



HOUSE AGRICULTURE APPROPRIATIONS - SEC. 759 (SEE PAGE TWO FOR ACTION)

BACKGROUND

- The federal government [legalized hemp in 2018](#).
 - The House and Senate enacted the 2018 Farm Bill, which set the framework for production of hemp.
 - The 2018 law and subsequent state regulations led to the development of our industry.
 - According to USDA data, the farm-level value of total utilized hemp production across all market segments (i.e., hemp fiber, grain, seed, and flower) was \$824 million in 2021.
 - Under current law, the [hemp industry supports 320,000 American jobs and generates \\$28.4 billion in regulated market activity](#).
- Congress is poised to destroy this legal industry without debate, discussion, or any understanding about our industry.
 - The House Agriculture Appropriations Subcommittee bill [included Sec. 759](#) with little to no debate by Members of Congress. This provision would prohibit the commercial production, sale, and distribution of hemp beverages.
 - The House and Senate are now negotiating the final conference report.
 - It is undemocratic for the Appropriations Committee to include authorizing provisions that should be debated by the House Agriculture Committee.
- Some representatives are fighting back. Representative James Comer from Kentucky [led a letter to Speaker Mike Johnson](#) opposing Sec. 759. Chairman Comer's letter states the following:

"The inclusion of this language in the FY26 Agriculture-FDA Appropriations Bill clearly violates the prohibition in clause 2(b) of rule XXI of the rules of the House of Representatives, which provides that "a provision changing existing law may not be reported in a general appropriation bill."
- Now we need your elected officials to join in the fight to keep hemp beverages legal. See next page for details.



ACTION NEEDED

- **SENATE:** Ask your two senators to contact Senators Collins, Majority Leader Thune, and Democrat Leader Schumer to urge them to remove Sec 759 from the Agriculture Appropriations bill. We cannot allow an appropriations bill to prohibit hemp beverages with no debate by the authorizing committees or the full House of Representatives.
- **HOUSE:** Ask your representative to contact Chairman Tom Cole and Speaker Mike Johnson and urge them to remove Sec 759 from the House Agriculture Appropriations bill. We cannot allow an appropriations bill to prohibit hemp products with no debate by the authorizing committees or the full House of Representatives.

GUIDANCE

- **Find Your U.S. House Representative**
 - Visit the House website: <https://www.house.gov/representatives/find-your-representative>
 - Locate the “**Find Your Representative**” search tool (usually prominently displayed on the homepage).
 - Enter your **zip code**. Click **Search** or **Submit**. Your representative’s name, photo, district, and contact information will appear.
- **Find Your U.S. Senators**
 - Visit the Senate website: <https://www.senate.gov/senators/senators-contact.htm>
 - Find the “**Senators**” tab or dropdown menu (typically in the top navigation).
 - Click “**Contact**” or “**Find Your Senators.**”
 - Select your **state** from the dropdown menu.
 - Both senators for your state will be listed with their names, photos, and contact details. Every state has exactly two senators, regardless of district or address.

TIPS

- Personalize your message as much as possible.
 - Personal investment in your business
 - Tell how many people you employ
 - Explain the positive response to your products
 - Emphasize your commitment to safety and following the rules

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SAMPLE EMAIL / TALKING POINTS FOR SENATORS

I'm reaching out today on behalf of the hemp beverage industry. We strongly oppose Sec. 759 of the House Agriculture appropriations bill.

The House and Senate enacted the 2018 Farm Bill which set the framework for production of hemp. Since then, state laws and regulations have driven the growth and innovation that defines today's hemp beverage industry.

According to USDA data, the farm-level value of total utilized hemp production across all market segments (i.e., hemp fiber, grain, seed, and flower) was \$824 million in 2021. Today, the hemp industry supports 320,000 American jobs and generates \$28.4 billion in regulated market activity.

I am a member of the Hemp Beverage Alliance, the national trade association for the industry. HBA supports proper regulation and has established guiding principles that protect public health, keep products away from children, and empower adult consumers to make smart choices. You can read these principles on our website:
<https://www.hempbeveragealliance.org/principles>

Today, 38 states allow the sale of hemp THC beverages. As drafted, Sec. 759 of the House Agriculture appropriations bill would eliminate the market in both regulated and unregulated states. We believe the House and Senate should remove Sec. 759 to avoid eliminating the hemp beverage category.

Please tell the U.S. Senate and the Committee on Appropriations leadership to immediately remove Sec. 759 of the House Agriculture appropriations bill. Regulation, not prohibition, is the key to a successful hemp beverage industry. We stand ready to work with you and all Members of Congress to make that happen.

Sincerely,

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SAMPLE EMAIL / TALKING POINTS FOR U.S. REPRESENTATIVES

I'm reaching out today on behalf of the hemp beverage industry. We strongly oppose Sec. 759 of the House Agriculture appropriations bill.

This provision, which was never considered by the full House of Representatives, would eliminate the entire hemp beverage industry.

The House and Senate enacted the 2018 Farm Bill which set the framework for production of hemp. Since then, state laws and regulations have driven the growth and innovation that defines today's hemp beverage industry.

According to USDA data, the farm-level value of total utilized hemp production across all market segments (i.e., hemp fiber, grain, seed, and flower) was \$824 million in 2021. Today, the hemp industry supports 320,000 American jobs and generates \$28.4 billion in regulated market activity.

In a September letter, 27 Members of Congress expressed opposition to the hemp language. Specifically, the letter highlighted the following:

"The inclusion of this language in the FY26 Agriculture-FDA Appropriations Bill clearly violates the prohibition in clause 2(b) of rule XXI of the rules of the House of Representatives, which provides that "a provision changing existing law may not be reported in a general appropriation bill."

I am a member of the Hemp Beverage Alliance, the national trade association for the industry. HBA supports proper regulation and has established guiding principles that protect public health, keep products away from children, and empower adult consumers to make smart choices. You can read these principles on our website:
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