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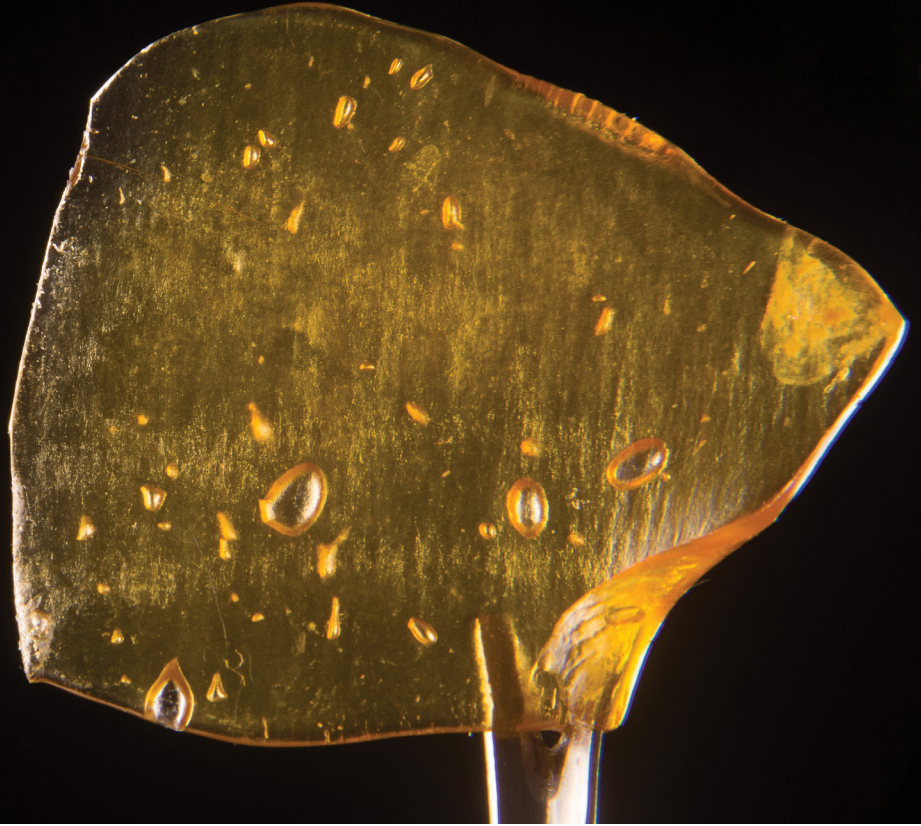
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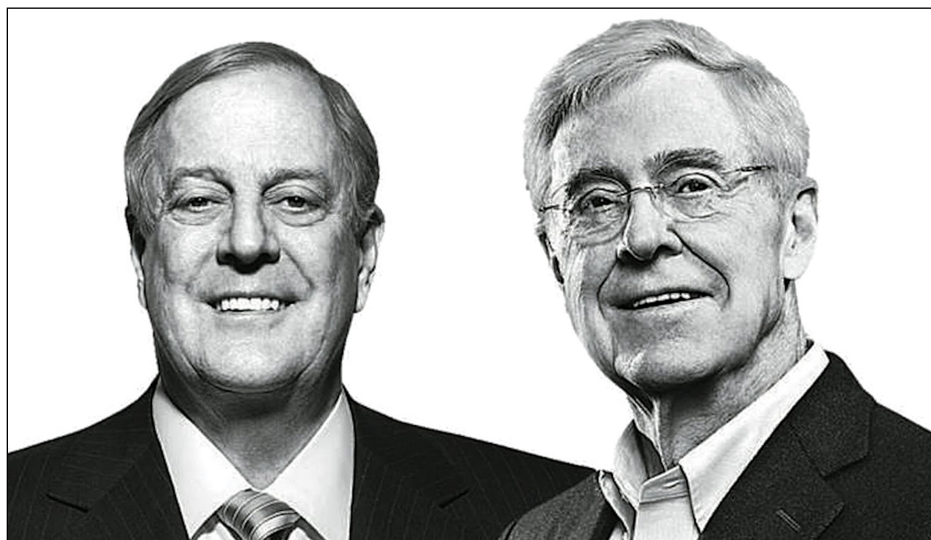


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# Feral intentions

WORRYING ABOUT what a threatening federal government is going to do can be crazy-making, so it is no wonder investor confidence in cannabis is once again wobbly in the aftermath of Attorney General Jeff Sessions's most recent exhortation that Congress release him from the constraints imposed by the Rohrabacher-Blumenauer Amendment. The amendment prevents the Justice Department from using federal funds to prosecute medical cannabis companies in states that have legalized the Schedule I substance. But the fact remains that no matter what the feds can pull off in the near future in terms of saber-rattling or outright attempts to prosecute medical cannabis providers, ultimately their efforts will fail—and fail miserably.

Like all feral attempts to impose something empirically intrusive on an otherwise law-abiding populace, the response will overwhelm the opposition in terms of pure energy manifested as political and economic power. Even the Koch brothers know this, which is why they have so strongly stated their opinion that medical cannabis “should be off-limits” to federal law enforcement. “You are never going to win the war on drugs,” said Mark Holden, general counsel for Koch Industries. “Drugs won.”

With these sorts of public comments increasingly directed at the federal government by a broad swath of Americans, it is simply unimaginable any sort of sustained campaign against the industry will succeed. Attempting to stamp out the medical cannabis industry would create a public relations nightmare for the government, plain and simple. So, while it is important to keep the pressure on at the federal level, the real challenges to the industry may lie at the state level, where over-taxation also will kill the goose that laid the golden egg. (Hat tip to Frenchy Cannoli.)

  
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## CANNABIS TOURISTS MAY VISIT GROWS, SAMPLE BUDS

**HUMBOLDT COUNTY, Calif.**— Northern California tourists soon could add cannabis guided tours to the menu of possible activities if the state signs off on the idea. As reported by the *Mad River Union* newspaper, “McKinleyville entrepreneur Matt Kurth is launching Humboldt Cannabis Tours, which promises ‘to provide the most fun, educational, and authentic cannabis experience available.’”

“It’s like wine tours, but cannabis,” Kurth told the *Union*. The paper continued, “But before the THC-infused agri-tourism can begin, Kurth needs to obtain a special permit from the Humboldt County Planning Commission, which is tentatively scheduled to consider the matter sometime in August. If the permit is approved, Kurth will then need to obtain a transportation permit from the state to operate the tour van.”

People would have to be of age, of course, or in possession of a “medical marijuana recommendation from a doctor, as well as a parental chaperon,” and would be required to sign waivers and listen to a talk on proper dosing. Only then could they be shuttled to participating retail shops, grows, and perhaps other activities that are cannabis-friendly. The idea will be to build on the mystique that already comes with visiting Humboldt County. “We have generations of cannabis stories here, with lore and myths,” said Kurth.

Other counties will do the same. Each has its unique treasures. In the scheme of things, it’s hard to see how any planning commission could stop the inevitable avalanche of canna-tourism that, let’s face it, California is uniquely suited to serve.





# In Delaware, sparks fly over marijuana legalization

DOVER, Del.— The Mid-Atlantic peninsula state of Delaware may be small—its population hovers around a million people—but it's taking the issue of cannabis legalization and regulation as seriously as the big states. Delaware just takes a more intimate approach.

During an early-June, open-to-the-public roundtable discussion between Gov. John Carney and the sponsors of a state bill legalizing cannabis, “A gaggle of cannabis legalization activists... offered opinions during a comment session, resulting in a lively and largely measured debate about the future of marijuana in Delaware,” reported DelawareOnline.com. “At question is House Bill 110, or the Delaware Marijuana Control Act, which would regulate the recreational use of less than one ounce of marijuana ‘in the same manner as alcohol.’”

The measure was scheduled for a vote by the end of the month, but as the site noted, “The governor...reiterated his skepticism [about] legalization, saying he believes Delaware should wait until more evidence about the effects of the new law emerge from states such as Colorado and Washington. Besides, he argued, passing the bill quickly would not fix the state’s looming \$400 million budget deficit.”

“We have a budget problem that has to be resolved with a balanced budget by June 30,” he said.”



## DRIVERS COULD BE FINED FOR CARRYING OPEN CONTAINERS OF CANNABIS IN VEHICLES

**SACRAMENTO, Calif.** — Under a bill awaiting Governor Jerry Brown's signature, having an open container of cannabis in your vehicle while driving in California would be a crime. Per Capital Public Radio, "You'll risk a \$100 fine in California if you have any of the following in your vehicle while driving.

"You can't have a receptacle containing cannabis or cannabis product that has been opened—or had its seal broken—unless it's in the trunk," it continued. "Same thing goes for loose cannabis flower that's not in a container." Patients with an ID card or doctor's prescription are exempt, but their cannabis must be in a sealed, re-sealed, or closed container.

It's an odd constraint. You can't just drink your flower like you can an open container of booze. Cops already know that. They've been on the cannabis beat for more years than most of our readers have been alive.

But apparently there is always more to learn. “The cannabis legislation also provides \$3 million in CHP funding for research and law enforcement training about how to detect impairment due to cannabis use as well as the combination of cannabis and alcohol use.”

None of this pertains to commercial transport of cannabis, which requires a state-issued license.

## POLITICS

## Senators introduce bill to end federal medical marijuana prohibition

**WASHINGTON, D.C.—** A bipartisan group of United States senators want to force the federal government's hand on the issue of cannabis, or at least medical marijuana. In mid-June, reported MarketWatch.com, "U.S. Sens. Rand Paul (R-Kentucky), Corey Booker (D-New Jersey), and Kirsten Gillibrand (D-New York) introduced a bill that would end the federal prohibition of medical marijuana and take steps to improve research."

It's actually a reintroduction, of sorts. Similar legislation with the same name was introduced in the Senate and House in 2015, but neither bill made it out of

committee. The current incarnation “would effectively change the Controlled Substances Act, allowing the possession, production and distribution of medical marijuana in states with established marijuana laws,” noted **MarketWatch.com**

Introduction of the bill came days after Attorney General Jeff Sessions wrote Congress asking the legislative body to undo protections for the industry provided by the Hinchey-Rohrabacher Amendment, which prevents the Justice Department from using federal funds to enforce federal prohibition in states with legal marijuana laws.



## Vicente Fox addresses cannabis industry at NCIA

**OAKLAND, Calif.**— NCIA's fourth annual Cannabis Summit & Expo June 12-14 at the Marriott Oakland City Center was a packed affair that stretched the venue to capacity, with many more attendees, exhibitors, and seminars than in years past. It also boasted an industry first: the first president of a nation—in this case, former Mexican President Vicente Fox—to present a keynote address at a cannabis industry event. A standing-room-only crowd attended the June 13 keynote in the Grand Ballroom, where a few hours earlier a much smaller gathering of reporters had attended an early-morning press conference with the 74-year-old businessman and politician.

During both presentations, Fox was true to form in his blistering critique of U.S. President Donald Trump, who, he said, was “totally blind... a destroyer of what we have built out throughout the world in the last decades.

“The world is moving, and it's moving in the right direction,” he said pointedly, “and if anything, we don't need an America great. We need a great world where we all work together, where we all build together, where we all make the right decisions in a multilateral fashion—not as a single individual decision made by one single person through executive orders.”

He also praised NAFTA as a “great association” between Canada, Mexico, and the United States, one he said not only will continue to thrive despite threats by the Trump administration, but one day also will include cannabis as a legally traded product throughout the

hemisphere and beyond.

“All of this has to do with cannabis, this newly born economic sector that is already larger in jobs and revenue than many other industries,” Fox said. “And it's just the beginning. It has the capacity to create jobs in Mexico, and the capacity to stop the killings in Mexico... Now we will be an exporting economy [in cannabis], and it should be one of the areas to negotiate in NAFTA. [Cannabis] should be included in NAFTA, no trade barriers or taxes, and that's what we should do, and I'm sure that's what we're going to do.”

Fox also expressed ardent support for the American people, who he said possess a “soul of compassion, a soul of solidarity,” and spoke with true pain about “losing people by the tens and hundreds of thousands over the past ten years because of the transit, the trafficking of drugs from the south to the north.” But it was his optimistic support for the end of cannabis criminalization and his determination to create a world without such victimization, led by leaders who hold “strong, firm, compassionate attitudes; leaders who know and understand citizens, nations, and economies,” that gave his remarks a unique urgency.

Less than a week after Fox gave his keynote address in California, current Mexican President Enrique Peña Nieto signed a decree approved by Mexican lawmakers earlier this year legalizing medical cannabis and classifying its psychoactive ingredient as “therapeutic.”



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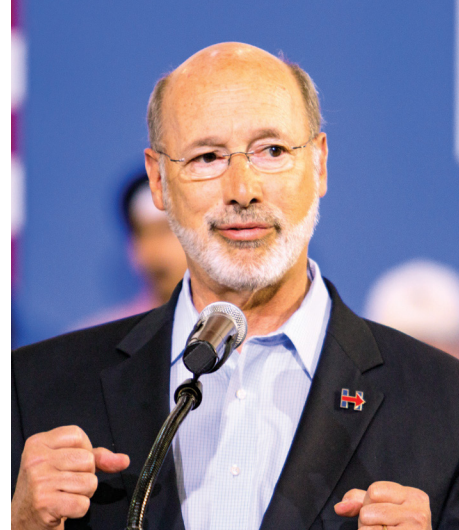
## A conservative mom breaks the pot taboo

LOVE CITY, U.S.A.— If you fall anywhere within the broadest definition of progressive, you may well recoil at the very mention of Michelle Malkin, the far-right syndicated columnist and television pundit who has taken consistently extreme views on most social issues over the years, including a ceasefire in the war on drugs...until recently. After dealing with the horrific side effects caused by an alphabet of pharmaceuticals prescribed to her daughter after the child fell chronically ill in 2015, Malkin, a resident of Colorado, was introduced to cannabis by one of her daughter's doctors.

"A mainstream neurologist suggested Veronica try CBD," Malkin wrote in a May 31, 2017, column "A Conservative Mom Breaks the Pot Taboo." "This doctor had other young patients who used CBD oil with positive results, but she could not directly prescribe it because of her hospital affiliation. So, we did our own independent research, talked to a Colorado Springs family whose son had great success using CBD to treat his Crohn's disease symptoms, consulted with other medical professionals and friends—and entered a whole new world."

Long story short, "For Veronica, CBD provided more relief than all the other mainstream pharmaceutical interventions she had endured, and without the scary side effects. But ultimately, it was a temporary remedy for her complicated basket of neurological and physiological conditions. We were glad for the chance to try CBD at the recommendation of medical professionals and glad that so many other families are having success with it."

Malkin now decries CBD's classification as a Schedule 1 drug and has come to see "the war on drugs has been a ghastly quagmire—an expensive and selective form of government paternalism that has done far more harm than good." She then ended her column exhorting the government to "Keep your hands off. Let the scientists lead. Limited government is the best medicine." It's a clarion call from someone who could not allow herself to see what scientists were saying until her non-negotiable love for her child opened her heart. The column presented another testament to the beneficial properties of the cannabis plant and may well resonate with Malkin's readers.



## PENNSYLVANIA GOVERNOR WARNS JEFF SESSIONS TO STAY OUT OF MEDICAL MARIJUANA

HARRISBURG, Pa.— Pennsylvania Governor Tom Wolfe sent an extremely terse letter dated June 15 to Attorney General Jeff Sessions, directly warning the U.S. Attorney General not to proceed with plans to "go after medical marijuana suppliers" by, among other things, undoing the "actions of the Rohrabacher-Farr Amendment, which prevents the use of federal funds to disrupt states' efforts to implement their own State laws that authorize the use, distribution, possession, or cultivation of medical marijuana."

Pennsylvania only last year passed "bipartisan legislation to legalize medical marijuana that I was proud to sign into law," Wolfe wrote. Now, after having taken "careful and deliberate steps to implement the law," the federal government, driven by the Attorney General's zealous attitudes, this state, like others, finds itself with little recourse.

"We do not need the federal government getting in the way of Pennsylvania's right to deliver [medical marijuana suppliers and patients] relief through our new medical marijuana program... If you seek to further disrupt our ability to establish a legal way to deliver relief of medical marijuana to our citizens, I will ask the Attorney General of Pennsylvania to take legal action to protect our residents and state sovereignty. Sincerely, Tom Wolfe, Governor."



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## Los Angeles issues draft regulations



**LOS ANGELES**— At long last, the City of Los Angeles has issued draft regulations for governing all commercial activity in the cannabis industry. The city council released the proposed rules to the public June 8. From retailing to delivery to cultivation, manufacturing, testing, and distribution, the draft contains a road map for way in which the city envisions the development of the industry within its borders. Following public comment, the council will vote on final language later this year to meet the will of the people.

Measure M, which set up the new regulatory framework for Los Angeles' cannabis laws, was passed in March by an overwhelming majority (more than 80 percent) of voters and is meant to address the problems that have weighed down Proposition D.

Almost immediately after Measure M passed, City Council President Herb Wesson began hosting meetings, inviting the public, members of the cannabis industry, and regulators from other states where recreational cannabis use is legal, including Colorado and Washington.

"We will continue to have a robust dialogue about the regulatory framework and a healthy debate of Los Angeles's growing cannabis

industry prior to final recommendations being considered by the City Council," Wesson recently said. "I'm calling on all residents and stakeholders to provide comments and feedback on the draft documents to ensure the pending regulations are inclusive of all communities."

Members of the industry certainly will comment. Several sectors are concerned about details that could impact their ability to meet the legitimate needs of patients and soon-to-be-customers. But these real or perceived injustices are inevitable in the drafting of comprehensive regulations as complex and potentially transformative as L.A.'s surely will be.

