



GROW HEMP | BUY HEMP | USE HEMP

## Media Kit

### About Canadian Rockies Hemp Corporation

Canadian Rockies Hemp Corporation (CRHC) is an Alberta-based agribusiness focusing on processing hemp at scale for industrial use outputs. Working to develop Alberta as the global hemp processing hub, CRHC is building a bio-refining processing plant in Bruderheim, AB.

Capable of processing 50,000 acres of hemp per year, producing 50,000 tonnes of fibre and 110,000 tonnes of hurd, CRHC is the largest hemp processing plant in North America.

Working with local Alberta farmers, CRHC contracts hemp acres, directly providing specific high-quality feedstock to the Bruderheim Plant.

The Bruderheim Plant has three different decortication technologies, in four different full processing lines, producing a wide range of products and providing sustainable, consistent supply of processed hemp. These products drive development of the Alberta Hemp Industry and bring Alberta grown hemp to the global market.

CRHC's Bruderheim Plant will open Summer 2021 and will employ 50 – 100 plant employees and 25 – 50 support workers. Locally owned and operated, CRHC has developed strong ties to the Bruderheim community and has made it a priority to support the local economy by hiring local when possible.

CRHC's head office, anticipated to open in 2021, will be constructed in partnership with [Just BioFiber](#). The head office will be built using hempcrete made from hurd grown by local farmers and processed by CRHC – a culmination of 18 years of Alberta innovation, entrepreneurship and farming that is behind the success of CRHC and the success of this promising new industry.

### About Industrial Hemp

The Canadian definition of Industrial hemp includes Cannabis plants and plant parts, of any variety, that contains 0.3% delta-9-tetrahydrocannabinol (THC) or less in the leaves and flowering heads. Industrial hemp also includes the derivatives of industrial hemp plants and plant parts, excluding the flowering parts or leaves.

Hemp is the strongest natural fibre in the world and is known to have 50,000 different uses, including:

- Textiles



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- Clothing, diapers, handbags, denim, shoes, fine fabrics
- Paper
  - Printing, newsprint, cardboard, packaging
- Industrial textiles
  - Rope, canvas, tarps, carpeting, netting, caulking, moulded parts
- Building material
  - Fibreboard, insulation, acrylics, fibreglass substitutes
- Animal bedding, spill absorption

## **About Decortication**

Decortication is the process of separating the bast fibre and the woody inner core (hurd/shive) from the stalk. Decortication can be done biologically, chemically or mechanically.

## **Alberta's Hemp Fibre Industry**

Development of the Alberta's Hemp fibre processing sector is imperative to the industry's success. Farmers are interested in growing hemp, but without primary hemp processing capacity there isn't anyone to purchase their straw (fibre). CRHC's Bruderheim processing facility is the first step to developing this sector. When primary processing capacity has reached critical mass, a functioning national market for hemp fibre products will emerge.

## **Northern Advantage**

The Alberta HUB Region is emerging as a global leader in growing industrial hemp for fibre production, processing and manufacturing. With long summer days, the area is well suited to grow industrial hemp, producing 30% higher yields of hemp stalks than in southern regions of the province. The region's high yield of fibre biomass is prized by a multitude of companies looking to convert these feedstocks into a wide range of products.

The Alberta HUB region has a very strong Agriculture sector with Gross Farm Cash receipts reaching nearly \$1.5 billion in 2016. The region contains over 3 million cultivated acres, 12% of Alberta's total. Much of this region contains black chernozemic soil, which is very fertile and can produce high crop yields.

Farmers in the Alberta HUB region have been very innovative in growing and harvesting hemp. They see the potential in adding hemp to their rotation as a profitable crop that also sequesters carbon.



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