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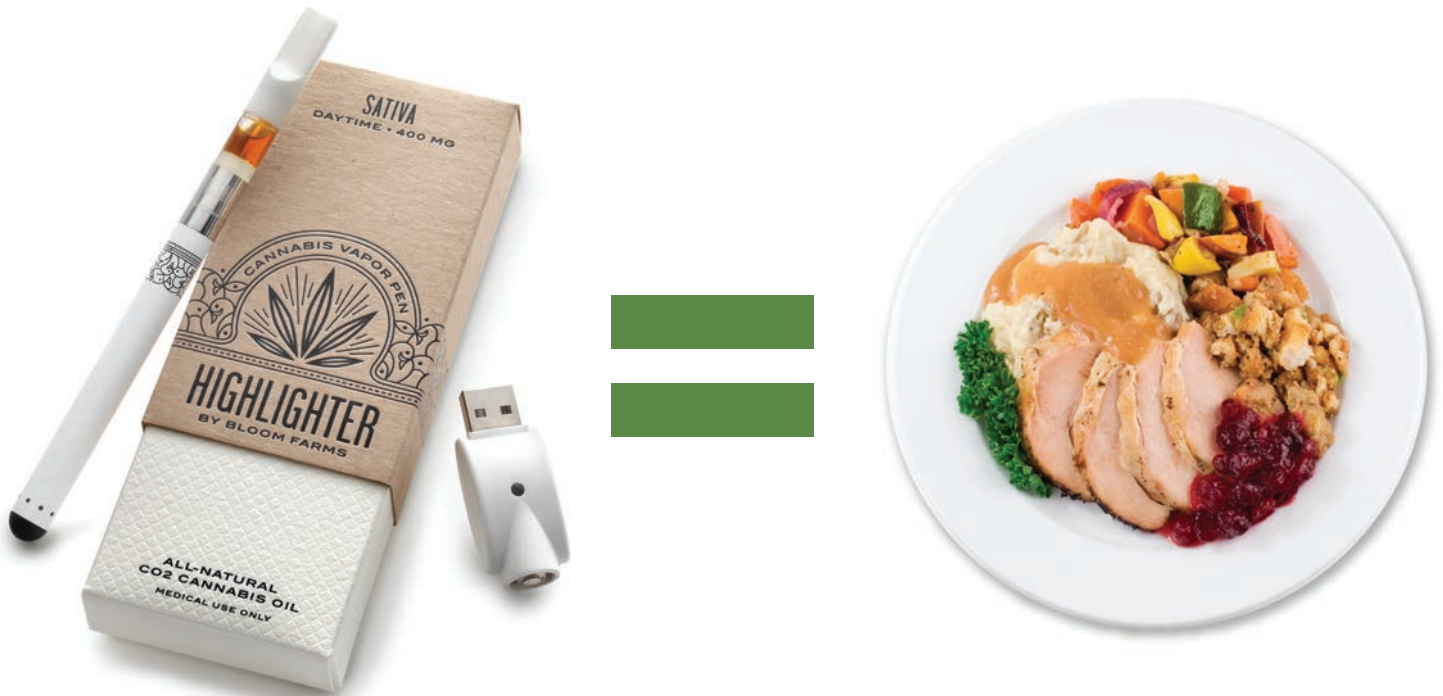


