



HEMP HEALTH ORGANICS



Our Business Overview



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HEMP HEALTH ORGANICS

INTRODUCTION TO HEMP HEALTH ORGANICS



Hello and thank you for taking the time to read this informative “Business Overview” custom designed by the CBDT (core business development team) of Hemp Health Organics; referred to throughout this presentation as HHO for simplicity.

This document is not intended to be a full business plan, we understand that the natural evolution of our business requires a built-in flexibility that does not set many things into stone. We are confident however, that this presentation provides more than ample information for the reader(s) to both affirm and substantiate on their own accord with limited due-diligence.

HHO will simultaneously build a farming infrastructure on property that we own in Eastern North Carolina; for cultivation and a storefront retail location where we can serve the local public. HHO will be operating under the “North Carolina Hemp Pilot Program”. Oversight will be provided by North Carolina Agriculture & Technical State University with an Oak City Cannabis license.

This Business Overview will clearly define our operations and the growth potential that we intend to execute. We do expect there to be questions that are not covered herein and are prepared to provide secondary information upon request, to include further elaboration on the intimate details of our IP (intellectual property). The content provided herein has been custom designed intentionally to convey what we know, what we believe and what we feel to be our potential.

HHO looks forward to your reply communications.

Respectfully,

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HEMP HEALTH ORGANICS





OUR MANDATE



Operating under an Oak City Cannabis license with oversight by NC A&T University, our mandate is in following the guidelines set forth by:

<https://www.ncagr.gov/hemp/>

...as outlined below. This work will encompass a diversity of parallels that must be incorporated and managed simultaneously by our CBDT (core business development team) and we could not be more excited about the work we are embarking upon now.

Industrial Hemp Pilot Program in North Carolina

*For centuries, industrial hemp (plant species *Cannabis sativa*) has been a source of fiber and oilseed used worldwide to produce a variety of industrial and consumer products. Currently, more than 30 nations grow industrial hemp as an agricultural commodity, which is sold on the world market. In the United States, however, production is strictly controlled under existing drug enforcement laws. Currently there is no large-scale commercial production in the United States and the U.S. market depends on imports.*

The 113th Congress made significant changes to U.S. policies regarding industrial hemp during the omnibus farm bill debate. The Agricultural Act of 2014 (P.L. 113-79) provided that certain research institutions and state departments of agriculture may grow industrial hemp, as part of an agricultural pilot program, if allowed under state laws where the institution or state department of agriculture is located. The FY2015 appropriations (P.L. 113-235) further blocked federal law enforcement authorities from interfering with state agencies, growers, and agricultural research. (From "[Hemp as an agricultural commodity](#)," Congressional Research Service)

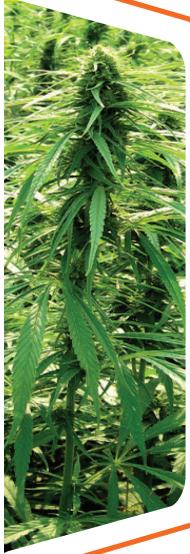




OUR TEAM



HHO is taking a corporate level approach to our farming and retail store operations and we have assembled an impressive CDBT (core business development team) that is comprised of:

- 
- In-house Management and Personnel
 - Experts in Farming and Cultivation
 - Scientific and Pharmaceutical Experts
 - Business Development and Consulting Specialists
 - Select Suppliers and Vendors
 - General Labor

An addendum may be requested that outlines the specific credentials of individual CDBT members.

