

Hemp legalisation set to boost business for one of Australia's leading Hemp product suppliers

As one of Australia's largest and long standing suppliers of Hemp in Australia and internationally, Lariese Purely Hemp believe that with the Australian government legalising the consumption of Hemp, it will boost sales of its products by over 500% this f

The family owned and operated Australian business, established in 2006, was founded by The Williams family, CEO Ron, Formulating Director Maria, as well as their daughter Lara and sons Lloyd and Craig, who have been waiting for over a decade for this legislation to pass. Lara Burton, co-founder and Head of Sales and Marketing says: "We are delighted this day has finally come. Although we have legally been able to sell our Hemp food products in overseas restaurants and retail channels for years, we can now supply restaurants, cafes and supermarkets in our own home country, which is a great result and a wonderful feeling." Lariese Purely Hemp produces a range of products including Hemp Seed Oil, Hulled Hemp Seeds, Hemp Protein Powder (50% and 80%) all using Canadian Hemp which is recognised worldwide as the best in the world due to Canada's optimal growing conditions and nutritious soil. The Hemp industry is currently worth over \$US570 million (1) in the US and Canada alone. Managing Director, Lloyd Williams, firmly believes this week's ruling will significantly increase sales and market share for Lariese Purely Hemp. The Williams family have been advocates for the benefits of Hemp for a considerable time and firmly believe that the ruling will greatly improve the health of Australians, due to the large number of health benefits contained within Hemp. The family from the oldest to the youngest all use their own Lariese Hemp in their daily lives, including pre-and post-natal. They won't offer anything for sale unless they have conclusively tested it on themselves first. Hemp is not just a super food but more of a whole food, being highly nutritious with many health benefits. It is rich in healthy fats and essential fatty acids and is also a great source of protein and contains high amounts of vitamin E, phosphorus, potassium, sodium, magnesium, sulphur, calcium, iron and zinc. Hemp Seed Oil has been used as a food/ medicine in China for over 3000 years. Lloyd Williams continues; "As one of the largest suppliers of Hemp in Australia and overseas, we have researched and tested hemp and hemp products for over ten years. The reason we chose to invest, grow and import Canadian Hemp was because of its superior quality, proven established track record for the last 18 years, and reliability of supply to the whole of North America, Europe and Asia". Lariese has positioned itself as a market leader in Bulk Hemp Supply to all major companies nationally and internationally. Lariese believes it has experienced continuous growth due to its core beliefs, vision and 100% transparency, whilst using high quality ingredients with complete traceability. Lariese Purely Hemp seed is of a proprietary species bred for quality and taste and its products are certified Non-GMO, Vegan, Gluten free and Kosher certified. The company is the only provider in Australia currently selling premium 80% Hemp Protein. The family believes in providing healthy food options that are produced with a focus on sustainability and the environment. Hemp is a sustainable food source that boasts many inherent nutritional benefits and can be cultivated without negative environmental impact. Lara continues: "Our growers don't use any potentially harmful pesticides, in-crop herbicides, or GMOs, which guarantees our great tasting hemp foods and ensures sustainability of the environment. In fact, Hemp is highly pest, weed and drought resistant meaning there is no need for pesticides and herbicides and it also removes more CO2 from the air than trees do." Lariese Purely Hemp products can be found in most health food stores, including Go Vita and Mr Vitamins as well as online through Nourished Life. More information can be found on www.lariesepurelyhemp.com.au For further information or to interview Lloyd or Lara from Lariese Purely Hemp, please contact: Emma Kirkaldy at Polkadot Communications on 0406 025 771 or emma@polkadotcommunications.com.au Sources: 1 <https://www.thehia.org/HIAhemppressreleases/4010402> Background Information What is Hemp? Hemp foods are incredibly nutritious – rich in healthy fats and essential fatty acids. They are also a great source of protein and contain high amounts of vitamin E, phosphorus, potassium, sodium, magnesium, sulphur, calcium, iron and zinc. Hemp seeds contain over 30% fat. They are exceptionally rich in two essential fatty acids, linoleic acid (omega-6) and alpha-linolenic acid (omega-3). They also contain gamma-linolenic acid, which has been linked with many health benefits. www.lariesepurelyhemp.com.au Hemp seeds are a great protein source, as more than 25% of their total calories are from high-quality protein. That is considerably more than similar foods like chia seeds and flaxseeds, which provide about 16–18%. Hemp seeds can be consumed raw, cooked or toasted and Hemp seed oil is a very healthy oil, and has been used as a food/medicine in China for at least 3,000 years. Hemp Seed Oil Hemp seed oil is a natural, whole food product that – depending on its form – can be used in a wide range of recipes, consumed on its own as a dietary supplement, applied topically as a moisturising oil, or even used in industrial settings. It is in high demand for its superior quality and consistency. Lariese Edible Hemp Seed oil is cold-pressed from the seeds of the Cannabis sativa plant, and contains the perfect ratio of Omega Fatty Acids as recommended by the World Health Organization — Omega 6 and Omega 3 in a ratio of 3:1. Just 15mls contains 94% of your daily requirement of Omegas 3, 6 and 9 and boasts an EFA content of 80%. These fatty acids are fundamental to maintaining good health and effective functioning of the immune system and brain. As our brain needs a constant supply of Essential Fatty Acids (EFA) that the body cannot produce, Hemp Seed oil is just the fuel that our brain needs to stay healthy and function effectively. Hulled Hemp Seeds Raw Hulled Hemp Seeds are the most nutritious seeds found in nature and are a complete protein. Containing more digestible protein than any other food. Lariese Raw Hulled Hemp Seeds are a healthy

and rich source of protein, particularly for vegans and vegetarians. This is true even for those unable to tolerate nuts, gluten, lactose or sugar, as there are no known allergies to hemp foods. Hemp Seeds are suitable for everyone, including expectant Mums as they contain naturally occurring nutrients essential to the brain, bone and nervous system development of a growing foetus, including Folate (Vitamin B9) and Vitamin B6. With a mild nutty flavour similar to pine nuts, Raw Hulled Hemp Seeds can be made into milk and used as a milk substitute for anything made from dairy, including butter, cheese and ice cream, as Hemp is free from estrogen mimickers and trypsin inhibitors. Toasted Hemp Seeds Whole unshelled Canadian edible hemp seeds are carefully roasted in our Canadian custom-built toasters to provide the best flavour. They are lactose intolerant free and gluten free and can be snacked on or used as an ingredient in baking, granolas, bars or snack manufacturing to provide the nutritional benefits of hemp and that extra crunch and toasted nutty flavour. Hemp Protein - 50% The nutritional profile of Hemp Protein Powder shows it contains all the essential fatty acids, amino acids, vitamins and minerals needed for good health. It stands alone as the only balanced, natural source of nutrition needed to assist with muscle building and repair, weight loss and fitness improvement, and muscle recovery. It is a complete food. Alkaline, and with an RNA genome very similar to human DNA, superfine Lariese Hemp Protein Powder is easy to digest and highly bioavailable. With 95% protein digestibility, it is easily metabolised into the system. Hemp Protein - 80% Our 80% Premium Hemp Protein Powder contains all the essential fatty acids, amino acids, vitamins and minerals needed for good health. It stands alone as the only balanced, natural source of nutrition needed to assist with muscle building and repair, weight loss and fitness improvement, and muscle recovery. It is a complete food. Alkaline, and with an RNA genome very similar to human DNA, superfine Lariese Hemp Protein Powder is easy to digest and highly bioavailable. With 95% protein digestibility, it is easily metabolised into the system.

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