"Voters called upon us to prepare our city to enter this brave new world of legal marijuana, and these draft regulations are a solid starting point," said City Councilmember Bob Blumenfield, another signer of the draft regs. "Our goal is to make recreational marijuana a net positive for consumers, community, business, public safety, and city coffers. As the largest city to regulate marijuana, we will be the blueprint for the rest of the nation."

No pressure there.

## Vermont governor's veto of marijuana legalization bill stands

**MONTPELIER, Vt.**— A compromise bill stitched together in the aftermath of Governor Phil Scott's veto of House Bill 22 last month passed the state's Senate but was unable to pass the House, leaving Vermont without the distinction of becoming the first state to legislatively legalize cannabis this year. The compromise bill was half a baby-step toward full legalization, but a significant one.

"Like S.22," reported Alternet.org, "it would have legalized the possession of up to an ounce and the cultivation of up to two mature and four immature pot plants by adults, but not create a legal marijuana market. Instead, it would have created a legislative study commission to develop legislation for taxed and regulated cannabis commerce."

Under Vermont's current law, possession of one to two ounces of cannabis is a misdemeanor with a possible two-year jail term and a \$2,000 maximum fine; possessing more than two ounces is a felony. Selling less than an ounce of cannabis also is a misdemeanor, but the maximum fine balloons to \$10,000. A first offence for cultivating one or two plants also is a misdemeanor.

There is light. "Vermont will not legalize marijuana in 2017, but H.511 remains alive," Alternet.org noted. "It can and will be taken up by the legislature when it reconvenes next year, and Vermont could still end up being the first state to legalize marijuana legislatively. It's just not happening this year."





## California wants big insurance carriers to cover cannabis companies

SACRAMENTO, Calif.— California Board of Equalization member and State Treasurer candidate Fiona Ma is not the only high-ranking elected official in the state to advocate for opening normal business services to the cannabis industry. Insurance Commissioner Dave Jones is calling for major carriers to enter the market, something they have been reluctant to do. To that end, the commissioner is “holding a series of meetings aimed at educating major carriers and convincing them to start insuring the multibillion-dollar industry,” reported TheCannifornian.com.

“Jones said he’s been monitoring availability of insurance to the medical marijuana industry since he was sworn into office in 2011,” added the site. “Cannabis businesses have been getting coverage almost exclusively from the surplus line market, which includes carriers that are approved but not licensed by

the state to provide coverage for companies that have been turned down by major insurers. Those surplus line policies tend to be more expensive and have stricter requirements than licensed carriers, he said.”

Of course, it is no longer a question of whether cannabis businesses want coverage. They now will be required to carry it. “California regulators want all marijuana businesses to carry at least \$1 million of liability insurance if they aim to be eligible for a license to operate once the state starts handing them out Jan. 1,” noted TheCannifornian.com. The good news is that insurance products will be available, and judging by the number of insurance-product vendors at the recent NCIA show in Oakland, the marketplace should be quite competitive once it’s up and running. That’s good news for consumers.



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## G FARMALABS PARTNERS WITH TECH HOLDINGS

ANAHEIM, Calif., and NEW YORK — G FarmaLabs and Tech Holdings have entered into an exclusive licensing partnership that will enable the companies to expand G FarmaLabs' cannabis-infused products and delivery methods through Tech Holdings's patent-pending, fast-acting technology used in Quigley's, a liquid THC cannabis shot.

As part of the partnership, a variety of Quigley's branded products will be added to G FarmaLabs' product line in Q3 2017, with distribution to the 1,100+ dispensaries throughout California that carry G FarmaLabs products. It also will enable expansion into Washington State and other legal markets. G FarmaLabs will support the manufacturing, marketing, sales, and distribution of the Quigley's line of products; Tech Holdings will provide the technology to infuse select G FarmaLabs' products.

"We are thrilled to announce this exclusive licensing partnership," said G FarmaLabs founder Ata Gonzalez. "With our brand recognition, distribution reach, and presence throughout California, and Tech Holdings's state-of-the-art technology, it truly is a match made in heaven."

Tech Holdings founder Tony Alfieri commented, "The reaction to Quigley's and other products that are infused with Tech Holdings's signature technology has been overwhelmingly positive. We wanted to provide this at scale to the millions of consumers throughout the state of California and other legal markets in the United States, and we couldn't think of a better partner with whom to activate this than G FarmaLabs."

[GFarmaLabs.com](http://GFarmaLabs.com)

### NATIONAL ASSOCIATION OF CANNABIS BUSINESSES SEEKS TO ESTABLISH VOLUNTARY NATIONAL STANDARDS

**NEW YORK**— The cannabis industry's first self-regulatory organization (SRO), the National Association of Cannabis Businesses (NACB), has launched with a mission to support the compliance, transparency, and growth of cannabis businesses in the United States. Led by a team of government, legal, banking, and data security experts, the NACB will help member businesses establish voluntary national standards that address critical issues such as advertising and financial integrity. Founding members of the NACB include major industry operators from across the country: Buds & Roses, Cresco Labs, Etain, Green Dot Labs, Local Product of Colorado, Matrix NV, Mesa Organics, and others. A licensed owner of a cannabis dispensary, grower, or any other ancillary business may apply to become a member.

The NACB is led by President Andrew Kline, who served as an assistant U.S. attorney and a senior advisor to then-Senator Joseph Biden. Kline reports to NACB CEO Joshua Laterman, who began development of the NACB three years ago after a nearly twenty-year career as U.S. general counsel for global financial and investment institution Natixis and as general counsel for a portfolio company of Texas Pacific Group.

"As other industries have experienced with their SROs, establishing and committing to voluntary national standards will enable cannabis business owners to demonstrate impeccable business and compliance practices to consumers, regulators, banks, and investors," said Laterman.

Kline added, "To ensure the NACB achieves our mission, we will deliver best-in-class services to help the industry seize its full growth potential, including the development of national standards and access to a group of executives and advisors with deep experience across various highly regulated industries."

[NACB.com](http://NACB.com)



## B-Real, DNA Genetics, PRØHBTD Media plan digital-first reality series

**LOS ANGELES**— B-Real, DNA Genetics, and PRØHBTD MEDIA have joined forces to produce a new digital-first reality series aimed at cannabis enthusiasts: "Pimp My Grow."

Genetics and grow experts DNA Genetics will visit cannabis growers around the country and "pimp their grows." Whether the grower is setting up a personal medical garden or building out an industrial indoor operation, all want to harness DNA's expertise.

"We're psyched to meet with amateurs as well as experienced growers to help them grow the biggest, healthiest, and most special plants," said DNA's Don. "And we're going to bring along a few of our friends to help out," added DNA's Aaron.

B-Real commented, "I've seen a ton of good and bad growers and grows in this space. Nothing compares to the work the DNA guys do. They will literally pimp out some grows. This is going to be unreal and unprecedented."

Growers may submit a request to [PROHBTD.com/pimpmygrow](http://PROHBTD.com/pimpmygrow). "Viewers will experience the thrill of growing with some of the best technology available," said PRØHBTD Media's Drake Sutton-Shearer. "DNA and B-Real are experts in what they do, so it's a pleasure for us to help them show the world just what it takes to pimp out a grow."

[PROHBTD.com/pimpmygrow](http://PROHBTD.com/pimpmygrow)



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## ANTON KIMBALL DESIGN PRESENTS NEW WORK FOR CANNABIS INDUSTRY

**PORTLAND, Ore.**— Anton Kimball Design, which has created dynamic new brands, logotypes, and packaging for some of the largest cannabis producers and distributors, recently worked with Sonoma's CannaCraft distribution to recreate the company's Absolute Xtracts brand.

ABX products, sold at more than 1,000 California dispensaries, feature striking new Kimball-designed packages. Support designs include store advertising posters, retail point-of-purchase displays, merchandising, and decorative apparel. CannaCraft also will produce and distribute the high-end Clear Efex product, a new vaporizer extract brand developed by Kimball.

The studio also developed the new logotype and packaging for Humboldt's Finest, one of the premier producing groups in Northern California, as well as branding for the collective Infyniti Grown, including the creation of a custom, proprietary typeface designed by Kimball.

*KimballDesign.com*



*Tracy, Sophie, and Josh Ryan*

Photograph by Thomas O'Brien

## CURE Pharmaceutical, CannaKids, Technion-Israel collaborate on cancer research

**OXNARD, Calif.**— CURE Pharmaceutical and CannaKids have entered a strategic research collaboration with the Technion Research and Development Foundation, a wholly owned subsidiary of the Technion-Israel Institute of Technology, to research how cannabinoid compounds within various cannabis strains can be used to treat subtypes of cancer.

The results will be used to predict potentially effective matches between cancer subtypes and cannabis extracts in order to optimize treatment efficacy.

"It is with great pride that we announce this alignment between CannaKids, CURE, and Technion as we work toward ushering in a new line of cannabinoid therapies to the pharmaceutical marketplace for those suffering from both adult and pediatric cancers," said CannaKids Chief Executive Officer Tracy Ryan. "We are in a brave new world of plant-based cannabinoid medicines, and it is an honor to be working alongside such brilliant minds."

CURE CEO Rob Davidson commented, "In this work, the Technion team aims to clarify the antitumor effects of phytocannabinoids and terpenes on various cancer-driving mutations and pathways, as well as further elucidating the mechanism of the cannabinoid-mediated antitumor effects. This will allow not only the identification of new drug candidates, but also will create the ability to optimize cannabis treatment options for patients. Together, these options represent further efforts toward the creation of personalized medicine."

*CannaKids.org*



## TEMPLE EXTRACTS ULTRA-PURE CANNABIS OILS COMING TO PAX ERA PODS

**LOS ANGELES**— Temple Extracts has become a provider of Era Pods for PAX Labs's PAX Era. Temple is rolling out strain-specific sativa, indica and hybrid concentrate oils in PAX Era Pods to dispensaries throughout California.

"It's a perfect match for our extracts, and we're grateful for this opportunity," said Temple Extracts co-founder Michael Bardin. "We're truly excited for patients to experience our oils in such an advanced device."

PAX Era pairs with the PAX Vapor App to enable users to adjust the temperature control. Additionally, the Era can be remotely locked via the app (a safety feature designed to keep device usage out of the wrong hands) directly from a phone or tablet.

The introduction of the PAX Era Pods is another step in Temple's mission to high-quality products. "We created oil that is organic, sustainable, ultra-pure, and ultra-high-quality, because we believe what we put in our bodies matters," said Temple Extracts co-founder David St. Clair. "This allows us another way to deliver a superior vaping experience."

*TempleExtracts.com*





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## EVENTS CALENDAR



### AUGUST 2017 EVENT SCHEDULE

The following is a listing of select industry events taking place during August 2017.

#### CULTX: CANNABIS CULTIVATION EXCELLENCE JULY 31-AUGUST 2

*Venue TBD, San Francisco*

Where growers come together to discuss challenges focusing on four imperative verticals within the cultivation process: automation, cultivation environment, quality assurance, and regulations.

*CultivationCannabis.igpc.com*



#### INDO EXPO AUGUST 5-6

*Portland Expo Center, Portland, Oregon*

This full-spectrum business-to-business event showcases hundreds of cannabis companies, brands, and product lines representing equipment, lighting, nutrients, greenhouses, supplies, tools, and much more. *IndoExpo.com*

#### BIG INDUSTRY SHOW AUGUST 10-11

*Pier 94, New York City*

A wholesale business-to-business trade show for the smoke/vape industry hosted by the , the BIG Industry Trade Show is where business and buyers meet.

*BIGIndustryShow.com*

#### OREGON CANNABIS GROWERS' & CONSUMERS' FAIR AUGUST 12-13

*Oregon State Fairgrounds, Salem, Oregon*

Created in 2016, OCGCF is known for hosting the first-ever live cannabis plant competition in the area, attracting craft cannabis growers from all over Oregon.

*OregonCannabisGrowersFair.com*

#### THE 420 GAMES AUGUST 26

*Golden Gate Park, San Francisco*

The 420 Games is for anyone who wants to exercise, listen to some beats, learn about cannabis, and partake in one of the fastest-growing industries in the world. *420games.org*

#### STATE OF MARIJUANA AUGUST 26-27

*Cross Campus: Downtown Los Angeles*

Two days of workshops, presentations, keynote addresses, and networking with leading members of the cannabis industry. *StateOfMarijuana.com*

#### CANNABIS SCIENCE CONFERENCE AUGUST 28-30

*Oregon Convention Center, Portland, Oregon*

The world's largest cannabis science expo pulls together cannabis industry experts, instrument manufacturers, testing labs, research scientists, medical practitioners, policy makers, and interested novices.

*CannabisScienceConference.com*

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## DISPENSING MEDICINE WITH SAPIR BEHOR OF CCSC CLONEVILLE

**B**EFORE becoming a budtender at CCSC Cloneville in Studio City, California, in 2016, Sapir Behor taught hot flow yoga in Los Angeles. Behor, 22, didn't set out to become a budtender, but one thing led to another, and...

"I actually didn't go through any specific training before becoming a budtender," she said. "I used and shared all of my own knowledge and experiences with my patients to guide them on what method they would like to medicate."

CCSC Cloneville, the oldest Prop D-compliant dispensary in the San Fernando Valley, is unique in that it has its own clone room.

"The Cloneville Select genetics test high in THC and are highly sought-after by our patients," said Behor.

**“ CBD IS THE BIGGEST THING RIGHT NOW. PEOPLE ARE REALIZING THIS MIRACLE COMPOUND CAN STOP SPASMS, CALM ANXIETY, AND SOOTHE THOSE IN CHRONIC PAIN.”**

### HOBBIES

"I love going on hikes and creating adventures. I also have my own jewelry and crystal business. When not doing these things, I breed Panther chameleons."

### BREAKING THE ICE

"The first thing I say is, 'Welcome to our facility' and [then I] introduce them to our dispensary and nursery. Then I proceed to ask what they are medicating for and what their preference of medicating is."


### INVENTORY CONTROL

"We use Flowhub and have daily inventory counts, too."

### PRODUCT TESTING

"I personally try all of the products and also have a say in what we carry at the shop. I truly believe all budtenders should try all products for themselves so they can relate and understand the patient more when they are guiding them on choosing what method of medicating may work best."

### HOT CATEGORY

"CBD is the biggest thing right now. People are realizing this miracle compound can stop spasms, calm anxiety, and soothe those in chronic pain." 



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**L**OCATED in Elmwood Park, Illinois, FloraMedex has been dubbed, "Illinois's premiere medical marijuana dispensary." Once inside, the sobriquet rings true: The industrial loft-style, upscale urban architecture combined with an impressive group of medical professionals including doctors, nurses, pharmacists, hospice care, nursing home, and medical billing specialists, is a winning formula in a state still trying to find its footing when it comes to medical marijuana.

"The design aesthetics are unique in comparison to other shops in the industry," said Anthony Carpino, agent-in-charge and principal owner. "State officials, cultivators, and patients have routinely expressed their opinion that our facility is one the most unique and



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appealing environments in the industry."

Sales say as much. Revenue has increased by 8 percent per month since opening the dispensary opened in April 2016. However, growth in the industry will continue to be tied to patient enrollment within the state. Carpino, 41, said Illinois expects to double its patient count within the year, which should increase FloraMedex's incremental growth month to month. Sounds like a ripe opportunity for expansion.

"We're always open to new opportunities," Carpino said.

## DESIGN

"Our building was built during the Industrial Revolution," said Carpino. "It was originally used as a millwork, then as a tool and



dye shop, so the design focus was centered around a sense of history and Americana culture. Old buildings provide a sense of patriotism, feelings of warmth, and hominess, reminding us all of our history and heritage. So, I made the decision to utilize as much of the original materials as possible, including the 100-year-old wood materials. During construction, signage from the original building occupant, Acme Manufacturing Company, was uncovered. I instantly knew this should remain untouched and used as wall art in our lounge area. I also incorporated and repurposed the shelving and tool boxes from the building's second and longest occupant, Johnson Tool & Dye. These elements all add to the historic look and feel."

## VIBE

"Overall, I feel it captures the essence of the time. Our design is not only sustainable and environmentally friendly, but also creates an aesthetically pleasing and uniquely warm ambience," said Carpino.

## BUDTENDER REQUIREMENTS

"Our patient-care specialists go through sixteen hours of training prior to serving any patients," said Carpino. "Plus, they have eight hours of continuing education every quarter."

## INVENTORY MANAGEMENT

"We use Bio-Track as our inventory management system and point-of-sale software. Inventory audits are performed twice daily in conformance with the Illinois state law," said Carpino.



*Number of employees:*

8

*Patients per day:*

15-25

*Did you know?*

"Many potential patients in Illinois do not know the program exists, and many physicians are unwilling to certify patients for the program. The government and industry professionals need to escalate their efforts in educational outreach regarding the benefits of the program," said Carpino.

66

**OLD BUILDINGS PROVIDE A SENSE OF PATRIOTISM, FEELINGS OF WARMTH, AND HOMINESS, REMINDING US ALL OF OUR HISTORY AND HERITAGE. SO, I MADE THE DECISION TO UTILIZE AS MUCH OF THE ORIGINAL MATERIALS AS POSSIBLE. DURING CONSTRUCTION, SIGNAGE FROM THE ORIGINAL BUILDING OCCUPANT WAS UNCOVERED. I INSTANTLY KNEW THIS SHOULD REMAIN UNTOUCHED AND USED AS WALL ART IN OUR LOUNGE AREA.**

—Anthony Carpino, principal owner

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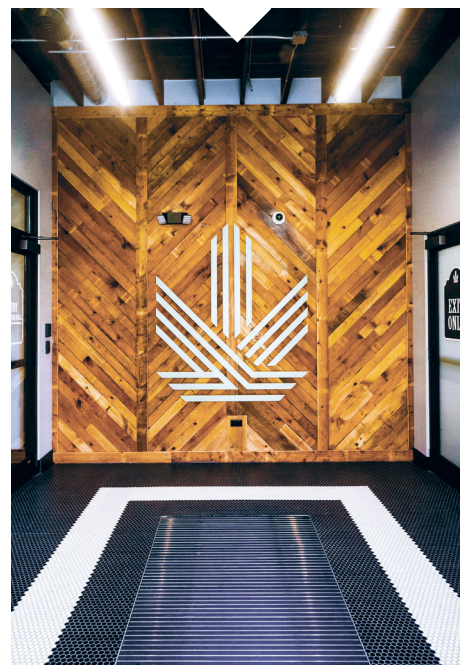
## MOTTO

"As Dr. Andrew Weil said, 'You can't afford to get sick, and you can't depend on the present healthcare system to keep you well. It's up to you to protect and maintain your body's innate capacity for health and healing by making the right choices in how you live.'"

