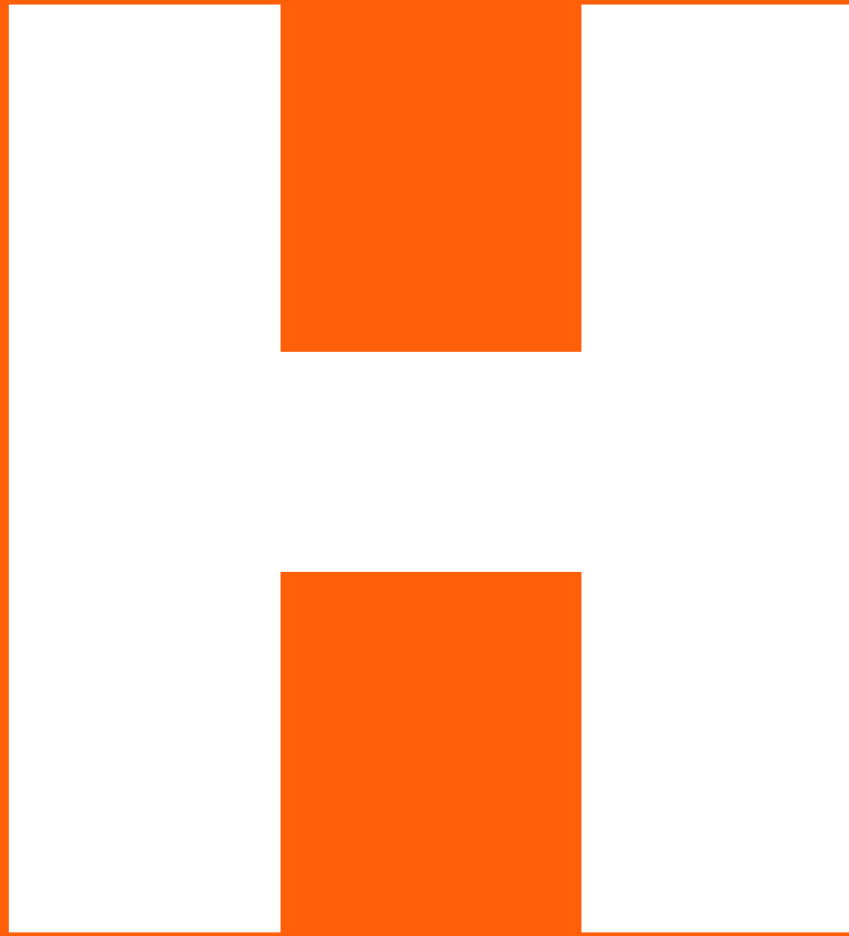


ISBN 978-3-00-071719-2



H is for HEMP by Maren Krings

Maren Krings' debut book, H is for Hemp is a firsthand account of the world's applications of Hemp. The German environmental photographer was living out of her car in the late 2010s, trying to reduce her ecological footprint, when she began a four-year mission toward canna-consciousness. Taking advantage of her time on the road, Krings launched into an extensive investigation to find where and how hemp is being used today. Starting in Italy, she then ventured to 26 countries, including Russia and Turkey, and spoke with over eighty hemp-industry experts. Maren Krings had photographed over 200 hemp-related projects across the world by 2019 while keeping a personal diary.

HIS FOR HEMP BY MAREN KRINGS



BOOK RELEASE DATE

March, 2022

TITLE

H is for HEMP

CONCEPT, PHOTOGRAPHY, RESEARCH, TEXTS

Maren Krings

INCLUDING INTERVIEWS WITH

Michael Carus, Palmi Einarsson,
Pamela Ravasio, Norbert Lantschner,
Claudia Nichterl, Andrea Sippel,
Robert Hertel, Ding Hongliang, Alicia Fall,
Jeremiah Dutton.

