Hemp 4 Life (Pty) Ltd Business Plan

Executive Summary

Hemp 4 Life (Pty) Ltd is a planned South African agricultural and processing company focused on the **cultivation of industrial Hemp, vegetable farming, and the production of CBD isolate**. The business is designed around a **scalable, modular farm model** that integrates **four farms in the Free State**, combining production efficiency with processing capacity to generate commercial revenue.

The project's core value proposition lies in:

- **Processing led agriculture**: The main farm houses a central extraction plant, drying facility, and storage, which adds value to raw Hemp biomass from all farms.
- **Modular farm system**: Three satellite farms supply Hemp biomass and vegetables, creating a **self-sustaining network**.
- **Multiple revenue streams**: CBD isolate for export and vegetables for local sale provide financial stability and growth potential.

The business is **fully commercially owned** by Hemp 4 Life, with no equity or shares offered outside the company.

Business Background

Founded by Ben Sassman, Hemp 4 Life builds on decades of experience in **international trade, investment, and African market development**.

- Ben Sassman worked for the **United States Foreign Commercial Service** and the **British High Commission** promoting bilateral trade between South Africa and international markets.
- Since 2012, he has operated his own trade facilitation company across Southern and East Africa.
- In 2018, he entered the Industrial Hemp sector by helping clients establish legal cultivation and processing operations.
- In 2022, Hemp 4 Life was formally registered, and Ben secured his own H**emp Cultivation Permit**, valid for five years.

Hemp 4 Life leverages this **experience, knowledge, and network** to operate a professional, high-value agricultural business.

Operational Model -- Four Farms

Main Farm (Hub) -- 896ha Farm in Fouriesburg, Free State, South Africa

- Houses the **3,000 m² warehouse**, which contains the **CBD extraction plant, drying plant, and storage facilities**.
- Cultivates **50 hectares of Hemp** and **90 hectares of vegetables**.
- Processes biomass from its own crops and the **three satellite farms** into high-value CBD isolate.
- Acts as the **central hub for logistics, quality control, and final product aggregation**.

Satellite Farms (Feeder Farms)

306ha -- Bloemfontein Rural (Free State)

302ha -- Fouriesburg, Free State

276ha – Bainsvlei, Free State

All three farms are within 92km (60miles) from the main farm.

- Three satellite farms each cultivate **50 hectares of Hemp** and **90 hectares of vegetables**.
- Each farm includes a **shredding facility**, which processes harvested Hemp plants into biomass suitable for extraction.
- The Hemp biomass is transported to the main farm for drying, extraction, and final processing.
- Vegetables are harvested and supplied to local markets via secured off-take agreement.

Integration and Workflow

1. **Cultivation**: All farms follow standardized agronomic practices to ensure consistent quality and yield.
2. **Seeds** will be imported from one supplier to ensure continuity.
3. **Harvesting**: Hemp plants are harvested and partially processed (shredded) at the satellite farms. Vegetables are harvested separately, washed and packaged on the Main farm. .
4. **Transport to Main Farm**: Hemp biomass is transported from the satellite farms to the main farm for drying and extraction.
5. **Processing**: CBD extraction plant converts biomass into **high quality CBD isolate, 99% purity,** ready for export.
6. **Storage and Packaging**: The main farm warehouse stores CBD isolate and vegetables prior to dispatch.
7. **Distribution**: CBD isolate is exported to international buyers. Vegetables are supplied to South African markets through presecured off-take agreements.

Cultivation and Crop Management

Hemp Cultivation

- Each farm is designed for **50 hectares of Hemp**, with strict quality and compliance protocols.
- Hemp is grown under controlled conditions with drip **irrigation, fertilization, pest management, and crop rotation** to ensure maximum yield.

- Satellite farms contribute shredded biomass to maintain a **consistent supply for the extraction plant**, ensuring continuous operation.

Vegetable Farming

- Each farm cultivates **90 hectares of vegetables**, including high demand crops suitable for local markets.
- Vegetables provide a **steady revenue stream**, support operational costs, and maintain cash flow throughout the year.
- Hemp is a seasonal crop, hence the vegetable farming will keep the labour force working/employed all year round.
- Farm practices include mechanized planting, drip irrigation, and integrated pest management.