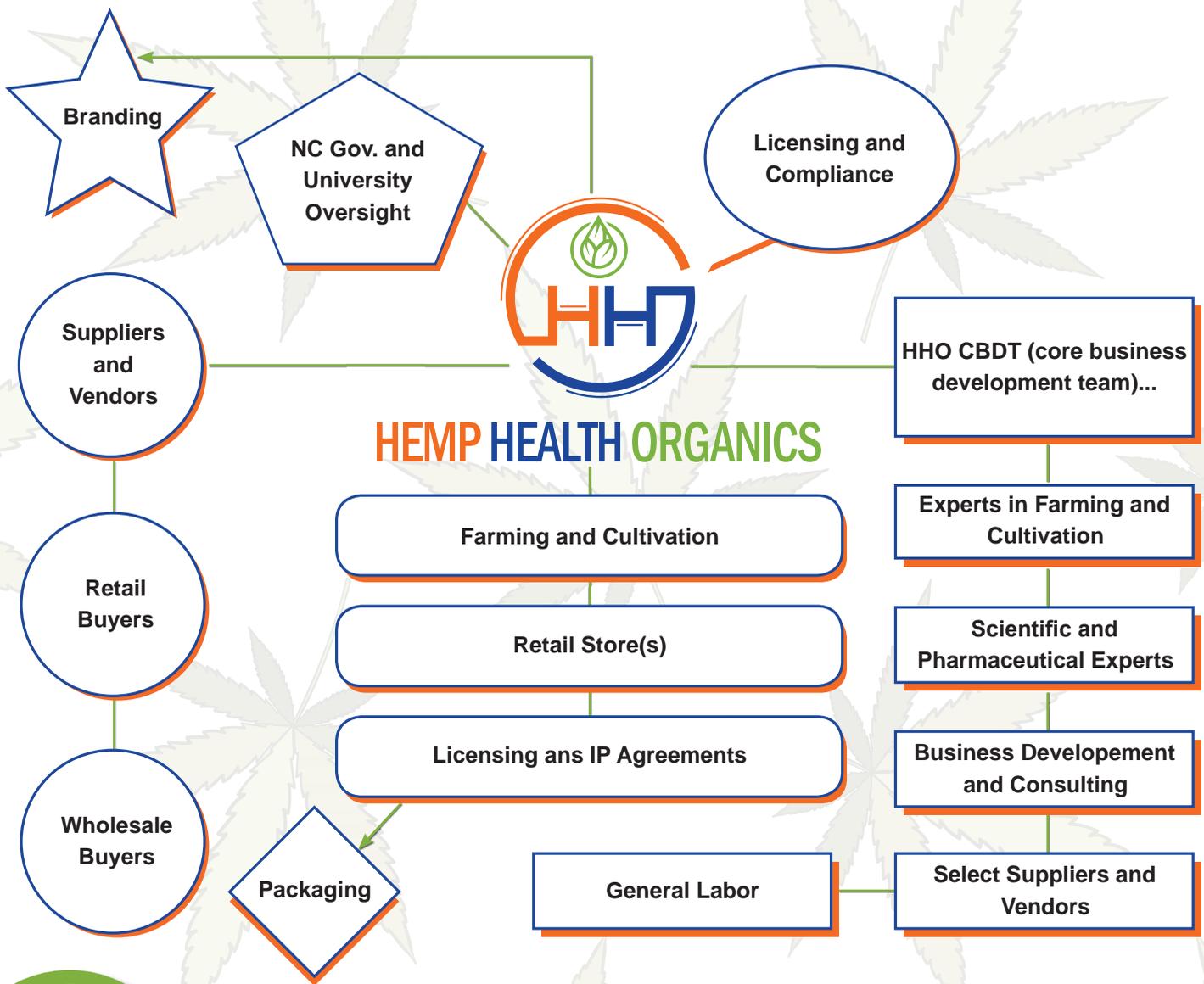




ORGANIZATIONAL MODEL



The model below outlines a generalized representation of the different elements of HHO's operations. Each individual category shown has sub-categories that are not identified however, HHO's CBDT (core business development team) has a keen understanding of what they are and how they relate to our operations. We will be happy to elaborate on our organizational model upon request as our evolutionary game-plan has not been reflected in this model.





BASE OF OPERATIONS



HHO will evolve to have three primary bases of operations:

- 1 Office space where our CBDT will operate from.
- 2 Retail space for our Store(s).
- 3 Land for our Greenhouse(s) and Controlled Environment Container(s).



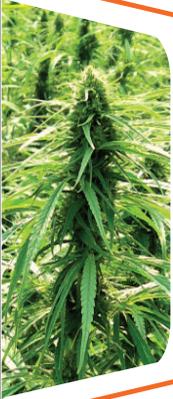


BASE OF OPERATIONS



As HHO expands our operations in year 2 and beyond we will have a need to lease a warehouse for packaging and storage. This is necessary because:

- Multiple retail store locations will need products, some HHO develops and some of which we buy in bulk.
- HHO's implementation of e-commerce sales will require a base of operations for JIT (just in time) delivery of products.
- Packaging of our products requires a warehouse space for production, storage and shipping.

