

National Hemp Association
2015-2016 Campaign
to
Legalize Hemp at the Federal Level

2015-16 National Hemp Campaign

Campaign Goal

To support the passage of the Industrial Hemp Farming Act by the end of 2016.

While a number of federal bills have been introduced that would permit limited hemp legalization and cannabidiol (CBD) production, we support the Industrial Hemp Farming Act because of its practical and comprehensive application.

The Industrial Hemp Farming Act will:

- Remove industrial hemp from the Controlled Substances Act (CSA)
- Eliminate the legal constraints on importation of seeds from outside the U.S.
- Allow for research and full plant extractions, including CBD plus other cannabinoids
- Enable the unrestricted movement of all parts of the hemp plant, including seeds, live plants, and partially or fully finished products across all state lines.

Legislative Background

Since January 2015, the Industrial Hemp Farming Act (IHFA) has sat in the Senate as **S.134** and in the House as **H.R. 525**. The bill currently has 11 Senate and 60 House co-sponsors. The IHFA has been brought forth five times by the Hemp Industries Association (HIA), however the bill has never moved out of committee due to a lack of legislative support.

Hemp is now legal in 27 states, with 9 states currently growing hemp under either Section 7606 of the Farm Act of 2014 or commercially through a State Constitutional Amendment. Likewise, awareness of hemp from members of Congress is at historic levels, including the first Washington DC hearing on CBD in April 2015.

Hemp Industry Overview

The U.S. industrial hemp industry is rapidly gaining speed. In 2014, the first year of legal cultivation since 1942, American farmers grew about 200-250 acres. In 2015 U.S. acres of industrial hemp grew more than 2,000% to between 5,000-6,000 acres. The U.S. market demand for goods and services made from hemp is also hitting a new stride. Retail sales increased more than 21% from 2013-2014.

Americans are recognizing hemp's value across industries: as a nutrition-packed food for people and pets; for CBD-infused functional food and beauty products; a resilient fiber for building materials, textiles, rope and clothing; a source for paper, plastics, bio-fuels, and more. Hemp derived products represent a $500 million U.S. market (2014 retail hemp sales, source: www.HempBizJournal.com).

Lost Jobs & Missed Economic Opportunities

American hemp products are made from imported hemp rather than domestically grown industrial hemp. U.S. farmers and entrepreneurs are missing out on economic opportunities and lost jobs to farmers and business owners in the 30 nations where hemp is legal.

CBD-infused products, one of the fastest growing segments of the hemp oil market, are now being shipped across the U.S even though hemp legality remains clouded in conflicting legal decisions. Interstate commerce of state-grown hemp remains illegal (except for imported hemp) although industrial hemp is being grown in 9 states.

The potential of the U.S. hemp industry will continue to be severely hampered until the Industrial Hemp Farming Act of 2015 is passed and hemp becomes legal at the federal level. Without clear federal legislation, business development, research, economic growth, and associated jobs will continue to be at risk of action by the Drug Enforcement Administration (DEA).

The Time is Right

The National Hemp Association is committed to the rebirth of the industrial hemp industry in the U.S. and the goal to pass legacy legislation that will remove hemp from the Controlled Substances Act. This victory will once again make hemp a major agricultural crop in the U.S. and provide a source of hundreds of thousands of American jobs. **The time is now right to get the Industrial Hemp Farming Act passed with growing momentum in both, the legislative and business arenas.**

Steve Perry & the Grayling Firm in Washington D.C.

After extensive research and multiple interviews with a half-dozen experienced Washington D.C.-based public affairs companies, we have chosen Grayling as our lead governmental affairs and advocacy firm. **The Grayling team** will be led by **Steve Perry,** a well-respected and award-winning political strategist and lobbyist for over three decades. Steve brings significant experience in leadership roles in the passage of laws ranging from the Telecommunications Act of 1996 to the Middle Class Tax Relief and Job Creation Act of 2013, which established a national public safety network, FirstNet.

Steve's influence is recognized all over Capitol Hill, including the House and Senate Commerce Committees and the House and Senate Judiciary Committees. Steve has built Grayling into one of the preeminent lobbying firms, focusing on the inter-relationship between Congress, the Administration and the independent agencies. Steve is a graduate of Harvard College and earned a Masters Degree from George Washington University.