Processing -- CBD Isolate Production

- The extraction plant at the main farm has the **capacity to produce 1,100 kg of CBD isolate per month**.
- The extractor will be purchased in China from a leading manufacturer.
- Hemp biomass is collected from all four farms, dried, and processed into isolate.
- Centralized processing **ensures consistent quality**, regulatory compliance, and efficiency.
- The plant includes:
    - Drying facilities
    - Extraction equipment
    - Storage for Hemp biomass and finished products

Satellite shredders allow satellite farms to prepare biomass independently, minimizing spoilage and transportation of raw, bulky plant material.

Staffing and Management

Management Team

- **Ben Sassman** -- Main Farm Manager and Managing Director
- **Robert Robson** -- Head of Operations (oversees all farms, experienced in large-scale macadamia farming)
- **Johan Swart** -- Head of Vegetable Cultivation (third generation vegetable farmer) supervise 3 Farm Managers
- **Thabo Dlamini** -- Senior Hemp Cultivator, (experienced in Hemp cultivation) supervise four Hemp cultivators
- Scott Sassman -- Will shadow Robert and Johan to learn and farming operations to one day run the business (Ben Sassman's son 23 years old)
- Declan Sassman -- Will shadow Robert and Johan to learn and farming operations to one day run the business (Ben Sassman's son 21 years old)

Farm and Operational Staff

- Satellite farms employ 235 farm workers for cultivation, harvesting, and shredding.
- Main farm employs extraction plant operators (12), warehouse staff (235), farm managers, admin, HR, and security.
- All staff follow standardized training and protocols to ensure consistency across farms.

Supply Chain and Logistics

- Hemp biomass is collected and transported from satellite farms to the main farm using trucks. All three farms are within 60 miles of the main farm.
- Vegetables are transported to local buyers via refrigerated trucks or other agreed logistics.
- Centralized extraction ensures **quality control and compliance** for CBD exports.
- Modular approach allows for **scalable expansion**, additional satellite farms, or increased production without disrupting operations.

Renewable Energy Solution

Due to South Africa's frequent load shedding and power outages, Hemp 4 Life will take all four farms off the national power grid and operate them on independent power systems (Solar solutions) Continuous, reliable power is critical for the extraction plant, where interruptions can cause CBD extracts to crystallize in stainless steel pipes, halting production and reducing product quality and targets. Power outages would also disrupt vegetable washing, packaging lines, Hemp drying, and other operational equipment, directly affecting efficiency and revenue. By implementing independent power solutions, including generators and solar infrastructure where appropriate, the farms will maintain uninterrupted operations, safeguard product quality, and ensure consistent output for both CBD isolate and vegetable production.

Hemp 4 Life has already secured a 15 year Power Purchase Agreement with a Solor Solution supplier, who will be covering the cost of solar installation and Hemp 4 Life will pay the months consumption invoice.

Revenue Model and Market Strategy

- **CBD isolate exports**: high-value, internationally traded product.
- **Vegetable sales**: off-take agreements in South Africa secure reliable income.
- **Combined revenue streams** provide operational stability, mitigate risk, and maximize cash flow.
- Main farm acts as the **aggregation and processing hub**, creating value far beyond raw farming alone.

Scalability and Future Growth

- Modular design allows replication in other regions or expansion of existing farms in the Free State Province (State)
- Production of CBD isolate and vegetable output can be increased by **adding satellite farms** or increasing planted hectares. Farms are big enough to clear more arable land.
- Central processing ensures the business can **handle higher volumes** without additional extraction facilities.

Key Advantages of the Model

- **Integrated operations,** four farms working together, satellite farms feeding the main processing hub.
- **Processing led agriculture** converts Hemp biomass into high value CBD isolate, rather than selling raw crops.
- **Revenue diversification,** CBD isolate and vegetables.
- **Scalable and modular is** easy to expand while maintaining quality and operational control.
- **Experienced management team,** combines crop expertise, Hemp specific knowledge, and operational oversight.

Produced by

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