

2023 Regular Session

HOUSE BILL NO. 574

BY REPRESENTATIVE SEABAUGH

Prefiled pursuant to Article III, Section 2(A)(4)(b)(i) of the Constitution of Louisiana.

AGRICULTURAL COMMODITIES: Provides relative to industrial hemp

1 AN ACT

2 To amend and reenact R.S. 3:1482(D) and (E) and to enact R.S. 3:1465(G) and R.S.
3 3:1482(F), relative to industrial hemp; to provide for the regulation of industrial
4 hemp; to provide for the regulation of consumable hemp products; to provide for the
5 regulation of adult-use consumable hemp products; to provide for advertising and
6 marketing restrictions; and to provide for related matters.

7 Be it enacted by the Legislature of Louisiana:

8 Section 1. R.S. 3:1482(D) and (E) are hereby amended and reenacted and R.S.
9 3:1465(G) and R.S. 3:1482(F) are hereby enacted to read as follows:

10 §1465. Licensure

11 * * *

12 G. No person shall advertise or market any industrial hemp, cannabis buds
13 or leaves, the consumption of industrial hemp, cartoon images or other imagery
14 appealing to minors through any public medium, including but not limited to,
15 newspapers, television, radio, internet pop-up ads, banners on mass-market websites,
16 social or electronic media, outdoor signage, banners or flags, mobile or otherwise
17 location-based advertising, leaflets or handbills, or any other means designated to
18 advertise or market products to the general public.

19 * * *

Proposed law prohibits a person from advertising or marketing any adult-use consumable hemp or consumable hemp products, cannabis buds or leaves, the consumption or use of adult-use consumable hemp or consumable hemp products, or cartoon images or other imagery appealing to minors through any public medium.

Proposed law relocates provisions in present law.

(Amends R.S. 3:1482(D) and (E); Adds R.S. 3:1465(G) and R.S. 3:1482(F))