

July 15, 2024

Dear Business Owner

In August 2023, the Australian Pesticides and Veterinary Medicines Authority (APVMA) declared that hemp seed oil and hemp seed by-products (meal and hulls) are veterinary chemicals. To fully understand the situation please read [Understanding the Regulatory Barriers to Hemp in Animal Feed](#).

### **The impact on industry**

This reclassification effectively means it is **illegal to sell any products for livestock and companion animal consumption that contain products of hemp seed**, unless they are registered. The AHC estimates that an \$8M (and growing) hemp food market for animals has effectively been cancelled, causing serious disruption to the Australian hemp industry market and prohibiting a natural wellness product for animals.

The Australian Hemp Council (AHC) Fodder Group, led by Dr. Bronwyn Blake, has been working on this issue for the last year. There have been numerous meetings with the APVMA, the Department of Agriculture Forestry and Fisheries, and representations with the Federal Minister for Agriculture, Murray Watt.

### **Our plan to address this impact**

Despite the obvious action to grant GRAS (Generally Regarded As Safe) status to these hemp products to allow the market to continue, we have been told that we must proceed through a lengthy application and research process to establish data to support our case.

Under the leadership of Dr. Bronwyn Blake, the AHC Fodder Group has assembled a highly qualified and motivated team to -

***Establish hemp seed as an approved animal feed by conducting and presenting comprehensive scientific research to regulatory bodies, demonstrating its safety and nutritional benefits.***

## Can you help?

If you, like us, think that it is ludicrous that hemp seed products are legal and safe from human consumption but not for animals, please help support our fundraising campaign, ***Paws For Wellness***.

We need a minimum cash target of \$50,000 to successfully achieve our goal.

Please, if you can, contribute generously and help us address these regulations and reopen this sector so we can continue to provide wellness products to pets and other animals. All funds raised will assist the AHC in its campaign to make hemp seed available for animal feeds. Any surplus funds raised will go to promoting the hemp industry more broadly.

We have put together some attractive tax deductible sponsorship packages. To learn more and see how you can contribute, go to our [Paws for Wellness \(business\)](#) page.

For further questions, please contact:

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Only together, can we make positive change.

Kind regards



Tim Schmidt  
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