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NEWS RELEASE

HEMPCO FOOD AND FIBER INC. Symbol: TSX.V – HEMP

For Immediate Release

Vancouver, BC

Date: March 20, 2017

PLANETHEMP LAUNCHES CBD NUTRACEUTICAL IN UK

Vancouver, British Columbia, Canada – Monday, March 20, 2017 – Hempco Food and Fiber Inc. (TSXV: HEMP) (“Hempco®”) is pleased to announce its launch of a new addition to its PLANETHEMP Consumer Packaged Goods (CPG) product line in the UK: “CBD & Hemp Seed Oil” Nutraceutical – a functional food targeted at health conscious consumers. The product launch was delayed several months awaiting the new UK CBD standards adoptions. Since completed, the product is now packaged and being distributed into UK “healthy choices” oriented stores and online shopping channels market places.

“Hempco is committed to “whole crop utilization” and providing the highest quality hemp seed foods possible, adding a CBD functional food to its product offering and marketing in its key target market where its legal is an important statement of our commitment to innovation and pioneering life improving products.” Says CEO, Charles Holmes. “Even though there is still much confusion regarding the difference between medical marijuana and hemp CBD nutraceutical products, Hempco recognizes the benefits to consumers health and well being and importance to take initiative to step up and lead with the finest products, educate and increase shareholder value. After careful due diligence it is discovered that Cannabinoids - CBD’s maybe one of the most important ingredients for optimal human health and well being. With Hempco launching PLANETHEMP in the UK, it was realized that this was the ideal market to launch a phytonutrient rich oil product with maintenance dose levels of CBD... no different than those found in mothers milk and our own bodies amazing endocannabinoid system. This is not a discussion about illegal drugs and/or getting high from smoking “demonized” marijuana (hemp with concentrated levels of THC, only one of the 140 or more discovered CBD’s in hemp), its a conversation about education and access to nutraceutical functional foods and herbs to support the human bodies own natural functions to heal itself. Fact is, many common everyday foods have active ingredients that when concentrated and isolated and consumed, may cause us harm. It seems its even possible to get “high” from nutmeg!”

(<http://www.livescience.com/35430-seven-good-foods-you-can-overdose-on-110201.html>).

Hempco supports healthy choices and hemp CBD’s are a major contributor.

Article:

**Are the Unique Phytocannabinoids Found in Cannabis Actually Essential Nutrients?
The answer may surprise you. March 8, 2017**

The human body is an amazingly perfected evolutionary feat of nature. We have adapted and evolved over thousands of years into the most advanced creatures on Earth. Each cell in our body performs a specific task or supports the overall functionality of another part. Nutrients found in plants and other animals are vital to the functioning of these cells and without them, we cannot survive. A growing



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number of doctors and medical professionals believe that all disease in the human body is a direct result of a nutrient deficiency. Vitamin and mineral deficiencies have been proven to cause diseases, illnesses, and debilitating conditions. For example, if a human being does not get Vitamin C (Ascorbic Acid) for a long enough period of time, they will develop a dangerous skin condition known as scurvy – which left untreated can lead to death.

If this is what happens when we don't get Vitamin C, what must happen to our bodies if we do not nourish and feed the other cells? The endocannabinoid system (ECS) is a group of endogenous cannabinoid receptors located in the brains of mammals and throughout the central and peripheral nervous systems, consisting of neuromodulatory lipids and their receptors. This system of cells was only discovered in the past 30 years (1990), and doctors are not taught about these cells in medical school. Known as "the body's own cannabinoid system", the ECS... [Read More](#)

TSX.V - HEMP: HEMPCO FOOD AND FIBRE INC. is to be featured on CEO Clips airing on BNN:

March 20, 2017: CEO Clips, profiles some of the most innovative publicly traded companies in North America and will feature a :15 to :30 second clip about **HEMPCO FOOD AND FIBRE INC.** on BNN beginning March 20, 2017. Your clip can also be viewed online via this link: <http://www.b-tv.com/hempco-commercial-2017/> .

About BNN: Business News Network (BNN) is Canada's only all business specialty channel with real time coverage of global market activity from a Canadian perspective.

About HEMPCO FOOD AND FIBRE INC.: [10 Reasons to Invest in Hempco: \(Click\)](#)

We seek Safe Harbor.

ON BEHALF OF THE BOARD

"Charles Holmes"

Charles Holmes
Chief Executive Officer
HEMPCO FOOD AND FIBER INC.

FOR MORE INFORMATION, PLEASE CONTACT:

Don Mosher, VP Capital Markets

don@hempcocanada.com

P: 604-685-6465

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Statements in this press release regarding the Company which are not historical facts are “forward-looking statements” that involve risks and uncertainties. Such information can generally be identified by the use of forwarding-looking wording such as “may”, “expect”, “estimate”, “anticipate”, “intend”, “believe” and “continue” or the negative thereof or similar variations. Since forward-looking statements address future events and conditions, by their very nature, they involve inherent risks and uncertainties such as the risk that the closing may not occur for any reason. Actual results in each case could differ materially from those currently anticipated in such statements due to factors such as the decision of the TSXV to reject any grant of options or any person to act as investor relation service providers. Except as required by law, the Company does not intend to update any changes to such statements.

Vancouver BC, Canada