

# hemp roundtable

## Do you think New Zealanders will embrace hemp?

“ In recent years, the hemp industry has seen massive growth through the growing demand for hemp products, with the global market size expected to reach USD 10.6 billion by 2025. Rising demand has been linked to the growing awareness regarding its dietary advantages and ability to aid insulin balance, cardiac function, mood stability, and skin and joint health. With the recent law change, we expect the trend to catch on here in New Zealand, and so we’re very excited to be helping pioneer the movement by adding hemp to our products.”



**Megan May**  
LITTLE BIRD ORGANICS



**Graedon Parker**  
HEMP FOR VICTORY

“ Kiwis will first embrace hemp seed for the nutritional and medicinal value it can bring to our diet, and then also for its use in cleaning up our damaged rivers and soils. Aotearoa has the unique opportunity to lead the world with the use of industrial hemp to feed, shelter, clothe, heal, and provide for our urban and rural communities and environment.”



**Tadhg Stopford**  
THE HEMP FOUNDATION

“ Yes, New Zealanders will embrace hemp because it can improve our health, our wealth, our environment, and our economy.”

“ Yes, Kiwis will definitely embrace hemp, and I am seeing it happening now with Em’s Power Cookies Hemp Protein Cookies. When we launched our Hemp Protein Cookies late November 2018, I was pleasantly surprised to see how many consumers were already aware of hemp seed as food and what the health attributes are. We had some great mainstream media coverage prior to launching, and when we shared on Facebook along with my hemp blog, our reach was over 19,000 with 2819 direct, positive interactions. The hemp trends overseas are big and growing fast, so it’s only a matter of time for that wave to hit New Zealand and we’re proud to be the market leader in this space. I think that Kiwis are intelligent, discerning consumers and know that hemp is a good thing nutritionally. Our job is to help with nutrition education about hemp and provide awesome products.”



**Emily Miazga**  
EM’S POWER COOKIES

## column

### HIGH HOPES FOR HEMP

*As a nation, our views are continually evolving and our perspectives are influenced by our friends, family, media and the government.*

We are living in the information age and this means access to more information than we’ve ever had before, which is shaping what and how we buy. In fact, 42 percent of 18-34-year-olds are influenced by online research when it comes to purchasing health or beauty products<sup>1</sup>.

Four in ten of us are trying to buy foods rich in nutrients, minerals or superfoods and it’s not surprising this figure increases to 54 percent among Generation Z and Millennials<sup>2</sup>. These generations are the most health conscious; investing in health and wellness is an obvious choice for them.

#### Self-care engagement

New Zealanders in particular, are using food and beverage products to support their overall wellbeing, with 70 percent of shoppers buying health food products for general wellness compared with the European average of 51 percent<sup>3</sup>.

Healthier-for-you is driving choice not only in categories or products, but also ingredients. As an example, we have seen turmeric become a sought-after ingredient, not only in Health Supplements, but also in a wide range of food and beverage categories such as Chilled Juices, Crackers, Dips and Teas.

The move towards three hundred and sixty degree wellness is prompting a more evaluative and considered consumer; we are much more engaged with what’s on-pack, with 48 percent<sup>4</sup> of us saying nutritional information on products affects purchasing decisions.

#### Hemp lift-off

Nutrition science and debate is constantly evolving and open to interpretation by consumers and governments. Since November 12, 2018, hemp seed has been able to be sold as a food in New Zealand. Will hemp become the next hero ingredient as people become more educated on its benefits and it joins the mainstream (as we saw with turmeric)? While it’s early days, we’ve seen \$100,000 worth of sales (MAT to 03/02/19) of products with hemp seeds in them across fewer than 30 products and a wide range of departments including personal care, cooking oils, salad dressings, dietary and sports supplements, snacking and alcohol.

#### Follow the leader

In Australia, hemp seed has been able to be sold as a food since March 2018. Since then, we have seen over \$8.29 million in sales. Unsurprisingly, the largest category is Health Goods, worth over \$5.5 million (the top item being a private label hemp seed product), followed by Spreads at \$1.1 million (driven by one product – Mayvers Protein Peanut Butter Hemp Seeds). Other notable categories incorporating hemp seeds include Dietary and Sports Supplements, Bread and Cooking Oils.

**So, the question is, to maximise value for your business, are you:**

- Investing in ingredient understanding for consumers?
- Championing hero ingredients?
- Monitoring changing beliefs as they influence consumer needs?
- Considering the impact of possible regulation changes?



#### Notable product launches have included:

- Happy Naturals Shampoo & Conditioner
- New Hemisphere Extra Virgin Hemp Seed Oil
- New Hemisphere Hemp Seed Oil Caps
- Em’s Power Hemp Protein Cookies
- Nutra Organics Hemp Protein Powders

If we look at the Pharmacy channel, we can see that a range of hemp products is available, most notably in Health Supplements. ■

- 1 IRI 2018 State Of The Industry Report – Pharmacy
- 2 IRI 2018 State Of The Industry Report – Grocery
- 3 IRI Regional Shopper Survey 2017 – New Zealand
- 4 IRI MarketEdge (Grocery) New Zealand MAT Value 03/02/19



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