

Markets for Hemp-- Considerations

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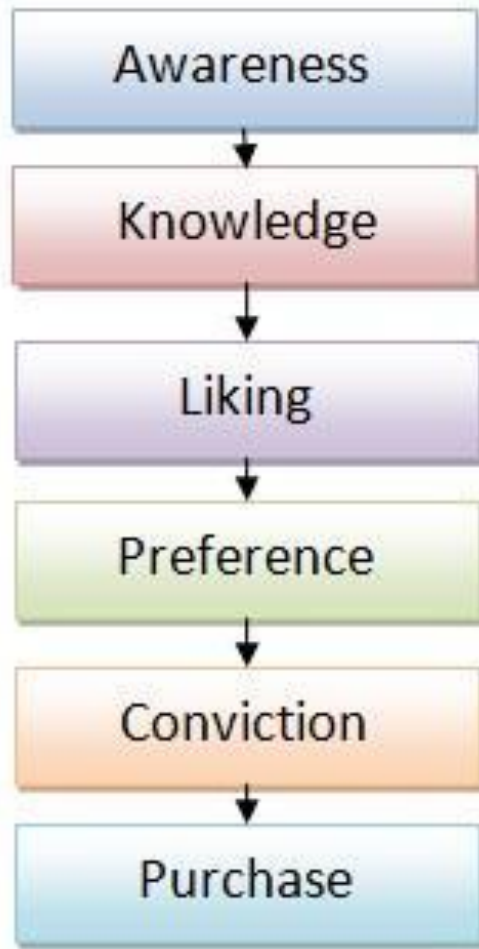
Director, Center for Rural Studies

University of Vermont



The University of Vermont

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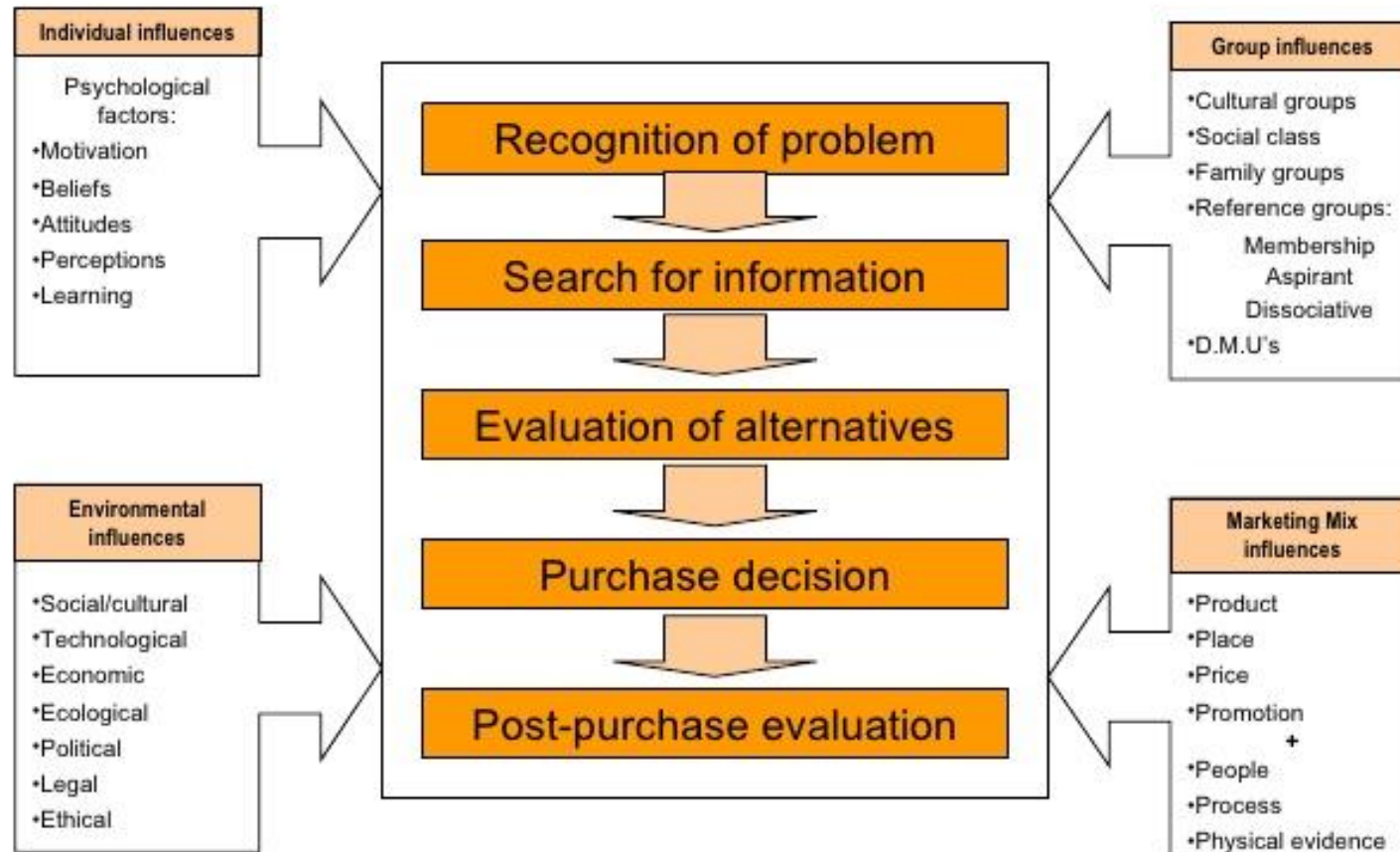


