

Are You Meeting Consumer Demand for Hemp/CBD Products ?

Independent Third Party Certification Increases Trust and Powers Growth



The hemp-derived cannabinoids and extracts market is projected to grow to \$16B by 2025.¹ Hemp fiber, grain, and seed products are also growing rapidly in popularity. Yet as consumer demand skyrockets, so do false claims and safety concerns.

- ✓ The FDA concluded in a recent study, "We are aware of the risks posed by product contaminants such as heavy metals, THC, or other potentially harmful substances. We also have significant concerns about products marketed with false claims or statements such as omitted ingredients, incorrect statements about the amount of CBD products marketed for use by vulnerable populations like children or infants, and products that otherwise put the public health at risk."²
- ✓ In response to a congressional directive from the Joint Explanatory Statement, the FDA is undertaking a more extensive CBD product sampling study of the current CBD marketplace to determine the extent to which products are mislabeled or adulterated.²
- ✓ CVS Health said it would pull some products made by U.S. cannabis producer Curaleaf after the marijuana and hemp company received a warning letter from the FDA.³

Why sell products with the U.S. Hemp Authority® Certification?

- Industry-led initiative that addresses consumer demand for trust in hemp products
- Truth in labeling and independent label audits promote public confidence
- Testing for cannabinoids, heavy metals, pesticides, and other contaminants eases buyer's peace of mind
- Retailers can rest easy knowing that products on their shelves meet safety and quality assurance guidelines
- Third-party certification, like the National Organic Program, meets consumer demand and powers growth

"As an e-commerce retailer, we have built our retail image based on certified CBD products. Certifications like the U.S. Hemp Authority's allows retailers like Anavii to have trust in the products we re-sell so that we can pass that trust on to our customers"

- Jason Amatucci, Co-Founder, Anavii Market

¹Cowen and Co. 2019 market study ²Hempindustrydaily.com/fda-many-cbd-products-contain-far-less-sometimes-more-than-advertised ³Investors.com/news/marijuana-stocks-curaleaf-stock-fall-fda-warning

Interested in learning more about how to increase consumer confidence and trust?

Contact us at info@ushempauthority.org

www.ushempauthority.org

Building Hemp and CBD Brand Credibility

About The U.S. Hemp Authority® Certification Program



Established in 2018, The U.S. Hemp Authority® Certification Program is the hemp industry's initiative to provide high standards, best practices, and self-regulation, giving consumers and retailers confidence in hemp and CBD products. Displayed by dozens of leading hemp and CBD brands, USHA certification is the label counted on by the industry and consumers to demonstrate product transparency and safety.

The Certification seeks to engender consumer trust so when a consumer sees the seal he/she can be confident the product displaying it is:

Trusted Authentic Quality Assured Transparent

Hemp growers, processors and brand owners who meet the program's rigorous standards upon a third-party, independent audit, are awarded a seal of certification that signals to consumers, retailers, and regulators that their products are worthy of public trust.

"With little regulation dealing with quality control in this booming industry, it can be tough to know for sure if what you're buying is good quality. Enter the U.S. Hemp Authority®, a watchdog for the industry that has created a certification program to provide some guidance for consumers. CBD producers, manufacturers, and growers have to meet stringent standards set by the U.S. Hemp Authority® and pass an independent audit to use its seal."

- Prevention Magazine



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