

# CANADIAN HEMP TRADE ALLIANCE

## \$1 BILLION BLUEPRINT

State Ag and Rural Leaders  
Calgary, Alberta  
July 2019

# WHO IS THE CANADIAN HEMP TRADE ALLIANCE?

The Canadian Hemp Trade Alliance (CHTA) is a federally-registered not-for-profit corporation. It was incorporated in 2003 and has developed a strong membership base and program of work. The business of CHTA is directed by the Board of Directors and implemented by management with the support of committees.

## Vision

CHTA will become the “go to” organization for industry, government, and consumers looking for expertise and insight into Hemp Food, Fibre, Feed and Fractions in Canada, creating a \$1B industry by 2023.

## Mission

To champion a diverse and robust Canadian hemp industry which benefits all stakeholders along the value chain.



# CHTA IS MEMBER DRIVEN

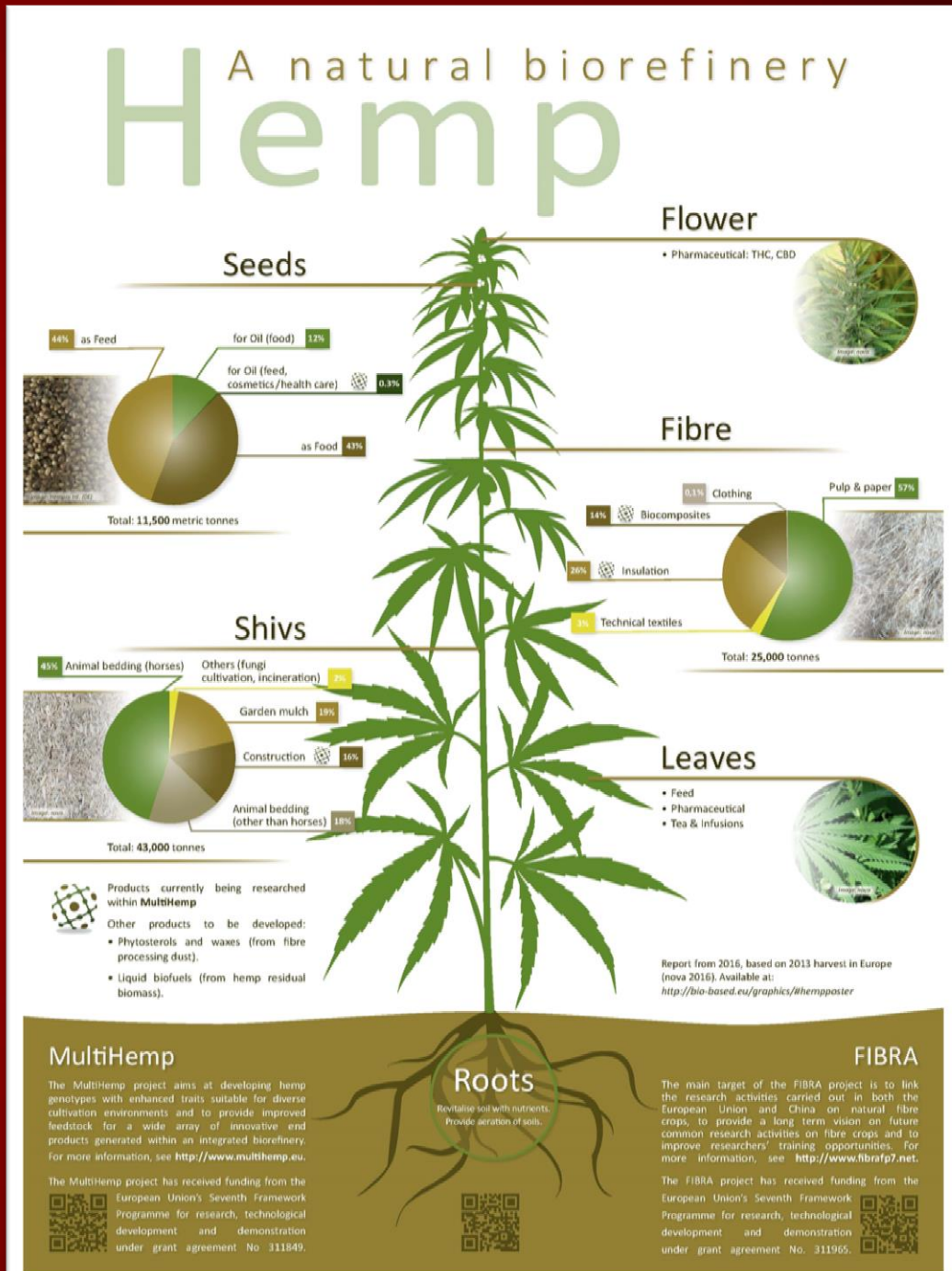
- 394 members from across the hemp value chain:
  - Farmers (198);
  - Manufacturers/Processors (88);
  - Wholesale/Retail (47);
  - Research (12);
  - Hemp Breeder/Seed Supplier (12);
  - Governments (14); and
  - Consultants (23)
- Members from 9 of 10 Canadian provinces
- Directors are elected by the members
- Officers are elected by the Board