## CLIENTELE

"Women between the ages of 40 and 60," said Carpino. "The majority are afflicted by fibromyalgia, rheumatoid arthritis, and varying forms of cancer." 🗣️

—Rob Hill







# Tender Thoughts

BY FARRELL TIMLAKE

**S**URE, budtenders stand at your weed store counter, but they stand for a lot more. Budtenders stand up for strains they love. They stand in the shoes of the producers who want their flower, oils, edibles, or whatever else to sell. They stand for their employer: The shop will be judged by their credibility, integrity, friendliness, dress, and demeanor.

Budtenders stand tall on the front line of liability, defending what could be prosecuted as a federal crime. If the Justice Department comes down on the industry, budtenders would be the easiest to arrest. So, next time you see a budtender standing around...it isn't for nothing.

That budtender stands for something.

Budtenders must be savvy if they stand a chance of surviving in an industry that sometimes isn't understood and of which some may disapprove. The average budtender working in a recreational store or medical dispensary must possess an encyclopedic breadth of knowledge about strains and genetics in order to characterize a Northern Lights crossed with that Oaxacan landrace sativa. They must speak as an authority on distillation, cultivation, organic gardening, nutrients, pesticides, molds, parasites, curing, nitrogen packaging, product marketing, hydroponics versus rockwool versus soil, sun versus halogen versus LED. They must know whether the kitchen that processed a given edible also processed peanuts.

Oh, yeah—they'd best know whether that edible is vegan. The last thing anyone wants to do is piss off a vegan.

Budtenders field questions from people with serious medical conditions, but they can't give any sort of medical advice. They can, however, act as advocates, directing people to medical professionals in hope of helping someone in dire need. In that respect, they play a crucial role in someone's quality of life. The burden weighs heavily, daily, and should never be taken lightly.

Your friendly neighborhood budtender sometimes also plays the role of a classic bartender—the one who knows every patron's name. Customers want someone who knows their “go-to” strains or can provide a great recommendation suited to surviving a visit from out-of-town in-laws, breaking up with a boyfriend or girlfriend, going to church...you name it.

The insight the average budtender possesses about products, what moves and what sits too long on the shelf, offers an invaluable resource for producers and vendors. A vendor day, when a producer shows up to hype his or her products, should be a chance to educate, hear critical feedback, and generally build a relationship. All too often there is scant interaction beyond perhaps handing out some logo shwag and hoping the budtenders will recommend their products blindly.

The disparity probably arises from an unfortunate perception. Many vendors seem to think the average budtender is not much more than the hired help, the lowest rung on the ladder of marijuana business success. However, no one plays a more critical role in connecting consumers to brands or strains.

Hopefully, standing in a budtender's shoes for a few minutes will be the first step on the path to success. *mg*



*A vendor-processor involved in Co2 extraction, processing, sales and marketing for cannabis-retail in Washington State, Farrell Timlake also consults on apps focusing on the marijuana social culture. His thorough knowledge of the industry encompasses the viewpoints of wholesalers, retailers, and consumers.*



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# Extraction in the Garden of Eden Labs

A PIONEER IN THE DEVELOPMENT OF SUPERCRITICAL CARBON DIOXIDE EXTRACTION DEVICES LOOKS FORWARD TO THE GOLDEN AGE OF CANNABIS EXTRACTION.

IT IS safe to say the cannabis industry would look very different today had there never been an Eden Labs. The Seattle-based manufacturer of extraction equipment harkens back to 1996, when founder Fritz Chess, a former science writer living in Ohio, built Coldfinger™, a tabletop distillation device, reportedly the first piece of extraction equipment advertised in *High Times*. In the intervening years, the company, led by Chief Executive Officer AC Braddock, has remained a leader in the development and manufacturing of high-quality extraction machines—including the introduction of supercritical carbon dioxide extraction devices—in a market growing exponentially and becoming more competitive by the hour.

These days, the company still sells Coldfinger but has added a slew of CO2 extraction machines of various capacities. “We make custom compressed gas and ethanol systems based on a client’s design or a design we engineer based on product development and the system

needed to create that product,” said Braddock. “We often have five-liter or twenty-liter supercritical fluid extraction (SCFE) systems ready go. The new FX2 20L design is the best seller now that people are understanding how fast it is, but the 2X 20L is beginning to eclipse it as our clients expand and the industry matures.”

While Eden Labs had no competition until the last few years, there are now over a dozen extraction companies to contend with, but Eden Labs has, over time, developed a reputation “for having exceptional customer service as well as the fastest, most reliable supercritical CO2 systems on the market,” said Braddock. “It’s a direct culmination of twenty-two years of innovation and our team, who are experienced, creative, and driven. Our goal is to build successful long-term relationships so we can scale our clients’ production needs and improve their bottom lines. We have proven this repeatedly by minimizing down times, improving yields, and reducing extraction times.”



Indeed, an ever-demanding industry seeking new markets for new products has magnified the demand for quality and durability Eden helped create in the early 1990s. “This is exciting and extremely fulfilling work,” said Braddock. “We have a dedicated [research and development] team who continue to develop systems that will be required in three to five years in extraction technology.”

## DEMAND

Hash oil used to be a novelty item, but in 2009 Braddock realized the industry eventually would primarily be concentrates, and that concentrates would grow the industry by enabling it to legislate and legalize on medical applications. So, while Eden makes a variety of systems using multiple solvents, Braddock decided to market only CO<sub>2</sub> and ethanol systems to the emerging cannabis industry.

“This gave the industry a clear, safe path and greater marketability,” she said. “Now we have twenty-nine legal states, all legal on a medical platform. It is very difficult to argue against a pure, safe extraction methodology that promotes health and wellbeing, and no one wants to provide a smoke-able medical solution to a child or the very ill. This will continue to be the case and could and should change our medical system by providing plant-based medicines that are affordable, pure, and through strain selection and separation are geared to specific receptors in our endocannabinoid systems. The concentrates market is just beginning, and the vast majority of the market will quickly become women and people over 50, instead of the traditional focus on males under 35.”

If there is a trend in extraction methodology, added Braddock, it is toward purity. “CO<sub>2</sub> is the obvious answer, because the end-product



AC Braddock, CEO

is solvent-free and the process is safe and scalable to extract tonnage a day,” she explained. “However, ethanol is once again gaining ground and is excellent for topicals, edibles, and medicinal applications. Basically, any extraction or concentration methodology that is viewed as pure and solvent-free is gaining ground. On a cottage industry level, bubble hash, rosin, etc., are very popular, but are not scalable for commercial production. We are trying to drive connoisseur markets that reflect the wave in *every* market for organic, pure, sustainable products for human consumption.”

## QUALITY

As demand for purity and quality increases, is the industry up to the producing the supply?

“Many brilliant extraction artists are maximizing current technology to produce new and/or higher quality products,” opined Braddock. She nonetheless cautioned, “There is a trend to bring PhDs and degreed chemists into the industry. What we like to see are companies that utilize the experience and knowledge of extraction artisans who have been doing this for years with a newbie to cannabis who brings a different skillset from a traditional chemistry background. The combination is extremely beneficial to the company and to the two extraction techs. Everyone wins.”

## MISCONCEPTIONS

When asked about the biggest misconceptions surrounding extraction, Braddock replied without hesitation, “Yields. This is always the first question with any industry: ‘What will the system yield?’ The system doesn’t exclusively determine the yield; the plant material,



6000L 3x2000L CO<sub>2</sub> Hop extraction plant located in Yakima, Washington



**“BASICALLY, ANY EXTRACTION OR CONCENTRATION METHODOLOGY THAT IS VIEWED AS PURE AND SOLVENT-FREE IS GAINING GROUND.”**

—AC Braddock



5L Hi-Flo 2K PSI

product desired, and the related extraction parameters are important in determining yield. For instance, [considerations include] the difference in extracting trim, trim and bud, bud and kief, etc., and how the plant material was cured and stored. Some clients grind up the entire plant; some only use high-quality trim and buds.

“The other component is the system,” she continued. “Is it optimized for a heavily resinous material? What is the solvent throughput, meaning how much solvent is pushed through the plant material? This last piece is the difference between an Eden system and other systems new to the market or systems that were designed for less-resinous material. The Eden systems have been developed for high throughput of resinous material.

“Basically,” she concluded, “their first question is, ‘What yield will the system produce?’ And our first question is, ‘What is the product you are trying to produce?’ From there, we can determine what the client needs and what outcome can be expected.”

In fact, the need to educate potential customers has become a routine part of business. “Most prospective clients know little about extraction systems, and their financiers know less,” said Braddock. “This is fine. Why should they be experts? We offer the expertise.

“But some amount of research of company reputation, longevity,


system configuration, and scalability is essential,” she added. “Understanding their own business model and extrapolating the bottom line of COGS is crucial. A system may cost \$20,000 or more than another, but that could be made up in a matter of a day with the correct system. The main question that concerns us is simply knowing how much plant material they want to extract in a given time frame. Then, it comes down to choosing the right extractor. Of course, there are many other questions regarding facility requirements, budgeting long-term regarding financing issues for growth, regulatory issues, etc.”

Those decisions aside, Braddock said she has seen certain recurring traits among the company’s more successful clients. “They have well-thought-out three- to five-year business plans,” she said. “They already have some understanding of the industry and its challenges and are open to collaboration. They recognize our expertise is of great value to their success.”

### THE GOLDEN AGE

In terms of market expansion and product innovation, the best is yet to come for Eden Labs and the extraction community in general. “We have new products coming online this year, and we have expanded into other countries,” said Braddock. “The FX2 supercritical system is newly released, and our Coldfinger Distillers have also been reinvented. This is in time for the growing interest in ethanol distillation and environmental remediation. For instance, you can use our distiller as a bio-digester to create methane gas, which is the primary component of natural gas, or you can extract with ethanol, take the waste material, ferment it, and create more ethanol...a complete, closed cycle. That is exciting and totally in line with our mission, and the industry’s social concerns, as well as [the concerns of] many other industries.

“Currently, the consumer market is still in the ‘bathtub gin’ phase of Prohibition,” she added. “High levels of THC are currently in demand, but this is not the market that is coming. As we understand more about the endocannabinoid system, the effects of terpenes, and individual cannabinoids, we will then begin to truly create products geared to every person on the planet, depending on their individual needs. This will also give the industry intellectual property opportunities in creating products for specific applications and tastes. As cannabis products become more normalized and people begin to see just how beneficial this plant is, we can then truly move to the Golden Age of extraction, where we create products for the health and wellbeing of consumers.

“We have an opportunity here to change human consumables in general,” she concluded. “We want to create corporate social responsibility companies that change other industries. We should be the example that drives what is important to the founders of this industry: social responsibility.” 

—Tom Hymes





*Heat breaking  
the bank?*

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# Keeping Your Brand Vision Creative (and Healthy)

THE HYBRID CREATIVE SEES ITSELF AS A “BRAND THERAPIST” OUT TO CURE MARKETPLACE BLUES THROUGH “BUSINESS SOUL-SEARCHING.”

**I**N 2015, when ZDCA Design & Consulting finished its branding and packaging designs for the hydroponic and nutrients company Cutting Edge Solutions, one of the company’s other prominent clients asked, “Are we with a weed agency?”

The question, along with an expanding list of other cannabis-related brands, inspired the birth of Santa Rosa, California-based The Hybrid Creative. The ZDCA subsidiary concentrates on medical marijuana, hydroponics, and cannabis companies. “The creation of our cannabis-specific subsidiary allowed ZDCA to fully focus on sustainable enterprises, e-commerce, and renewable energy clientele,” said Laurel Gregory, creative director for The Hybrid Creative.

In less than two years, The Hybrid Creative has become the preminent Northern California design and web development agency. Clients include Care by Design, Absolute Xtracts, Bhang, CannaCraft, Nanolux, The Emerald Cup, and Flourish Farms. The agency started with a team of two and grew to a staff of twelve with an active network of more than thirty creative as-

sociates. To accomplish branding, graphic design, marketing, and web design, the company employs a team that understands technology.

“Our adroit team of master programmers and developers are well-positioned to elevate the tech side of the industry,” said Gregory. “We love building apps and custom tools, especially when we get to explore ideas and strategize solutions with visionaries.”

In March, for the fourth consecutive year, Hybrid won the North Bay Bohemian award for Best Digital Creative Services. Chief Executive Officer Zack Darling and President and Chief Technology Officer Kate Schneider often speak on trade-show panels. Ultimately, Hybrid sees itself as an ally to its clients, often referring to itself as a “brand therapist,” “brand evolutionist,” or “brand strategist.”

“It is our goal to live and breathe elevated results,” noted Gregory.

From the early days of ZDCA, Gregory knew that when it comes to branding, many companies put the cart before the horse.



[WWW.DUNLEVIE.CO](http://WWW.DUNLEVIE.CO)







*The Hybrid Creative's brand strategy approach derives inspiration from noted spiritualist Don Miguel Ruiz.*

.....

**BE IMPECCABLE WITH YOUR WORD.** BE HONEST. COME TO THE MARKETPLACE WITH INTEGRITY. CLIENT LOYALTY IS BORN FROM AUTHENTICITY.

**DON'T TAKE ANYTHING PERSONALLY.** THERE MAY BE BIGGER BRANDS. THERE MAY BE MORE SUCCESSFUL COMPANIES.

**DON'T TRY TO BE EVERYTHING TO EVERYONE.**

**DON'T MAKE ASSUMPTIONS.** DO THE RESEARCH AND HEAVY LIFTING NEEDED TO UNCOVER THE INFORMATION YOU NEED. USE THAT RESEARCH TO MAKE EDUCATED DECISIONS AND PLANT YOUR BRAND ON SOLID GROUND TO BUILD A STRONG FOUNDATION.

**ALWAYS DO YOUR BEST.** FOLLOW THROUGH ON YOUR BRAND PROMISE AND REGULARLY CHECK ACTIONS AGAINST CORE VALUES. FOCUS ON WHAT YOU DO BEST AND DO IT WELL.

*TheHybridCreative.com*

**"THE FIRST FEW THINGS WE ASK OUR CLIENTS ARE 'WHY DO YOU DO WHAT YOU DO?' 'WHY DO YOU MAKE WHAT YOU MAKE?' 'WHAT DO YOU WANT PEOPLE TO FEEL WHEN THEY EXPERIENCE YOUR PRODUCT?' 'WHO STANDS TO BENEFIT FROM WHAT YOU ARE CREATING?'"**

—Laurel Gregory, creative director for The Hybrid Creative



Most companies focus on a logo design first, which Gregory said is like trying to construct an empire on hollow ground. "We have found that the way to create a successful company is to start with the heart of the company," she said. "Build a clear foundation by establishing your core values and defining the things that make your company truly unique. From this authentic source, we can work outward and build a sustainable and lasting brand."

Gregory begins a relationship by asking a few simple-but-important questions: "Why do you do what you do?" "Why do you make what you make?" "What do you want people to feel when they experience your product?" "Who stands to benefit from what you are creating?" Gregory calls the grilling "business soul-searching."

However, one size does not fit all. For instance, edibles attract first-time users and more female consumers than concentrates and oils. "The age range and income demographic shifts slightly as well, which we also keep in mind as we approach messaging and the overall company trade-dress," she noted. Gregory said she believes the market is a blank canvas right now, and Hybrid a vessel helping to create and paint the environment.

"We are committed to using our experience and perspective to not only craft a brand's look from top to bottom, but also to help these new businesses thrive," she said. "We have been part of the birth and growth of some of the key players in [northern California]. What an exciting time." — Rob Hill



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# Precisely Right

PRECISION EXTRACTION SOLUTIONS CO-FOUNDER NICK TENNANT ON THE MOST COMMON MISTAKES COMPANIES MAKE WHEN STARTING AN EXTRACTION LAB, THE WHOPPING PROFIT MARGINS TO BE HAD, AND THE PROS AND CONS OF EXTRACTING WITH LIGHT HYDROCARBON, ETHANOL, AND CO<sub>2</sub> SUPERCRITICAL.



*Nick Tennant, co-founder*

**B**USINESS IS GOOD at Precision Extraction Solutions. As a whole, the extraction sector is booming, and gross margins are impressive. Precision has received more “extract awards” than any other company in the field. Though co-founder Nick Tennant describes Precision as “an extraction equipment company,” the business doesn’t sell only hardware: It’s a fully compliant, turn-key professional services firm that does everything from installation and lab buildout to tech support and training.

Precision’s best-selling machine, PX1 The Judge can process up to five pounds of material per run with an average fifty-five-minute recovery time. Tennant said the PX1 is ideal for mid-level commercial production and craft applications. It utilizes hydrocarbon solvents, the most efficient commercial method for extracting oil from hemp and cannabis plants. In fact, hydrocarbon extraction is a U.S. Food and Drug Administration-approved method of extracting botanical oils.

In short, Precision’s extraction systems are “certified in all regulated jurisdictions for safe, effective operation and the production of superior concentrates,” Tennant said.

