

# BE DIFFERENT

## TO MAKE A DIFFERENCE

The importance of end user  
product manufacturers flexibility  
to the hemp fibre market

**#hempsquared**  
HEMPCRETE BUILDING PRODUCTS

AHC Fiber Forum  
Iggy Van  
15 June 2023

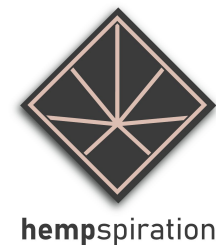
[www.hemp-squared.com.au](http://www.hemp-squared.com.au)

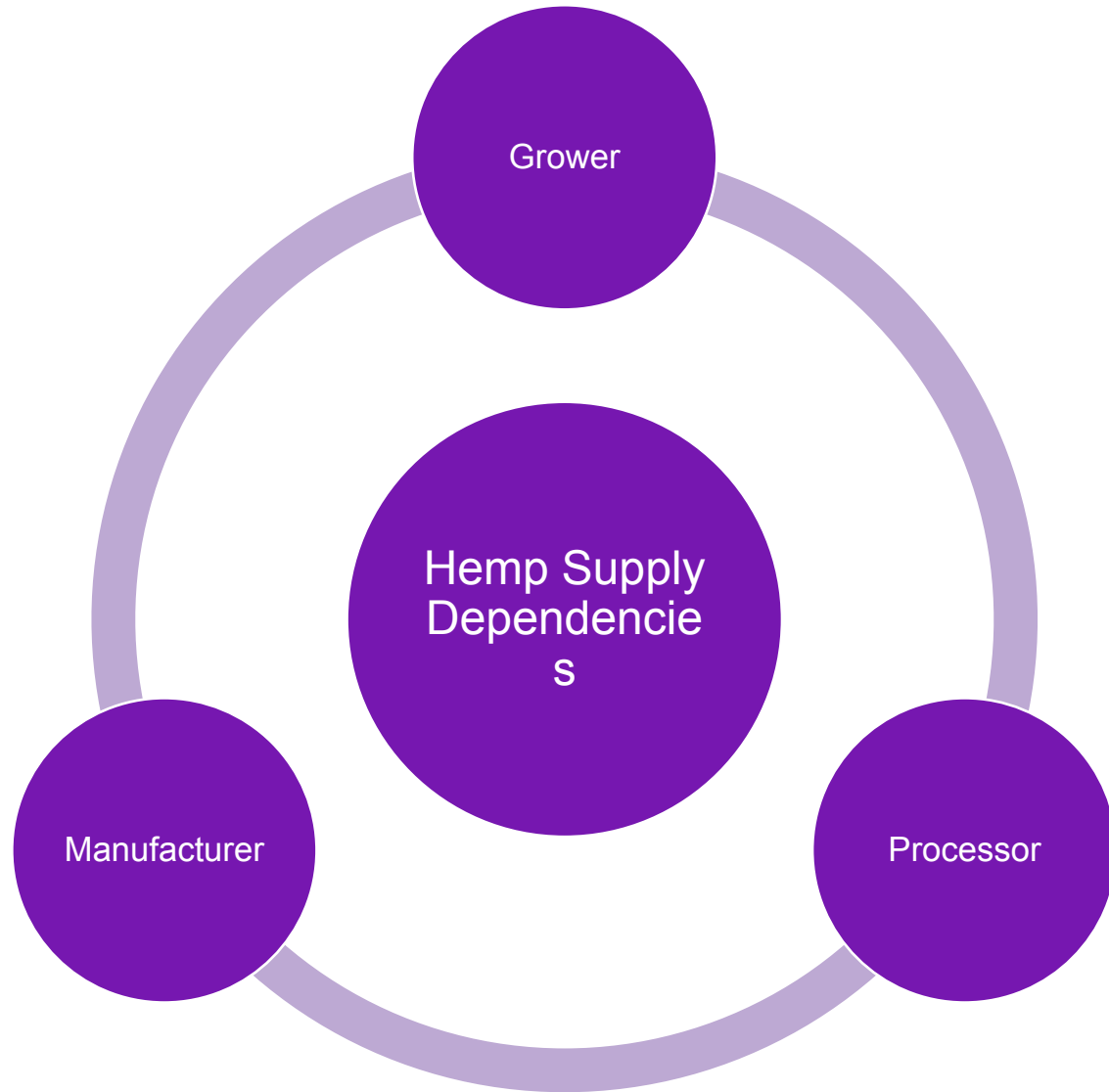


Manufacturer of Hemp Lime  
building materials

Established in 2019  
Operating from Bridgetown  
WA

If you think you alone can't make  
a difference, think about the  
mosquito in the room...





## Circular Supply Dependencies

There is not one sector that can operate in isolation.