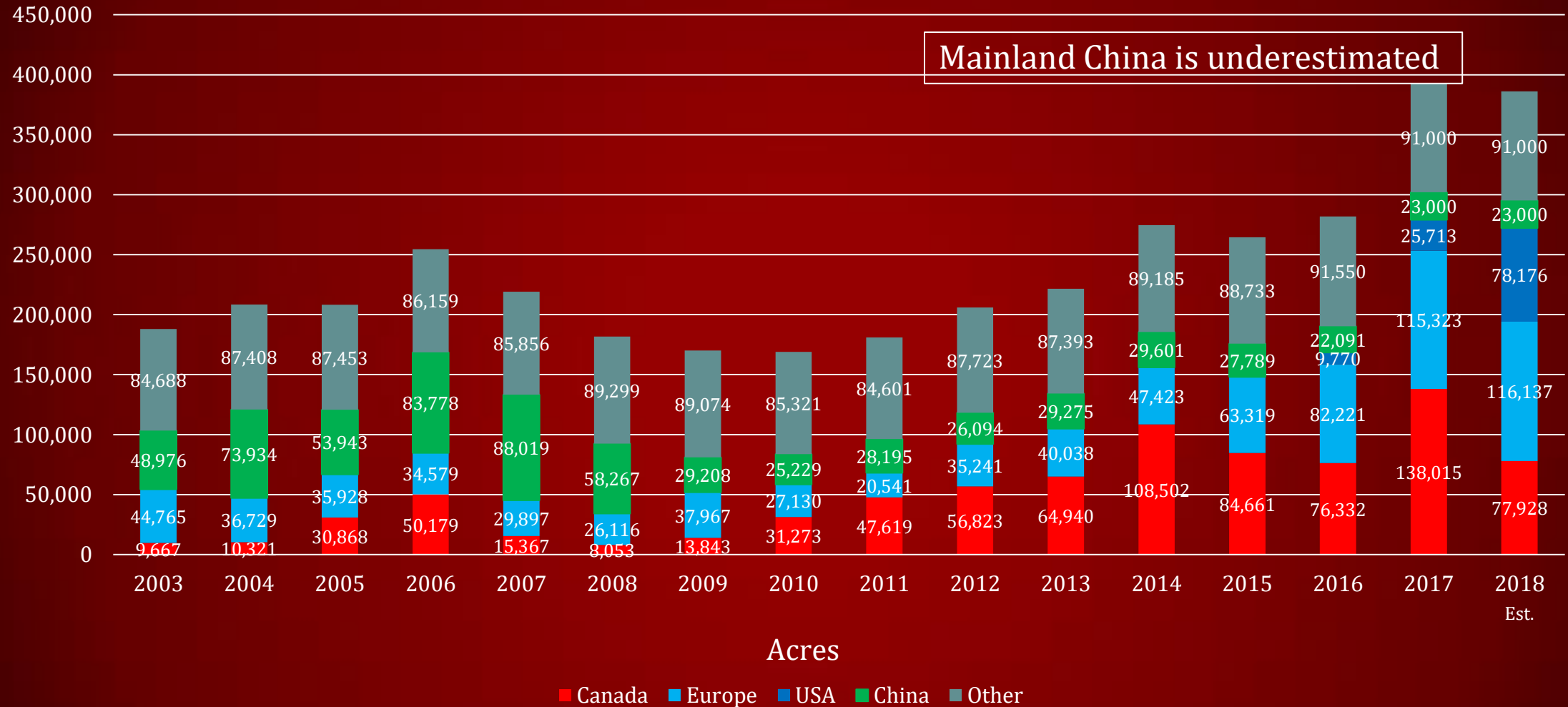
Province	Members	2018	
		Acres	Hectares
Saskatchewan	82	27,119	10,975
Alberta	107	30,670	12,142
Manitoba	58	11,549	4,674
Other	147	8,590	3,746
<b>Total</b>	<b>394</b>	<b>77,928</b>	<b>31,537</b>