## EXTRACTION IS BOOMING WITH 90-PERCENT GROWTH. HOW’S BUSINESS AT PRECISION?

**Nick Tennant:** 2016 marked robust growth of the company’s extraction equipment and professional service business. Precision is continuing this trend in 2017, and we anticipate well exceeding the growth rate for the extraction industry as a whole.

## HOW COMPETITIVE IS THE SECTOR?

Extraction and concentrate products continue to dominate consumer market demand. As new geographic regions continually open

themselves up to extraction, more and more businesses are entering the space. There’s abundant opportunity for new entrants in the extraction market, and many savvy entrepreneurs are capitalizing on the rapidly growing extract industry.

## PRECISION OFFERS MANY DIFFERENT SERVICES. DO YOU CONSIDER PRECISION A HARDWARE COMPANY OR A CONSULTING COMPANY?

Precision is an extraction equipment company that provides professional services including training and industry consulting. In addition to equipment, many of our customers, and particularly new extraction businesses, require a variety of specialized services that may include a mix of site planning, training, workflow, and efficiencies consulting.

## WHEN IT COMES TO STARTING AN EXTRACTION LAB, WHAT ARE SOME OF THE COMMON MISTAKES PEOPLE MAKE?

The most common mistakes are lack of planning for production requirements, regulatory compliance, and staffing needs.

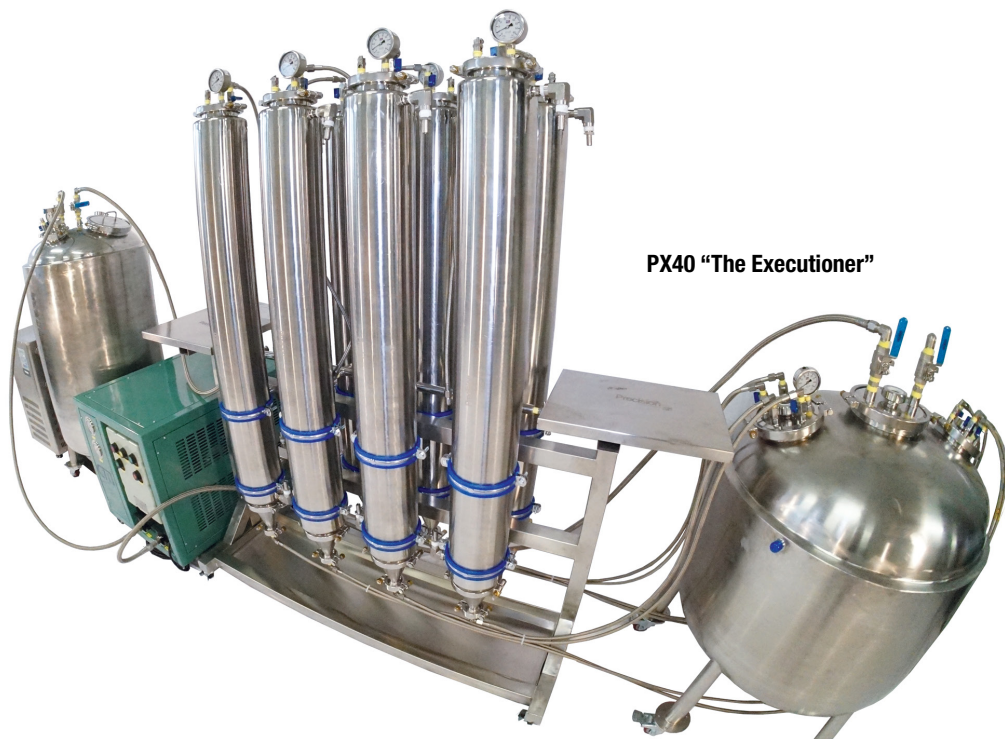
## WHAT IS THE AVERAGE START-UP COST FOR AN EXTRACTION LAB?

For a standard 2,000-square-foot extraction lab, the cost of the primary extraction equipment is approximately \$100,000. To produce distillate and other specialty products requires additional equipment, all of which Precision supplies, in addition to professional training for the same.

Cost of property, buildout, peripheral lab items, marketing, packaging, and staffing are, of course, dependent on the unique attributes of particular businesses. A small commercial producer of raw oil may



**“THE MOST COMMON MISTAKES PEOPLE MAKE WHEN STARTING AN EXTRACTION LAB ARE LACK OF PLANNING WHEN IT COMES TO PRODUCTION REQUIREMENTS, REGULATORY COMPLIANCE, AND STAFFING NEEDS.”**



PX40 “The Executioner”



### *Did you know?*

For a standard 2,000-square-foot extraction lab, the cost of the primary extraction equipment is approximately \$100,000; gross margins are in the 100-percent to 300-percent range.

start up for a few hundred thousand dollars, while a large industrial-size operation may run into the millions.

### **HOW LONG DOES RETURN ON INVESTMENT TYPICALLY TAKE?**

If done right, return on investment may occur in a matter of a few months.


### **WHAT IS THE SUCCESS/FAILURE RATE?**

For companies that build a team of competent industry professionals with the requisite know-how, planning, and execution, success is virtually inevitable. However, the businesses that don't plan, staff, and execute properly are more susceptible to the pitfalls of any competitive marketplace, including the cannabis extraction industry.



### **WHAT WOULD A TYPICAL PROFIT MARGIN BE FOR A SUCCESSFUL LAB?**

Depending on cost of input material and wholesale price of extract, gross margins are currently in the 100-percent to 300-percent range, with the higher percentage attributed to specialty products such as distillate. A typical 2,000-square-foot lab has approximately seven full-time employees.

### **WHAT'S THE FIRST THING YOU ASK A NEW CLIENT?**

We always like to know the location of the prospective lab, as regulations differ based on jurisdiction.  — Rob Hill

## **THE PROS AND CONS OF EXTRACTION:** *Light Hydrocarbon, CO<sub>2</sub> Supercritical, and Ethanol.*

METHOD	PROS	CONS
 HYDROCARBON	The most efficient extraction method. ..... Quick/high Throughput. ..... Low equipment/startup cost. ..... Extremely high output quality. ..... High market share.	..... Regulated; volatile solvents. .....
 CO <sub>2</sub> SUPERCritical	..... Can be automated. .....	High cost. Inefficient; slow processing time. ..... Regulated; extremely high pressures. ..... Low market share.
 ETHANOL	..... Effective as secondary solvent. .....	Low product output quality. ..... Polar solvent binds to undesirable plant components.








# Dreams of the Himalayas

FRENCHY CANNOLI HAS A LOT MORE TO TEACH THE INDUSTRY THAN HOW TO MAKE TRADITIONAL PRESSED HASHISH.

BY TOM HYMES



**O**N A RECENT SUNDAY near downtown Los Angeles, twenty or so sundry individuals gathered in a nondescript hydroponics shop at 9 a.m. to watch a wiry, 60-year-old Frenchman present a comprehensive workshop and demonstration called “The Lost Art of the Hashishin.” The teacher was Frenchy Cannoli, the celebrated craftsman who makes hashish in almost the same dry-sieving tradition used for generations in the ancient producing countries of Lebanon, Libya, Morocco, Afghanistan, and Pakistan.

“The handicap with dry-sieving is that the trim is brittle,” he explained to the class in a thick French accent. “When you use water, you hydrate the trim so that it becomes supple again. The only evolution in the methodology of sieving resin, the only step forward, is using water.”

The student’s faces beamed. They felt privileged to be there, even if only some of them will use the expertise the master imparted. According to Frenchy, less than 1 percent of the 600 or so people who have taken his class have gone on to “show what they learned at a high level. For some, it’s enough to have the knowledge.”

Undeterred, over the next eight hours Frenchy tirelessly engaged the class in a lived-and-learned history of the information not found in books or taught in



schools. Even during the lunch break, Frenchy continued to engage his new students, who crowded around him like eager fans, peppering him with respectful questions about hash-making; the demonstration would culminate later with tastings from Frenchy's classic hookah.

Assisting in the demo was Lena, Frenchy's young student from Los Angeles. His wife, Kimberly, checked in people and performed catering duties. The two live in the Bay Area and have one grown daughter. "Kimberly is the brain behind me," said Frenchy. "I met her in 1980 in Nepal. We have done a lot together in those producing countries. Yes, we have done a lot together."

## WANDERLUST

Like a play, Frenchy's life has unfolded in three acts. The first was Wanderlust. Born in the south of France to a peripatetic father and typical "after the war, south of France" mother, he spent his early years in Africa. Then, from age 7 to 12, he lived on the coast in Brittany "in the middle of nowhere," before finishing his teenage years in France.

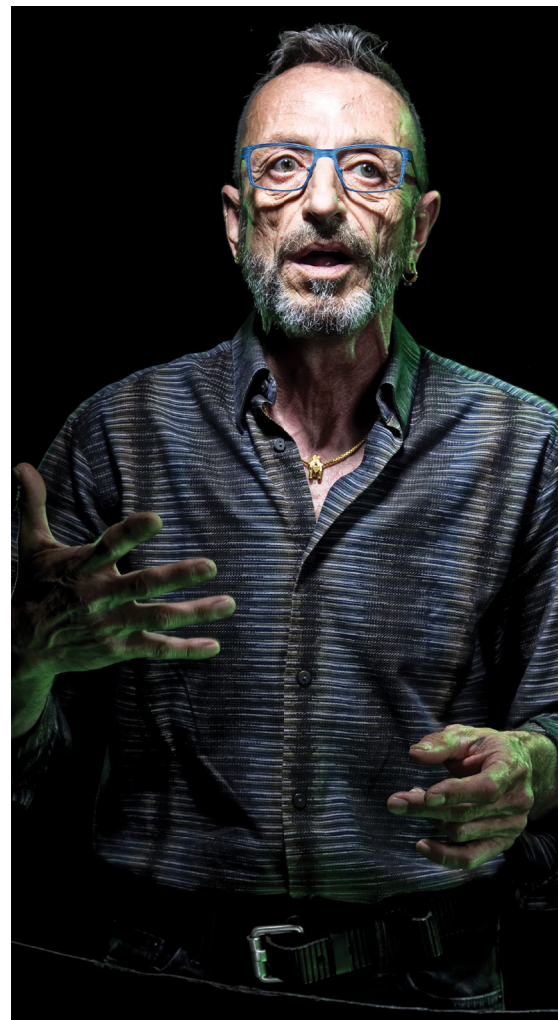
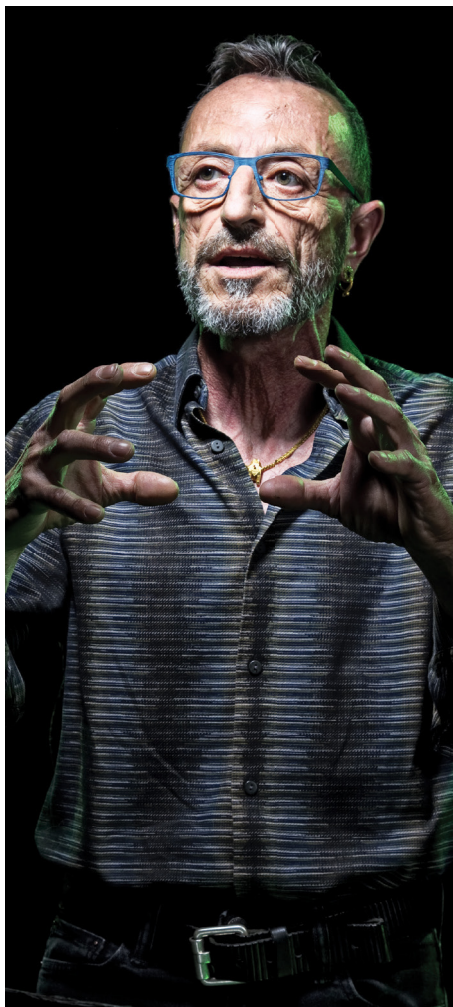
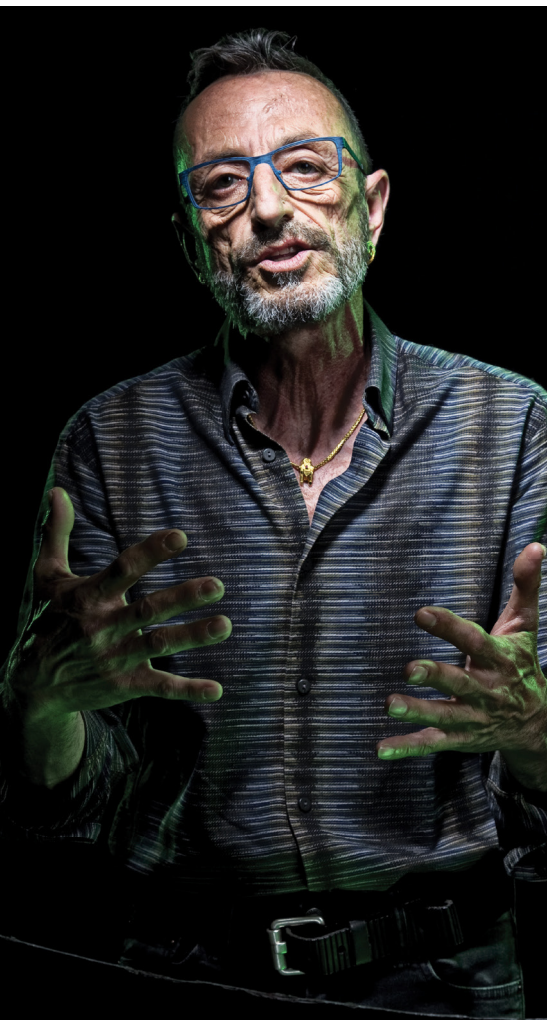
"I left when I was 18," he said, laughing, "and I didn't stop for twenty years." Propelling him: a lust for adventure and knowledge.

"All my life, I've been into traveling and reading. When I started to smoke, I had all the tastes and smells of the Thousand and One Nights stories, Marco Polo, and all those Persian, crazy, amazing adventures." The other bug that had him in its grip was hashish.

"For you, cannabis is a flower; for us, it's only the resin," he said as a way of explaining the heritage of the hash culture in which he grew up. "My best friends were Persian, Moroccan, and Lebanese. They had stuff in their family that was not for sale. It taught me what quality is, and they taught me about resin and how to press."

When he started traveling, his goal became finding the highest-quality resin in places where "you cannot buy that quality." Of the years in self-imposed exile, he wrote on his website, "Traveling to distant places in the late 1970s and throughout the 1980s, visiting historical ruins and museums, learning traditions and sharing the local life, always seeking new experiences, feeding on the newness each culture presented was all I had dreamt about as a child and then some. My travels brought me to different producing countries, where I did most of my studies on cannabis resin with local hashishins who had been practicing their art for generations.

"I realize today how much trust and respect was given to the clueless-but-eager youth I was," he continued. "I shared the life of local



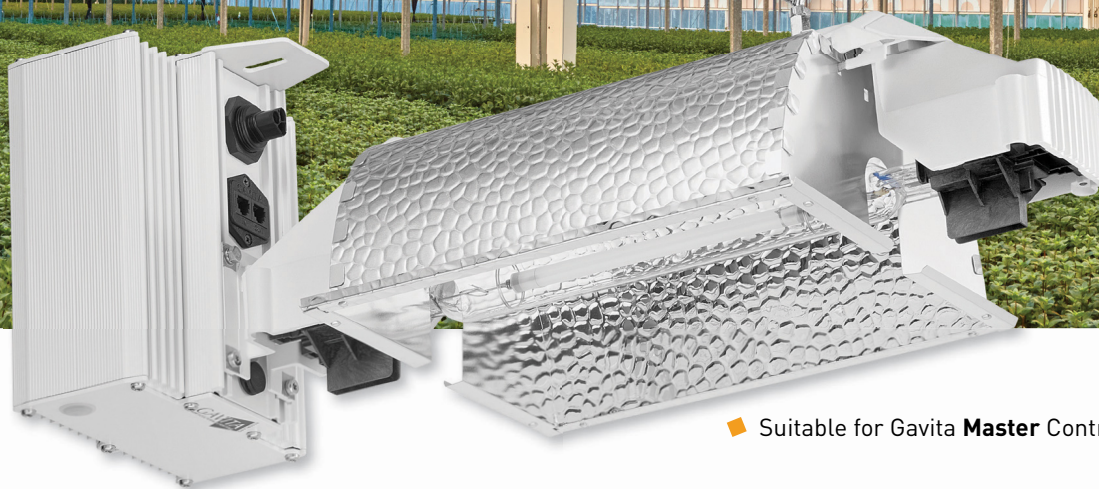


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farmers from North Africa to the feet of the Himalayas in India and Nepal with only my passion for cannabis resin to open doors.

“A long time later, after a series of extended adventures in Japan and Thailand as a designer, I finally settled down in California, a coincidence that was to redefine my life.”

## ACT II

If movement defined the first act of his life, stasis defined the second. “When I came to the States, I didn’t move for twenty years,” he said. He and Kimberly had a daughter and raised her. “I was a restaurant manager, and I almost bought a restaurant. I was this close.” Cut off from the world he had known, hash-making was a dream of the past. But some dreams never die. Six years ago, their daughter came of age and old feelings that had lain dormant rekindled like a long-lost love.

“You have no idea,” he recalled. “For twenty-five years, every season I would dream of being in the Himalayas. It was bad, but my daughter compensated for everything.” Now the pathway was clear, but in the interim years he had picked up new habits—specifically, flower.

## THE PHOENIX RISES

Financial considerations provided the first excuse to get back into cannabis. “I wanted to be able to grow for myself because I smoke a lot, and it was expensive,” said Frenchy. “I got a [doctor’s] card so that I could check some collectives.

“Then I grew my first harvest,” he added. “When I started to trim my flower closer, that’s when I made my first hash. Then I brought a chunk of it to a dispensary I liked, and the guy freaked out. He didn’t believe it was hash and not an extract. That’s when I started to realize.”

