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	* * *	

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CODING: Words in struck through type are deletions from existing law; words <u>underscored</u> are additions.

1	§1482. Consumable hemp products; prohibitions
2	* * *
3	D. No person shall advertise or market any adult-use consumable hemp or
4	consumable hemp products, cannabis buds or leaves, the consumption or use of
5	adult-use consumable hemp or consumable hemp products, cartoon images or other
6	imagery appealing to minors through any public medium, including but not limited
7	to, newspapers, television, radio, internet pop-up ads, banners on mass-market
8	websites, social or electronic media, outdoor signage, banners or flags, mobile or
9	otherwise location-based advertising, leaflets or handbills, or any other means
10	designated to advertise or market products to the general public.
11	\overline{D} . <u>E.</u> It shall be unlawful for any person to knowingly, willfully, or
12	intentionally violate the provisions of this Section. Whoever knowingly, willfully,
13	or intentionally violates the provisions of this Section shall be penalized as follows:
14	* * *
15	E. F. The provisions of this Part shall be preempted by any federal statute,
16	federal regulation, or guidance from a federal government agency that is less
17	restrictive than the provisions of this Part.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 574 Original	2023 Regular Session	Seabaugh
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Abstract: Creates advertising and marketing regulations and restrictions for industrial hemp, adult-use consumable hemp products, consumable hemp products.

<u>Present law</u> establishes licensure requirements for industrial hemp growers, seed producers, handlers, and processors.

<u>Proposed law</u> prohibits a person from advertising or marketing any industrial hemp products, cannabis buds or leaves, consumption of industrial hemp, or cartoon images or other imagery appealing to minors through any public medium.

<u>Present law</u> establishes prohibitions applicable to consumable hemp products.

<u>Proposed law</u> 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))