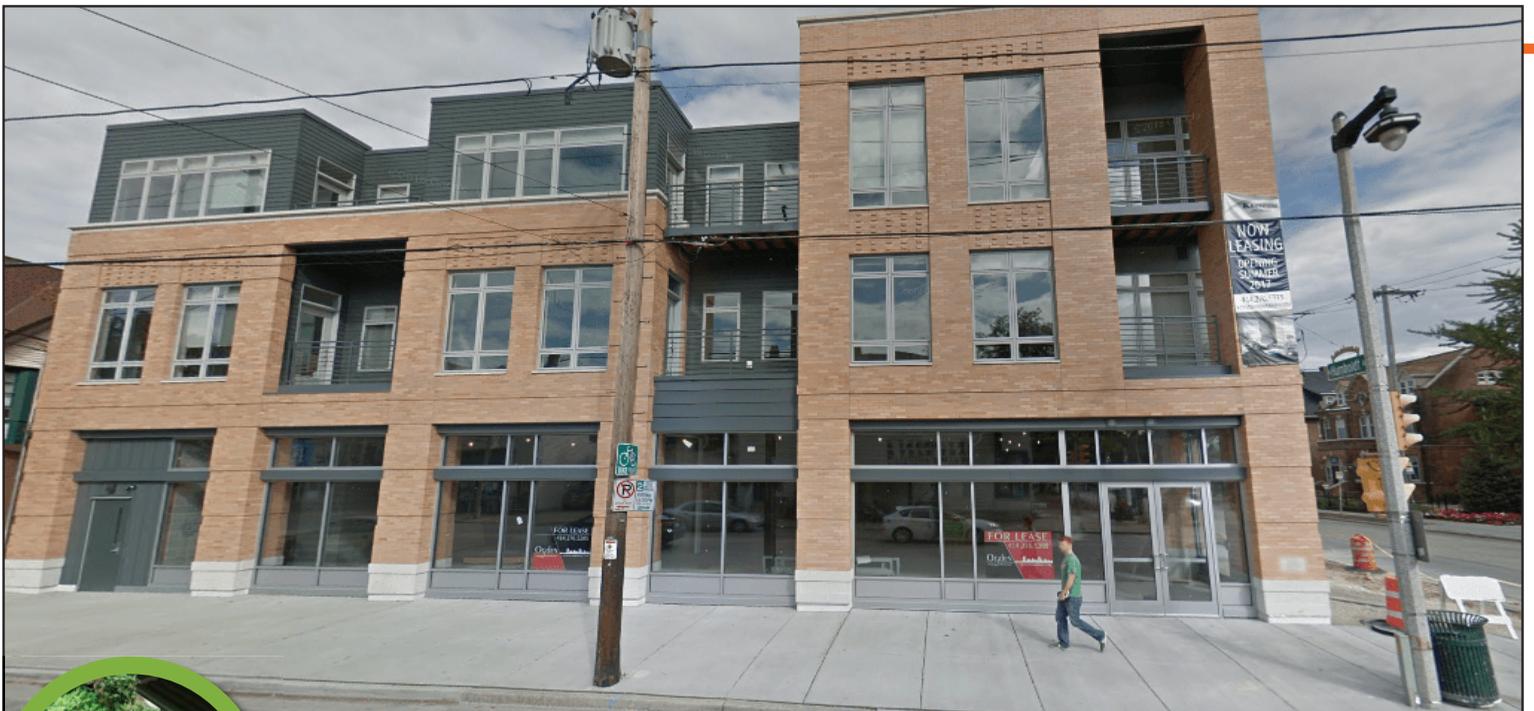




RETAIL LOCATION



Our first retail location is being selected now and our CBDT (core business development team) believe that the exterior appeal combined with the location itself are essential in our ability to become a “destination” retail store. This will help HHO to be more than just an “option” by passers by as it will create our own retail store traffic. The aesthetics of our retail space, exterior and interior are very important for us to convey the higher-end branding HHO will present to our customers.





RETAIL LOCATION



HHO intends to custom design our retail space interior to create a higher-end appeal factor that will resonate with the types of customers we are seeking to attract. While all types of customers are welcome, we believe that the interior of our retail store must be warm, welcoming, visually pleasing and functional; so HHO is putting a lot of time, energy and money into creating a retail environment that will ensure our store is a destination.





PRODUCT DEVELOPMENT



As HHO develops our own products, the most important foundational initiatives are directly related to our "Branding". Our CBDT (core business development team) has already created multiple branding initiatives ready for execution. We are confident that our expertise in this area will result in sales and as sales grow, so too will our profitability.





PRODUCT DEVELOPMENT



There are three additional aspects of HHO's product development initiatives and they are:

- 1 Raw Base Material Sales (such as to pharmaceutical companies and other product manufacturers).
- 2 Allowing "White Labeling" of our own products created by HHO.
- 3 Having the authority to "White Label" other high quality products that we purchase from other Suppliers.

HHO has the intention to diversify our offerings to our customers, as well as create multiple revenue streams to ensure our own ability to profit.