Campaign Strategy

Over the next 60-days, Grayling will be mapping out a strategy for the duration of the campaign, developing a one-page handout to differentiate industrial hemp from marijuana and succinctly define our issue, and making strategic connections to actively moving the bill forward in the first quarter of 2016 – before the Presidential election cycle becomes a dominant theme in D.C.
Areas of focus include:

- American Jobs – Given that 2016 is a Presidential and Congressional election year, we intend to make **American jobs and the economic stimulus offered by a thriving hemp industry** as a Presidential campaign issue and incorporate the importance of U.S. hemp jobs for rural family farmers and entrepreneurs into both the Democratic and Republican party platforms.
- Hemp Road Trip – We are partnering with a Colorado organization that is organizing an educational "Hemp Road Trip" to follow the Democratic and Republican primaries in 2016. The hemp biodiesel bus will travel 100,000 miles across America from January through May with a kick off event in Iowa (Jan. 31). The Hemp Bus will be staffed by a dedicated social media outreach team who will be doing daily podcasts and postings from the road. The team will be trained on NHA's "Engage" software to enable visitors/hemp supporters to sign up on iPads to get involved and to send on-the-spot messages directly to elected officials in their state and district. Inside the bus a touring hemp display will enable visitors to see & touch hemp clothing, try hemp foods and body products, and learn about the many things that can be made sustainably from hemp. Visitors will also receive educational handout material with the names of supporting campaign funders. In addition, the bus will have an outer vinyl "wrap" with the logos of campaign supporters to use as a backdrop for photo opportunities.
- State Advocacy – Early on we will identify the most important U.S. states where key members of Congress reside. Working closely with Grayling's state advocacy experts on both sides of the aisle, will be conducting a state advocacy program to reach out to NHA affiliates, farmers, processors and other stakeholders to coordinate meetings with elected officials in their home district.

- Congressional Lobbying – We will remain focused on significantly building the number of co-sponsors in both the Senate and the House. Over the next 12 months we will be sponsoring meetings with select industry representatives and appropriate Washington legislators to help them understand the huge potential of this industry.
- Strategic Alliances – Finally, we intend to partner with allies in the business world who currently make products with hemp and who would gain financially from industrial hemp being legal at the federal level.

Stakeholders Collaboration

We will identify compatible stakeholder industries who could benefit from incorporating hemp into their current business model or as a sustainability practice to partner with us on this campaign. (Hemp is a highly sustainable crop that is draught tolerant, uses 1/3 the water of corn, and does not require pesticides or herbicides.)

We will work with organizations who currently support hemp as an agricultural commodity, including: the National Farmers Union, the National Association of State Departments of Agriculture, the American Farm Bureau Federation, the National Grange, and the State Sheriffs' Association. We will increase our support from sympathetic groups such as law enforcement agencies, environmental organizations, sustainability and renewable energy groups, manufacturing, select labor unions (made-in-America products), the health supplement industry, mothers of kids taking CBD, and other health and wellness advocacy organizations who would benefit from hemp products.

Campaign Management

The NHA Federal Campaign Team is composed of **Zev Paiss**, Executive Director; **Mike Bowman**, Board Chair; **Samantha Walsh**, Political Director; **Neshama Abraham**, Communications Director, and hiring a Grassroots Outreach and Social Media Manager. The team will manage all aspects of the campaign from our offices in Colorado including the production of campaign materials; working with volunteer team leads and affiliate organizations to coordinate state and regional events; support for meetings with legislators, Presidential candidates and staff; disseminating ongoing social media content; obtaining traditional media coverage at the local, regional and national level; and coordinating activities with Grayling for meetings with elected and appointed officials in Washington D.C. and across the nation.

Budget

We will supply a campaign budget to keep our sponsors informed and maintain transparency in how funds will be allocated. The largest portion of the budget will go toward our Washington D.C. consulting firm. NHA will keep 15% of the budget for staff time and campaign expenses.

Our initial raise is **$250,000** to allow us to engage Grayling for the first 6-months, to purchase *Engage* citizen engagement software for Action Alerts and email campaigns, hire our Social Media Manager, and support NHA staff to spearhead the campaign.

Subsequent rounds of funding will allow us to expand our lobbying presence in Washington D.C., ramp up grassroots engagement, support the traveling Hemp Road Trip, and fund hemp industry experts to travel to the U.S. Capitol to meet with members of Congress and later to testify once a hearing on the bill is scheduled. We anticipate the total campaign cost through 2016 to be between $800,000 and $1 million dollars.

Reporting & Campaign Sponsorship

To keep stakeholders consistently informed we have created a **campaign portal on the NHA website** featuring campaign news and logos of our sponsoring organizations. We will communicate regularly to campaign sponsors with email updates and a monthly conference call with our core group of supporters.

In addition to the satisfaction of making this campaign successful, **Campaign Sponsors** of at least $25,000 on the NHA campaign will have their logo featured on the NHA website page, on campaign educational materials, on the traveling Hemp Bus Tour Bus "wrap" and on campaign email newsletter updates. Additional exposure is available for larger contributions.

Industrial hemp has the potential to provide hundreds of thousands of sustainable jobs for Americans while improving our health and our environment.

Let's win this fight! Thank you for your support.

The NHA Federal Campaign Team

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