Lessons from the old days returned. “From everything I’ve learned over the years, the value of your resin is not because you made it, but where it comes from.” Cannabis culture in the States was profoundly different from that of his youth. “When I came to California, instead of it being the place where the cannabis grows and genetics was just local, on top of the terroir [completely natural environment], I had the genetics worked by the farmer. It became something more than just the wild plant in the mountains of India, Pakistan, and Afghanistan.”

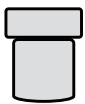
Frenchy’s new direction required a complete reengagement with





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the plant. “I knew nothing about flower,” he said. “I knew the tool but not the product. Learning about the product gets you to the master level, and learning all the science behind the resin changed my game. Learning that the resin head was like a fruit was a gamechanger for me, big time. I learned so much that I realized I know nothing.”

In fact, the more he learned, the more driven he became. He traveled to the Emerald Cup to meet some farmers. “I hooked up with a guy who actually had won the Emerald Cup: Leo Stone from Aficionado,” Frenchy said. The rest is history. Frenchy and Aficionado have become inextricably connected even though they are ostensibly independent entities.

“I wanted a relation with him like a winemaker with a vineyard,” said Frenchy. “At the beginning, my name wasn’t supposed to be on the package. It was supposed to be Aficionado by Frenchy. But Leo didn’t want people to confuse the hash with the genetics, so he made it Frenchy Cannoli.

“Up until now, the hash promoted the genetics,” he continued. “But a year or so ago, when legalization was in the future, we started

to show packaged finished product.” Now those products are in demand, with a waiting list of shops eager to carry Frenchy’s hashish.

That was not always the case. “Six years ago, nobody wanted my pressed hash, but I would never sell pressed resin,” said Frenchy. “In six years, I became who I am because I went to every event in the 215 Section and I smoked people out and I gave hashish to everyone who wanted to try it.”

Now he is famous, but controversy remains percolating below the surface. “They don’t make hash here,” he explained. “They collect resin, they sell loose resin head, but they don’t make hashish. Hashish is resin that has been sieved and pressed with the source of it. That’s hashish. It’s sieved, not extracted. It is the full resin head intact that is pressed with the source of it and becomes a mass of resin. That mass of resin is named hashish.”

Of the competing methods, he said, “When you reject tradition without checking the science behind it and put new tech on the market without checking the science behind it, it doesn’t fly. That’s not progressing. It’s going backward.”



# ||||| *The Agitator* |||||

By a Hashishin for Hashishins.

## What

A food-grade, stainless-steel agitation system engineered and manufactured by Delta Separations in collaboration with the Frenchy Cannoli brand, The Agitator is the next wave in trichome harvesting technology for making traditional hashish, hashish rosin, and other high-quality hashish products.

## Why

Frenchy designed the system to optimize the agitation process by utilizing two principal components: cold water (by employing a cooling jacket) and counter-current vortex agitation.

## Result

When plant material is added to the very cold water, the trichomes harden and become brittle. The agitation magic happens due to the basin’s unique wall shape and the smooth curves of the user-controlled rotation plate. As the rotating plate spins bidirectionally, two counter-flowing water currents collide, creating powerful turbulence. The rolling effect of the turbulence gently removes the hardened resin heads from their stalks, yielding the much cleaner and highly desired end-product. Unlike traditional ice-and-paddle methods, cold water agitation is a much gentler approach to trichome separation, reducing plant maceration and undesired particulates generally produced when hard objects smash into each other.

## Mechanicals

### WIA 30 (Water Ice Agitator)

#### Specifications:

Footprint: 32" x 28"

Height: 56"

Electrical: UL Listed

120v- 20amp- Single Phase Engineer Peer

Reviewed: California

Regulatory Compliance Electronic System UL

Listed Engineer Peer Reviewed: California

Capacity and Production Specs: 25 gal capacity

8lb. botanical material capacity

Pricing: \$25,000 plus tax

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# The Qualities of Resin

FRENCHY CANNOLI HAS CREATED A RESIN QUALITY SCORING SHEET, AVAILABLE ON [FRENCHYCANNOLI.COM](http://FRENCHYCANNOLI.COM), THAT ALLOWS PEOPLE TO EVALUATE THE QUALITY OF THEIR RESIN USING THE FOLLOWING CRITERIA:

Resin Quality Scoring Sheet								
Strain Name: Example Perfect	Score						Weighted Value	Score
	Not present	Little or no evidence	Moderate evidence	Value is obvious	Value is pronounced	Optimum		
Category	0	1	2	3	4	5		
Melt						5	10	5 x 10 = 50
Stability						5	2	5 x 2 = 10
Appearance						5	2	5 x 2 = 10
Bouquet / Aroma (Nose)						5	2	5 x 2 = 10
Taste						5	2	5 x 2 = 10
Smoothness						5	2	5 x 2 = 10
Body						5	2	5 x 2 = 10
Complexity / Balance						5	2	5 x 2 = 10
Intensity / Duration						5	2	5 x 2 = 10
Overall Pleasure/Uniqueness						5	2	5 x 2 = 10
Lab tests								
Cannabinoids - Quantity						5	4	5 x 4 = 20
Cannabinoids - Spectrum						5	4	5 x 4 = 20
Terpenes Content						5	4	5 x 4 = 20
Total Score								200

- THE MELT**, or amount of resin formed in the trichomes.
- STABILITY** of the resin, which indicates good drying methodology.
- THE APPEARANCE** of resin, which varies wildly from loose trichomes to pressed hashish and is therefore difficult to judge without manipulation.
- THE BOUQUET** or aroma ("nose") expressed by the resin. The olfactory essence of the experience indicates the richness of the resin's natural expression.
- THE TASTE**, which forms an integral part of the experience and often is aligned with personal preference.
- THE SMOOTHNESS** of the smoke during inhalation.
- THE BODY**, a term describing the sensation of fullness in the mouth, beyond the initial smoothness, as the taste buds explore the complexity of the smoke and the terpene profile.
- THE COMPLEXITY** of a smoke, which is associated with quality but also with the effect accompanying the experience of smoking. The more complex the smoke, the more intense the overall effect.
- THE BALANCE**, which expresses the finesse, elegance, and perfect harmony of all elements in the smoke.
- INTENSITY/DURATION**, indicating the intensity of the flavors and how long they linger in the mouth after inhaling the smoke; a guide to the concentration of terpenes and the duration of "yumminess" after exhalation.
- THE OVERALL PLEASURE** and uniqueness offered by the experience, which is unique to each strain.

## FORWARD

The future for Frenchy and Aficionado appears limitless. "People put us on a pedestal and think we are big, but we are small and we just mind our own business," said Frenchy. "We don't want to play with the big boys; we just want to produce quality. Personally, my fight is to protect the NorCal farmer and for the people to understand that there is no cannabis industry without the farmer. The land we have, the farmers we have, the genetics we have, could literally create a market like the wine industry has seen. And there is a blueprint in history for how to go from a black market to create a multibillion-dollar industry and being in top of the government at the same time: the wine industry."

*"Terroir, is the whole ecology of a vineyard: every aspect of its surroundings from bedrock to late frosts and autumn mists, not excluding the way a vineyard is tended, not even the soul of the vigneron."*

—Hugh Johnson, in his foreword to James Wilson's book, *Terroir*.

A huge believer in the potential for a legitimate appellation contree in California, Frenchy's unique perspective as an intellectual man of the world keeps him grounded in the real world. With a personal history of the producing countries of the world combined with his deep knowledge of the American cannabis market, he holds no undue illusions.

"Right now, the government is killing the goose that lays the golden egg," he said. "The taxation on farmers is killing them. To kill the goose is not smart, but to starve the goose so that she goes to the neighbor? That's a really big





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mistake, but it is what is going to happen. Do you know how many people want us to go somewhere?”


If French and Aficionado move, the treasure moves with them. “Do they think we give our best genetics when the patient world is looking at us?” he asked. “I don’t think so. If we move, we move with our best genetics to a producing country, and then watch us. The farmer doesn’t realize the power they have. I tell them, ‘You have everything. You hold all the cards. They have nothing, and they are trying to bullshit you. You just have to put your cards on the table and say, ‘That’s it.’”

He added quietly, “It’s already happening. The farmer can see what’s happening.”

## THE AGITATOR

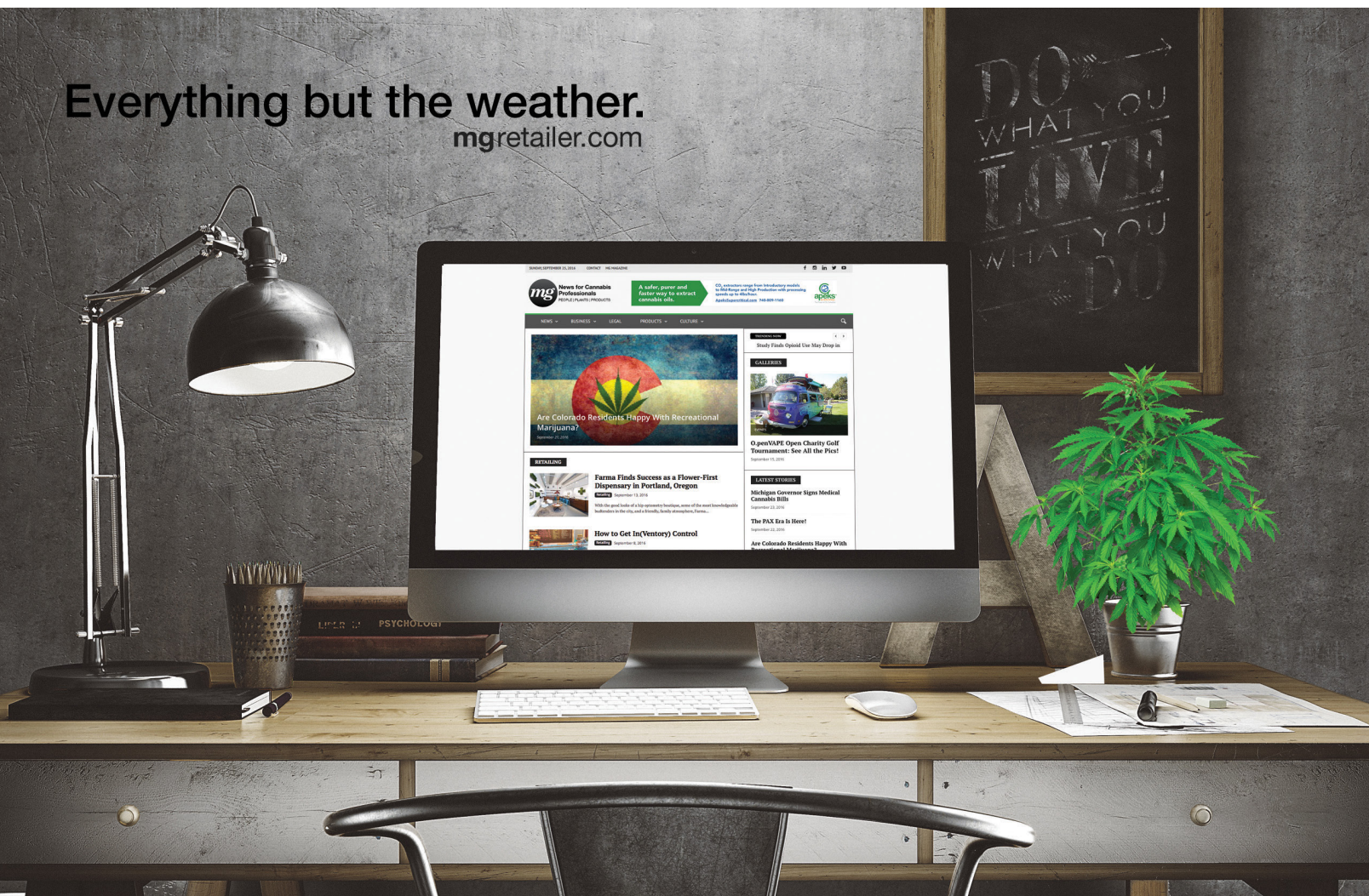
No matter what happens, Frenchy will thrive, especially with his agitation system. Appropriately called The Agitator, it was custom-made for him by Delta Separations. “All the knowledge I have is in that machine,” he said. “I can scale up easily now that I have it. Now I can grow producing quality.”

“I just don’t want to rush,” he added. “There are no constraints. We don’t need an investor; we don’t need nothing. We’re good. We’ve put ourselves in the position where we’re small, but we are not dependent on anyone.”

The French agitator, like a fine wine, is more than comfortable with the situation, no matter where in the world he and Aficionado end up. “From the beginning, the power I have is because I work with Aficionado,” he insisted. “The quality of their genetics is what makes me. I’m the winemaker, the Michelin chef. I need that quality to be able to show off.” 

[FrenchyCannoli.com](http://FrenchyCannoli.com)

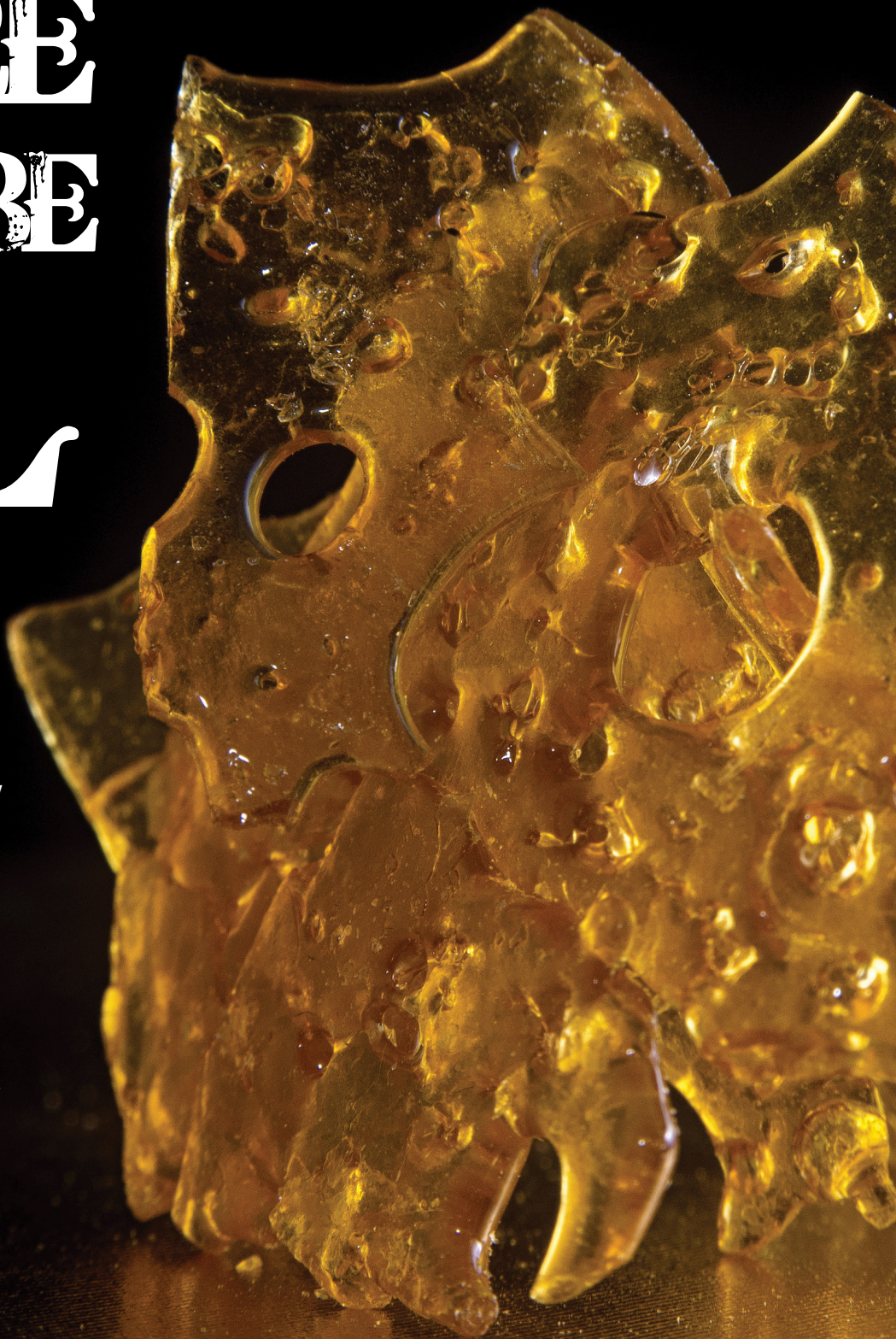
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**INSIDE**

- 66 GLOSSARY





# Whole Plant Cannabis Oil vs. Industrial Hemp Oil

THE DIFFERENCE BETWEEN CBD DERIVED FROM INDUSTRIAL HEMP AND WHOLE PLANT CANNABIS.

## INDUSTRIAL HEMP OIL

### WHAT

The tall, bamboo-like stalks contain only tiny amounts of THC. They can be used for oils and topical ointments, food, and fiber for apparel, paper, and construction.

### RESIN

Low; can have no more than 0.3 percent THC by dry weight.

### EXTRACTION PROCESS

CO<sub>2</sub>, propane, BHO, hexane.

### LABELLING

Must say "made from hemp."

### TESTING

Still in its infancy.

### INGREDIENTS

Trans fats, additives, and GMOs.

### THE SKINNY

Best used as a dietary supplement because it's an excellent source of nutrients that safely can be consumed by kids and adults as part of their daily diet. However, a massive amount of hemp is required to extract even a small amount of CBD; hence, there is a higher risk for impurities because hemp sucks toxins from the soil.



## WHOLE PLANT CANNABIS OIL

### WHAT

Contains potent trichomes which contain large amounts of THC.

### RESIN

High.

### EXTRACTION PROCESS

Ethanol, butane, supercritical CO<sub>2</sub>.

