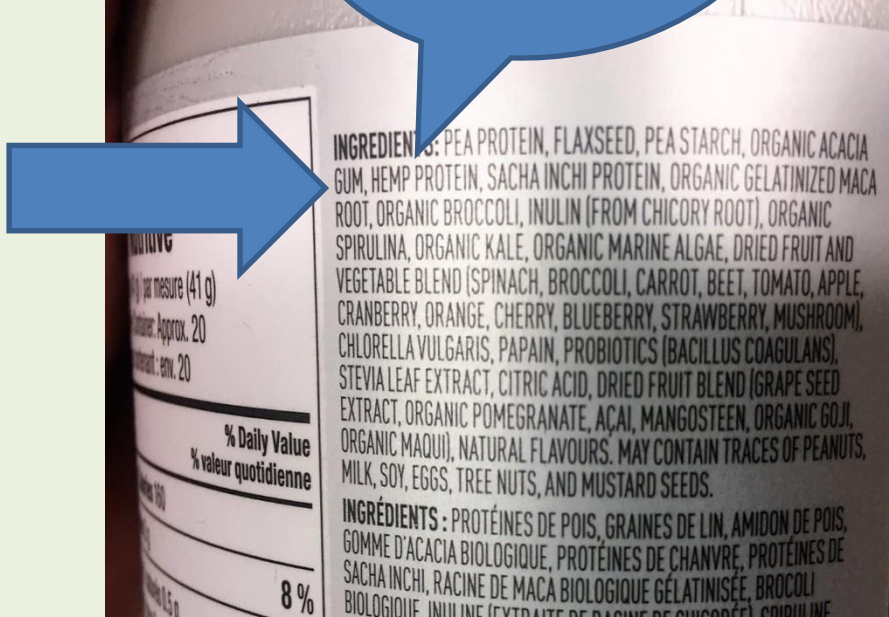
- Not in the case of cannabis
 - Industrial hemp in Canada is recognized as the plant type cannabis, that contains less than 0.3% THC.



Hemp protein IS “hot”



Hemp Protein a highly desired food ingredient



...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