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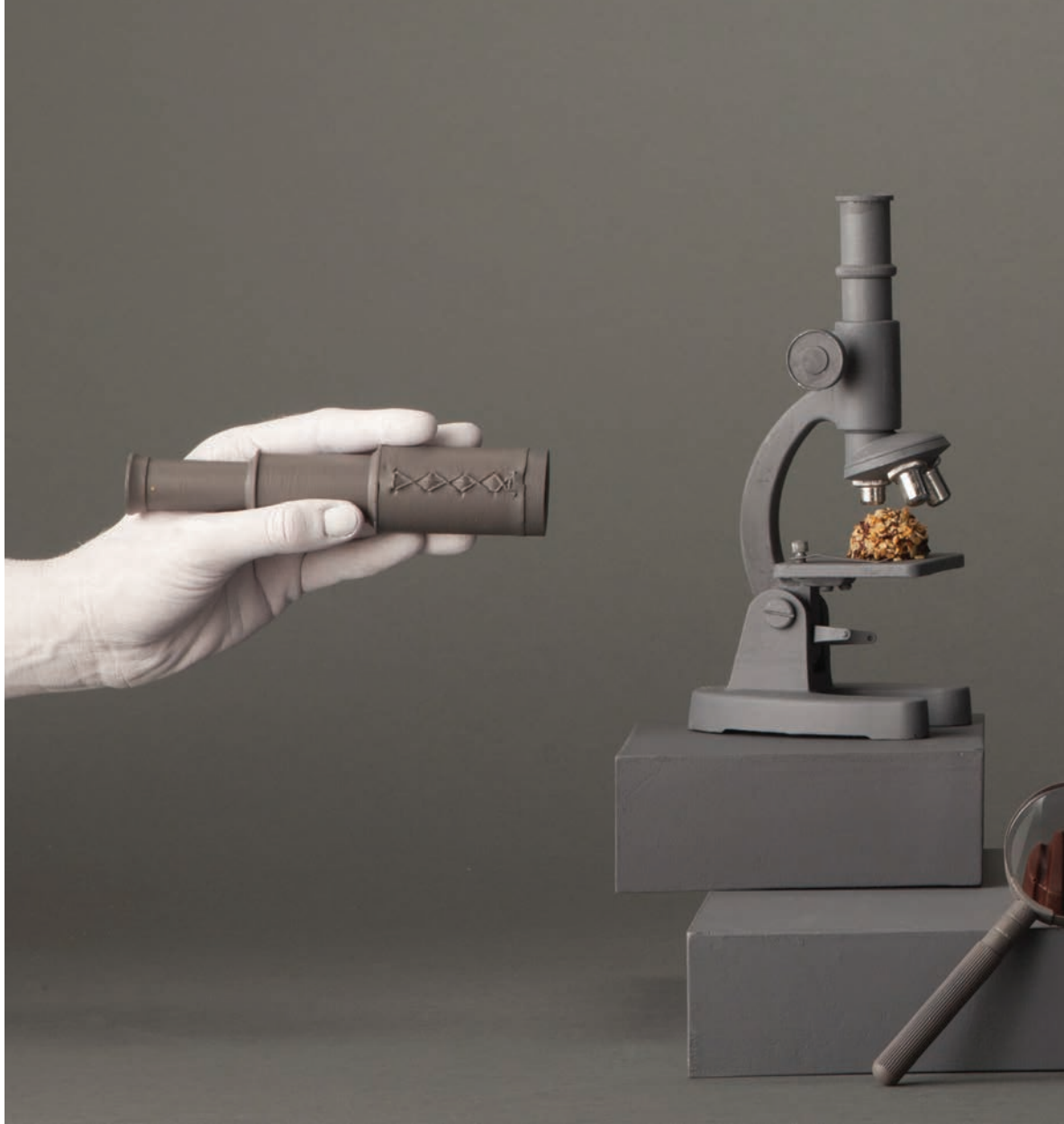
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*Photo Courtesy of
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Forbidden Fruits

LIKE THE FRUIT FOUND ON THE TREE OF THE KNOWLEDGE of good and evil in the Garden of Eden, infused foods and beverages combine the best and worst aspects of this blossoming industry. Edibles are a vast and growing market segment, used medicinally and for leisure without incident by untold thousands of people. There also are many people who refuse to use them because they have had a bad experience or they simply do not trust the products on the market. Some of these people are even producers of edibles, a fact that simply points to the need for increased standardization and regulation on the part of both industry and government. Indeed, of all the byproducts made from cannabis, edibles are certain to be the most highly regulated, for reasons that should come as no surprise to anyone.