STORY DOCTOR

Paulien Bakker

PHOTO CO-EDITOR & CONCEPT ADVISOR

Paula Pedrosa

EDITORIAL & BOOK DESIGN

Ricardo Báez

DESIGN ASSISTANCE FOR INFOGRAPHICS AND MAPS

Eddy R. Reinoso

COPY EDITOR

Alba León

PROOF READERS

Lise Brenner, Terri Curtis

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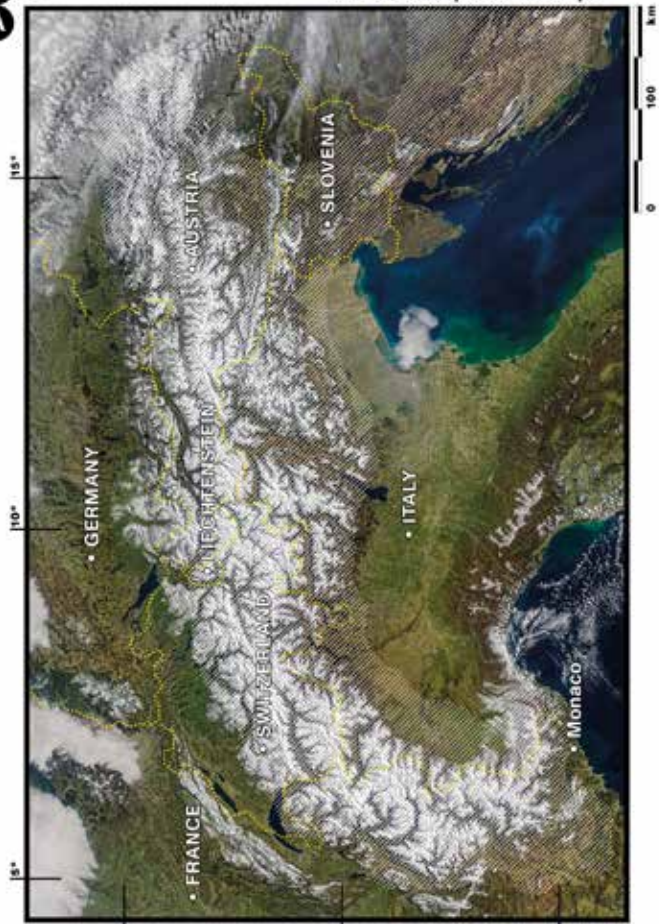
Hash Marihuana & Hemp Museum,
Amsterdam-Barcelona

PRESS INFO

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JULY, 2022

INSTAGRAM @HISFORHEMP
EMAIL INFO@MARENKRINGS.COM
WEB MARENKRINGS.COM/



Anthropocene stands for a period of time marked by the act of humankind placing itself above the creation of all other living beings and nature. So does the world's tallest equestrian statue in Mongolia. The Genghis Khan Equestrian Statue places the visitor 40 meters above the surrounding



A dispensary in Nederland, Colorado, USA.

How can hemp turn the building industry from being one of the biggest CO₂ emitters to become a carbon capturer?

pages
94
156
224/
280/
342/
404/
456/
504/5

HIS FOR HEMP BY MAREN KRINGS



PRINTING & BINDING

Elanders Print & Packaging, Germany

PAPER

Hahnemühle Hemp Paper has been specially developed for this book

COVER PAPER

Hahnemühle Hemp 280 gm printed on HP Indigo Commercial Press

PAGES PAPER

Hahnemühle Hemp 80 gm printed on HP PageWide Web Press T250 HD

PAGES

624 (+400 images)

MEASURES

148 × 49 × 205 mm

WEIGHT

900 g

COPIES

1st limited edition of 700 copies

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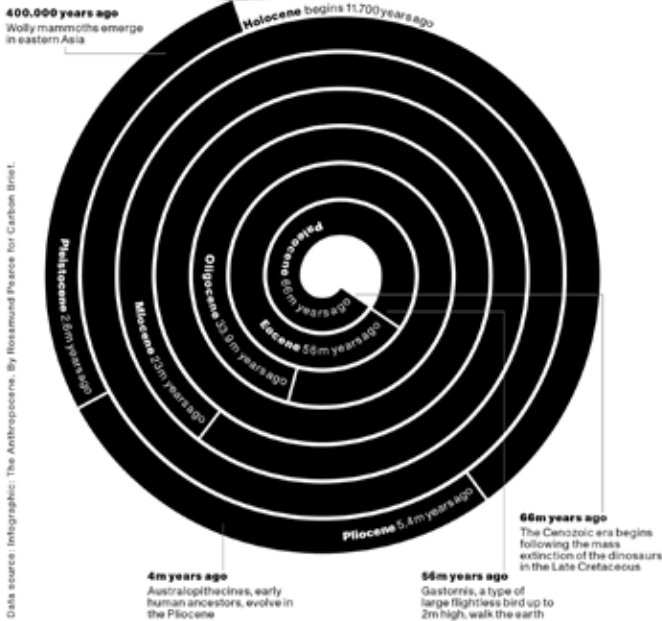
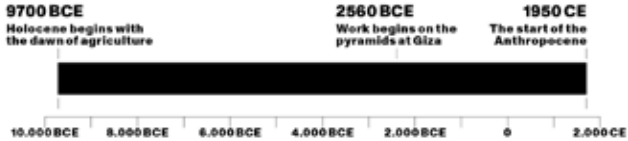
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From dinosaurs to today

Where does the Anthropocene fit into the geological time?