NC A&T OVERSIGHT



**NORTH CAROLINA
AGRICULTURAL AND TECHNICAL
STATE UNIVERSITY**

The lead oversight committee for the “North Carolina Hemp Pilot Program” is the North Carolina Agriculture and Technical State University, they will send representative(s) to our Farm and Retail Store(s) to monitor our initiatives and ongoing development. HHO is prepared to comply with all applicable guidelines and intends to exceed the expectations of those we report to.

A number of our CBDT (core business development team) members are graduates of NC A&T University and are well versed in the manner in which the oversight will be conducted. In addition, HHO understands the privilege of this opportunity and will will work tirelessly to meet, and whenever possible, exceed the expectations placed upon us. HHO believes that our input along with our success will benefit others engaging in this same program and others nationwide.





USDA



HHO's farming, cultivation and certified organic product development, manufacturing and packaging will adhere to the required standards of the United States Department of Agriculture. Working in direct cooperation with Farming, Cultivation, Scientific and even Pharmaceutical Experts, HHO will develop and control the processes, procedures and protocols to ensure our compliance and the approval of the Organic Certification we will seek for some, if not all, of our product.



**United States
Department of
Agriculture**

**USDA
ORGANIC**



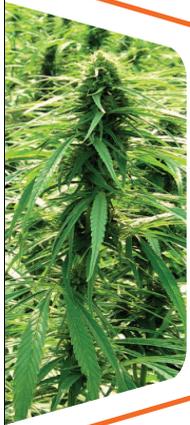


QUALITY CONTROL



HHO is, and will remain, fluent in all aspects of the quality control processes, necessary for the farming and cultivation of hemp as required under the program we are working under. In addition HHO will implement the techniques provided by our experts to ensure the quality of our farming produces the best raw products.

Relative to the creation of “finished products” HHO will implement the highest standards of quality control, some of which are a part of our IP (intellectual property) so that we qualify for the USDA Organic certification on the products that apply. This requires HHO to strictly control the environment and growth conditions of our raw product in the areas of:



- Air
- Water
- Soil
- Light
- Temperature
- Pest Control



Air - Water - Soil - Light - Temperature - Pest Control

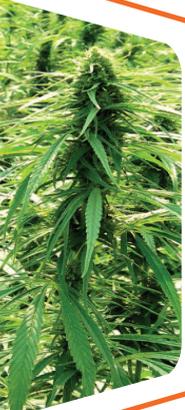


FARMING & EQUIPMENT



There are three primary aspects of the farming process and the equipment used that HHO will be working with, initially outlined on pages 14-16 of this Business Overview. On page 14, we focus on our Greenhouse Environment.

HHO's greenhouses will allow us to control the "growth environment" of the hemp plants we cultivate; the equipment necessary is relatively minimal compared to larger scale farming operations. Just some of the equipment used inside and outside of our greenhouses will include:

- 
- Exhaust Fans and Heaters for Temperature Control...
 - Water Filters, Lines and Pumps...
 - Soil Containers and Platforms...
 - Hand Tools, Hand Equipment and Farm Equipment...
 - Building Materials and Related Supplies...





FARMING & EQUIPMENT



In addition to the use of greenhouses, HHO has developed a cooperative relationship with PacVan (see www.pacvan.com for reference), to custom design shipping containers for HHO to use in the framing and cultivation of controlled environment hemp growing. These units will be custom designed to HHO's specifications and we will grow the number of containers we place onto the land we own. This cooperative relationship also offers HHO a number of revenue streams creating opportunities as we continue to evolve our business model.





FARMING & EQUIPMENT



HHO will purchase and maintain a diversity of equipment and will use very high quality topsoil and other materials in the growing of the hemp we farm and cultivate. The details matter when you consider the importance of the quality of the products we will be growing. Our equipment and materials directly impacts our quality control initiatives as well as the techniques for cultivation that we employ.

