

HEMP REGULATION & INNOVATION

A PROMISING FUTURE

Since the 2014 and 2018 Farm Bills, American farmers and innovators have built a thriving hemp industry.

\$28.4 BILLION
ECONOMIC IMPACT

SUPPORTS
328,000 JOBS

\$13.2 BILLION
IN WAGES

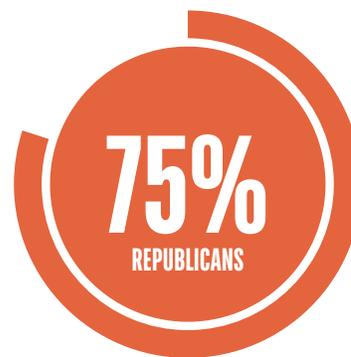
\$1.2 BILLION
IN STATE TAXES

Hemp products continue to see broad support across the political spectrum, with high support for common sense regulations.

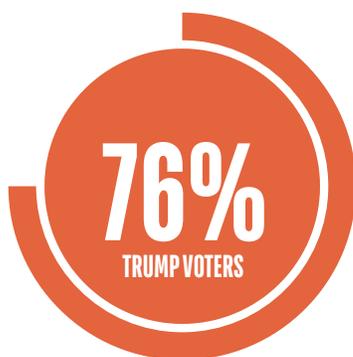
TEXAS VOTERS' VIEWS ON HEMP



*SUPPORT KEEPING HEMP
DERIVED CONSUMABLE
PRODUCTS LEGAL*



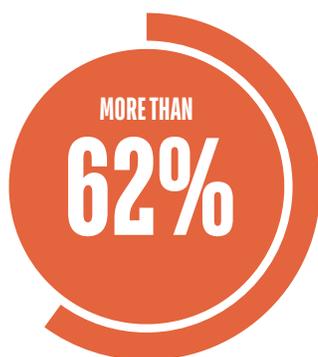
75% REPUBLICANS
81% DEMOCRATS
82% INDEPENDENTS
*BACK CONSUMABLE HEMP
SALES*



76% TRUMP VOTERS
74% EVANGELICALS
78% SENIORS
*FAVOR LEGAL, REGULATED HEMP
SALES*



89% - *21+* SALES
87% - *PROHIBIT MARKETING TO
CHILDREN*
80% - *BANNING SALES IN ZONES
FREQUENTED BY MINORS*
**OVERALL HEMP SUPPORT:
83% WHEN REGULATED**



*MORE LIKELY TO VOTE FOR
CANDIDATES SUPPORTING
REGULATED SALE OF HEMP-DERIVED
PRODUCTS*
A MAJORITY (56%) SAID THEY WOULD BE
*LESS LIKELY TO VOTE FOR LAWMAKERS
WHO BACK A BAN*



**U.S. Hemp
Roundtable**

SUPPORT THE HEMP INDUSTRY

PROHIBITION WILL NOT WORK

Fewer Wellness Choices

- Redefining hemp as Congress has suggested would recriminalize Hemp products like full-spectrum CBD, and strip access from millions of Americans, including veterans and first responders, who rely on them for relief.

Black Market + Safety Concerns

- Criminal enterprises would see this shift as an opportunity to meet consumer demand on the black market where safety is no longer a top priority.

Loss of Jobs

- This proposal would wipe out more than 95% of the regulated Hemp consumable market, leading to widespread farm closures and job losses.

Loss of Farmer Opportunities

- Hemp is a **\$6.86 billion farming industry**.
- Hemp is profitable for the American farmer. They receive 24.2% of profit from hemp compared to 15% for corn and 7.9% for soybeans.

PASS HEMP REGULATION



age-restricted sale of consumable hemp products containing THC



mandated manufacturing practices and **strict 3rd party** lab testing



uniform labels that empower consumers to make informed choices



packaging standards that eliminate "look-a-likes" that confuse adults and attract minors

The Hemp industry also self-regulates with the US Hemp Authority (USHA). A framework that upholds stringent regulatory standards through independent third-party auditing, certifying hemp products. USHA launched a new certification program for adult cannabinoid products in October 2024.

Redefining hemp to prohibit any products that have any amount of THC would break Congress's promise to American Hemp farmers, undermining a decade of investment, innovation, and state-level progress. Hemp is a uniquely American success story, and the Hemp industry remains united and committed to working with Congress to establish responsible, science-based consumer protections that support farmers, empower adults, and mitigates inappropriate youth consumption.

VOTE FOR REGULATION, NOT PROHIBITION



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