### LABELLING

Must show the ratio of THC to CBD.

### TESTING

Varies from state to state.

### INGREDIENTS

No additives, GMOs, or trans fats.

### THE SKINNY

Potent terpenes boost the therapeutic benefits of CBD and THC together. Whole-plant products have much to offer patients in treating a wide breadth of symptoms and conditions.



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# More than a Pretty Package

TEMPLE EXTRACTS' REBRANDING EFFORTS PRODUCED NEW DESIGNS AND PACKAGING THAT MORE ACCURATELY COMMUNICATE THE COMPANY'S CORE VALUES OF QUALITY AND SANCTUARY.



COMPANIES with a reputation for excellence know effective design and packaging are essential components of any growth strategy, especially in competitive markets. The process comprises continual perfecting. In that spirit, Temple Extracts believes its new packaging breathes new life into a company that has a well-earned reputation for oil that:

- Is always strain-specific, supercritical-CO2-extracted cannabis oil.
- Is derived from the highest grade, top-shelf source material, ecologically farmed and pesticide-free.
- Contains no additives, ever: no PEG (polyethylene glycol), PPG (polypropylene glycol), coconut oil, vegetable glycerin, or food-grade terpenes.

"We didn't feel our old packaging reflected the quality of our brand or our values, so we went back to the root of design and found some Italian graphic artists, directed by a U.S.-based design firm," explained Temple Extracts co-founder Michael Bardin. "They took us through a research process to explore our values as a team and as a brand and helped us materialize them on all our new branded communications, from the Temple logo to the packaging."

*"The beauty and light in these images conveys the quality of our product."*

—Co-founder David St Clair



TempleExtracts.com

The voyage of self-discovery paid off. "The process of designing the new packaging helped us better understand our values ... while designing it," Bardin said. "The challenge was that there was a small space and we had a lot to say—forcing us to come up with the essentials we wanted to convey. The two key brand values that emerged were first, the quality of our oil. The second, as reflected in our name, is the Temple, or sanctuary, that can be found in nature."

The team is delighted with the results. "Our new brand now really represents our values as a company, and our packaging conveys that message," said co-founder David St Clair. "The beauty and light in these images conveys the quality of our product. By using inspiring landscapes as a central image, we could convey the idea of that retreat in nature—a place to "Explore your Inner Sanctuary," our tagline. The use of sacred geometry added the element of mind expansion, which can occur through different forms of meditation.

"Another piece of this is the sustainability aspect of our brand," he added. "It was very important to find the right printer able to use the most sustainable methods available."

—Tom Hymes



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# Extraction Essentials

DISTILLING THE MODERN ESSENTIALS OF AN AGE-OLD PROCESS



**EXTRACTING** the essence of plants is an ancient process, whether you're a perfumer preserving attar of roses, a whiskey-maker distilling rye, or a hashish master sifting kief by hand into a pile of golden sand.

The goal is to separate essential compounds from plant material. In cannabis, those compounds—primarily cannabinoids and terpenes—are contained in the sticky-crystalline heads of trichomes that coat the plant, especially the flowers. Whereas commercially available top-shelf flower might contain THC levels up to 25 percent, concentrates are refined to 80 or 90 percent.

Various extraction and post-extraction processes result in many forms of concentrates, usually distinguished by texture or consistency. Hash, honey oil, rosin, live resin, budder, bubble hash, wax, and shatter are all cousins and may be applied or ingested in multiple ways from edibles to ingestibles to topicals and combustibles.

Three methods dominate industrial production of cannabis extracts; each has proponents and detractors, and we're not here to judge. All are solvent-based processes. The "right" method may vary by manufacturers, depending on the end use of resulting concentrates.



**C02 EXTRACTION**, also called supercritical fluid extraction, currently is trending. Initially an expensive and complicated process, the increased popularity of vape pens created a robust market for oils and led

to advanced technology and industrial C02 production facilities.

As a solvent, C02 is regarded as producing greater purity because it compresses at a lower temperature. Less heat is generally less degrading to extracted compounds and makes C02 easier to purge in distillation.

C02 extraction also enables more specific compounds to be isolated, making the method a good choice for producers of CBD oil and oil applications requiring specific cannabinoid or terpene profiles.

From a marketing standpoint, some consumers seem to equate C02 extraction with a more "healthful" product image. Nevertheless, C02 is a combustible gas that is colorless, odorless, and can be hazardous if handled improperly in unregulated settings.



**BHO or PHO extraction**, or hydrocarbon extraction, uses butane or propane as the solvent in the extraction process. Like all solvent-based processes, this method utilizes a "closed loop" system where heat is employed to distill the concentrate. A simple example of this is an old-fashioned moonshine still. The long-used method can be done with basic supplies from a hardware store.

Unfortunately, the cannabis equivalents of illegal moonshiners have given BHO/PHO extraction a bad name. Scary news reports about explosions in residential neighborhoods sometimes involve illegal, home-based honey oil operations. Of course, experts warn these methods are too danger-

ous to be performed by untrained technicians outside an industrial setting.

Opponents of BHO/PHO extraction also point to varying levels of purity in product that hasn't been completely purged, lab-tested, or regulated with yet-to-be-developed state guidelines.

Chemical-averse, health-conscious consumers also may have difficulty with the idea of dousing pristine organic flower with lighter fluid. However, butane- and propane-based extraction has been used for decades in industries like cosmetics and pharmaceuticals, among others.

BHO typically produces various cannabis concentrates including shatter, budder and hash oil, and several others. PHO yields higher ratios of waxes and oils than butane, resulting in budder consistencies.

Finally, ethanol extraction—the oldest solvent-based method (with the exception of water, which also is a solvent for extraction)—uses alcohol in the process. This method is used widely in the food industry and other industrial applications.

Ethanol, also known as drinkable alcohol (e.g. ethyl alcohol or other high-proof alcohols), can be found in thousands of formulations for familiar household products and consumables, like mouthwash, perfumes, and deodorants. When used in cannabis extraction, it produces concentrated oil, often used for serious medical applications.

—Joanne Cachapero





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# Introducing Bloom Farms' Rose Gold Pen Set

THE STYLISH VAPOR PEN ACCESSORY CUSTOMERS HAVE BEEN WAITING FOR.



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BLOOM FARMS recently introduced the newest member of its family: Rose Gold, styled entirely in a luxurious rose gold finish. From its signature metal mouthpiece to its newly designed battery, the high-gloss fashion accessory is the embodiment of form meets function.

"Our new Rose Gold pen marks a natural intersection of style, design, and technology," said Bloom Farms Chief Executive Officer Michael Ray. "I really can't wait to get these out to our customers. They're that beautiful."

The new Rose Gold vapor pen set comes pre-loaded with 500mg of 100-percent pure cannabis oil free of petroleum-based solvents and blended with Bloom Farms' own all-natural, cannabis-derived terpenes. Part of the Highlighter collection, the Rose Gold sets are available in Bloom Farms' Anytime (hybrid) blend, a combination that inspires relaxation, creativity, and focus.

Bloom Farms pledges that for every product sold, the company will donate one healthy meal to a food-insecure family or individual in need. The goal is to donate one million meals in 365 days, and the company is near completing that mission. —Tom Hymes

## ✱ The incredible extractor:

THE DIFFERENCE IS IN THE OIL

THE INCREDIBLE EXTRACTOR, a full-profile, closed-loop hydrocarbon cannabis-oil extraction system, was developed in-house by the incredible team as a way of ensuring consistency and flavor. The idea germinated in the company's extracts lab, which produces oil for incredible's chocolate bars and other edibles. At the time, methods and equipment for extracting full-profile terpenes proved inadequate for the company's needs, because they left behind impurities like plant waxes and lipids, which affect flavor and texture.

So, with more than thirty years of experience between them, the extracts team set about designing a system to refine raw product and produce a cleaner component for incredible's finished products.



At the end of 2014, incredible harvested the first crop from its in-house garden. Applying the innovative extraction process produced Black Label, now one of the company's signature products.

The extractor produces a full-terpenes-profile, strain-specific cannabis oil. Low temperatures maintain terpenes and don't burn off the other organic materials, leaving a whole-strain taste.

When the original cannabinoid and terpene profile is preserved, the result is a truly pure and beautifully golden full-spectrum cannabis concentrate. Today, incredible extracts contain a wide range of cannabinoids, terpenes, and other bioactive constituents of cannabis that are found naturally in the trichome—as satisfying as flower, but cleaner." [ILoveIncredible.com](http://ILoveIncredible.com)



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*PrecisionExtraction.com*

### *Did you know?*

The PXP is rated for n-butane and 100-percent propane or mix.



## New from Transpring: Two Pioneering Vaping Functions.

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Extract is much thicker than normal e-liquid, especially in cold weather. Warming the oil ahead of use provides a better and purer vaping experience. The Transpring engineering team pioneered a preheating function, solving preheating problems. By preheating Battery L0 and L0-A, oil can be converted to vapor more easily and smoothly and then fully absorbed into the heating core.

### VARYING OIL INTAKE HOLE SIZES

A single hole size for all oil intake does not meet the market and consumers' needs. For one thing, it's impossible for the cartridge heating core to absorb the thicker oil. The disconnect produces a "burning" taste. The solution? Proper oil intake hole sizes: 0.4mm, 0.7mm, 0.9mm, 1.2mm, and 1.6mm. The company upgraded its A3 cartridge to glass fitted with different hole sizes for different oil concentrates.

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# Flavor Behavior and Common Scents

SHOULD FLAVORS BE IN THE MIX FOR YOUR BRAND?



**TASTES AND SMELLS SELL.** While visuals grab consumer attention, the sensual experience makes memories. Consumable goods should appeal to all the senses; maybe more so for cannabis products. Cannabis consumers often judge quality by a big whiff of flower before purchase, regardless of strain or pedigree.

But how can you smell the difference between vape cartridges? What about consumers who crave fun flavors and fancy, herbal concoctions—or just don't enjoy the taste of cannabis oil when they vape? How do you know the flavors that will fit your product and tantalize the consumer?

"We're seeing a lot of popularity with sweets, such as dessert and cereal flavors for the e-juice/vaping segment," said Maggie Ward, director of product development for Green Taste Flavors. The company specializes in formulating flavors, primarily for the e-juice and beverage markets. "Ginger and matcha flavors have been big. We've also seen a resurgence in classic cocktail flavors and craft sodas such as cola and root beer."

Emerald Farms's Fruit Lust vape line, composed of a proprietary blend of organic cannabis oil and plant terpenes, is drenched with natural, authentic flavors like apple, pineapple, and raspberry. Makes sense, right? Regional cannabis farmers offering an orchard of juicy favorites, handcrafted with organic ingredients. That's a natural product extension with wholesome, artisanal appeal.

Organic and natural ingredients are a priority to many cannabis patients, consumers, and manufacturers. In the world of flavor formulation, Ward said, "Certified organic flavors have to adhere to the same guidelines as any other organic item on the market, such as an organic apple or an organic beverage. Natural flavors are derived

from a natural source."

Marketing data indicates women are especially affected by scents and flavors. Yummi Karma is taking full advantage of that data to target sought-after female demographics with its High Gorgeous cannabis-infused topicals and soon-to-launch vape line.

Green Taste Flavors formulated the High Gorgeous signature vape tastes to complement topical products in the line. Product names are evocative, too: Pina-Co-Canna, Nice Buns, Sugar High, and High-biscus. Fashionably fun and full of feminine appeal, the flavor approach falls in line with Yummi Karma's retail and marketing strategies.

"We have flavor chemists that will create custom flavors for clients," Ward explained. "Our flavor library is in the thousands, but we're creating new and custom flavors every day. We also have product development technologists that will develop a finished product based on the clients' concept and specifications. We take their ideas and bring them to fruition."

Fruition—get it? No pun intended, but it's hard to resist (the pun and) a big, juicy strawberry or watermelon or peach flavor. And what about sriracha-mango-sesame?

Flavor technology company Sensory Effects develops flavor profiles for the food industry. The company recently revealed its flavor trend predictions for 2017, which included local/artisan/crafts flavors, limited-time offerings (like Bath & Body Works briefly bringing back classic cucumber-melon), ethnic and worldly flavors, "clean" labeling and ingredients, the savory/spicy/sweet mashup, and essences of tropical fruits and flowers.

—Joanne Cachapero



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# Oil/Concentrates Glossary

**710:** Used as a reference to oil and concentrates. Backwards 710 spells “OIL.”

**ALCOHOL/ETHANOL EXTRACTION:** The process of stripping the essential oils and trichomes from the plant by using either ethyl or isopropyl alcohol. Once filtered the alcohol evaporates, a sticky and potent golden hash oil remains.

**COLD-WATER SIEVING:** A method of using very low-temperature water to break the brittle, compound-containing trichomes free from the plant when the mix is agitated. Cold water hashish is created when the mixed solution is passed through a series of sieves, to remove plant material. The remaining mixture is set to dry.

**BUTANE HASH OIL (BHO)/BUDDER/HONEY/HONEY OIL:** A highly potent concentrate of cannabinoids made by dissolving marijuana in plant form in a solvent (usually butane). BHO has a high THC potency and is highly flammable.

**CLOSED-LOOP EXTRACTION:** A process in which the cannabinoid oils are extracted from marijuana in a contained, mechanized environment.

**CO2 EXTRACTION:** The process through which carbon dioxide is utilized to extract the cannabinoid oils—marijuana’s “liquid gold”—from a marijuana plant.

**DABBING:** The practice of smoking THC-rich extracts of the cannabis plant in the form of oils, waxes, or shatter usually prepared with butane.

**HASH:** The serum, or resin, collected from the flowers of the cannabis plant.

**JELLY HASH:** Slang for the mixture of cannabis water hash and cannabis hash oil. Making jelly hash is simple: add hash oil to some water hash under a small flame and mix the two together until the solution is mostly homogeneous.

**KIEF:** A yellow powder, the resin of cannabis that accumulates or is extracted from loose dry cannabis flower with a mesh screen or a sieve

**LIVE ROSIN:** Rosin extracted from fresh or frozen flower that was never cured or dried.

**NUG RUN:** Concentrate made from nugs

**OIL:** Oil is extracted from hash through alcohol, CO2, or any other solvent extraction process, and can be consumed through dabbing, oral consumption, vaporization, or smoking.

**OIL RIG:** A device or bong for smoking cannabis concentrates.

**SHATTER:** A brittle form of BHO. It has the look of transparent amber glass and has a reputation for being the purest and cleanest type of extract.

**TINCTURE:** A liquid preparation of can-

nabis (extract or plant-based) made with alcohol and usually dispensed with a dropper under the tongue.

**TOPICAL:** A preparation of cannabis that has been added to a product such as a lotion or a cream, and is applied directly to the skin.

**TRIM RUN:** Concentrate made from the trimmings of a cannabis plant.

**VAPORIZER:** A smoking device used to consume marijuana or tobacco products by heating the oils (or flower) and creating a vapor for the user to inhale.

**WAX:** A common name for marijuana concentrates. It is a softer, opaque oil that has lost its transparency through the extraction process.





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# The PayQwick Solution

COMPLIANCE IS AT THE HEART OF THIS ELECTRONIC PAYMENT HUB FOR THE ENTIRE CANNABIS SUPPLY CHAIN.

**L**ONGTIME friends and business associates Kenneth Burke and Keith Marks founded PayQwick in 2014 for the best of all reasons: to solve a problem. “In 2012, we noticed an increasing number of cannabis dispensaries opening around Los Angeles, so we researched the industry and were shocked to learn cannabis businesses were operating exclusively in cash,” recalled Burke, who began his career as an attorney thirty years ago, focusing largely on regulatory compliance, securities work, and business transactions. “Obviously, this created a tremendous risk for violent crime and is a very inefficient method for doing business,” he added.

Marks also is an attorney, but has spent his career as an entrepreneur focusing on investment banking, real estate finance, and the downstream petroleum business. “Keith and I realized there existed a tremendous need for normal business practices, including a compliant, efficient, and legal alternative to cash,” said Burke. “In response, we founded PayQwick out of a desire to increase public safety and to bring normal business practices to the cannabis industry.”

Burke spoke recently in Los Angeles about his company’s solution to the industry’s cash-only problem and the essential role compliance plays in that solution.

## WHAT IS THE PAYQWICK MODEL, AND WHY IS COMPLIANCE SUCH AN IMPORTANT PART OF IT?

**Kenneth Burke:** PayQwick is a compliance-based electronic payment hub that enables state-legal marijuana commerce to transact throughout the entire supply chain, from seed to sale. Because cannabis remains a Schedule I controlled substance under federal law, cannabis businesses have almost zero access to financial services like bank or credit union accounts and merchant services. The keys to accessing banking services for cannabis businesses are strict compliance with both state law and the guidelines issued by the U.S. Department of Justice (DOJ) and the Department of Treasury’s Financial Crimes Enforcement Network (FinCEN).

The guidelines consist of DOJ’s 2014 second iteration of the Guidance Regarding Marijuana Related Financial Crimes (the “Cole Memo”) issued by Deputy Attorney General James M. Cole and FinCEN’s 2014 BSA Expectations Regarding Marijuana-Related Businesses (the “FinCEN Guidance”). The Cole Memo gives local attorneys general guidance regarding how to exercise their prosecutorial discretion when deciding to enforce the Controlled Substances Act against marijuana businesses. The FinCEN Guidance gives financial institutions guidance regarding how to legally work with state-licensed cannabis businesses.

The Cole Memo and the FinCEN Guidance both heavily emphasize the importance of complying with each state’s cannabis regulations. To ensure PayQwick and its cannabis clients are operating in compliance with the Cole Memo and the FinCEN Guidance, we created specialized compliance assessment programs for each state that incorporate the requirements of the Cole Memo, the FinCEN Guidance, and state cannabis laws. We conduct regular onsite inspections of our clients’ premises and their business practices to ensure our clients are operating in compliance with state law and are not implicating any of the eight enforcement priorities listed in the Cole Memo.