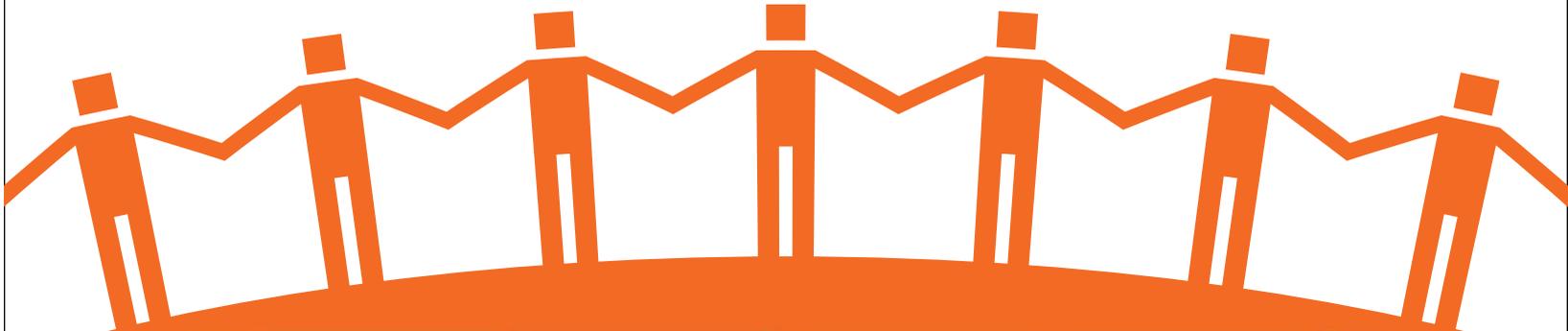




COOPERATIVES



Starting realistically small at first and then growing at a proactive pace, HHO will seek cooperative relationships with the Public, Private and Governmental sectors using the United Nations “Sustainable Development” practices and initiatives. HHO’s intent is to have a long term positive impact within the communities we serve and on a national and even global level whenever possible. Out of the top 17 categories, HHO believes that we can develop cooperative, mutually beneficial relationships within at least (10) of them respectfully. Those with whom we develop our cooperative relationships reflect upon HHO and we will remain selective in this area.



1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	SUSTAINABLE DEVELOPMENT GOALS



#3 - #4 - #6 - #7 - #8 - #9 - #12 - #13 - #14 - #15



OUR EVOLUTION



HHO plans to focus our initial evolutionary efforts into the development of cooperative partnerships with farmland owners who want to help HHO expand for a shared financial benefit. This type of evolutionary step requires less capital outlay because HHO does not have to buy land, equipment or pay for infrastructure, as it will be provided by our cooperative partners in exchange for our help in operating under our umbrella.

Additionally we will also form cooperative partnerships with individuals who want to run a retail location under the HHO umbrella and business model. Again HHO will not have to come out of pocket for the start-up costs associated with a new retail location, our cooperative partners will allocate the necessary funds to become operational. HHO will provide the training, POS (point of sale) system and inventory along with assisted advertising and marketing guidance.





OUR EVOLUTION



In phase two of our planned evolution, HHO will sell Licensing Agreements with two types being made available:

- 1 HHO will provide a complete package including a business plan, website, social media and marketing strategies and a complete farming and cultivation guide for a predetermined fee. This package will include intimate details of our IP (intellectual property) and their area will be protected.
- 2 HHO will provide the complete package as outlined above in the first type of licensing agreement however, will include equipment assets such as a customized controlled environment container and design prints for greenhouse development.

Option 1 can be sold for between a low of \$25,000 and a moderate price point of \$50,000 with ongoing fees to be collected by HHO.

Option 2 is expected to start at \$75,000 and may be more based on available options provided by HHO.

These "Licensing Agreements" are not to be considered a franchise. HHO will be happy to elaborate upon request.

License Agreements



HHO License to operate a new business using our IP

HHO License to operate a new business using our IP including equipment package





STUDIES



HHO will place non-proprietary studies completed by our CBDT (core business development team) on our website as free clickable downloads, so that others may benefit from the information we share.

Other information considered our IP (intellectual property) will be accessible selectively upon our CBDT assessing the request.

These studies will consist of information directly related to the farming and cultivation processes and harvest yield results only unless otherwise stated.





STUDIES



HHO will work with other industry professionals through organizations like the “Hemp Industries Association” to develop our standards and to produce information, in the form of studies and other articles. This information will benefit the hemp industries as well as farmers. HHO will work with current study templates and then be creative in how we present new information for public consumption.

Studies are important. As a concession, HHO gives to others, as we plan to participate with other professionals in the Hemp Industries as often as possible.

