

SAVE WISCONSIN'S HEMP INDUSTRY



PROTECT JOBS. PROTECT FARMERS. PROTECT CONSUMER CHOICE.

Wisconsin's thriving hemp industry supports thousands of jobs, hundreds of small businesses, and hundreds of millions of dollars in economic activity across the state. Legislative action is needed now.



Growers cultivate hemp across Wisconsin



Wisconsin businesses create safe, tested hemp products



Local shops and online businesses serve Wisconsin communities



Thousands of adults choose legal hemp products every day

WISCONSIN HEMP BY THE NUMBERS



\$700 MILLION

Annual Economic Impact



3,500+ JOBS

Across Wisconsin



274+ GROWERS

Licensed Hemp Producers



THOUSANDS OF CONSUMERS

Use Hemp Products Every Day

Source: Wisconsin Department of Agriculture, Trade & Consumer Protection (May 2025)



A FEDERAL HEMP BAN TAKES EFFECT NOVEMBER 2026

Federal law changes will effectively eliminate most hemp-derived products currently sold in Wisconsin.

\$700 MILLION AT RISK | 3,500 WISCONSIN JOBS AT RISK

WITHOUT ACTION:

- ✗ Businesses WILL close
- ✗ Farmers lose a valuable crop option
- ✗ Jobs leave Wisconsin
- ✗ Consumers lose access to legal products
- ✗ Tax revenue and investment move to neighboring states

KEY THINGS TO KNOW

1

HEMP IS AN ESTABLISHED, THRIVING INDUSTRY IN WISCONSIN



Thousands of Wisconsinites work in cultivation, manufacturing, distribution, retail, and supporting services.

2

THE INDUSTRY AND CONSUMERS ALIKE WANT SAFE, REGULATED PRODUCTS



- ✓ Product testing
- ✓ Accurate labeling
- ✓ Age verification (21+)

3

SMART REGULATION WORKS



Common sense amendments to Wisconsin's hemp statute would protect consumers and ensure the state's hemp industry continues to thrive.

A BETTER PATH FORWARD: AMEND WISCONSIN'S HEMP STATUTE TO PROVIDE



Product testing and safety standards



Clear labeling requirements



Licensing and 21+ age verification (online & in-store)



Reasonable taxation



Support for Wisconsin farmers



Support common sense amendments to section 94.55 during the first 100 days of 2027.

Protect Wisconsin jobs, farmers, consumers, and small businesses.



WCCR

WISCONSIN COALITION FOR CANNIBIS REFORM

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