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NEW RESEARCH REPORT:
Negative Fallout from Bartered Tee Times

TECHNICAL ADVANTAGE
Enhancing the game at Sea Pines

CBD: SPECIAL REPORT
A look at the myths, hype and product potential
Beware of Barter
The NGCOA has released a new research report that shines the spotlight on the negative fallout from bartered tee times.

Technical Advantage
Technology enhances, not overshadows, the human touch at Sea Pines resort.

CBD: 101
This special report takes a look at the myths, hype and potential of the products.
NAME: Sandra and David Weckerly
TITLE: Owners
COURSE: Redlands Mesa Golf Club
LOCATION: Grand Junction, CO
COURSE TYPE: 18 hole, daily fee
NGCOA MEMBER SINCE: 2004
FAVORITE NGCOA MEMBER BENEFIT: The overall collaborative atmosphere NGCOA and the members create! (And the Smart Buy Marketplace deals!)

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Like many movies these days, sequels are all the rave. And one of the latest storylines sweeping the nation can be called CBD Madness. Of course, this is a reference to the not-so-classic movie from 1936, Reefer Madness.

To be sure, 83 years after the Marihuana Tax Act of 1937 made the hemp/marijuana plant illegal in America, it is no longer madness to view marijuana as part of the mainstream. How else can one explain in January 2020 Illinois becoming the 11th state to make recreational marijuana legal for adults over the age of 21? And the fact that 33 states already allow marijuana for medical purposes?

Meanwhile, buzz over hemp remains just as hot for another product of the cannabis plant: CBD. To be clear, while CBD or cannabidiol comes from the same plant as marijuana, CBD is not legally defined as marijuana per the federal government so long as it contains .03 milligrams or less of THC (Tetrahydrocannabinol), which is the psychoactive compound often associated with hemp or marijuana.

This year’s 67th PGA Merchandise Show was illustrative of how popular CBD is getting among professional and amateur golfers, with more than a dozen exhibitors selling and showcasing some form of the compound in various forms of tinctures, creams and gums – tripling the number of CBD-related exhibitors found in 2019.

Among the companies this year were names like Double Eagle Hemp, Medterra Golf, PureSwing CBD and ParForm. To see this fast-growing product pop up in golf makes perfect sense seeing that golfers are always open to that hot new piece of equipment or product that can seemingly give them a mental or physical edge.

Numerous professional golfers are openly using CBD-related products and touting their benefits, including two-time Masters champion Bubba Watson and four-time PGA Tour winner Charley Hoffman, who endorse cbdMD and Medterra, respectively. This is only fueling the curiosity and demand. This type of high-profile validation is one reason Medterra CEO Jay Hartenbach is so bullish on the golf industry. “(Golfers) are a perfect alignment,” says Hartenbach, whose company’s products can be found in 300-plus golf facilities, not to mention PGA Tour Superstore and Worldwide Golf Shops. “There’s zero THC in our products, which is a huge thing. That’s getting professional golfers on board and comfortable using the product (for Tour compliance purposes).”

“It’s also helped being able to partner with national golf retailers because they’re comfortable knowing our products contain no THC. It’s almost one of the things that gets us in the door. What keeps people around is actually using the product and seeing the benefits.”

For decades, many people have incorrectly associated hemp with the psychoactive derivative of the cannabis plant and commonly categorized all of...
NGCOA Executive Partners generously support NGCOA and our mission, so we can help golf courses succeed.
**CBD business playing the name game**

**BY SCOTT KAUFFMAN**

The Great White Shark is the latest golf celebrity to take a bite out of the booming CBD business. The Shark, of course, is Hall of Fame golfer Greg Norman.

Norman announced in October the launch of his exclusive new line of CBD-infused wellness and recovery products and was in full marketing mode at this year’s PGA Merchandise Show in Orlando, talking about his new products “geared towards men and women who lead an active lifestyle.”

Norman’s products, now available in Simon Mills throughout the country, is a licensing partnership between GGB Beauty LLC, a subsidiary of Green Growth Brands, and Authentic Brands Group, which co-owns the golfer’s trademarked name.

According to the company, the famous Aussie golfer’s new products are made with hemp-derived CBD (cannabidiol) and combined with a variety of natural Australian ingredients such as Tasmanian blue gum for soothing relief, Kunzea oil for sore muscle relief and Australian Sea Salt for total body relaxation.

“CBD's potential for 40 years and continue to lead an extremely active lifestyle,” Norman said. “‘Hitting millions of golf balls in a lifetime can—and will—cause strain and injury on anyone’s body, despite their age or physical wellbeing.”

**“Hitting millions of golfballs in a lifetime can—and will—cause strain and injury on anyone’s body, despite their age or physical wellbeing.” –MORGAN HOFFMANN**

Wellness is a pillar in my life and I believe that the health benefits of these products, cultivated from top-quality ingredients found in my birthplace of Australia, will benefit those who spend time on the golf course and anyone committed to prioritizing self-care.”

To be sure, Norman is just the latest in a line of well-known golfers, let alone other celebrity athletes, hopping on the CBD bandwagon for both business and personal health-related reasons.

Besides Norman, other well-known golfers endorsing CBD-related companies are two-time Masters champion Bubba Watson, 2005 U.S. Open champ Lucas Glover and four-time PGA Tour winner Charley Hoffman to name a few.

“Everybody is curious and at least 90 percent have tried it,” says PGA Tour golfer and Medterra user Morgan Hoffmann, who gave testimonials at this year’s PGA Merchandise Show during a marketing event at the Medterra booth moderated by fellow Medterra user and Golf Channel TV personality Matt Ginella. “It’s blowing up. You can see it.”