The screenshot shows the website for the Hemp Industries Association (HIA). At the top left is the HIA logo, a stylized green 'H' with a leaf, and the text 'HEMP INDUSTRIES ASSOCIATION' and 'Serving the Hemp Industries Since 1994'. To the right is a search bar with the placeholder 'Enter search string' and a 'Log in' link. Below the header is a dark green navigation bar with white text links: 'About', 'Members', 'News', 'Events', 'Industries', 'Resources', and 'Donate'. The main content area features a large green hemp leaf graphic with the text 'HEMP INDUSTRIES ASSOCIATION' and 'Welcome' overlaid. Below the leaf are six circular icons representing different aspects of the industry: a tractor, a bottle, a drop of liquid, a t-shirt, a fork and knife, and a flask. To the right of the leaf are three smaller images: a wooden bowl of hemp seeds, a wooden board, and a glass bottle with spilled contents. Below the main content area is a white text box with the following text:

The **Hemp Industries Association (HIA)** is a non-profit trade association representing more than one-thousand (1,000) supporters, farmers and business members serving the hemp industries since 1994. The hemp industries are primed to once again become a major global economic force as a result of new applications and opportunities that are in demand. Hemp is a sustainable choice for industrial products, textiles, and also offer exceptional ingredients and components for nutrition and wellness products. Hemp is one of our planet's most important natural resources, and we advocate for the whole plant.

The HIA stands for the fair and equal treatment of industrial hemp and it's opportunities in agriculture and in the marketplace. The Association is dedicated to education, industry development, and the accelerated expansion of hemp world market supply and demand but is focused on the rebirth of the hemp industries in the United States.

The HIA recognizes the following collaborative partners: U.S. Hemp Roundtable, American Herbal Products Association and U.S. Hemp Authority™, Drug Policy Alliance and FAAAT.





TRACKING MODELS



HHO has developed a system for tracking the steps from seed prepping to harvesting and this data will be kept on all of our farming and cultivation initiatives. Initially HHO will use indoor structures such a greenhouses and custom containers to control the environment before we proceed with outdoor field farming of the hemp. Our data will be extensive and HHO will make it available upon request selectively.



HEMP HEALTH ORGANICS

Soil Mixture and Ingredients

Seed Preparation and Planting

PH in Water and Water Filtration

Growing and Flowering Cycles

Insecticides and Growth Enhancements

Harvesting Cycles

Incorporate Technologies

Equipment Utilization





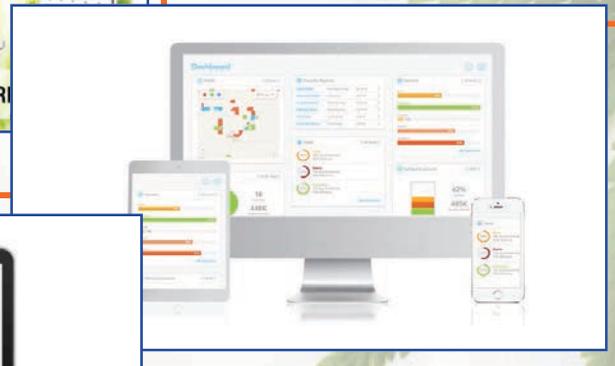
TRACKING MODELS



HHO is currently exploring two primary options to store our data:

- 1 The purchase of software or proprietary licensed software that will enable HHO to use an existing platform that can be configured for the specific type of data we need to create.
- 2 The custom design of our own database specifically for the hemp farming industry that we can use and even license out to others.

HHO may start with option 1 and evolve into option 2, we will make this decision in the very near future. HHO can start our operations without these 2 options being determined and simply add the data to the platform we use or create.





CAPITALIZATION



HHO has already secured our initial capital needs from private individuals in the form of a private loan and an Equity Partner who has a silent role. As we evolve, HHO is confident that the 3 options listed herein, remain our best options and we plan to build business credit to leverage as well. Our CBDT (core business development team) is fluent in areas of capitalization, grants, concessions and incentives. Our ability to clearly outline our initiatives and show progress along the way will ensure our ability to obtain the capital we need. HHO will also apply for available funds in the form of grants and other incentives as a way to supplement our capital needs.

#1

Private Loan Capital supplemented by available Concessions and Grants

#2

Equity Partner(s) with an Active or Silent role in our Business

#3

Private Investment supplemented by any combination of #1 and/or #2





FINANCIAL ASSUMPTIONS



HHO acknowledges that no one can substantiate a finite set of financial projections, therefore, we have used a realistic formula that will show a range of income potentiality. In this, we outline our revenue by showing the assumed 100% generation capacity and then scaling those numbers down into a three tier system of 80%, 70% and 60%. We show the debts and expenditures in categories under percentages that HHO controls, then we cross reference these numbers to arrive at the pre-tax, post expenditure revenue assumptions.

HHO believes that we will be within this range of financial projections, even though we cannot guarantee which tier we will be in.

Our goal is to be realistic while working diligently to exceed our own expectations. We will be evolving our operations to become better year after year. Our CBDT (core business development team) is seasoned in what is necessary to accomplish profitability and we are absolutely confident that we will be profitable quickly.





