Preliminary Results

Interview individuals in the industry at critical points of product development.

Set goals for next steps in advancing in hemp industry product diversification.

September 2018

Continue to survey individuals with an interest in hemp products.

Hemp Background: North Carolina was one of the leading growers of hemp with a record 39 tons in 1850 and 3,016 tons grown in 1860. However, the Civil War altered the growing patterns of many crops including hemp cultivation in North Carolina. Competition from large industrial companies further impacted market viability for industrial hemp products. North Carolina reinstated hemp farming in 2017 through the Industrial Hemp Pilot Program resulting in 1000 acres of production through the issuance of licenses by the Industrial Hemp Commission. Hemp grown in NC’s program is required to have a THC analysis of 0.3% or less by dry weight confirmed by external laboratories. 2018 US Farm Bill passed, removing Hemp from schedule 1 drug list. According to the Cooperative Extension Hemp Coordinator (Fall, 2018), 80% of Hemp grown in North Carolina is used to produce CBD oil. Most of the hemp in North Carolina used to produced CBD oil is grown in specially designed green houses with artificial lighting and heat. In winter of 2018, 420 licensed producers were approved in North Carolina with open enrollment pending for 2019.

Of the 44 marketing responses, purchases were made for the following (note some noted purchasing more than one product). Tincture (46%), Gummies (20%), and Flower (11%) followed by Roll-on (5%) are the most frequent purchase patterns. The purpose of purchase included anxiety, depression, and stress (43.8%), pain (21%), cancer (7%), and sleep aid (5%). Only 31.8% of those survey expressed an interest in other hemp food products.

Hemp Industry Gaps & Acknowledgements

Science of Endocannabinoids

Hemp Industry Gaps

- Community-wide Education for the public (large scale)
- Scalable Infrastructure
- Standard Operating Procedures
- Crop Insurance
- Economic Growth Impact Studies
- Environmental Impact Studies
- Acknowledgement

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