# HEMP IS CANNABIS, BUT ITS NOT MARIJUANA

- Multiple market opportunities
- Canada is global leader on using hemp seeds for food
  - “Hemp Hearts”
  - Oil
  - Protein
- Other compelling opportunities on the horizon
  - Feed
  - Fibre
  - Fractions ... CBD!
- IF we can execute the industry’s strategic plan

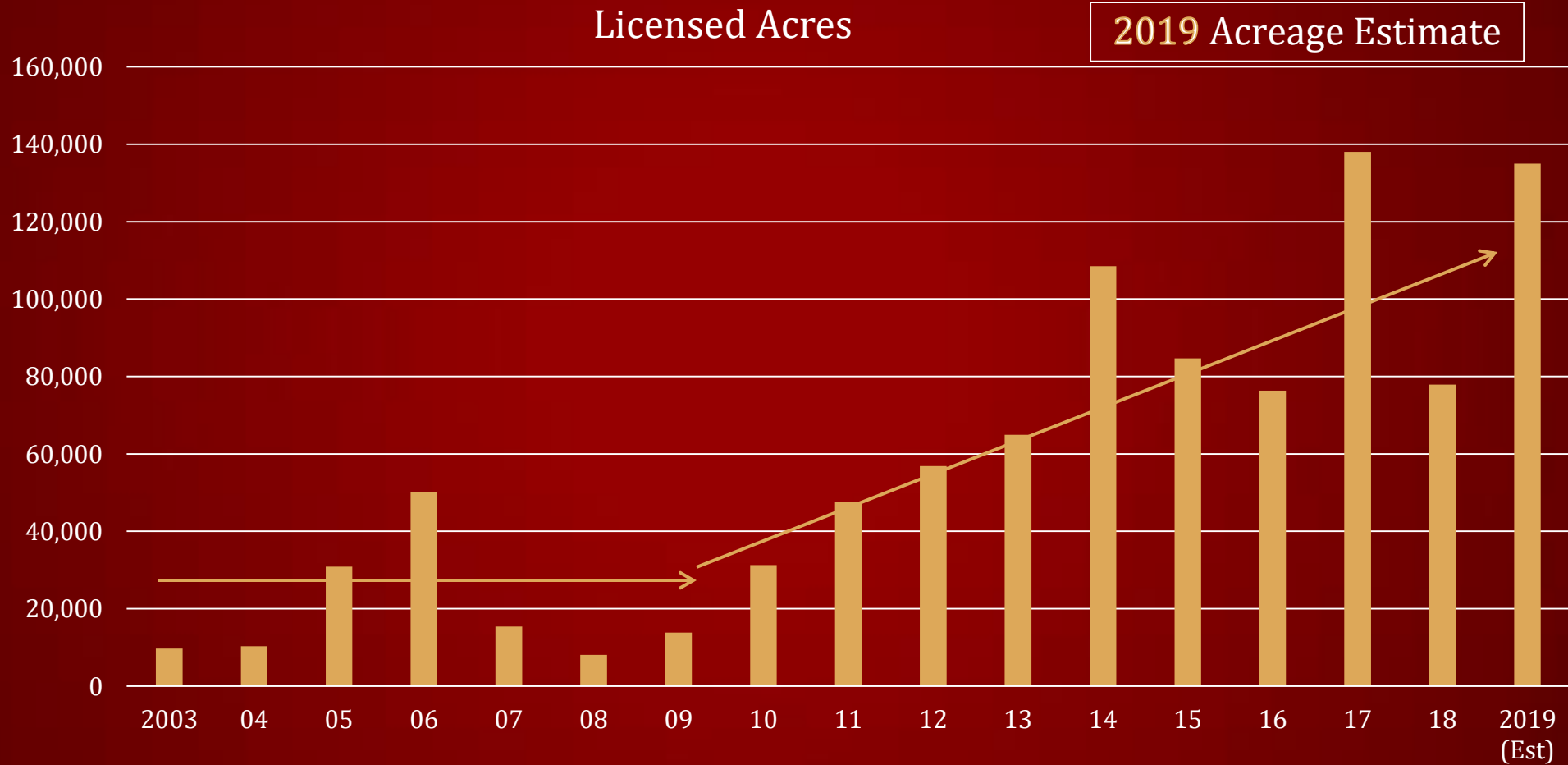


