

Changing how the world eats with  
one mighty seed



**VICTORY**  
hemp

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THE U.S. GROWN  
HEMP SEED  
INGREDIENT  
COMPANY

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# Hemp Seed Ingredients & What You Need To Know About The Hemp Based Food Market



# WHY HEMP BASED FOODS?



- Nutrition
- Sensory and Formulative Characteristics
- Supply Chain Dynamics

# WHERE IS DEMAND GOING?



- Meat consumption projected to rise 50% by 2050
- Population growth 9+B
- Economic growth



# PLANT-BASED MEATS

- “Meat is basically protein, fat and water. Our game is to find all that in plants and reassemble it against the architecture of meat.” —Ethan Brown, CEO and co-founder of Beyond Meat<sup>10</sup>



# HEMP NUTRITION

- Complete Protein
- Vitamin Powerhouse
- Healthy Fats
- Easy to Digest
- Free from Top 8 Allergens



Cold-Pressed  
Hemp Seed Oil



Shelled  
Hemp Seeds



Hemp Protein  
50, 33 and 23



Roasted  
Hemp Seeds



Hemp Shells



# INGREDIENT INTEGRATION

- Formulators looking for Functionality
  - Gelation
  - Emulsification
  - Water Binding
  - Sensory
- Cost Effective
- High-Quality Product & Consistent Food Safety



# ID PRESERVED SUPPLY CHAIN

- Define
- Measure
- Validate





# WHAT TO CONSIDER BEFORE ENTERING THE HEMP FOODS MARKET



# REGULATIONS

- FDA:
  - Hemp Seed Hearts, Protein, and Oil = GRAS
  - CBD is Not Approved for Use in Foods





# CERTIFICATIONS



- Get in Tune With Your Customers' Values
- Consider
  - Certified Organic
  - Non-GMO Project Verified
  - Other Third-Party Certifications
    - Gluten-Free, Vegan, B-Corp, etc.

# SHELF STABILITY (starting on-farm)

- Light, Heat & Oxygen
- Use of gases, Tocopherol (Vitamin E) to preserve
- Remove Polyphenols, Tannins, & Chlorophyll
- Dark packaging



# TRENDS & OPPORTUNITIES FOR GRAIN PRODUCERS





# TRENDS: PLANT PROTEIN

- Plant Protein Market is Exploding
  - 2019: \$18.5Bn
  - 2025: \$40.6Bn\*



Photo: [www.fooducate.com](http://www.fooducate.com)

\*According to a 2019 exclusive report by MarketsandMarkets.™

# TRENDS: HEMP FOODS

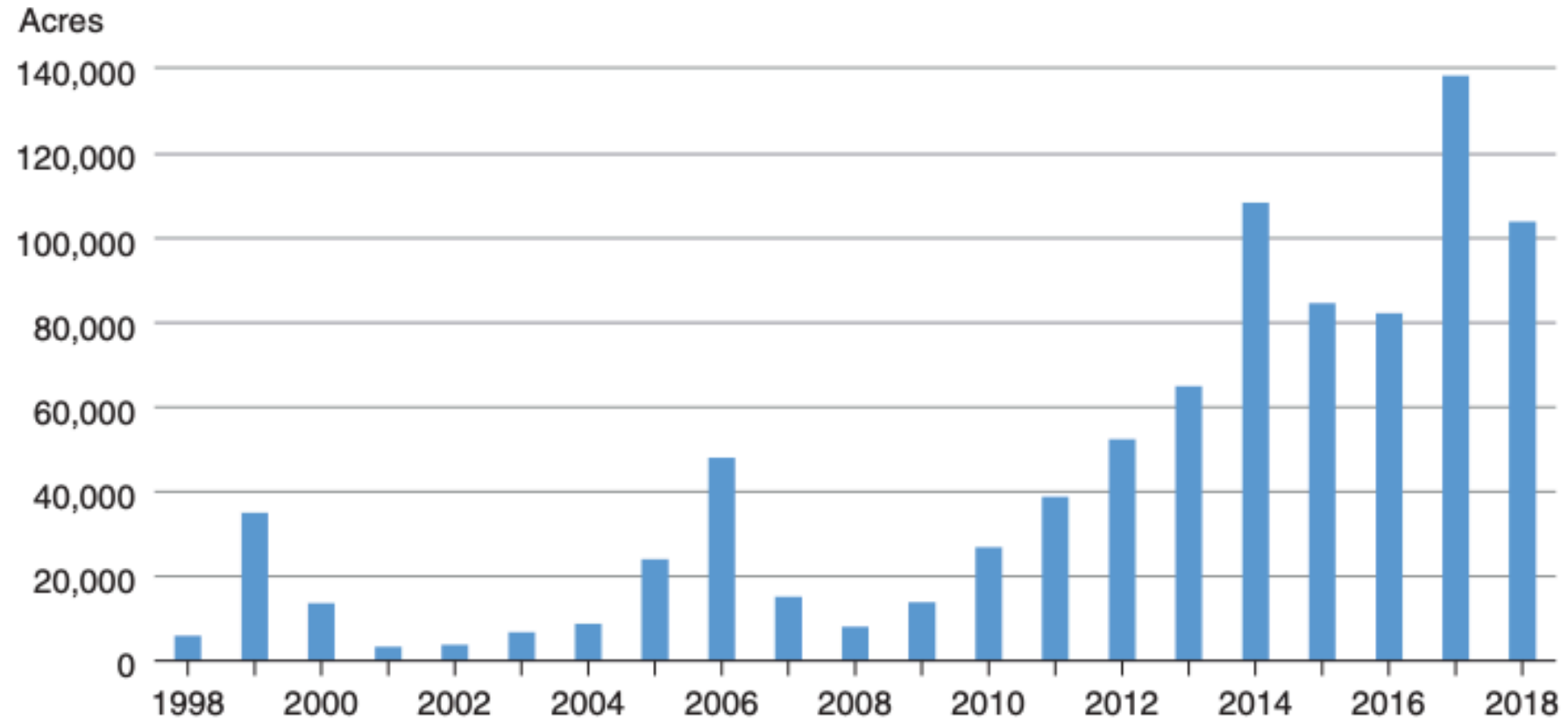
- Hemp Foods Market valued at
  - \$731.6M
  - 2026: \$3.34Bn (CAGR 24%)\*\*



Photo: [www.evohemp.com](http://www.evohemp.com)

\*\*According to a 2020 360 Market Updates report.

Figure 8  
**Canadian hemp acreage 1998-2018**



Source: Health Canada.



# CHALLENGES

- Lack of Processing Infrastructure in the U.S.
- Existing Products = Expeller Pressed
  - Green, Gritty, Strong Flavor
  - Limited Use as Ingredients



# COVID-19, Economic Downturn & Alt Foods



# CAN ALT FOOD PRODUCTS THRIVE DURING ECONOMIC DOWNTURN?

- Consumers Looking for Safer & Sustainable Alternatives
- COVID = People Cooking at Home
  - Packaged Health Foods
  - Nutrient-Dense Foods





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# THANK YOU!



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