

HANDY, HAPPY HEMP

*One of the great sustainable solutions
in the search for a greener planet.*

IN EVOLVING FROM A DOPEY CHEERS BARMAN TO THE world's most instantly recognizable activist, Woody Harrelson has, since 1994, been fighting for the 'preservation of' mother earth'. His famous and fervent espousing of hemp as an alternative lifestyle option has even resulted in the star's arrest in 1994 for planting four hemp seeds in a protest to differentiate between hemp and marijuana.

At Rocking the Daisies' core is sustainability and minimising carbon footprints. After Daisies' first year, they brought in Hemporium as their green consultants. "We were really impressed with the way Daisies put in place all the suggestions we gave them," say Tony Budden and Duncan Parker of Hemporium. "After all, it's not only about the festival. The more people we can influence to get involved in greening their lives and decreasing their carbon

footprints, the better for all of us." Hemp is one of the great alternatives for sustaining our planet. It is among the oldest industries on the planet, dating back more than 10 000 years to the beginnings of pottery. According to Harrelson's own site, voicemyself.com, America's first President, George Washington himself a home farmer, encouraged early settlers to 'make the most of the hemp seed, sow it everywhere.'

By the late 1930s in the US, Popular Mechanics noted that there were 25 000 uses for hemp, including clothing, food and paper.

It's believed that wallpaper was not of the 25 000 uses. Today environmentalists and green beans the world over are fighting for hemp to become the standard in paper and clothing production.

Currently there are over 30 industrialised nations that have legitimate hemp industries. "Here in South Africa we have had industrial hemp trials for the past 10 years and it has been proven that hemp would flourish in our growing conditions," says Hemporium. "There are several exciting projects underway that could jump-start the industry as soon as we have worked through the legislative issues."

Although industrial hemp is a cousin of the psychotropic dagga (marijuana), it is cultivated in very different ways. The prized fibres are found in the stalk rather than the flower. Most industrial hemp strains have a THC (tetrahydrocannabinol - the stuff that gives you giggles) content of less than 0.3 percent with absolutely no value as a psychoactive drug - no use to nefarious drug dealers. *

The Facts of Hemp

- * The hydrocarbons in hemp can be processed into a wide range of biomass energy sources, from fuel pellets to liquid fuels and gas
- * Hemp can be grown organically. Only eight out of about one hundred known pests, cause problems, and hemp is most often grown without herbicides, fungicides or pesticides.
- * Hemp fibre paper resists decomposition and does not yellow with age when an acid-free process is used. Hemp paper more than 1500 years old has been found. Hemp paper can also be recycled more times than wood-based paper
- * Hemp seed is nutritious and contains more essential fatty acids than any other source, is second only to soybeans in complete protein (but is more digestible by humans), is high in B vitamins, and is a good source of dietary fibre
- * One of the fastest growing market sectors for hemp seed oil is body care products. Hemporium has a wide range of hemp-infused products.

HEMP AROUND THE WORLD

Germany Mercedes and BMW use hemp fibre for composites in door panels and dashboards.

Italy 1000 acres were planted for fibre in 2002. Giorgio Armani grows its own hemp for specialised textiles.

Spain The production of hemp has never been prohibited in Spain. The country produces rope and textiles from hemp, and exports hemp pulp for paper.

Switzerland The land of clocks and chocolate is also a producer of hemp and hosts one of the largest hemp trade events, Cannarade, an international hemp fair.

South Africa The Western Cape Hemp Initiative aims to contribute solutions to poverty alleviation, economic development and nutrition through the commercialisation and industrialising of hemp (*Cannabis sativa*) in South Africa.

Sources: www.thelua.org, www.hemporium.com

**Global warming.
Unemployment.
Insufficient housing.
Malnutrition.
Deforestation.
Pollution.
Depleted soils.**

These are just some of the challenges we currently face that industrial hemp can help solve. Support the hemp effort and be part of the solution.

Hemp for a healthy planet.



Hemporium produces a range of clothing, accessories, body-care and nutrition products from eco-friendly hemp.

Visit our concept store or

www.hemporium.com for more info.

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