# HEMP IS GROWING WORLDWIDE... PROPELLED BY FOOD, FEED, FIBRE AND FRACTIONS



...by seizing the value of the whole hemp plant

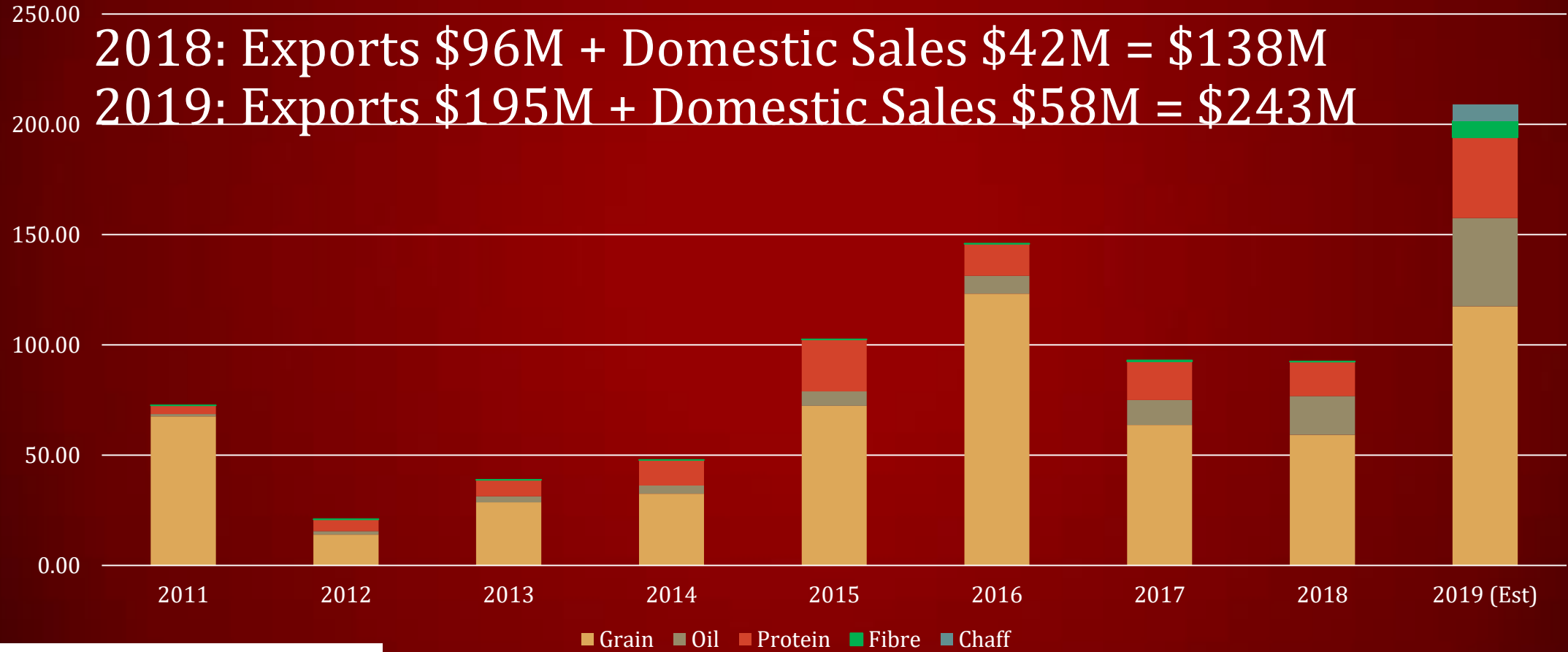
# HEMP IS EXPANDING IN CANADA... PROPELLED BY FOOD MARKET DEMAND





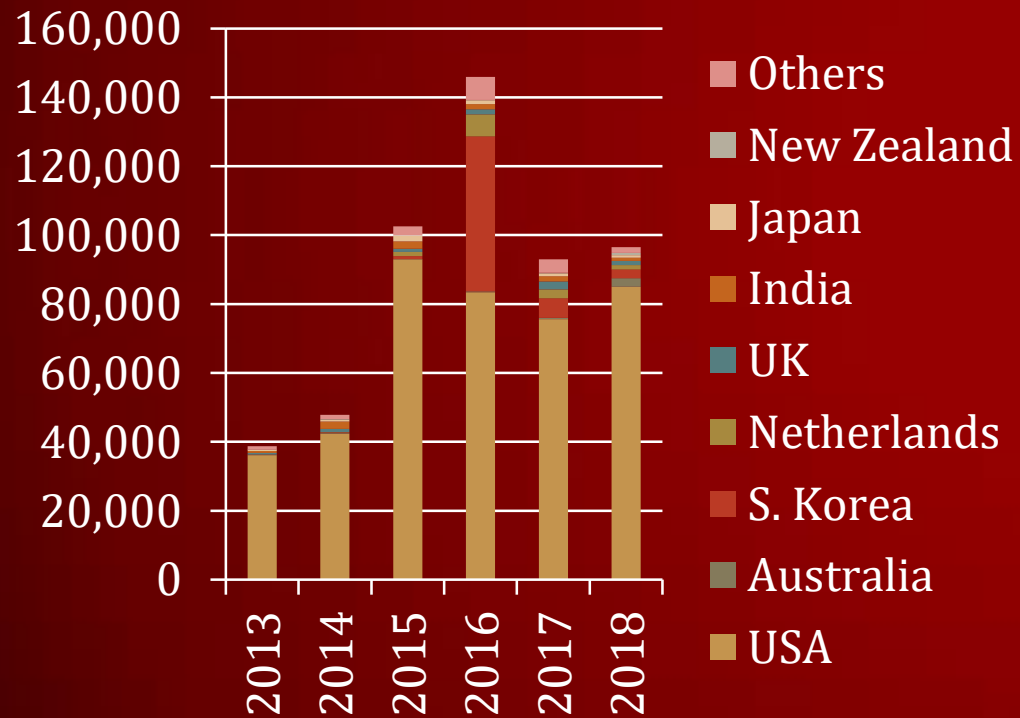
# CANADIAN HEMP EXPORTS 2011 TO 2017

C\$, millions

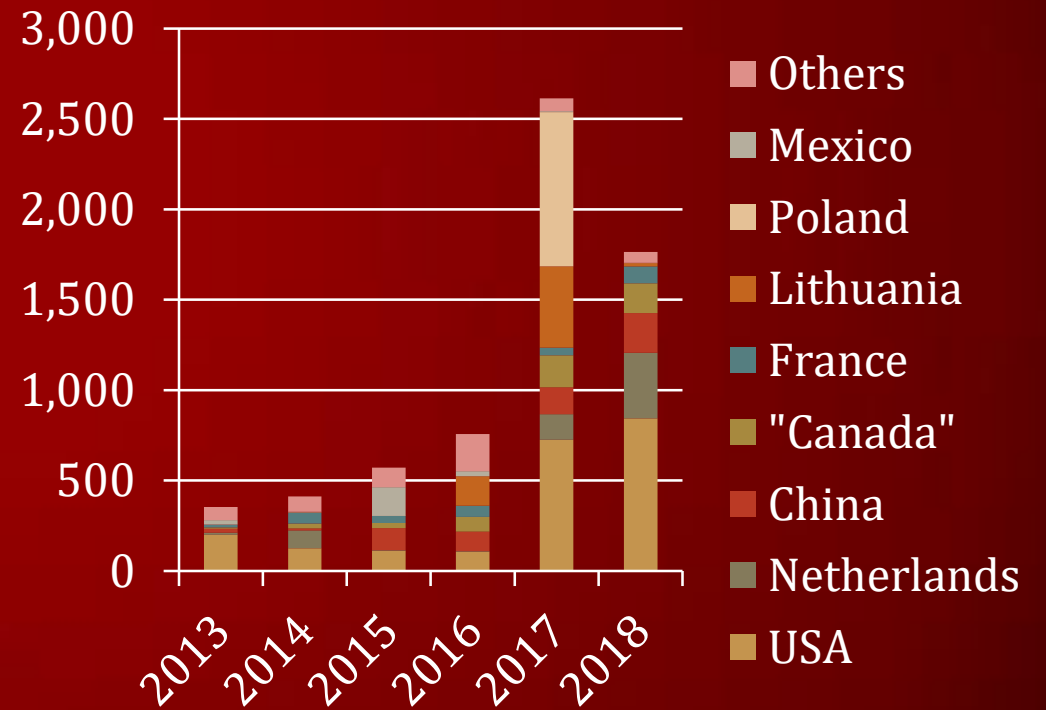


# CANADIAN HEMP TRADE 2013-2018

## Exports (C\$'000)



## Imports (C\$'000)

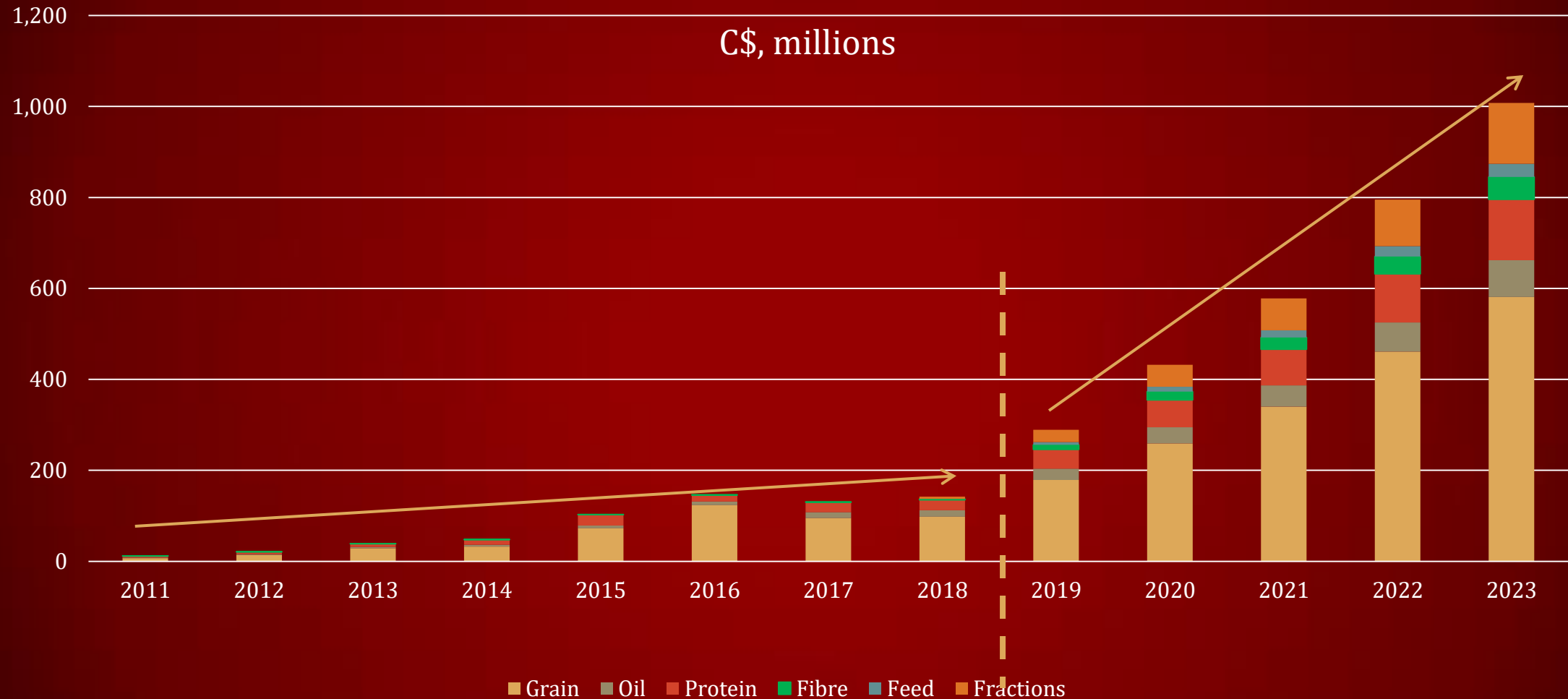




# FOUR PILLARS OF \$1B HEMP INDUSTRY BLUEPRINT

- Food – well developed in Canada, still growing, developing standards, domestic and export food ingredient opportunities
- Feed – need regulatory approvals with CFIA
- Fibre – lots of interest, but need critical mass to attract decortication and value-added capital investments
- Fractions – tightly restricted due to current Cannabis Act and Industrial Hemp Regulations

# GROWING A \$1B HEMP INDUSTRY BY 2023



...by seizing the value of the whole hemp plant

# TREMENDOUS ECONOMIC CONTRIBUTION

Annual KPIs	2018 Baseline	2023 Projected
Sales (C\$, m)	138	1,008
Jobs (FTE)	1,311	9,576
Payroll (C\$, m)	94	689
Annual Invested Capital (C\$, m)	53	389
Seeded Acres	77,928	450,000
R&D Investment C\$, m	7	40

