



INTERVIEW REGARDING

Amazon's Hemp Market

This interview was conducted by CBD Oracle via email in December 2023 and is provided here for full transparency. Learn more about [CBD Oracle's Editorial Policy](#).

Rod Kight

Cannabis Business Law Attorney
Kight Law

A recognized industry leader, Rod is an award-winning attorney who represents clients in the cannabis industry throughout the United States and the world. He also drafts legislation for governments and promotes cannabis in lawful international markets.

[READ FULL BIO](#)

CBD Oracle: Browsing Amazon's hemp selection is borderline surreal. Products weighing less than a few hundred grams regularly claim to contain over 1,000,000 mg (i.e. 1 kg) of hemp extract. What action can be taken against sellers making such flagrant false claims?

Rod: These claims are likely violations of FTC rules, and reporting them to the FTC (not to mention Amazon) is a good start. Filing a lawsuit is also possible, though it may end up being a money pit as some of these companies are undercapitalized and can easily disappear or not have the funds to satisfy a judgment.



CBD Oracle: Do product listings [like this](#) violate the INFORM Consumers Act? Assuming the seller (as in this case) has more than \$20k in annual gross revenue. [Ref](#) (§45f.(b)(1)(B)(III)). In this case, we were unable to find contact information on Amazon (which I think already violates) and they also didn't respond to either calls or emails.

Rod: I am not familiar enough with the INFORM Consumers Act to comment.

CBD Oracle: What action can be taken against companies that make medical claims on their product pages? Should these be cases for FDA enforcement?

Rod: Yes, these companies can be reported to the FDA and the FTC for their claims. ■