Data source: Infographic: The Anthropocene. By Rosamund Pearce for Carbon Brief.

This one plant covers everything our body needs

DOCTOR CLAUDIA NICHTERL
Nutritional scientist and dietician Austria

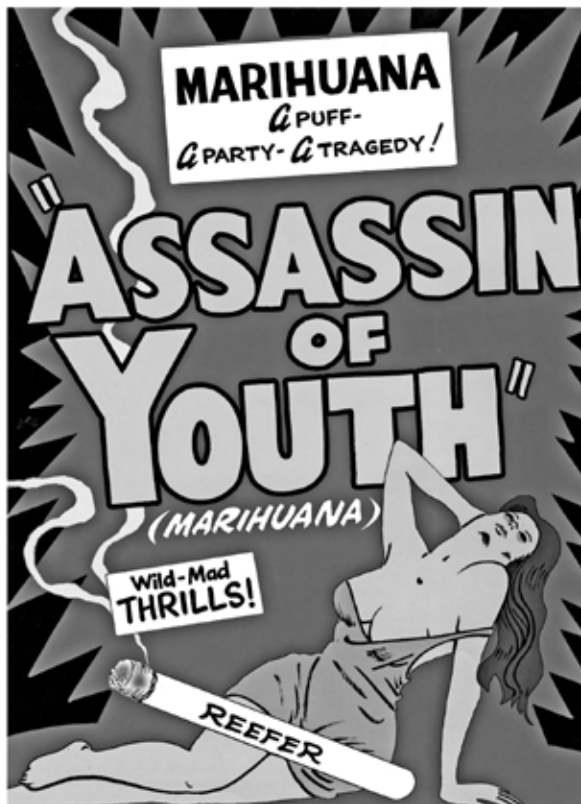
Legal issues make it almost impossible to talk with someone from the hemp industry about its nutritional value. But people like Dr Claudia Nichterl, Austrian nutritional scientist and dietician, have plenty of knowledge and experience. She is the founder of the Academy for Integrative Nutrition, which combines modern nutritional science and holistic knowledge (TCM) with psychological and nutritional medical approaches to prevent diet-dependent diseases. She is also the author of a staggering 27 books.

IN YOUR VIEW, WHAT MAKES HEMP SO HEALTHY?

The fruit of the hemp plant is biologically a nut, but we refer to it as a seed because of its size. The hemp seeds, as all other seeds, contain protein and fatty acids, which are extremely healthy for the human body. In total there are eight amino acids, all essential to the functioning of our bodies. We must eat them; it is not optional. All eight essential amino acids are found in hemp, which makes it such a high value protein: One plant can cover everything our body needs. Then there are fats. Fats can be classified into omega 3, 6 and 9. The omega-3 fatty acids, allow our bodies to produce acids that are needed for the good functioning of our body. The A-linolenic acid (ALA) is found only in hemp and in fish oils, but because of ocean pollution, fish oils can also carry more risk.

CAN'T YOU FIND OMEGA FATS IN OTHER FOODS LIKE SUNFLOWER OIL?

All three omegas are polyunsaturated fatty acids and normally good for the human body. Yet in countries like Germany, Austria and Switzerland the intake of these fatty acids comes mostly from sunflower oil, which is rich in omega 6. It is safe to say that omega 6 raises inflammation levels in our body. Omega 3 on the other hand lowers this inflammatory process. To put it simply, eating too much omega 6 prevents omega 3 from entering our tissue. Therefore, it is important that we find a balance between omega 3 and omega 6. It is fair to say, the more omega 3 we have in our nutrition, the better our body can prevent inflammation. Flax seed oil was common in the region, and it also contains a lot of omega 3. But it is difficult to store as it perishes



Assassin of Youth (1937) is an exploitation film directed by Elmer Clifton. The movie perfectly reflects the anti-drug propaganda of its time, and is often considered a clone of the much more famous Reefer Madness. Archives of the Hash Marihuana & Hemp Museum, Amsterdam-Barcelona.