# RESOURCES FOR THE HEMP GROWER

- CHTA eGuide – Provides practical information for growers who are planning to enter the industry

<http://www.hemptrade.ca/eguide>

- Health Canada - Industrial Hemp Licensing Application Guide

<https://www.canada.ca/en/health-canada/services/publications/drugs-health-products/industrial-hemp-licensing-application-guide.html>

# THE FOUR PILLARS OF HEMP:

- Food
  - Dehulled Hemp Seed
  - Hemp Seed Oil
  - Hemp Protein
- Feed
- Fibre
- Fractions (CBD)



# 5 BIG PROJECTS + 1 MASSIVE EFFORT

**CBD:**  
Food and NHP  
Supplements

**Hemp Seed:**  
Livestock Feed

**ASTM:**  
International  
Hemp Standards

**Genetics:**  
Field Trials &  
New Registration

**Hemp Chaff:**  
Post Harvest  
Preservation

**BioActivity  
Research**



THANK YOU!

Questions

# FOOD: DEHULLED HEMP SEED 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



# FOOD: HEMP SEED OIL IS ALL ABOUT HEALTH!



<b>Nutrition Facts</b>	
<b>Valeur nutritive</b>	
Per 1 tbsp (15 mL) / pour 1 c. à soupe (15 mL)	
<b>Amount</b>	<b>% Daily Value</b>
<b>Teneur</b>	<b>% valeur quotidienne</b>
<b>Calories / Calories</b>	121
<b>Fat / Lipides</b>	13 g <b>20 %</b>
Saturated / saturés	1 g <b>5 %</b>
+ Trans / trans	0 g
Polyunsaturated / polyinsaturés	10 g
Omega-6 / oméga-6	8 g
Omega-3 / oméga-3	2 g
Monosaturated / monoinsaturés	2 g
<b>Cholesterol / Cholestérol</b>	0 mg
<b>Sodium / Sodium</b>	0 mg <b>0 %</b>
<b>Carbohydrate / Glucides</b>	1 g <b>0 %</b>
Fibre / Fibres	0 g <b>0 %</b>
Sugars / Sucres	0 g
<b>Protein / Protéines</b>	0 g
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	0 %

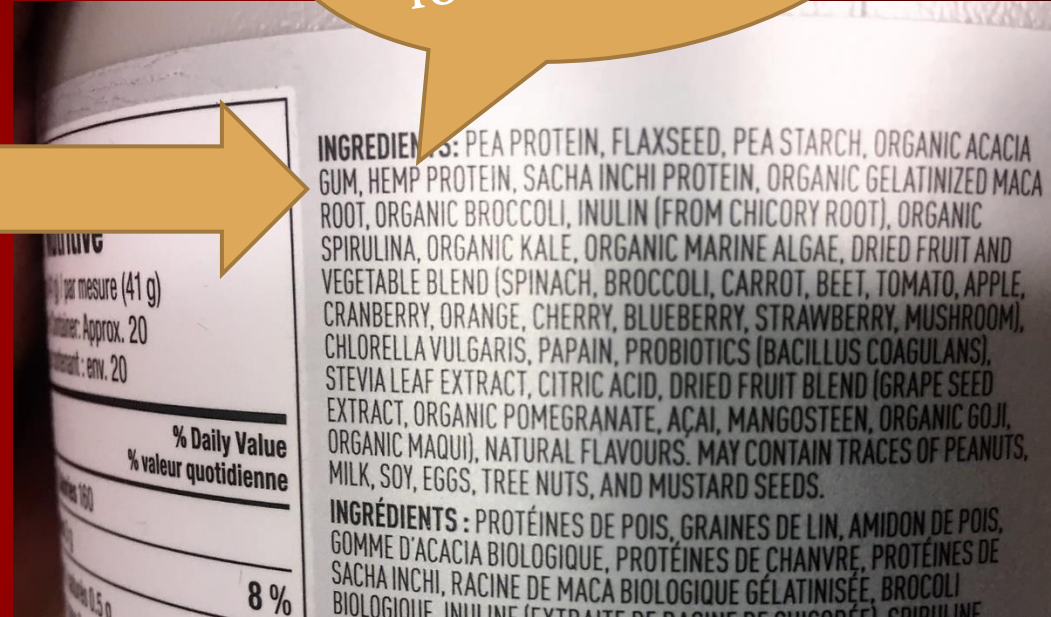
...has the optimum Omega 6-  
Omega 3 balance with low  
Saturated Fat content