That said, the sensual, full-bodied nature of the edibles experience, combined with the pure creativity and innovation so many people bring to the sector, ensures edibles will remain a growing segment of the industry for years to come, reaping profits that continue to stagger the senses. Additionally, as scientists around the world bring advances in terpene profiles and plant genetics to the industry, the foodstuffs we will be enjoying a few years from now will be very different from the ones we consume today. It's all very exciting, and we just need to get from here to there conscientiously and responsibly. The great news for businesses, patients, and consumers is that there are so many industry professionals who are committed to doing precisely that.

Tom Hymes
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Report: Cannabis industry used more than \$6 billion in energy in 2015

CARBON FOOTPRINTVILLE—According to a report by New Frontier, last year the cannabis growers was collectively responsible for more than \$6 billion in energy usage. While that level of usage accounts for only 1 percent of the energy output in the U.S., the number is expected to increase as more states legalize cannabis and the number of grows increases in states that already legalized. Ironically, regulation is a major culprit. According to Westword.com, “Because of the intense local regulations that surround it, growing legal marijuana is often confined indoors, requiring the use of intense growing lights, dehumidifiers and

ventilation, and watering systems. Although some rural communities in southern Colorado, like Pueblo County, allow commercial outdoor marijuana grows and greenhouses, most municipalities ban them in attempts to keep the grows discreet and less accessible.” As cultivation becomes more acceptable, the increase in number and size of outdoor grows will result in a corresponding decrease in energy usage, but until that happens, there may well be a spike in energy use by the industry. Industry advocates are sure to use that fact as an argument for legalization. After all, cannabis loves the sun, and the sun loves cannabis.

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



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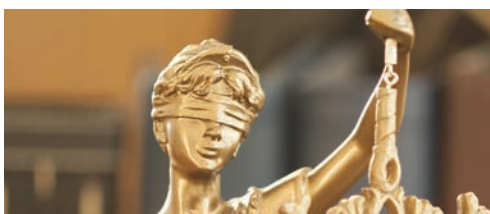


WHAT'S UP, ZUCK?

MENLO PARK, CALIF—Dude, what is up with the take-downs of cannabis accounts on Facebook and Instagram? Only a few months ago you were speaking out against marijuana laws that have resulted in “Blacks and Hispanics [being] significantly more likely than whites to be arrested for possession and sale of marijuana and to receive a conviction and criminal record...” And then there was the photo with you, Snoop, and Sean Parker that were used in articles on the legalization efforts in California. Brother,

how can you extol your activist cred on the one hand while shuttering accounts with the other? Please don't explain it away as a “business decision” meant to protect the interests of investors. Please don't go there! It would be so TwoFacedbook of you. Surely you, of all people, know that hiding behind vague “community standards” is exactly the sort of drivel that fueled decades of failed drug war, and that what the world needs now are corporations with conscience, not unconscionable corporations.

WHAT'S NEXT?



Scalia memorial preempts SCOTUS cannabis case

WASHINGTON, D.C.,—The death of Supreme Court Justice Antonin Scalia surely will influence the presidential election, but it has also already affected what could be a far-reaching case that could determine the validity of medical marijuana legalization efforts in Colorado and every other state that has enacted such laws. On February 19, the court was scheduled to consider a challenge brought by Nebraska and Oklahoma to Colorado's medical marijuana program, but the meeting was postponed because of the memorial for

Scalia. Scalia's absence on the court further complicates the outcome of the case. According to SunTimes.com, “Despite his long support for states' rights, Scalia had previously sided against states' rights on the issue of marijuana legalization. Scalia weighed in on the issue in a 2014 case and pointed to the Constitution's Supremacy Clause as indication that federal pot law trumps state pot laws. In Scalia's absence, Nebraska and Arkansas' case against Colorado appears to have weaker chances of moving forward.”

DID YOU KNOW?



