



August update

Welcome to the first instalment of our monthly eNews editions. We look forward to bringing you regular updates and encourage your contributions. Please [email us](#) with any inclusions for next month.

In this newsletter:

- Hemp Industry Dinner
- Brand Tasmania meeting
- UTAS research project
- HATas communications support
- Lucerne development

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Hemp Industry Dinner

On 25 July, HATas held a Hemp industry dinner attended by over 80 people and it was a great success.

HATas was honoured to have Guy Barnett, Minister for Primary Industries and Water, Energy, Veteran's Affairs and Member for Lyons, launch the Hemp Association's newly trademarked Hemp Tasmania brand. The new brand is crucial to help build provenance for Tasmanian product and to ensure the integrity of packaged product.

Our congratulations to **Sam Bond**, of Eastfield, who won the **Top Crop Competition**. Sam is a first-time grower of hemp and can be proud of his impressive yield of 1.7 tonnes, cleaned and dried. As competition winner, Sam

went off to the Black Cow Restaurant in Launceston.

The Top Crop competition was a great success with 25 growers participating. We thank Ian Herbert and Emily Triffet for all their hard work and analysis. The Top Crop presentation is available upon request and is well worth a read. In recognition of Phil Reader's contribution to hemp, HATas and Southern Farming Systems will be renaming next year's competition to the **Phil Reader Top Crop Competition**.

HATas would also like to thank ANZ for their generous contribution towards the dinner.



Brand Tasmania ties

As part of the newly launched Hemp Tasmania brand, HATas is developing its Tasmanian provenance story in an endeavour to leverage the value of Tasmanian grown hemp. The two Tims (Schmidt and Castle) met with Brand Tasmania's CEO, Todd Babiak, and Partnerships Manager, Fransina Kennedy, to understand how HATas and Brand Tas can work together.

As luck would have it, Todd Babiak is from Canada and has seen the boom in the CBD market and the mistakes that were made in its evolution, so he is very keen to help us with our development work.

As a first step on 18 September, HATas will participate in a Brand Tas workshop to develop and refine the HATas story. We look forward to sharing developments here, especially as we create a brand highlighting our Tasmanian provenance. Whisky legend, Bill Lark, has done this so well, linking his Lark brand to the story of extraordinary Tasmanian quality.

Important outtakes from this meeting between Brand Tas and HATas include:

- Creation of bios that **link product with the place**;
- **Delivering seed to all of the top Tasmanian restaurants** for the chefs to **play with and promote** hemp products that they develop;
- Publishing **consumer perspective**; and
- **Collecting data** on crop quality to establish and promote key metrics and to set benchmarks to align farm and processors.



New research project

HATas recently met with UTAS student, **Rowan Borojevic**, who is doing a research project into grazing hemp and recovery at different growth stages. Rowan's project will be at two sites in Richmond (UTAS) and at Cressy at Alistair Cameron's property.

HATas are the sponsor of the project and Tim Schmidt is involved in the project's oversight. HATas are also sharing the cost of the project with UTAS. We have approached Midlands Seeds for supply of a small quantity of seed for the project.

HATas will keep you informed on key outcomes and progress on the trial.

Other developments

Trial of undersowing clover in hemp crop

This year a HATas grower will be trialling under sowing a new hemp crop with clover. The benefit of this is that it will immediately give the paddock back to the farmer. HATas will make sure that outcomes are published.

New marketing gun lending support to HATas.

HATas have been lucky enough to secure the services of **Freya Griffin**, from Deloraine. Freya has done some excellent work with Tasfoods as Brand Manager, developing their stable of brands and launching The Tasmanian Food Co. to market. HATas looks forward to Freya helping us keep you all informed on our progress and key industry developments.

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