

Manitoba Harvest Announces Regulatory Breakthrough in Hemp Food, with Self-Affirmed GRAS Status

Hemp foods pioneer announces important food safety news in hemp industry at Expo West



NEWS PROVIDED BY

Manitoba Harvest →

Mar 06, 2018, 11:30 ET

WINNIPEG, Manitoba, March 6, 2018 /PRNewswire/ -- Manitoba Harvest, the global leader in hemp foods and its partner ingredient supplier, Hemp Oil Canada, announces the company's complete line of hemp seeds, oil and protein powder have received self-affirmed Generally Recognized as Safe (GRAS) status, and has officially submitted to FDA for GRAS Notification. To broaden consumer access to the nutritional benefits of the hemp seed, Manitoba Harvest is the only company to

proactively gather and provide the scientific evidence necessary to affirm this sought-after American Food and Drug Administration designation recognizing a substance as safe among experts.

"We care so deeply about transforming consumer health and removing any doubt about the benefits of hemp foods, that we've invested hundreds of hours on the rigorous process to obtain GRAS notification from the FDA. This is a milestone for the entire hemp food industry," says Bill Chiasson, CEO of Manitoba Harvest. "This leadership is what Manitoba Harvest was founded on 20 years ago, and builds on other industry leading actions we have taken, including being the only company in our industry to achieve the highest available accreditation standards from the British Retail Consortium (BRC) and our commitment to the highest business principles as a certified B-Corporation," Chiasson continued.

The GRAS status removes regulatory barriers for food innovators, ingredient buyers, and mass-market food service buyers to use hemp foods in their product offerings. The use of hemp is expanding rapidly, and is now an in-demand ingredient for fast growing specialty food companies, but also large scale multinational CPG companies seeking to respond to consumer demand for more natural, and high nutrition, products.

Consumer demand for great-tasting, nutrient-dense foods like hemp is at an all-time high and Manitoba Harvest is committed to bringing hemp foods to the mainstream with expanded distribution of existing products as well as innovation. Manitoba Harvest is giving Natural Products Expo West attendees a sneak peek at their NEW Hemp Yeah! Plant Protein Blend hitting shelves this summer. Hemp Yeah! is Certified Organic, kosher, vegan, stevia- and dairy-free, Non-GMO Project Verified and comes in three delicious varieties – Chocolate, Vanilla and Unsweetened. Each serving has 20 grams of protein and 1.4 grams of Omega 3 and Omega 6 Fatty Acids and is a rare source of gamma linolenic acid (GLA).

"This is an exciting time for Manitoba Harvest – hemp seeds are a sleeping giant pushing into the mainstream and we're excited for this new 'it food' status," said Mike Fata, founder of Manitoba Harvest. "This is what 20 years of experience and a stringent, steadfast belief in the power of hemp nutrition, quality and safety get you. We're excited to celebrate at Expo West this year!"

For more information on Manitoba Harvest, visit manitobaharvest.com.

About Manitoba Harvest

Founded in 1998, Manitoba Harvest is a pioneer and leader in the manufacture and distribution of branded, hemp-based foods and hemp-based ingredients. The Company's products are the fastest growing products in the hemp food market and among the fastest growing in the entire natural foods industry. The Company's all-natural product portfolio includes Hemp Hearts, protein powder, and snacks. Manitoba Harvest's products are sold globally across 22 countries, including approximately 13,000 retail stores across the United States and Canada. Through the Hemp Oil Canada brand, the company processes natural and organic hemp seed which are sold as hulled seed, hemp oil, hemp protein, toasted hemp seed and coarse hemp powder.

Every decision we make, every action we take, and every interaction we create is influenced by how it will impact the community and environment around us. Embracing this mission, we're proud to be a Certified B Corporation.

SOURCE Manitoba Harvest

Related Links

<http://manitobaharvest.com>

