

## Seamons, Colleen

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**From:** Rebecca Allen <rebecca@frontierjapan.com>  
**Sent:** Friday, 13 January 2012 2:37 PM  
**To:** submissions  
**Subject:** A1039 - Low THC hemp as a food  
  
**Categories:** Blue Category

To whom it may concern,

I am an Australian solicitor currently resident in Japan, where I eat hemp seeds as a topping on my breakfast as part of a healthy organic vegetarian diet. I am currently considering moving back to Australia to start a family and it has come to my attention that this food product is illegal in my home country. We are notably the only advanced nation on the planet that is backward enough to actually believe that limiting food freedom in this unfathomable manner is a good idea.

Having spoken to many people during the month I have been back in Australia on holiday, I have discussed this topic with a broad spectrum of people and have been staggered both by the lack of knowledge about hemp seeds and the amazing show of interest with which my message about its great taste and health benefits have been met. Australians consider themselves to be lifestylers and do not appreciate having their liberties being vetted illogically and unnecessarily. Many of them are actively looking to improve the healthfulness of their diet and could benefit immeasurably by the introduction of a food source so rich in nutrients and flavor as the hemp seed. Australian people are overweight and sick and without an overhaul of their eating patterns they are only going to get sicker.

Whilst I realize the message of health is often one that falls on deaf ears in politics, where corporate interests repeatedly and consistently outweigh public health concerns, please allow me to share another potential benefit of this wonderfully powerful superfood: a healthy hemp industry can and will make our nation money if marketed and distributed in an intelligent way.

I own and operate several businesses in Japan, one of which being a marketing consultancy (my client list reads much like the Fortune 500) and others of which involve the import and sale of health foods within Japan. **I for one would be extremely interested in pursuing the notion of importing Australian hemp seeds and oil into Japan as a health and gourmet food.** Japan boasts several hemp food restaurants and the food is well recognized as being a natural vegetarian source of omega 3s and other important nutritional components that are very difficult to obtain otherwise. **In the wake of the Fukushima nuclear disaster and the damage it is causing to the safety of nation's fish supply (the country's traditional source of omega 3s), I believe hemp seeds sourced from Australia, as a clean, pollutant-free environment, could very successfully be positioned as an emerging health food.** Currently Canada leads the world in hemp seed production and export, but Australia's strategic position just below Asia gives us an advantage so far as capturing Asia's established and emerging health food markets.

Currently however Australian hemp seeds come in packaging that resembles pet food or industrial waste and is marked with disconcerting warning labels to the effect that it is not approved for consumption in Australia – this is not the message we need to be conveying to the world. **Australian hemp seeds need to be backed by a thriving domestic industry that reinforces the wholesomeness and steadfastness of its quality, reliability and palatability.** How can we possibly convince the rest of the world to consume a product that we ourselves are too irrationally scared to eat? As an Australian I am both dismayed and embarrassed at the hysterical approach that has been taken hereto with respect to this important ancient superfood, to the point where I am actually wondering if I would even want to move back to reside in a country where my freedom to consume such a food is restricted.

I do realize the complexities associated with hemp but at the same time implore you to conduct a rational analysis of the respective risks and benefits of the situation. Hemp is not marijuana, it will not make you high and its consumers tend to be upper-class, well educated, health minded, law abiding citizens – a far cry from the barefoot and pregnant hippie our draconian laws implicitly assume. As a citizen of Australia and the world, I find it both offensive and outrageous that this product is not already on every supermarket shelf in the country: our obesity and disease

statistics are screaming for change and it is in your hands to effect this. I hope you make the right decision, if not for me, then for your family, friends, neighbours and greater community.

Yours sincerely,

Rebecca Allen

Former NSW Solicitor cum Entrepreneur, Marketing Consultant and Writer