# FOOD: HEMP PROTEIN IS “HOT”...



Hemp Protein a highly desired food ingredient



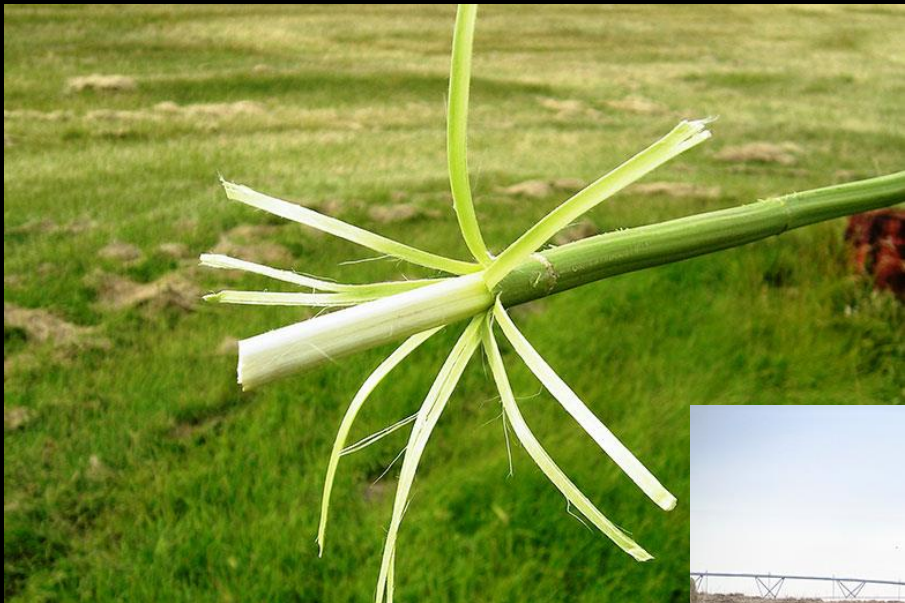
...as North American consumers seek alternatives to animal, whey and soy protein supplements

# LIVESTOCK FEED

- Robust livestock industry in Canada
- Hemp prohibited as livestock feed; market for non-food grade hemp seed, hulls, screenings not currently accessible
- Research required to support CFIA approvals for hemp as feed ingredient
- Eventually, “restricted” plant parts such as leaves, flowers, chaff for forage







# FIBRE

Hemp straw is primarily a “waste product” in Canada today

Most produced hemp straw is burnt or stockpiled

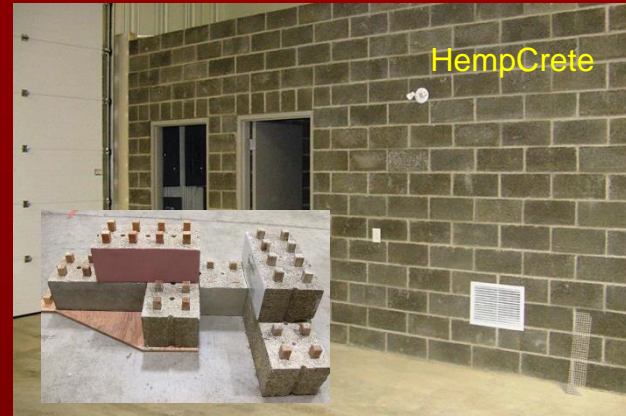
Limited processing established to date

Establish opportunities to use all fractions from straw resource; bast and hurd.

Difficult to “scale match” to use all fractions, and raise money to build a viable processing/supply chain



# VALUE ADDED FIBRE



A versatile and sustainable replacement for petrochemicals, glass, carbon, cotton and more ...

# FRACTIONS: NATURAL HEALTH PRODUCTS

- Cannabinoids (CBD) highly restricted
- Licensed hemp growers can harvest and sell chaff (flowers, leaves and stems) to licensed cannabis processors (LPs)
- LPs are restricted to selling CBD to the domestic Medical Marijuana and Provincially Licensed Retail sectors
- Exports allowed only for registered Medical and Research purposes
- CHTA is seeking the liberalization of regulations related to hemp-derived cannabinoids (CBD) in order to access domestic and international food (low daily intake), supplements (moderate daily intake) and pharmaceutical (high dosage) markets.



THANK YOU!

End