Hasoñu, district of Kastamonu North Anatolia, Turkey. Farming cannabis was never outlawed in Turkey, although the production of hashish was made illegal in 1933. In the country's legal system, a yearly permit is required for farmers who want to grow the plant, issued by the government free of charge. Between 1933 and 1979, hemp farming was done in large quantities. But in 1979, Law No. 3

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HIS FOR HEMP BY MAREN KRINGS



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Rencontres d'Arles Book Awards '22, France
Shortlisted, Photo-Text Category

BOOK PRESENTATIONS

NOCO HEMP EXPO '22, Colorado, USA
PERFORMANCE DAYS '22, Munich, Germany
PAKHUDE ZWIJGER '22, Amsterdam, Netherlands
ISSP PHOTOGRAPHY '22, Riga, Latvia

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A young girl embraces the moment she is dressed up in traditional costume during the Naadam Festival in the cultural village of the University of Mongolia, Khui Doloon Khudag, Ulaanbaatar, Mongolia.

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Industrial hemp has seen a steady rediscovery in past decades. Are we experiencing a breakthrough moment for this extremely versatile and sustainable crop? It needs little water, no pesticides, yet absorbs large amounts of carbon dioxide during growth, provides housing, medicine, textiles and jobs. Can hemp contribute to a system reset? German photographer and climate impact storyteller Maren Krings set out on a six-year journey to examine how hemp can help create circular economies. Krings has photographed more than 200 projects in 26 countries on four continents and interviewed more than 80 industry experts. H is for Hemp shows how various industries have changed to more sustainable versions already.

HIS FOR HEMP BY MAREN KRINGS

It's a book

It's a diary

It's an encyclopedia

It's a dictionary...

Oh no wait! If Jack Herer's book "The Emperor Wears No Clothes" is the Bible then "H is for Hemp" is the New Testament. It highlights the good, bad, and ugly of the hemp industry and the folks who tell its stories and struggles. I could not put it down. A true page turner—I couldn't wait to finish one page to turn to the next one, in anticipation of what new insight or revelation it would offer—and boy! Are there insights?!

If you are a hemp advocate, activist, manufacturer, grower, entrepreneur... and aren't sure of the challenges that is waiting for you, it's in there; If you are looking for inspiration, it's in there; if you are lacking vision, it's in there; if you want answers on what you should tackle first on your journey to join or advance this revolution, it's in there. Maren offers everyone a piece of the puzzle or a platform to stand on from which we (the reader) could spring forward. And if you lack imagination, read this Testament. As for me, "H is for Hemp" revitalized my passion to forge ahead and continue to incorporate hemp solutions to solve Hayti's challenges, and so for now, my path is clear.

Knowing that "H is for Hemp" and its research spanned 4 continents and over 26 countries is exhilarating in that it captures the experience of the writer on her journey and makes you feel as if you were with her riding in Mr Tizzl through Italy, Austria, Mongolia, France, etc.

The storytelling is natural, suspenseful, and unpretentious leaving you with your own interpretation. Nothing gives homage to a work of art then when that work leaves an impression of increase. Everyone will undoubtedly walk away with more use value than the cash value used to obtain this masterpiece. Bravo!

Review by

TAMARA J. CANTAVE, FOUNDER OF HELP HAYTI
& FINANCIAL EDUCATOR, NY, USA

This book has provided far more than any other book I've read, and I think is more valuable than any university textbook I've had. It's organized in a way that's more like an encyclopedia, easily navigating a wide range of topics that are presented in a way that's easy to digest and I have found insightful and thought provoking. It uses current research and projects to present potentials and possibilities for the future. I've referenced this book to universities and research colleagues when I speak at events, and to anyone interested or working in the hemp industry.

Review by

JEREMY HALE, SCHOLAR PRACTITIONER,
X PRIZE CARBON REMOVAL ACADEMIC LEAD,
SUSTAINABILITY EXPERT,
LIFE CYCLE ANALYSIS, NY, USA

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H IS FOR HEMP BY MAREN KRINGS

Ein Reise-, Tage- und Sachbuch der anderen Art. Begleitet von 624 Seiten Hanfpapier, mit einer wunderbaren sanften Haptik, nimmt uns Maren Krings in ihrem Buch H FOR HEMP auf eine sechsjährige Weltreise zum Thema Hanf mit. Das Buch ist so umfangreich, dass man es nur selbst kreuz und quer mit den eigenen Sinnen bereisen kann. Schnell verliert man sich in den Themen. Maren schildert aber auch schonungslos ihre persönlichen Empfindungen zum Zustand unseres Planeten. Spannend wie ein Krimi und informativ wie ein Lexikon. Ein Erlebnis, das kein Sandstrand ersetzen kann.