To ensure demand and supply are met, communication across all sectors is important.

Balanced supply and demand will stabilise price variations.

# End products increase demand

- Desirable hemp based end products will improve the need for hemp fibre and hurd.
- Marketing and education is vital to reverse the brainwashing about petro-chemical products that has occurred for decades.
- Instead of talking about the many uses of hemp, we need to start making more products



No-one really seems to know how many uses there are, but there is no shortage of ideas.

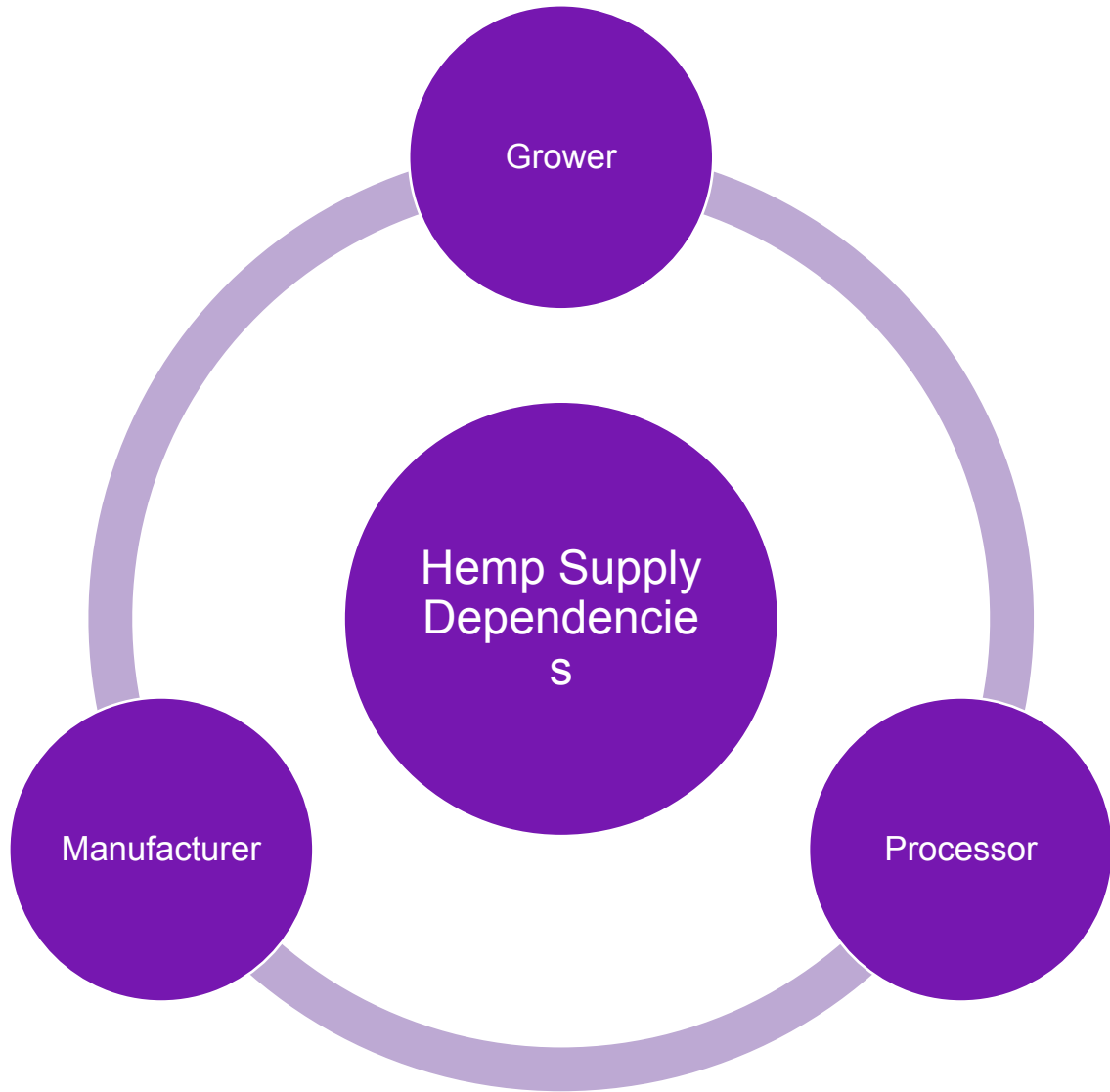




HEMP  
SQUARED®

# FLEXIBILITY

# Y



- Manufacturers of the end-user products need to rapidly adapt to changes in the market and predict growth to help processors and growers have a reliable market.
- Growers and processors need to keep up with demand due to growth.



