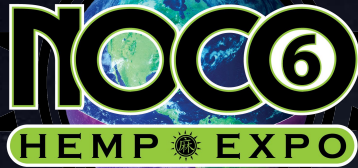


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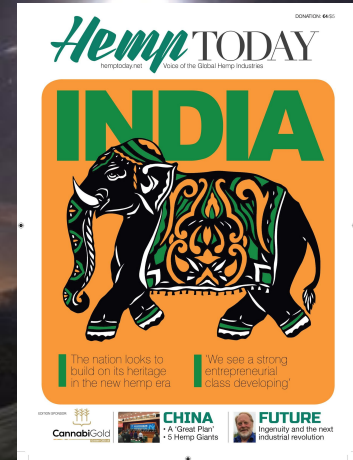
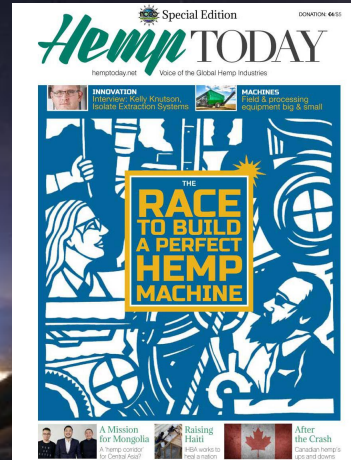
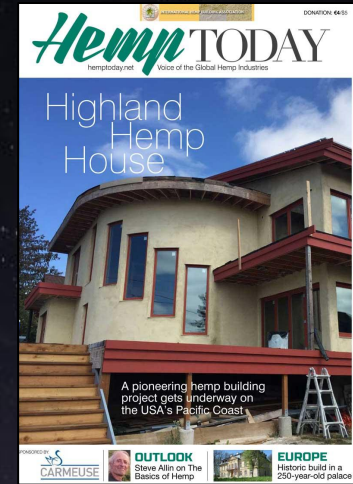
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The Big Hemp Interview: Dan Herer

## Shouldering a Father's Legacy

Dan Herer says Jack would be 'amazed, and horrified'

*Dan Herer is an industrial hemp developer who works with a team of agronomists including Joseph and Thomas Herer. He is also Director of California-based Jack Herer Foundation, which works to advance the hemp industry by supporting the work of his late father, legendary hemp advocate Jack Herer, author of the landmark hemp novel, The Emperor Wears No Clothes. HT catches up with Dan to see what's ahead for hemp, and what's coming in in the Herer tradition.*

**HT: It has been a long time since you've seen your father. How do you feel about that?**  
**DH:** When I go to hemp events and I look around - how big they are, how many people, companies, products - it's really inspiring. I think he'd be amazed, frankly, and he'd feel quite proud, and a great sense of accomplishment that this work is being done.  
 But he'd be horrified that there are some people out there making tremendous amounts of money, marketing themselves, who don't give back to the industry and to their communities. There is not a lot of education being done at the consumer level in the community, and that's why it's so difficult at the legislative branch to make good laws regarding hemp and cannabis. He'd be appalled at seeing some of the people who've used to control things out of good will, somebody are using the same old tactics: the chemical and pharmaceutical companies used to bring prohibition against hemp and cannabis in the US.

**HT: What are the keys to getting this message across?**  
**DH:** First of all, you have to remember that not too many American farmers know the truth about hemp because it was demonized for so long. So we start at a disadvantage. They don't know the crop has a real legacy in North America. But that is changing as more and more states begin to re-evaluate hemp's potential. So the answer is outreach, education. The industry has to get out there and help explain things to the farmers. We have a strong and growing hemp products market in the United States, yet we have to import the raw materials. That's the kind of oversight and ignorance that farmers understand. It's because. And it's a way to affect their livelihood and children's future.

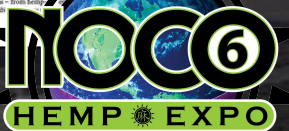
**HT: What are the foundations for growth and development?**  
**DH:** There are really two key parts to it. First, education and second, education. We can petition and protest government all we want. But we can vote by statute, like when happening in the US now. This is working but it is slow going. When we can petition and protest government all we want. But we can vote by statute, like when happening in the US now. This is working but it is slow going.

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### FARMING & PROCESSING



**'Visiting farmers is the most beautiful part of my business'**

Entrepreneur Rachele Invernizzi is transforming the field to factory value chain in southern Italy

*Rachele Invernizzi is a member and agricultural coordinator for south Italy at Assosampa, Italy's national association supporting the reintroduction of hemp cultivation and the use of hemp raw material for major industries. She is also President of privately-held South Hemp Teco srl, a processor located in Crispiano-Taranto in southern Italy.*

HempToday: What is South Hemp's overall philosophy and approach to the economics of the hemp processing business?

Rachele Invernizzi: SHT was con-

ceived first of all as a factory to process hemp straw and at the same time to be the first link in a local production chain. I always say that without a factory, you can't make anything with hemp. But without a source for hemp, it's useless to build a processing plant. We produce fiber and shives into raw materials for green building, paper (cellulose) and bio-plastics, polymers and bio-composites markets. The market for cellulose and bio-polymers will grow in the near future while green building is already a reality. We also make animal bedding and loose

material for agricultural mulch.

HT: You've said hemp can play a part in keeping young people from leaving rural areas as it presents fresh business opportunities. Describe the best scenario in which this phenomenon could happen. In other words, describe this dream coming true.

RI: Hemp has so many applications that if the value chain gains strength, the industry in southern Italy will begin to work. As a result, young people will be able to find work without having to emigrate to the north of the country or



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**PERSPECTIVE**

## Beyond the hype, what to look for in CBD



**MACIEJ KOWALSKI**

**H**emp and its phytochemicals—rich extracts make a winning one-to-one to the entertainment industry in the last few years. After the initial hype, many people started to ask questions about quality—and rightly so.

With so many new entrants on the market it is crucial to learn how to distinguish good quality products from cheap stuff that would have a negative influence on your end products. As high volumes of low quality products of dubious origin become available on the market recently, corporate looking for reliable supply of phytochemical-rich extracts, have to be cautious and request only the best that cannabis has to offer.

**The bottom line:**

Hemp has always been known as a bio-accumulator—a plant that picks up everything it can from the ground and air. That can lead to high levels of heavy metals, PAMs and pesticides that sit right in the ground for several years after that last use. To avoid the presence of possible contaminants it is important to source your hemp extract from companies that control the end-to-end process, from seed to final product.

**Make sure your customers benefit from the full spectrum of the cannabis plant.**

The extraction technique used is also of utmost importance. The only recommended method is supercritical fluid extraction (CO<sub>2</sub>)—an efficient and solvent-free method. Supercritical fluid extracts can be used to extract all the beneficial compounds found in cannabis plants without any harmful contaminants. Manufacturers with experience in this technology can also produce extracts leaving little to no waste that in many cases make post-processing and product preparation more difficult.

**Key to the table**

An easy way of judging the quality is a mere glance at the extract—a small dark, thick oil and not too light green or golden extracts. Extracts of high quality are supported by their suppliers, and make sure the cannabis is in neutral form (such as CBD), not in acidic state (e.g. CBDA).

Above all, to make sure your customers benefit from the full spectrum of the cannabis plant, look for certified extracts and avoid products enriched with isolated or synthetic cannabinoids.

*Maciej Kowalski is CEO of NeoPetrol*

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