Celebrity status notwithstanding, what makes CBD popular and not just a fad is the fact it works, according to so many users. At least that’s Hoffman’s opinion after being diagnosed with rare facioscapulohumeral muscular dystrophy and finally finding some relief for his aching shoulder thanks to Medterra’s top-selling cooling cream. Watson also believes in the hemp plant compound for its calming and anti-inflammatory qualities and talks about CBD extending his longevity in sports.

“We think of Bubba as one of our most passionate supporters and consumer educators,” says CBDMD chief marketing officer Ken Cohn. “He brings incredible energy and candor to the conversation about the many CBD applications for golf athletes, amateurs, and non-athletes alike.…”

CBD’s high retail price point is a consistent upward trend which we have to closely monitor for production, warehousing and distribution purposes. It’s a good problem to have, of course, and our team does an incredible job keeping up with that increased demand.

“Ass for the future, we anticipate a continued rise in demand for our products as our education initiatives continue to reach larger audiences. That’s especially the case as it pertains to people aged 55-plus. Surveys indicate they’re the least aware of CBD and its applications, which is interesting since active, health-conscious seniors may find our products particularly useful.”

**FDA rulings raise questions on CBD promotions**

**BY SCOTT KAUFFMAN**

Marketing mania surrounding the hemp plant’s high-profile curative compound, cannabinol (CBD) or CBD, is starting to catch the attention of the feds – the Food and Drug Administration and U.S. Department of Agriculture to be specific.

After the U.S. government passed the 2018 Farm Bill in December 2018, making hemp production legal after an 80-year hiatus, growers, entrepreneurs and businesses are making a mad dash to hop on this new, hot health and wellness trend, marketing and selling the therapeutic value of cannabis, hemp and hemp oil products to various qualities as it relates to relieving pain and other ailments. These CBD-infused products are even making their way into pet-related products, touting a multitude of similar health-related benefits.

“CBD is the rock star compound and everybody is promoting it,” says Nathan Phillips of Asheville, North Carolina-based Amazing Grace Hemp Co., an early adopter of the hemp plant’s various health and wellness qualities. “That’s what gets people’s attention.

“Is this form of hemp just hype? For consumers, who to believe and why? That’s where the FDA fits into the fast-moving marketing landscape. For now, there are no standards or regulations to speak of it relates to the marketing of CBD. That’s because many of the CBD products being sold don’t fall under the purview of the FDA. At least, that’s until CBG or the other well-known psychoactive compound, THC, is “added to a food or cosmetic, marketed as a drug or, otherwise added to an FDA-regulated product in interstate commerce,” FDA Commissioner Ned Sharpless said during a well-attended public hearing last May.

Sharpless added: “You may have noticed that cannabidol CBG seems to be available almost everywhere, and marketed as a variety of products including drugs, food, dietary supplements, cosmetics and animal health products.”

“Cannabidiol, a substance other than one prescription drug product to treat two rare, severe forms of epilepsy, the U.S. Food and Drug Administration (FDA) has not approved any other CBD products, and there is very limited available information about CBD, including about its effects on the body.”

Nevertheless, hemp plant production is booming as a legal agricultural crop, with 2019 licenses for hemp cultivation topping a half-million acres, more than 450 percent above 2018 levels, according to government sources.

But just like the FDA, the USDA is raising concerns among farmers, processors and retailers if federal policymakers move forward with proposed new draft regulations to ensure the THC-free purity of hemp being grown in states that currently allow this crop to be grown.

“Most of the anxiety involves how the federal government plans to test THC, the high-inducing compound found in both of the cannabis plants, marijuana and hemp. The federal government and most states consider plants with 0.3 percent or less – to be hemp. Anything with higher concentrations is defined as marijuana and illegal under federal law.”

The FDA is concerned that people may mistakenly believe that trying CBD “can’t hurt.” The agency wants to be clear that it has seen only limited data about CBD’s safety and it says this data points to real risks that need to be considered.

As part of the drug review and approval process for the prescription drug containing CBD, it was determined that the risks are outweighed by the benefits of the approved drug for the particular population for which it was intended, consumer use of any CBD products should always be discussed with a health care provider. Consumers should be aware of the potential risks associated with using CBD products, states the FDA.

“Attorney Rod Kight of Asheville, North Carolina, a personal user of CBD products and one of the country’s leading experts on the industry, says FDA oversight is a “significant issue” in how the product is going to be marketed and sold going forward.

“I believe that the FDA is likely to create a narrow pathway for the lawful use of CBD as a food ingredient and/or dietary supplement,” Kight told Golf Business in a written statement. “With respect to hemp extracts that contain CBD among other phytocannabinoids (terpenoids, terpenes, sesquiterpenes, etc.), I expect that the FDA will maintain its posture of continuing to utilize the term ‘CBD’ while not making a distinction between food products formulated with purified CBD ‘isolate’ and products formulated with hemp extract that contains CBD. In other words, ‘hemp extract’ will remain in a legal grey zone for the foreseeable future.”

“My companies have been shifting to the approach of removing the term ‘CBD’ from products and buying products (or encouraging vendors) that do not have CBD directly on the label as it will eventually be heavily regulated, especially for any type of food, capsule or orally ingested product,” says Phillips, who participated in a CBD panel at this year’s NGCAA Golf Business Conference in Orlando. “This is why education is so important for consumers and shopkeepers alike – knowing the different types of CBD, the science behind the product, and how to communicate that to others is critical for success in every arena.”

**Scott Kauffman is a golf business writer and the managing director of Aloha Media Group.**