## Products

Blocks

Raw materials

Feature walls  
Pizza Ovens  
Have-a-go kits  
Food preservations

## Developing

Panels  
Insulation batts

Moving to 100%  
Australian supply

Pet bedding  
Mulch  
Cat litter  
Soil booster

# Focus

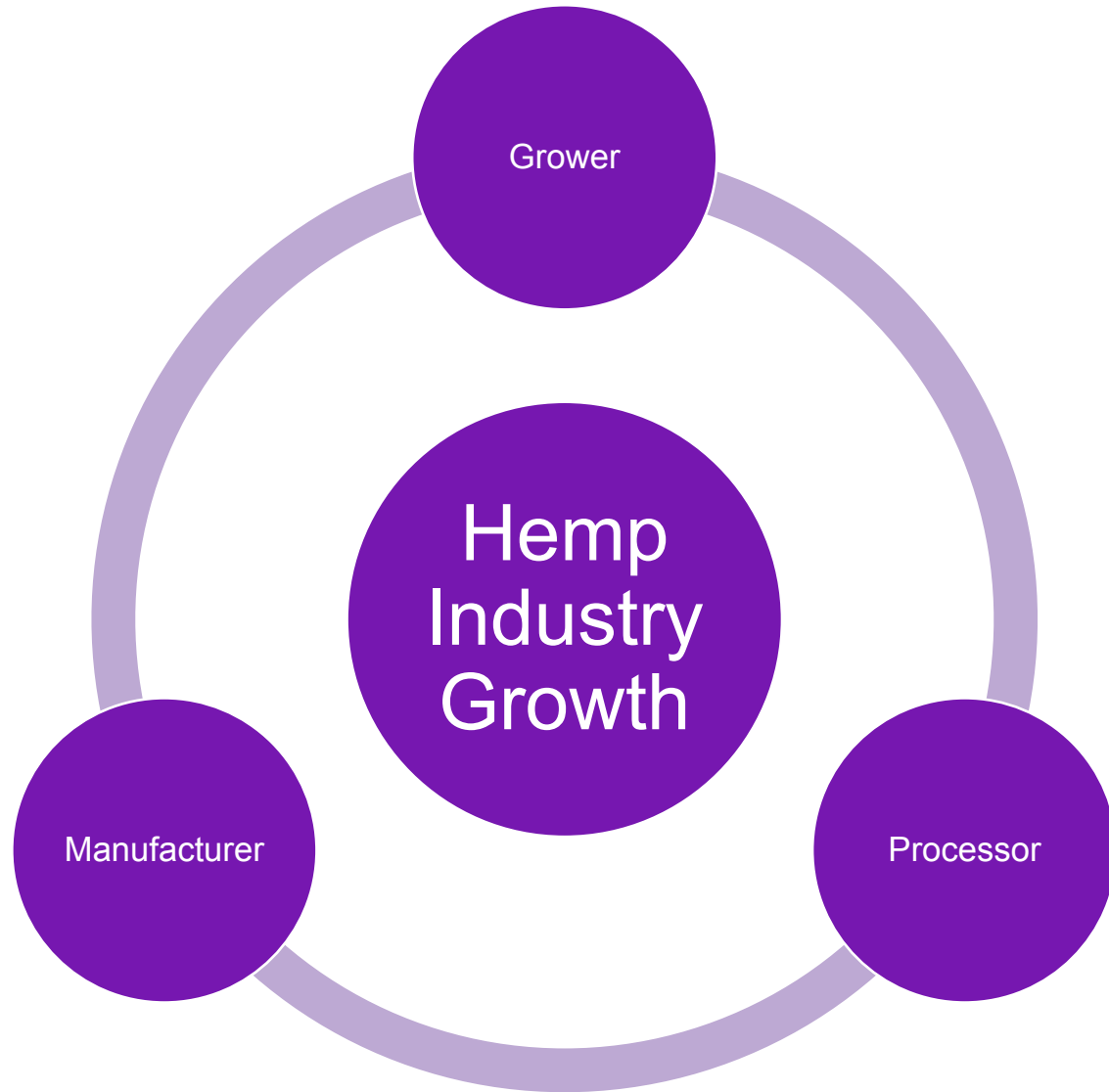


To grow the Australian hemp industry manufacturers should apply the following principles;

- Use 100% Australian Hemp raw materials for their product
- Start producing products that are currently imported. Customers are familiar with those products already.
- Introduce products that are highly effective, low in cost and have a limited life to promote repeat business and exposure to hemp.

Hemp Squared is applying these principles. We are pivoting away from overseas hemp supplies; we are developing products that are currently imported and have created low cost, highly effective limited repeat business product.





## Collaboration is key

Collaboration, transparency and good communication between grower, processor and manufacturer needs to occur to stabilise the supply and demand. Collaboration between manufacturers is key to grow opportunities for hemp fibre and hurd to be a top crop in Australia.