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## *Minnesota Industrial Hemp Association Announces Formation*

### **Non-profit Trade Association Will Advocate for the Industrial Hemp Supply Chain**

Shakopee, Minnesota – The Minnesota Industrial Hemp Association (MIHA), a non-profit trade association based in Shakopee, MN, has been formed to ensure that opportunities for Cannabidiol (CBD) and other products derived from industrial hemp continue to grow and be readily available for consumers.

“The overarching objective of the association is to position Minnesota as a leader within the industrial hemp sector” said Dave Ladd, MIHA President. “MIHA will implement strategies that coalesce stakeholders, policymakers and the public in support of the growing industrial hemp and CBD markets from producer to consumer.”

With passage of the Federal Farm Bill, the growth of industrial hemp as an alternative crop continues leading to new marketing opportunities throughout the supply chain. Hemp-based products such as CBD oil have grown in popularity as natural remedies for pain, nausea, seizures, anxiety and other ailments.

Although hemp-based products such as CBD oil are legal and contain little or no tetrahydrocannabinol (THC), the main compound in marijuana that provides a “high”, issues related these products remain prevalent at all levels of government.

“Our team has over five decades of experience working in a variety of areas, including; government relations, strategic communications, media relations, grassroots activation, and coalition building” said MIHA Executive Director Noah Rouen. “Our stakeholder engagement infrastructure within Minnesota and networks throughout the United States enable us to ensure the interests of our members are represented when decisions are being made at the state and federal levels of government.”

MIHA will utilize a multifaceted approach to monitor the legislative and regulatory issues related to the industrial hemp and CBD industries and prevent harmful actions such as large tax increases on the sales of products, marketing restrictions on CBD and retail sales restrictions at the local, state and federal levels. We will implement a strategy that coalesces stakeholders, policymakers and the public in support of the growing industrial hemp and CBD markets.

For additional information and membership options regarding the Minnesota Industrial Hemp Association, please visit [mnindustrialhemp.com](http://mnindustrialhemp.com) or via e-mail at [info@mnindustrialhemp.com](mailto:info@mnindustrialhemp.com). You can also follow the Minnesota Industrial Hemp Association on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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