

The background of the entire image is a close-up, slightly angled view of the American flag. The blue field with white stars is on the left, and the red and white stripes are on the right. The stars are large and have a textured, embroidered appearance.

**NIHC**

National Industrial  
Hemp Council of America

# Global Market. Shared Ambition.

Patrick Atagi, President and CEO  
National Industrial Hemp Council of America

# Welcome

I am delighted to join this panel. Between us we represent a sizeable part of the world's surface area, highlighting the global opportunity before us.

It fosters real confidence that, together, we can build a truly sustainable new sector and market.

Working together, From the ground up, Lowering barriers, Today.

I am Patrick Atagi, former World Secretariat Global Industry, USDA Director, and CEO of DA Farms.

Today, I talk to you on behalf of the US Hemp industry as President of the NIHC.

National Industrial Hemp Council of America







USDA to Invest \$1 Billion in  
Climate Smart Commodities,  
Expanding Markets,  
Strengthening Rural America.

USDA Secretary Vilsack

”

# US Government support

A **professional** organisation bringing together senior government advisors, agricultural specialists, economists and lobbyists.

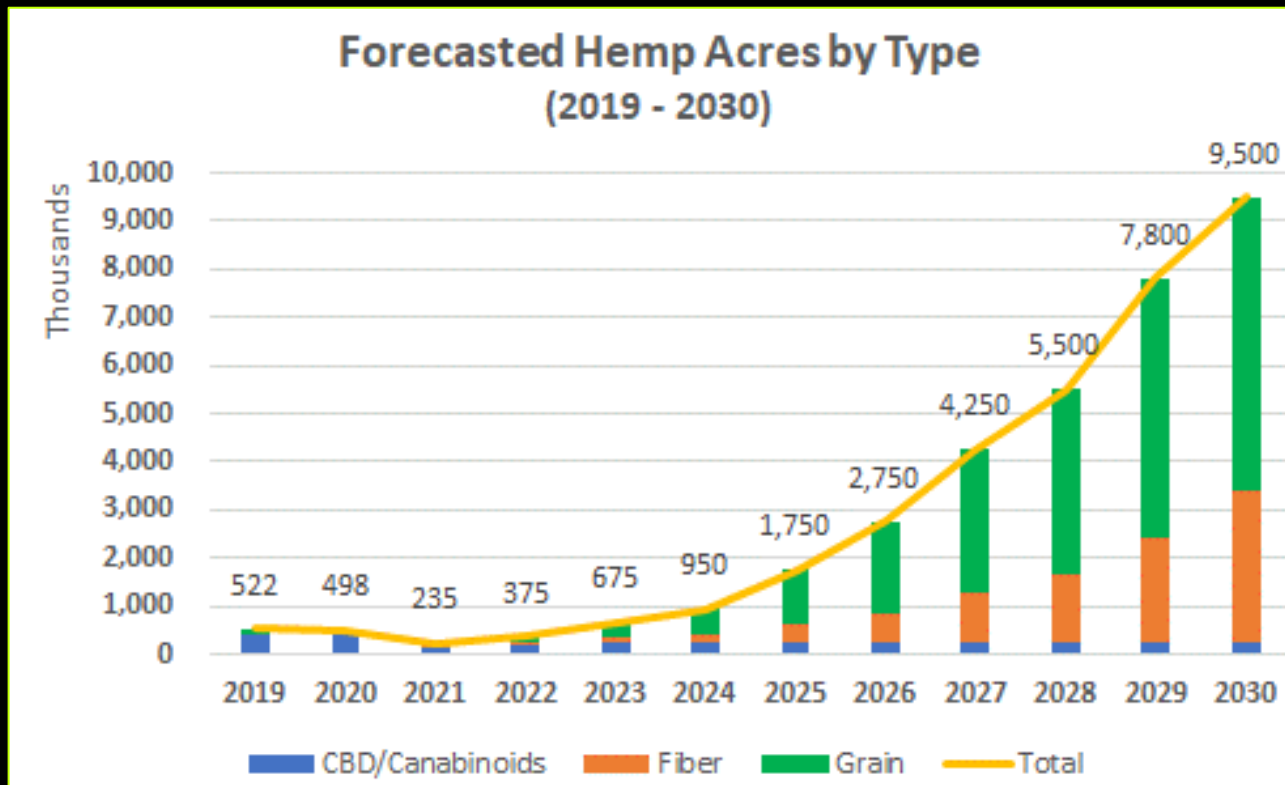
Representing and **leading US hemp business and service suppliers**, from farming groups and banks to the legal industry.

