



Consumer Views on Use and Legality of Hemp Based Products

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As hemp products gain traction and increase in availability and use, the industry as well as extension professionals need to understand consumer sentiment toward hemp products. Currently, hemp production is highly regulated; however, hemp and hemp based products are less regulated. This factsheet examines consumer views on regulations associated with hemp products. We then focus on Cannabidiol (CBD) oil use and perceived effectiveness as a medicinal treatment.

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We utilize data from a 2019 online survey of residents throughout the Southeastern U.S. Nine Southeastern U.S. states were surveyed with between 200-250 respondents from each of the following states, Alabama, Florida, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee and approximately 450 respondents from Georgia.

Hemp Product Restrictions

Table 1 shows there are a wide variety of opinions associated with whether hemp products should have restrictions on production. For most categories, regardless if food based or not, approximately 80% of people believe hemp production should be legal, with around 10% of respondents in Tennessee were more likely to believe fiber products should be allowed production without restrictions.

Table 1. Respondent views on regulations for a variety of hemp products by state.

	AL	FL	GA	KY	LA	MS	NC	SC	TN
<i>CBD Oil</i>									
Should not be legal to produce	18%	16%	18%	15%	14%	29%	14%	20%	18%
Should be able to produce with some restrictions	42%	47%	46%	46%	45%	35%	47%	47%	44%
Should be able to produce without restrictions	40%	37%	36%	39%	40%	36%	38%	33%	38%
<i>Fiber Products</i>									

	AL	FL	GA	KY	LA	MS	NC	SC	TN	
<i>Seeds</i>										
Should not be legal to produce	22%	17%	19%	15%	17%	27%	18%	20%	20%	
Should be able to produce with some restrictions	40%	45%	42%	41%	39%	36%	41%	47%	40%	
Should be able to produce without restrictions	38%	37%	39%	43%	44%	37%	41%	33%	39%	
<i>Milk</i>										
Should not be legal to produce	21%	23%	21%	22%	19%	26%	22%	22	22%	22

Conclusions

As producers and policy makers look to extension for information around consumer sentiment toward hemp products, it is fundamental for agents and specialists to understand that there exists a divide in the population associated with restricting or not restricting the production of hemp products. Further, CBD oil is used by a large percentage of the population with a majority strongly believing CBD oil has medicinal impacts. That said, producers need to consider the legality of claims and current Food and Drug Administration regulations prior to engaging in production of any products.

References

Gill, L. 2019. CBD Goes Mainstream. Consumer Reports. 11th April.
https://www.consumerreports.org/cbd/cbd_goes_mainstream/