FINANCIAL ASSUMPTIONS



Revenue for 2020 - 2021 Revenue

Revenue Streams	@ 100%	@ 80%	@ 70%	@ 60%
Raw Hemp	\$900,000	\$720,000	\$630,000	\$540,000
Hemp Flowers	\$72,000	\$57,600	\$50,400	\$43,200
Hemp Byproducts	\$120,000	\$96,000	\$84,000	\$72,000
Retail Sales 1	\$250,000	\$200,000	\$175,000	\$150,000
Retail Sales 2	\$200,000	\$160,000	\$140,000	\$120,000
TOTALS	\$1,592,000	\$1,273,600	\$1,114,400	\$955,200

Revenue for 2021 - 2022 Revenue

Revenue Streams	@ 100%	@ 80%	@ 70%	@ 60%
Raw Hemp	\$3,000,000	\$2,400,000	\$2,100,000	\$1,800,000
Hemp Flowers	\$216,000	\$172,800	\$151,200	\$129,600
Hemp Byproducts	\$180,000	\$144,000	\$126,000	\$108,000
Retail Sales 1	\$500,000	\$400,000	\$350,000	\$300,000
Retail Sales 2	\$400,000	\$320,000	\$280,000	\$240,000
Licensing Sales	\$150,000	\$120,000	\$105,000	\$90,000
TOTALS	\$4,446,000	\$3,556,800	\$3,112,200	\$2,667,600

These figures for two years are expected after the first 2-3 cycles of harvesting so that we can streamline our processes for maximum harvest as well as make our retail location a destination without having to depend upon foot/drive by traffic only.

Additionally we could see more revenue in year two from our cooperative relationships with others and through more than a few licensing agreement sales. Because of these factors it is highly possible we can exceed our income generating potential.





FINANCIAL ASSUMPTIONS

2020 - 2021 Expenses

Debt/Expense	High	Moderate	Low
Operations	18%	17%	16%
Payroll	17%	17%	17%
Equipment/Supplies	20%	19%	18%
Inventory	20%	20%	20%
*Other	10%	10%	10%
Totals	85%	83%	81%

2021 - 2022 Expenses

Debt/Expense	High	Moderate	Low
Operations	10%	9%	8%
Payroll	11%	11%	11%
Equipment/Supplies	5%	4%	3%
Inventory	11%	11%	11%
*Other	18%	18%	18%
Totals	55%	53%	51%

For both years “*Other” represents payments to Lenders, Equity Partners, Ownership and related expenses.





FINANCIAL ASSUMPTIONS



2020 - 2021 Profitability

Expense Tier	@ 100% Capacity	@ 80% Capacity	@ 70% Capacity	@ 60% Capacity
- High Expenditures	\$238,800	\$191,040	\$167,160	\$143,280
- Moderate Expenditures	\$270,640	\$216,512	\$189,448	\$162,384
- Low Expenditures	\$302,480	\$241,984	\$211,736	\$181,488

2021 - 2022 Profitability

Expense Tier	@ 100% Capacity	@ 80% Capacity	@ 70% Capacity	@ 60% Capacity
- High Expenditures	\$2,000,700	\$1,600,560	\$1,400,490	\$1,200,420
- Moderate Expenditures	\$2,089,620	\$1,671,696	\$1,462,734	\$1,253,772
- Low Expenditures	\$2,178,540	\$1,742,832	\$1,524,978	\$1,307,124

Formula Explained: Take the projected revenue for 2021 - 2022 at the 70% tier, which is \$3,112,200 and subtract the expenditures for 2021 - 2022 at Moderate, which is 53% or \$1,649,466 and the profitability is \$1,462,734.

Special Considerations: There are (4) revenue tiers and (3) expenditure tiers that are cross referenced to provide a logical “range of potentiality” as a finite set of projections cannot be substantiated. Additionally, in the 2nd year of operations all HHO has to do is scale up what is working.





DIVERSIFICATION ANALYSIS



While HHO has a diversity of options for growing our business to include multiple revenue streams, our three primary growth initiatives are easy to analyze by others as being both efficient and without our capabilities. The model below outlines the three growth initiatives in brief and we will be happy to elaborate upon request.



Co-Op Development

HHO will develop mutually beneficial relationships with Land Owners, Product Suppliers and others to increase our revenue without increasing our expenses.

Licensing Agreements

HHO will offer (2) types of Licensing Agreements and both will generate more revenue for us on an auto-pilot basis. We can easily expand this revenue stream.

Scaling Up Production

HHO intends to scale up our own Hemp Production by adding green houses and controlled environment containers to increase harvest production.