Recognised by the US Government and directly supported by **USDA Market Access Funding** to open international markets.

**NIHC is the voice of US Hemp.**



# Industrial hemp to drive US market growth



Source: Whitney Economics 2022

# US growth trajectory

Initially driven by supplements and food, now moving into fibre and manufacturing.

Strong stimulus from government plus USDA focus on climate smart agriculture.

Consolidation seen in last year driving focus on demand plus challenges in overlap with emergent cannabis market - from regulatory to financial.

Regulatory frameworks being put in place to enable cross state trade.

And drive to harmonise standards and certification to ensure confidence in cross border trade.

A photograph of a man wearing a grey baseball cap and sunglasses, smiling and looking down at a plant in a field. The background is filled with green hemp plants.

**211,000 hectares** of hemp were grown in the US in 2019, the latest year for official data.

That is more than **six times** that of the EU.

Source:  
Whitney Economics / European Commission

# International Ambition

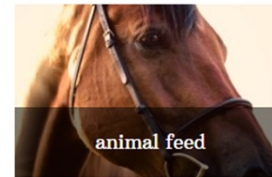
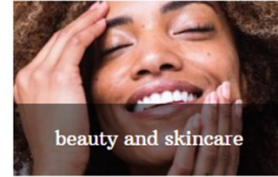
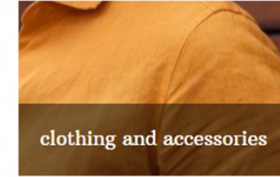
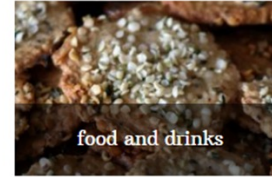
**Build confidence** through robust supply chain and professional infrastructure

**Implement standardisation** across the sectors and geographies

**Educate consumers** to deliver ground up demand for hemp related products

**Onboard ESG audiences** on hemp as natural, sustainable performance materials

**Stimulate market demand** through education on the commercial application of hemp





# Utilising capacity

Growth Initially driven by **supplements and food**, now moving into **fibre and manufacturing**.

Strong stimulus from government plus USDA focus on **climate smart agriculture**.

Regulatory frameworks being put in place to enable **cross-state** trade.

Drive to **harmonise standards and certification** to ensure confidence in cross border trade.

Focus now on building **broad-based demand**.

A photograph of a man in a grey baseball cap and sunglasses, smiling and looking down at a plant in a field of tall hemp. The background is filled with green hemp plants.

**211,000 hectares** of hemp were grown in the US in 2019, the latest year for official data.

That is more than **six times** that of the EU.

Source:  
Whitney Economics / European Commission






In 2018, \$139.6 billion worth of American agricultural products were exported around the world. The United States sells more food and fiber to world markets than we import.

American Farm Bureau Federation

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The background of the image is a close-up of the American flag, showing the blue field with white stars and the red and white stripes. The stars are large and prominent, and the stripes are clearly visible.

By aligning our actions we can turbo  
charge the process

—  
engaging with US and European corporates  
and multinationals as a priority

—  
so each understands how hemp can play a  
central role in shaping their future, today.



A photograph of two men standing in a field of tall hemp plants. The man on the left is wearing a red and white baseball cap, sunglasses, and a blue and white plaid shirt. He is pointing towards the plants. The man on the right is wearing a grey baseball cap, sunglasses, and a blue and white plaid shirt. He is looking at the plants. The background is filled with green hemp leaves and tall, thin stalks with light-colored seed heads.

# NIHC

National Industrial  
Hemp Council of America

## Thank you.

Patrick Atagi, President and CEO  
National Industrial Hemp Council of America