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NEWS RELEASE

HEMPCO FOOD AND FIBER INC.

For Immediate Release

Vancouver, BC

Date: October 31, 2016

PLANETHEMP – FINALIST: WORLD BEVERAGE INNOVATION AWARDS

Hempco Food and Fiber Inc. (TSXV: HFF) (“Hempco”) is pleased to announce that four of its new PLANETHEMP SKU’s have been selected as a FINALIST of the World Beverage Innovation Awards 2016 under the category of Best Functional Drink. The PLANETHEMP: SuperGreens, Protein SuperFood Original, Protein SuperFood Maple Cinnamon and Protein SuperFood Vanilla Chai were all chosen from 229 entries from 37 different countries competed in 26 categories. Now in its 14th successful year, the awards are designed to celebrate excellence and innovation across every category of the global beverage industry. This year, overall winners from each of the categories will be announced at the awards ceremony, to be held on November 9, 2016 during BrauBeviale in Germany.

“Hemp protein powders are well known as a great source of protein and Omega 3 and 6 Essential Fatty Acids, not for its “green-earthly” taste. This is a wonderful confirmation that PLANETHEMP gourmet Protein Superfoods and Supergreens are nutritious... and TASTES GREAT!” says CEO Charles Holmes.

Hempco is pleased to announce it has officially begun investigation into CBD as a dietary supplement to be added to its product line of protein shakes, oil and snack items sku’s.

“CBD access is already legal in the EU and many other countries in the world, and mandated to be in the USA in early 2017 and if it is beneficial and doesn’t cause harm, Hempco needs to be involved.” says CEO Charles Holmes following this CBC News Report: [Shoppers Drug Mart formally applies to distribute medical marijuana](#)

Hempco is to be featured on CEO clips, airing on BNN. CEO Clips, profiles some of the most innovative publicly traded companies in North America and will feature this clip <http://www.b-tv.com/hempco-commercial/> on BNN beginning Oct 2016. Business News Network (BNN) is Canada's only all business specialty channel with real time coverage of global market activity from a Canadian perspective.

Hempco® is recognized as a “company that cares” about the footprint we leave and guarantees that its customers, all over North America, Europe and Asia, are provided the finest hemp seed foods possible. Hempco® has grown its business significantly and is generating value and profits for shareholders. Fiscal yearend August 2015: >\$4m gross sales, fiscal yearend 2016: >\$5.6m gross sales, not audited, more than 35% growth.

We seek Safe Harbor.



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ON BEHALF OF THE BOARD

“Charles Holmes”

**Charles Holmes
Chief Executive Officer
HEMPCO FOOD AND FIBER INC.**

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