



The Green Gold Rush Is On by Jesse Hahn, [Natural Fibre Technologies](#)

With demand for Cannabidiol or CBD oil in the thousands of dollars per kg - and several kilograms produced per acre, we have entered the era of CBD frenzy. Anyone with a heartbeat and a venture capital connection are the latest hemp 'experts', raising capital on hype with little substance, driven by greed and a rush to get into the industry early before the CBD glut hits and prices flop. There are already several examples of new entrants claiming to be something they are not including one claiming they are the 'Largest producers of hemp in Canada' with only 830 acres in production (laughable - either they are lying or they are ignorant). Others claim to be seeding up to 100,000 acres of hemp in 2019, possible and even probable, however that's two thirds of the total acreage in all of Canada in 2017. Definitely signs of a coming boom.

However, it works out for those in CBD trying to get rich quick, in the short term it will be great news for pedigree seed providers who are going to win and the farmers that actually manage to get paid. In an effort to educate and help protect those in all levels of the hemp value chain and our most important entrepreneurs - Farmers, the Agriculture and Food Council of Alberta (AFC) is exploring the formation of an Industrial Hemp Commission or Association under the Alberta Marketing of Agriculture Products Act. As explained by Barry Mehr, President of AFC, "the intent for a new Commission is to not encourage those struggling to promote the blame game but to focus on chasing the exciting opportunities in the new industry in a way that promotes a sustainable new large economic and agronomic opportunity particularly in Western Canada".

The sheer lunacy of new entrants all thinking they are going to strike it rich on CBD is going to have at least two consequences. First, if they are not extremely careful, the average Joe investor is going to lose their investment to the bay/wall street sharks who see the CBD market volatility early and are in and out before the public catches on that they've been duped. Second, there is going to be an incredible amount of biomass that potentially goes to waste because very few of these new companies have put any thought into what to do with the other 90% of the biomass that is not being utilized for CBD. They can't till it all in to the soil, the stalk is too tough. Do they plan on burning it? Well, if that's the case we may as well stick a fork in the planet.

The 'waste' biomass constitutes a much more sustainable value for farmers, the environment and investors. If only there was a feasible and economical way to, finally, process that large of a volume of biomass into any of the plethora of value-add products hemp is known for? Well, there is...