Cognitive

Affective

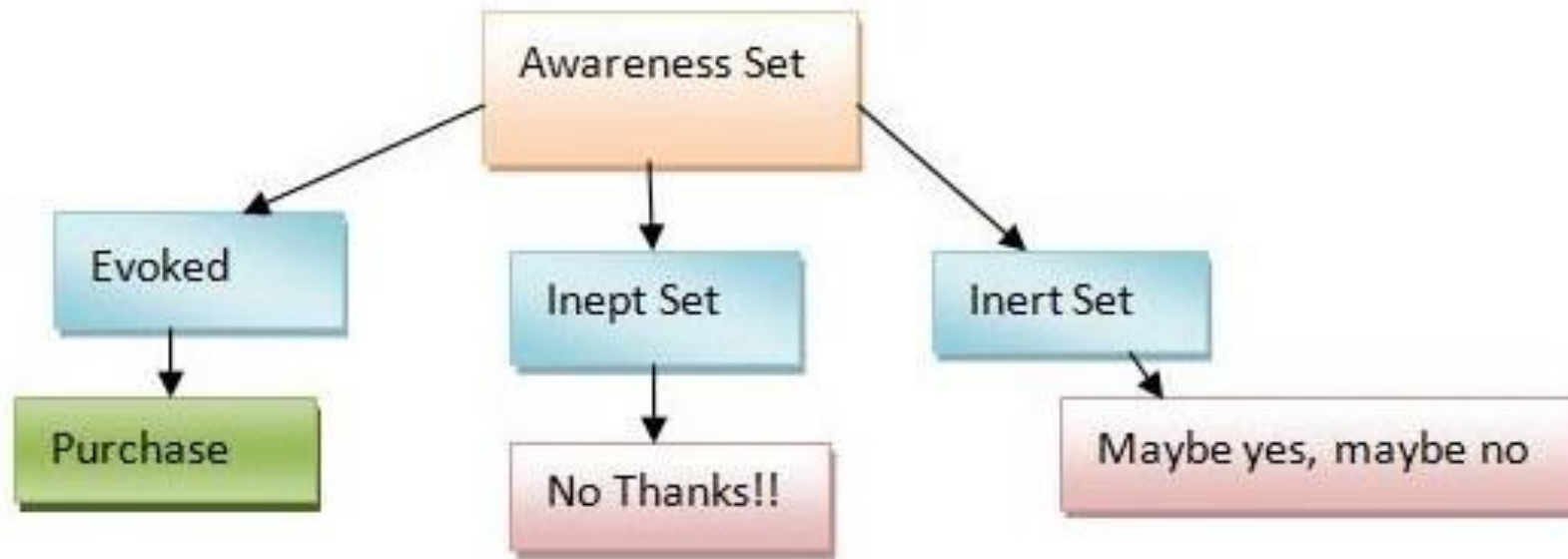
Conative

Decision Making Process



Supply side influence is only one influence

Moving to an Evoked Set—hemp specific



Insulation



Privately consumed necessity

Branded Fashion



Publically consumed luxury

TANGNEST



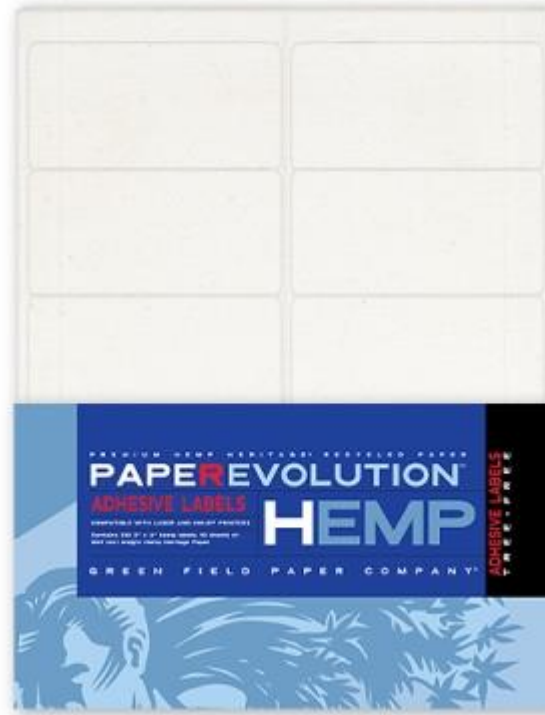
Publically consumed necessity



\$30 for 30 days 5mg

Privately consumed luxury





100 labels \$19.95



750 labels-\$9.99