MARKET APPROACH



As represented in the model below HHO has three direct market approaches that we plan to initiate and evolve. Two of these are completely unique while the other is simply common. There can be a significant growth in both by-product and licensing agreement sales and this will positively impact our leadership roles as well as our profitability within the industry.



HEMP HEALTH ORGANICS





COMPLIANCE



COMPLIANCE



The manner in which HHO is starting and will be operating our business ensures that we will maintain the highest level of legal compliance. HHO will stay up to date on all state and federal level compliance requirements and be at an immediate state of readiness for disclosing any information requested by any oversight or authoritative body.

Additionally, HHO has become fluent in all related aspects of the industry within the state of North Carolina and we know changes to the laws that govern our industry are a possibility. By operating under the NC Hemp Pilot Program with oversight by the NC A&T University, HHO has a layer of protection and guidance other businesses may not have. We are confident that the industry will be growing in NC and HHO is excited about being a long term part of that growth.





IP DISCLOSURE

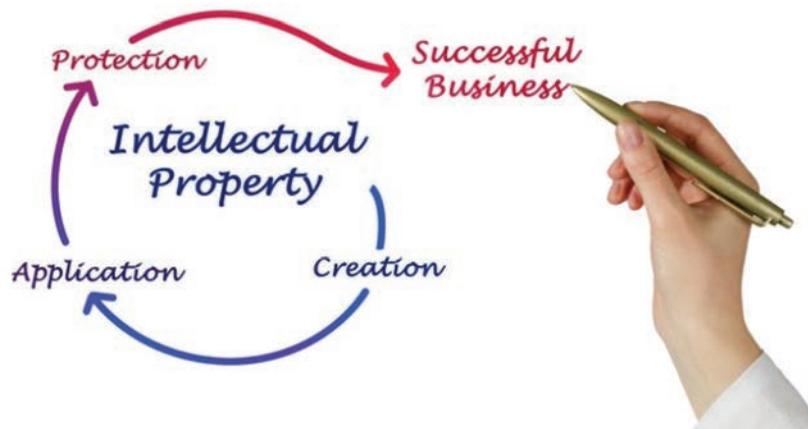


This Business Overview has been written in a manner to provide ample information for others to determine a business relationship with our company. We have left out, intentionally so, the intimate details of our IP (intellectual property) as it is in its infancy and will continue to evolve before we seek protection for it. There are “details” we can share upon request, however HHO does not want to openly disclose to the public the full extent of our IP as to protect the integrity of our business model from would be competitors.

HHO does intend to share beneficial information with others in the Industry along with agencies and entities with whom we are associated. Our IP’s evolution will determine what we do with regards to copyright, patent or trademark protection in the near future. HHO thanks you for your understanding in this matter.

Protection: At the appropriate time HHO will set-up a number of protective measures.

Our Success: Is increased by having valuable IP others will seek to have access to and this is a part of our vision.



Application: If/when HHO develops Patent worthy IP we will seek a Utility Patent for our IP

Creation: HHO will likely create IP that will require Copyright, Patent and/or Trademark protection.





LICENSING



For clarity the model below outlines the (3) primary types of Licensing HHO will be dealing with:

- 1 HHO's license to operate in NC
- 2 Licensing agreements HHO sells to others to operate under our business model.
- 3 License that our Licensee's must obtain on their own to operate their business.

HHO understands that the words "license" and "licensing" somewhat run together within this Business Overview so we wanted to be clear with the readers on this subject. HHO will maintain the highest standards and encourage our licensee's to do the same as the industry evolves in North Carolina.

LICENSING



**NC State License to Operate
Hemp Health Organics**

**Licensing Agreements sold to Licensee's
who want to run their own business under
HHO**

**License obtained by HHO Licensee's to
operate under a NC State License**





CONCLUSION



HEMP HEALTH ORGANICS

Hemp Health Organics (HHO) is ready and excited to do business with you for mutual benefit and we welcome your reply communications after you have read this Business Overview.

As previously stated, this document was not intended to be a full business plan so we are prepared to provide secondary information upon request to those we selectively choose to do business with.

The Hemp Industry (not the recreational or medical marijuana for now) has enormous potential in North Carolina and HHO will become a leader others can look up to. HHO deeply appreciates those we are working with now and would like to express our appreciation to those who will consider doing business with us as we grow. Our CBDT (core business development team) is working to make HHO a great success and we invite you to work with us in any capacity you feel would be mutually beneficial.

Have an incredible day!

Andrew Caleb Covington

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LET'S DO BUSINESS