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mitter in Washington, Oregon, and Arizona, which means we must operate in compliance with federal and state banking laws, including the Bank Secrecy Act and the Anti Money Laundering Control Act (BSA/AML).

In sum, compliance is PayQwick's backbone because, as a financial institution dedicated to serving the cannabis industry, we simply cannot operate legally unless we and our clients comply with all state and federal regulations.

#### HOW MANY CONSUMERS AND BUSINESSES USE YOUR SERVICE? IN HOW MANY STATES DO YOU OPERATE?

The exact number of our clients is proprietary information, but it is several hundred. We have been operational in Washington State for nearly two years and are a licensed money transmitter in Oregon and Arizona.

#### WHAT ARE YOUR GROWTH PROJECTIONS? DO YOU PLAN TO EXPAND YOUR SERVICES?

We plan on expanding our services to every state that has 1) legalized medical or adult-use/recreational cannabis and 2) a statewide seed-to-sale traceability system. As of right now, we plan to expand to Colorado and Arizona this summer, followed by Alaska, Nevada, Florida, and California by the end of 2017.

#### IN WHAT AREAS OF COMPLIANCE DOES THE INDUSTRY PERFORM BEST, AND IN WHAT AREAS DOES IT NEED THE MOST IMPROVEMENT?

From what we have seen, the industry is excelling at security and protection issues. Our clients' surveillance systems cover all the areas they need to cover. Naturally, this is important because security and safety are major concerns in the industry.

The area that needs the most improvement is having retailers check IDs at the point of sale, not just upon entry to the dispensary or retail store, and having cultivators and manufacturers label their goods in strict compliance with state law. The labeling requirements often are complicated, which can lead to inadvertent errors.

### *What is the Cole Memo?*

The Cole Memo identifies the following eight enforcement priorities for DOJ attorneys.

.....

- 1** PREVENT the distribution of cannabis to minors.
- 2** PREVENT revenue from the sale of cannabis going to criminal enterprises, gangs, and cartels.
- 3** PREVENT the diversion of cannabis from states where state law allows the product in some form to other states.
- 4** PREVENT state-authorized cannabis activity from being used as a cover or pretext for the trafficking of other illegal drugs or other illegal activity.
- 5** PREVENT violence and the use of firearms in the cultivation and distribution of cannabis.
- 6** PREVENT drugged driving and the exacerbation of other adverse public health consequences associated with cannabis use.
- 7** PREVENT the growing of cannabis on public lands and the attendant public safety and environmental dangers posed by cannabis production on public lands.
- 8** PREVENT cannabis possession and use on federal property.

#### YOU'VE BEEN LOBBYING A LOT OF LATE, IN STATE CAPITALS AS WELL AS IN WASHINGTON, D.C. WHAT DO YOU MEAN TO ACCOMPLISH WITH THOSE EFFORTS?

We believe one of the most important things professionals in the cannabis industry must do is educate legislators and regulators regarding the current state of the industry. Cannabis businesses today are highly sophisticated operations that benefit their state economies in myriad ways, including diminishing the black market and generating hundreds of millions of dollars in tax revenue. We, as an industry, best understand our needs. So, there is no one better than industry members to educate those drafting the laws and regulations that govern the cannabis industry.

We hope that through our lobbying efforts, we can educate state and federal lawmakers regarding the current state of the cannabis industry and what is necessary to further normalize it. Specifically, we want to help create legislation that will make it safer and easier for financial institutions to service cannabis businesses so the industry can curb its cash-reliance.

#### WHEN THE BARRIERS TO FULL-SERVICE BANKING FOR THE CANNABIS INDUSTRY FINALLY COME DOWN, WILL THERE STILL BE A MARKET FOR "ALTERNATIVE" BILLING SERVICES SUCH AS YOURS?

We hope the barriers for banking in the cannabis industry will come down sooner rather than later, because that would be good for not just our company, but for the whole industry. Realistically, however, that scenario is still five to seven years away.

Even when banks begin openly serving the cannabis industry, there will remain a critical demand for services like PayQwick because cannabis will always be a heavily regulated industry and banks will need a partner like us to backstop their BSA/AML compliance obligations. Therefore, PayQwick's focus on ensuring our clients' compliance with state and federal law will continue to be essential for banks serving the industry. Moreover, PayQwick's business-to-business electronic payment hub will continue to be the most efficient method of payment among cannabis businesses and ancillary service providers like landlords, attorneys, and vendors. Businesses can pay each other using our smartphone or tablet computer app with just a swipe of their finger. It's that easy. Finally, PayQwick enables state and local taxing authorities to collect taxes electronically instead of in cash, which serves a crucial need, as well.

We all are pioneers in the cannabis industry. It is incumbent upon us all to relentlessly stress compliance and transparency in everything we do. Only then will we be able to sustain and grow our industry in the face of the many detractors and obstacles that inevitably lie ahead. —Tom Hymes

*PayQwick.com*





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# Meet Andrew Miere of Top Shelf Budtending

**T**HREE years ago, Andrew Miere moved from Ohio to Colorado to seek relief from massive panic attacks and an eating disorder—and cannabis helped solve those problems. He then became a budtender and noticed that some budtenders were not providing proper recommendations or serving their patients with the care and attention that they deserved. A light went off in his head.

“The idea for a freelance budtending service hit me; Top Shelf Budtending’s first event was in January of 2016,” Miere noted.

Today, Top Shelf offers everything from working bachelor/bachelorette parties to super bowl parties, and even weddings. “Making the choice to have cannabis at your wedding can be a daunting task,” he noted. “So we make it easy.”

## WHAT SERVICES DO YOU OFFER?

Joint rolling, cannabis education, cannabis-only cocktails, event planning, consultation and, most importantly, event budtending.

## HOW MANY WEDDINGS HAVE YOU SERVED?

We have only done a few weddings, but each one is a tricky and rewarding experience. Weddings are a different league of events, as there are all types of guests in the crowd, some that are experienced with cannabis and others not. Eventually, I believe cannabis stations at weddings will be commonplace.

## WHAT’S THE FIRST REACTION YOU GET AT EVENTS?

The initial reaction is excitement. After the excitement wanes, the guests start asking questions: “Is this legal?” “Are we just allowed to pick something and smoke it right here?” “I haven’t smoked in years. What should I start out with?” We are often the busiest booth at the party.

## HOW MANY EVENTS DO YOU ATTEND IN A MONTH?

On average, we do four to ten in Colorado alone.

## ANY THAT REALLY STAND OUT?

One of my favorites was an event called Divinity Cabaret, which was a gathering that aimed to shine awareness on modern strip club culture and how the environment can be shifted into the realms of divine connection. It was raw, sexy, fun, and full of cannabis, beautiful ladies, and amazing energy.

## HOW MANY EMPLOYEES DO YOU HAVE?

I have two employees in Colorado and more coming on board as we expand further into California and Nevada.


## HOW DO YOU SEE TOP SHELF BUDTENDING EVOLVING?

In five years, I would love to see Top Shelf in every state that is recreationally legal and maybe even Top Shelf budtenders at permanent establishments like coffee shops, private cannabis venues, and social-use clubs.

## WHO ARE SOME OF YOUR BRAND SPONSORS?

Our most notable partner is Willie’s Reserve. They are an amazing company, and we really cherish our relationship with them.

## HOW DO PEOPLE USUALLY HEAR ABOUT YOU?

Word of mouth and social media. 

— Rob Hill

[TopShelfBudtending.com](http://TopShelfBudtending.com)





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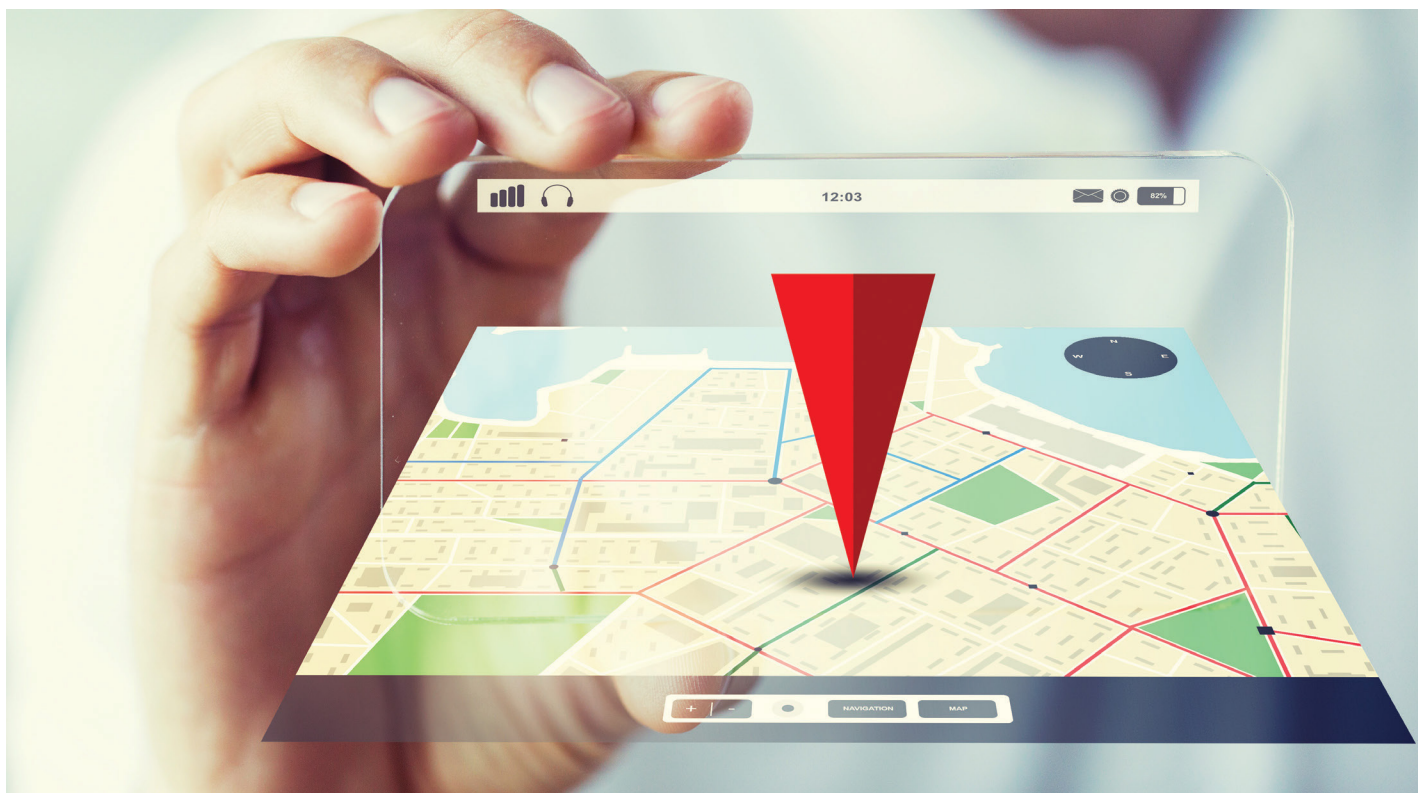
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# Thinking Locally

WORKING WITH LOCAL GOVERNMENT AGENCIES IS CRITICAL TO THE SUCCESS OF YOUR BUSINESS.

BY RICHARD D. PIO RODA AND KATE COOK

**L**OCATION is critical to the success of any business. For a cannabis venture, location could mean the difference between life and death. Even after you find the perfect spot, you still have to think locally to ensure success. This means doing your homework, reaching out to local authorities, and playing by the rules to make sure you (and local officials) avoid trouble.



## STEP 1: SURVEY THE LANDSCAPE.

Every city and county has a different approach to cannabis uses. Local land use authority, police powers, and state law grant cities and counties the ability to regulate cannabis in a way that works for their specific communities.

The city or county you choose may or may not have cannabis policies set in stone. Elected officials across the state ask themselves these questions: Should we allow cannabis businesses? If so, which type? Where? How many? What operating standards should apply? What taxes and fees can we charge? What's happening in neighboring communities?

Calling the city or county planning, community development, or economic development department is the best way to determine where the jurisdiction is in the regulatory process. If no policy changes are underway and the jurisdiction's cannabis regulations already are established, then proceed to Step 3, below. However, if the jurisdiction is in the midst of potential policy changes, see Step 2, because you likely have work to do.



## STEP 2: CONTRIBUTE TO THE CONVERSATION.

The ideal business spot may be where cannabis regulations are a moving target. For those who can handle uncertainty, putting in the extra effort to participate in the cannabis conversation may be worth it. You could influence local decisions and open doors for yourself and others in the industry.

Planning or community development department staff can direct you to meeting agendas and videos that will provide insight about where elected officials may be headed with regulation. Find out who attends meetings and which stakeholders are represented.





# SMILE

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Without cannabis industry representatives in attendance, decision-makers may miss critical information. They may make assumptions that reflect the usual situation, in which the only individuals speaking up are residents who oppose the industry.

For example, your testimony at a public meeting and subsequent follow-up may influence a decision-maker to allow indoor cultivation in more zoning districts, or you could educate residents about how cannabis manufacturing really works. Connect with other industry representatives in the local jurisdiction to strengthen your voice.



### STEP 3: CHECK ZONING.

A real estate broker's assurance "manufacturing" or "nurseries" are allowed in a certain location does not mean your cannabis business is good to go. Local zoning regulations often treat cannabis uses as entirely separate categories. A call to the planning department is critical to determine exactly what uses are allowed and where, particularly because government websites and approved-use maps may not be up-to-date.

For example, many jurisdictions allow commercial cultivation, but only in particular zones. Some welcome all manufacturers; others only allow non-volatile manufacturers. Retail may be allowed in a commercial area, but not on Main Street. And there could be distance requirements from sensitive uses such as schools, parks, daycares, and youth centers.



### STEP 4: WIN OVER PROPERTY OWNERS AND NEIGHBORS.

Most cities and counties require property owner permission, in writing, before allowing a cannabis business to get underway. If you own the building or parcel, you have a major advantage. If not, make sure the property owner is comfortable with your business and willing to put that in writing. If you are located where neighbors could oppose your business, meet with them and address their questions about your security measures, operating hours, hiring practices, etc. Describe the positive impacts your business will bring to the community. Doing this outreach ahead of time—before seeking a permit from the planning commission or elected officials—is critical.



### STEP 5: OBTAIN THE CORRECT PERMITS.

Most jurisdictions require at least one type of permit for cannabis businesses. This may be a conditional-use permit or a special business permit or both. A retail shop may have its own process that requires submitting a "proposal" within a preset timeframe. Many jurisdictions also require a business license as well as a building permit if you plan to make tenant improvements to your space.

Whatever the process, it will be costly and time-consuming, and it may require approval from a department head, planning commission, or elected officials. Complete application materials will short-

en the process. Your contacts in the local planning department can help explain delays and keep the process moving along.

Make sure all fees are paid in full and pay close attention to any "conditions" placed on your permit. Most jurisdictions require specific operational and security measures for cannabis operations. Failing to follow them could mean losing your permit.




### STEP 6: PLAY BY THE RULES.

Elected and appointed officials are required by state law to follow a strict set of rules when meeting and discussing with business principals or permit applicants. Some may choose not to meet with you, taking a "no lobbying" stance. Know these rules so you can have productive conversations without creating a situation that causes a local official to run afoul of rules. For example, even paying for lunch with elected officials and certain staff members in order to get to know them may come under certain regulatory scrutiny. Officials may also be required to disclose communications they have had with an applicant before making a decision on a permit or other land use entitlement.

Evaluation of applications to operate a cannabis business likely will occur in a public forum before a city council or board of supervisors. These meetings are attended by the public, recorded, and usually televised. That means statements you make during the meetings will be attributed to you, your business, and your operations. If you are not comfortable becoming part of the public record, consider hiring consultants, attorneys, or others who can make presentations on your behalf or advise you through the final steps of the process.



### RIGHT PLACE; RIGHT TIME

Greenwave Advisors reported U.S. retail marijuana sales reached nearly \$6.5 billion in 2016, 35 percent more than 2015. Greenwave estimated sales will increase 18 percent to \$7.7 billion in 2017, and California will account for 40 percent of the market. In other words, now is the right time to launch or expand your cannabis business in California, but locating it in the wrong place could shut the door on the extraordinary opportunities in what is being called the next gold rush. The success of your business depends on starting on the right foot at the right time in the right place. 



*RICHARD D. PIO RODA is a principal at Meyers Nave, and KATE COOK is a senior associate. The firm's interdisciplinary team of attorneys guide public and private clients through the complex laws, regulations, and practical challenges emerging in the cannabis industry. Areas of practice include public agency law, environmental compliance, labor and employment, elections, water issues, land use and zoning, taxation, real estate, licensing, and litigation.*



# LOCAL LEADERS.

# NATIONAL IMPACT.



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# The Oil Boom

"Since January of 2014, concentrates have contributed nearly 14 percent have combined \$747 million across Colorado, Oregon, and Washington," said Greg Shoenfeld, Director of Retail Operations. "Year-to-date, concentrates have contributed 16 percent of revenues. The gains in category share indicate that concentrates are outpacing overall growth in the industry."

