


Can Industrial Hemp Help Big Tobacco?



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About
I have experience working in the B2B SaaS industry, as well as event and non-profit fundraising. Skilled in communication, marketing, human relations, and modern selling culture. Passionate for creative content, sales and business development marketing, as I believe every business deserves to share their story in an authentic way. I exhibit an entrepreneurial mentality and an edge to adapt and learn in different environments.

Seeking opportunities in Honolulu, HI. Let's connect!



Can Industrial Hemp help big tobacco?: A marketing case for undergraduate and graduate business students. by Mohan Sarma

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As the demand for tobacco declines, tobacco companies are facing a significant challenge to their revenue streams. One potential solution that has emerged is the cultivation of industrial hemp, a non-psychoactive variety of the *Cannabis sativa* plant. Industrial hemp offers several potential benefits to tobacco companies, including the production of CBD (cannabidiol), a non-psychoactive cannabinoid with various health benefits, and the potential to develop more sustainable and profitable agricultural practices.

The Rise of Industrial Hemp

Industrial hemp has been used for centuries to produce a variety of products, including textiles, paper, and building materials. However, its cultivation was largely banned in the United States in the 1930s due to its association with marijuana. In recent years, there has been a growing interest in industrial hemp as a sustainable and renewable resource, and its cultivation has been legalized in many countries around the world, including the United States. Industrial hemp is now widely used in the production of food, supplements, textiles, and building materials, and its market value is expected to reach \$26.6 billion by 2025.

The Opportunities for Big Tobacco

For tobacco companies, industrial hemp represents a potential source of revenue diversification and a means to reduce their reliance on tobacco

cultivation. Industrial hemp can be used to produce a variety of products, including:

- **CBD:** CBD is a non-psychoactive cannabinoid that has been shown to have a variety of health benefits, including reducing pain, inflammation, and anxiety. CBD can be extracted from industrial hemp and used in a variety of products, such as oils, tinctures, and edibles.
- **Hemp fiber:** Hemp fiber is a strong and durable material that can be used in the production of textiles, paper, and building materials. Hemp fiber is also biodegradable and sustainable, making it an attractive choice for eco-conscious consumers.
- **Hemp seed oil:** Hemp seed oil is a rich source of essential fatty acids, vitamins, and minerals. It can be used in a variety of food products, such as salad dressings, cooking oils, and nutritional supplements.

In addition to these products, industrial hemp can also be used to produce biofuels and other renewable energy sources. This makes it a promising crop for tobacco companies looking to invest in sustainable agriculture and reduce their carbon footprint.

The Challenges for Big Tobacco

While industrial hemp offers a number of potential benefits to tobacco companies, there are also several challenges that must be overcome.

These challenges include:

- **Legal and regulatory hurdles:** Industrial hemp is still a relatively new crop in many countries, and its cultivation and processing are subject

to a variety of legal and regulatory requirements. This can make it difficult for tobacco companies to enter the industrial hemp market.

- **Competition:** The industrial hemp market is highly competitive, with a number of established players already operating. This makes it difficult for new entrants to gain market share.
- **Consumer perception:** Industrial hemp is still associated with marijuana by many consumers. This can make it difficult for tobacco companies to market industrial hemp products to a broader audience.

Despite these challenges, the potential benefits of industrial hemp to tobacco companies are significant. With careful planning and execution, tobacco companies can overcome these challenges and position themselves to benefit from this emerging market.

Industrial hemp represents a potential opportunity for tobacco companies to diversify their revenue streams and reduce their reliance on tobacco cultivation. However, there are also a number of challenges that must be overcome before tobacco companies can fully capitalize on this emerging market. With careful planning and execution, tobacco companies can position themselves to benefit from the growing demand for industrial hemp products.



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