

# Ensure Consumers and Retailers Trust Your Brand

## The U.S. Hemp Authority® Certification Increases Trust, and Powers Growth



The hemp derived cannabinoids and extracts market is projected to grow to \$16B by 2025<sup>1</sup>. Yet as consumer demand skyrockets, so do false claims and safety concerns.

- ✓ The FDA concluded in a recent study "we are aware of the risks posed by product contaminants such as heavy metals, THC or other potentially harmful substances. We also have significant concerns about products marketed with false claims or statements such as omitted ingredients, incorrect statements about the amount of CBD products marketed for use by vulnerable populations like children or infants, and products that otherwise put the public health at risk."<sup>2</sup>
- ✓ In response to a congressional directive from the Joint Explanatory Statement, FDA is undertaking a more extensive CBD product sampling study of the current CBD marketplace to determine the extent to which products are mislabeled or adulterated<sup>2</sup>
- ✓ CVS Health said it would pull some products made by a U.S. marijuana and hemp company after it received a warning letter from the FDA<sup>3</sup>

### Why choosing the U.S. Hemp Authority® Authority Certification?

The United States Hemp Authority® (USHA) certification is an industry-led initiative that exemplifies truth in labeling and instills consumer confidence and trust in hemp and CBD products.

USHA certification is unlike other certification programs:

- Industry led initiative
- Exemplifies truth in labeling
- Goes beyond cGMPs
- Includes label reviews to improve integrity
- Requires testing for cannabinoids, heavy metals, pesticides and other contaminants

"As a brand that launched in 2019, being certified by the U.S. Hemp Authority® was a game changer for us. It established trust and legitimacy for us, and I believe it played a pivotal role in placement in the 2k+ retailers you can find Winged in today, 12 months later."

- Jessica Mulligan, Co-Founder, Winged Woman

<sup>1</sup> Cowen and Co. 2019 Market Study <sup>2</sup> [Hempindustrydaily.com/fda-many-cbd-products-contain-far-less-sometimes-more-than-advertised](https://hempindustrydaily.com/fda-many-cbd-products-contain-far-less-sometimes-more-than-advertised)

<sup>3</sup> [Investors.com/news/marijuana-stocks-curaleaf-stock-fall-fda-warning](https://investors.com/news/marijuana-stocks-curaleaf-stock-fall-fda-warning)

Interested in learning more about how to increase consumer confidence and trust?

Contact FoodChain ID at [usha@foodchainid.com](mailto:usha@foodchainid.com)

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