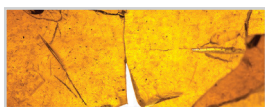
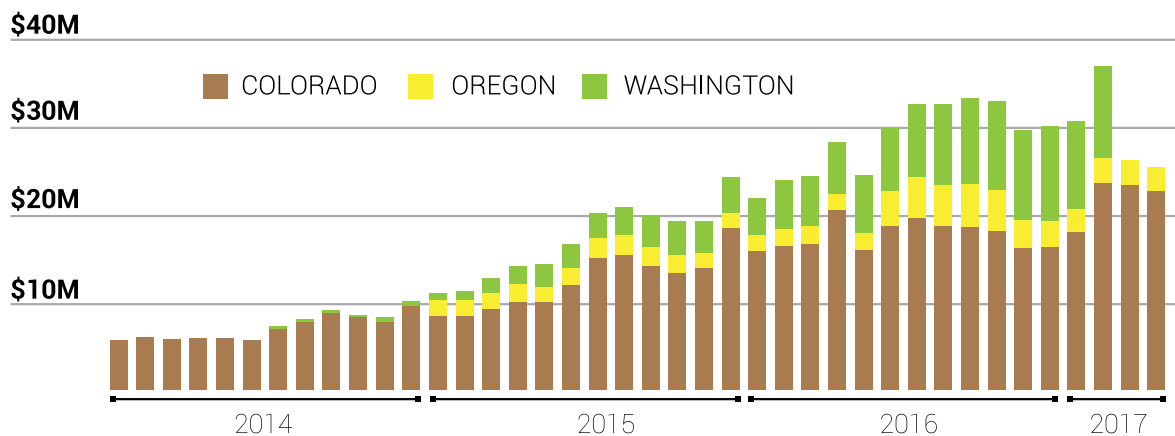
## DID YOU KNOW?

Shatter and wax are responsible for 2 out of every 3 dollars spent in concentrates; however, in Colorado's adult-use sales have increased over 1000 percent in the last 12 months.

**"YEAR-TO-DATE, CONCENTRATES HAVE CONTRIBUTED 16 PERCENT OF OVERALL REVENUES. THE GAINS IN CATEGORY INDICATE THAT CONCENTRATES ARE OUTPACING OVERALL GROWTH IN THE INDUSTRY."**

—Greg Shoenfeld

Director of Retail Operations, BDS Analytics



### SHATTER

In the last 12 months, 27 percent of concentrate sales have come from shatter. Increased competition and efficiencies have helped drive prices down \$5.21 per gram. Category volume has increased 78 percent; revenues are up 45 percent with most of the growth in Colorado.



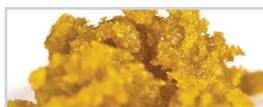
### WAX

Revenues from wax have increased 45 percent in the last 12 months; volume is up 79 percent. The average gram of wax sold for \$21.12 (pre-tax). Wax sales are growing the fastest in Washington.



### OIL

With \$48 million in sales, the category has grown 48 percent in the last 12 months. Of the \$15 million in additional sales in the category, distillates have contributed 68 percent of the new dollars in oils and have grown 836 percent in the last 12 months.



### LIVE RESIN

With an average retail price of \$37.63 (pre-tax) per gram across adult-use and medical channels combined, live resin commands the highest price in the major concentrate segments. Sales volume has increased 53 percent in the past 12 months; retail prices have dropped \$8.72 per gram.



### ROSIN

In the past 12 months, volume has increased 398 percent and revenues 343 percent. In Colorado, adult use sales have increased over 1,000 percent in 12 months.

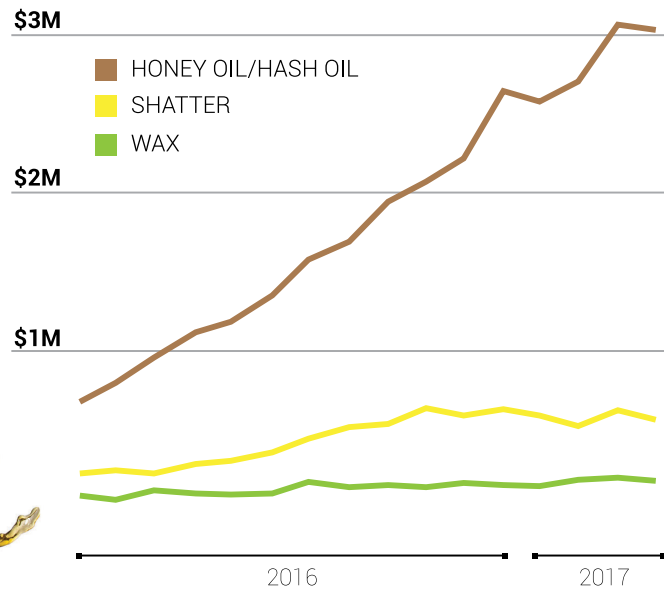
**Source: BDS Analytics [bdsanalytics.com](https://bdsanalytics.com)**

BDS Analytics aims to drive the cannabis sector to thrive with well-informed decisions based on factual data. By capturing millions of transactions from dispensary point-of-sale systems they provide actionable insights based on accurate information enabling dispensaries, brands, and growers to sustain their success.

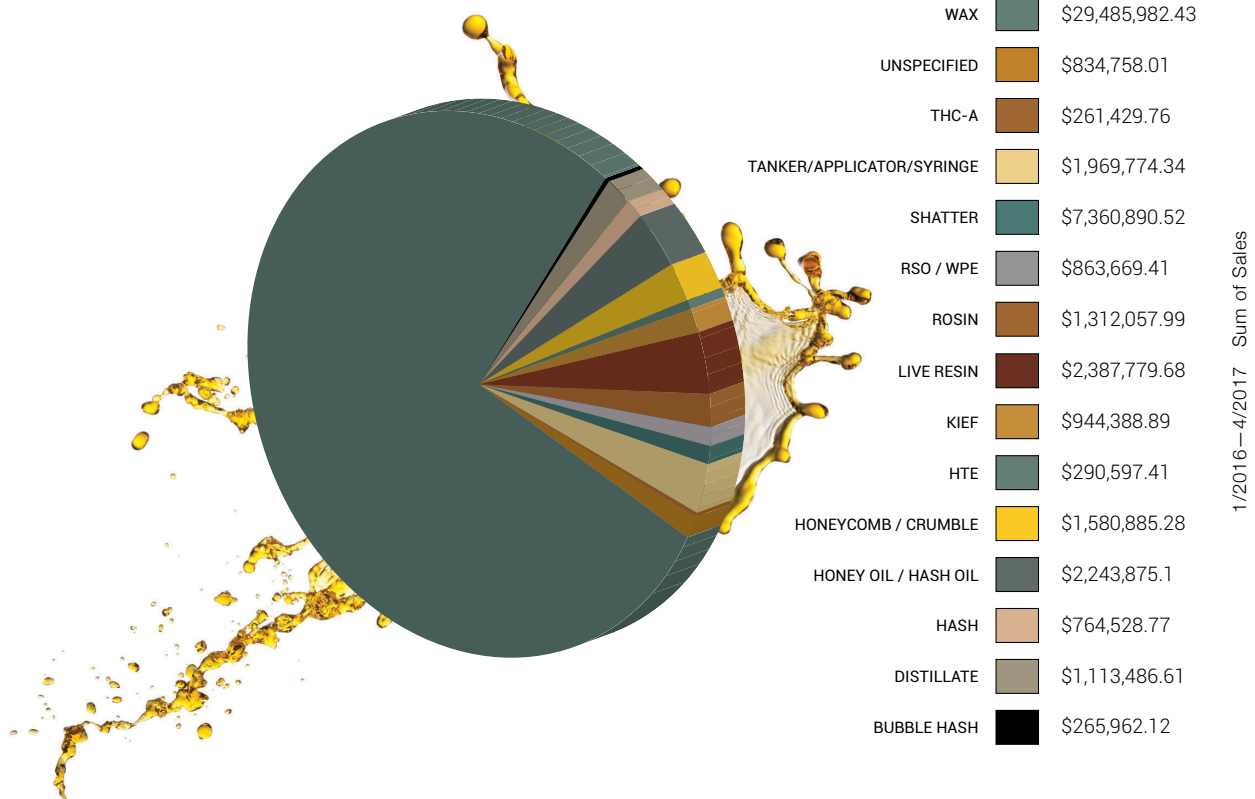


# Growth & Market Share

## MONTH-OVER-MONTH GROWTH



## SEGMENT MARKET SHARE



**Source: Headset; headset.io**

Headset is a cannabis tech company that's passionate about helping cannabis businesses become successful. Their core team founded Leafly, revolutionizing cannabis consumption by putting information in the hands of consumers. Headset aims to do the same thing for cannabis business intelligence. Their comprehensive cannabis data analytics services benefit the entire supply chain, from seed to sale.



# Hard Goods



## INDA PIPE NECKLACE

Designed by founder Caroline Mauro, this groovy necklace hangs on a vintage brass chain and magically transforms into a smoking pipe. The hand-assembled beauty is perfect for the fashionable, on-the-go smoker. Made in Vermont. [INDACREATIONS.COM](http://INDACREATIONS.COM)



## NOVA DECARBOXYLATOR

Decarboxylation done wrong can lead to uncertain reactions to medicine and general confusion for patients trying to dose at home. NOVA maximizes cannabinoid availability for those who like to smoke or vaporize; it also activates available cannabinoids for edibles, extracts, or tinctures. Holds 14g to an ounce of flower. [ARDENTCANNABIS.COM](http://ARDENTCANNABIS.COM)



## WORLD PIECE BAMBOO TRAY

Measuring 12.75 inches by 9.5 inches, this bamboo tray from Cheech & Chong has it all: looks, one mini dabber, one mini grinder, one magnetic grinder card, two non-stick silicone containers, one non-stick silicone pad, and one magnetic lid. [THEWORLDPIECE.COM](http://THEWORLDPIECE.COM)



## KANDY PENS: ELITE

Kandy Pens' newest launch is a high-powered wax pen replete with a temperature-controlled battery, two atomizers, and a cool carrying case that will fit into a pocket, purse, or small carrying case. Extra bonus: A thick layer of paint—3 coats—makes the finish extra-durable. [VAPORNATION.COM](http://VAPORNATION.COM)



## POLLEN GEAR

The Pollen Gear glass collection is not only a design star, but also child-resistant and a great way to display and store flower. The air-tight, smell-proof glass preserves freshness and allows for a longer shelf life. [POLLENGEAR.COM](http://POLLENGEAR.COM)



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# Horticulture & Growing



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## GDS: ROAR CULTIVATION SOFTWARE

Keep track of plants from seed-to-harvest as well as compliance data with Guardian Data Systems' ROAR cultivation solution software. Trace every seed mother and clone through each growth phase and automatically capture lab data, including THC and CBD levels. ROAR records each plant's interaction with staff, along with nutrient and energy consumption. Historical data stored with ROAR can be used to more accurately predict yield and potency.

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**MILLSNUTRIENTS.COM**



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**ALCHIMIAWEB.COM/EN/**



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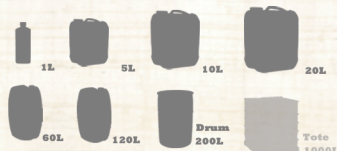
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## MINDY'S ARTISANAL EDIBLES: DARK CHOCOLATE ALMOND TOFFEE

Nationally-acclaimed, James Beard Award-winning pastry chef Mindy Segal's Belgian and French dark chocolates are swirled between crackling toffee infused with smoked almonds and a thick caramel layer. Available in 25mg and 10mg pieces. No cannabis aftertaste.

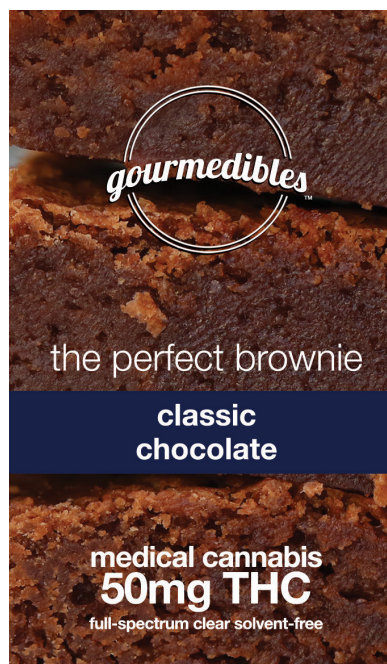
[MINDYSEDIBLES.COM](http://MINDYSEDIBLES.COM)



## ELEVATE CANNABIS BLUE MOON ROCKS

Blue Moon Rocks are an indica-dominant hybrid cross between Blue Moon and BOGBubble, with a sweet blueberry-lavender aroma and calming, full-body effects. The sativa/indica ratio of roughly 30:70 will leave users relaxed, happy, and even euphoric. Available in Arizona and on the West Coast.

[ELEVATECANNABIS.CO](http://ELEVATECANNABIS.CO)



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Infused with only lab-tested, full-spectrum, solvent-free concentrate, The Perfect Brownie uses natural ingredients to reimagine the edible cannabis product. Accurately dosed; available in four flavors (sea salt and caramel, cinnamon, mint, and classic) and two strengths (50mg THC and 200mg THC). CBD version coming soon.

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[THERAPYTONICS.COM](http://THERAPYTONICS.COM)



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[TRUEHOLISTICCO.COM](http://TRUEHOLISTICCO.COM)



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# Non-Psychoactive

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**LUSTNAKEDPLAY.COM**



## WHOOPI & MAYA: SOAK

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**WHOOPIANDMAYA.COM**

## KOI CBD E-LIQUIDS

Made in Europe, Koi's E-liquids are composed of 100-percent natural CBD and 99-plus-percent pure CBD isolate that is manufactured in an ISO-certified lab to ensure purity, consistency, and safety. Flavors include Gold Koi Vanilla Caramel Custard, Red Koi Strawberry Milkshake, Jade Koi Watermelon Green Apple Sour, and Blue Koi Blue Raspberry Dragonfruit. White Koi is flavorless. Available in 250mg, 500mg, and 1,000mg dosage strengths. **KOICBD.COM**



## LORD JONES 5:1 HIGH CBD BODY LOTION

Developed by a savvy team of personal care experts, this lotion delivers full-spectrum, whole-plant medicine that provides relief from pain, inflammation, and a variety of skin conditions. Each 1.7oz (50ml) bottle contains 100mg of CBD and 20mg of THC that, when applied, gives skin a hint of sage, mint, and green citrus scent.

**LORDJONES.COM**





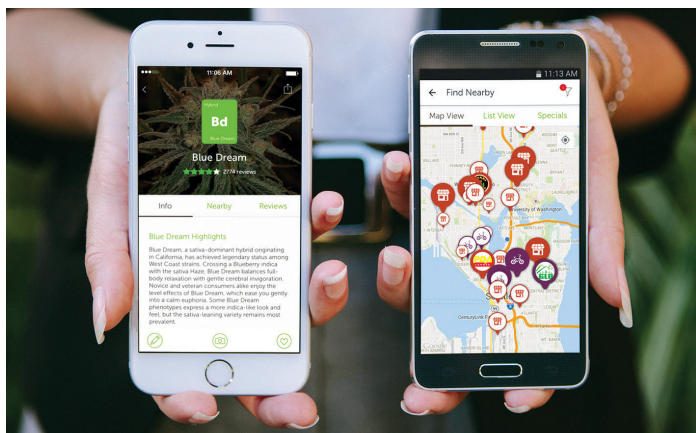




# The Recommender



DANNY DAVIS,  
CHIEF EXECUTIVE OFFICER  
FOR CONVECTIUM,  
RECOMMENDS...

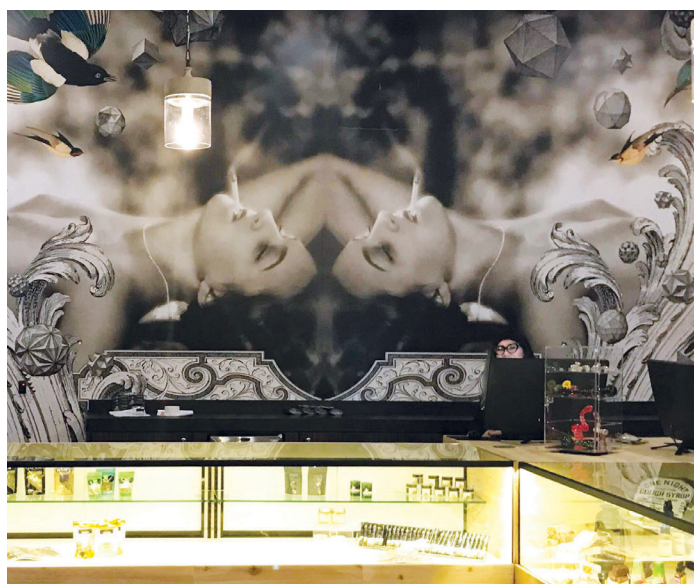


## APP

I like **Massroots** a lot. It helps everyone find “like-minded” friends. Also, **Leafly** is the ultimate encyclopedia for weed peeps, and **Eaze** gets you product wherever you are.

## EDIBLE

**TKO Edibles** is one of my favorite companies. Just look at their website and you will understand why. But **Evergreen Organix** in Las Vegas has the best cannachocolate in the business.



## DISPENSARY

My clear frontrunner is **NETA** in Boston; it's tough to beat an old bank building that is now a dispensary. Other favorites include **Harvest** in San Francisco, **Emerald Haze** in Washington State, and **Acres** in Las Vegas.

## VAPE

I like the functionality of the **PAX 3** and some of the newer-style ceramic cartridges from **Scorpion**. However, I still have a special place in my heart for the **Blackout X** disposables.



## FLOWER

**Jack Herer** and **Sour Diesel**, due to my personal affinity for sativas. With that said, I am not going to get mad at anyone who tempts me with some **Girl Scout Cookies**.



## TREND

It is truly exciting to see how growers are beginning to focus on pesticide-free farming; also, what's going on with high-quality extracts loaded into advanced ceramic and/or quartz delivery devices with the exact voltage for the desired taste. Seeing technology and cannabis come together is my entire life right now.



*CONVECTIUM doesn't touch plants. Instead, the company helps grow the businesses that do by providing the tech infrastructure behind delivery systems, including equipment, branding, licensing, and packaging. [Convection.com](http://Convection.com)*



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