Review by
DANIEL BOSCHUNG, ARTIST IN RESIDENCE
BEI ETH ZÜRICH, SCHWEIZ

Meine erste Reaktion auf die Ankündigung des Buches, noch bevor ich ein einziges Wort las, war G ist für Großartig. Ich hatte immer wieder von den Reisen gelesen, die Maren unternommen hat und hätte nicht gedacht, dass man a) in einem Caddy so viel reisen kann und b) sie es echt schafft, all das in Wort und Bild zu fassen. Als richtiges Buch, als die weltweit erste Art Enzyklopädie über Hanf.

Aber: Here it is!

Ich bin, was die berauschte Wirkung von Hanf angeht ein absoluter Gegner, das Buch habe ich aber quasi durchflogen: Was bitte kann aus dieser Pflanze alles werden?! Wow.

H is for Hemp stellt unterschiedlichste Projekte und Einsatzmöglichkeiten von Hanf vor, zeigt Ideen von Unternehmen und Einzelkämpfern auf der ganzen Welt zur Eindämmung der Klimakrise mittels Hanf, liefert Fakten und Daten zu menschengemachten Einflüssen auf die Umwelt. Maren's Tagebucheinträge lassen einen dazu zwischendurch sehr schmunzeln. Sicher können Tüftler, Forscher, Landwirte oder produzierende Unternehmen noch mehr aus dem Buch ziehen als der Otto-Normal-Verbraucher. Dennoch lohnt es sich für alle, die sich für ihre (Um)welt interessieren.

Ich werde nun nicht anfangen, Snowboards aus Hanf zu bauen, aber ich behalte mir im Kopf, überall nach Alternativen zu „alten“ Materialien zu fragen. G ist für Großartig! Echt.

Danke, Maren, für diese Reise durch die Welt.

Review by
JENNY WEISSGERBER, MARKETING ADVISOR AND
CONSULTANT, ERBACH IM ODENWALD, DEUTSCHLAND

21 September, 2017

Johann Stötter from the University of Innsbruck called to ask whether I could make it to Schnalstal by 6 a.m. the following morning. I was in southern Piemonte, Italy, but yes, I could make it. Truth is, I had been waiting for this opportunity for weeks.

I drove almost 700 kilometers overnight to get there, while searching for my glacier equipment underneath everything else in the Caddy. What a hassle. I hadn't expected I would need to use the crampons, icepick, wool mittens and my down jacket while in Italy enjoying 30 degrees Celsius summer temperatures.

Tired but excited that I'd made it to Karthaus, I climbed into the helicopter with Hans (as I am privileged to call Prof. Stötter). The sound of the rotor blades beating the air and the downwash of air filled with dust and tiny stones made me wide awake again. I got to thinking about the years I worked with the Tyrol mountain rescue team in Westendorf.

The first flight transported us to the measuring station on the mountain. The pilot knew the exact location to drop us and the fixture for the station. We cleaned the snow and ice off the roof of the container that protects the brand-new Terrestrial Laser Scanner (TLS) installed on the border between Austria and Italy a year ago, part of an international project to accurately measure the real time changes on the glacier, documenting climate change and evaluating the impact of global warming.

"The more we know about the changes that are happening, the more precise the predictions of consortiums like the IPCC can be," said Hans as he fixed the metal screws with his bare fingers in -10 degrees Celsius.

It's unbelievable how much a glacier teaches us about the global climate. He gave me a lesson on albedo, the glacier's ability to reflect incoming radiation. When the ice is thick it reflects all light. Less ice means less surface reflection. Less reflection means a warming earth. He also talked about ablation and accumulation, which show the loss and gain of ice on a glacier, influencing our entire climate. M.K.

HIS FOR HEMP BY MAREN KRINGS

The world's first printing paper made of Hemp for digital book printing has been exclusively designed for this book. In an effort to make this the most sustainable production possible, the paper is entirely uncoated and therefore very fragile and easily scratched. This was the only way to let you, the reader, experience the beautiful hapticity of this specialty tree-free paper made from hemp. Please handle it with care!

With consistent and unflinching commitment, Maren has reliably and successfully raised awareness of hugely important stories that are underreported. Stories that have needed to be told, and would have otherwise been underserved or even entirely unnoticed. Often taking on topics with very little published commentary, the depth of Maren's research in the stories she chooses to tell, always visiting locations to see for herself, ensures that her work is of the highest and most engaging quality.

SEAN VERITY, DIRECTOR OF CONTENT STRATEGY THE OUTDOOR JOURNAL, USA, INDIA AND SWEDEN

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