ARKANSAS AG APPROVES BALLOT MEASURE TO LEGALIZE POT

LITTLE ROCK, Ark.—An initiative in support of a constitutional amendment to legalize cannabis in the state has been approved by Arkansas Attorney General Leslie Rutledge. According to KATV.com, “Rutledge approved the proposed constitutional amendment titled ‘The Arkansas Medical Marijuana Amendment of 2016’ that was submitted by Little Rock lawyer David Couch... Now that the proposal has been certified, supporters can work to gather the nearly 85,000 signatures from registered voters required to qualify for the November ballot.” If passed by voters, the amendment to the state constitution would provide limited immunity to qualifying patients, dispensaries, and “cultivation facility agents.” Language attached to the measure reads, industry “In order to become a qualifying patient, a person must submit to the state a written certification from a physician licensed in the State of Arkansas that he or she is suffering from a qualifying medical condition.”

“I certainly think it ought to be rescheduled.”

—Former AG Eric Holder

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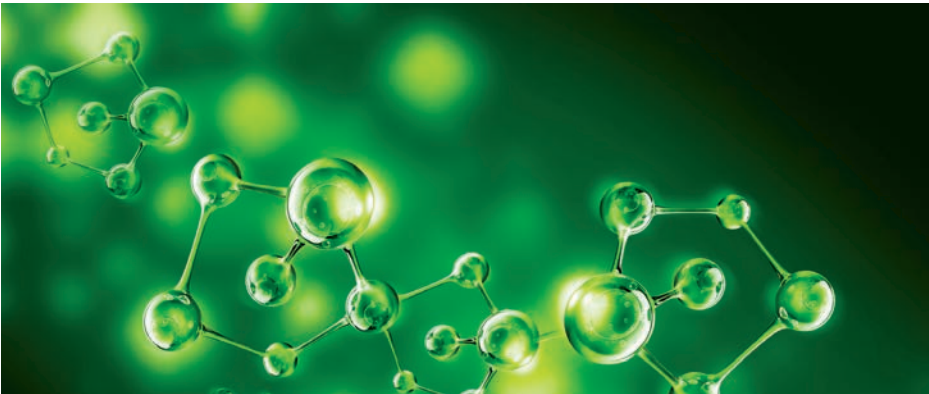
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Behold the ‘Stoner Gene’

LONDON—Research conducted by scientists at the University of Exeter and University College London reportedly has isolated a so-called “stoner gene” that can determine whether an individual who smokes weed is susceptible to mental illness. According to *The Mirror*, “The breakthrough could help identify otherwise healthy users who are most at risk of developing psychosis... Previous studies in this field have looked at people who already have psychosis, but this is the first study to look at healthy people and to examine their acute response—or how the drug affects their minds.” Four hundred forty-two young cannabis users were tested, according to the article, which noted, “The researchers measured the extent of the symptoms of intoxication and effect on memory loss and compared it to results seven days later when the young people were drug-free.” Results showed that “around 1 percent of cannabis users develop psychosis and although low in number, the impact can be devastating and long lasting.” The results also built upon a previous study that “found a high prevalence of one variant of the AKT1 genotype in cannabis users who went on to develop psychosis as a result of their use.”

Former Marine is new weed tax enforcer for Colorado

DENVER, Colo.— Colorado pot businesses, take note. The state department of revenue has assigned a new director to oversee its Marijuana Enforcement Division. Jim Burick is a 25-year veteran of the U.S. Marine Corps and subsequently served as police chief for Milliken, a small town north of Denver before joining the department of revenue in April 2014. According to BizJournals.com, Ron Kammerzell, senior director of the enforcement division, noted Burack “has a well-balanced skill set that

is drawn from his impressive educational background, public service, leadership, legal, and law enforcement experience.”



WOODY HARRELSON APPLIES FOR HAWAII DISPENSARY LICENSE

HONOLULU COUNTY, Hawaii— Actor Woody Harrelson has applied for one of only eight licenses that will be granted by the state of Hawaii to operate medical marijuana dispensaries throughout the island chain. According to *The Cannabist*, a 2015 law “allows medical marijuana businesses to have two production centers and two retail dispensaries, for a total of sixteen dispensaries statewide. Six are allowed on Oahu, four on Hawaii Island, four on Maui, and two on Kauai.” Harrelson, who applied for the license through his company, Simple Organic Living, was one of almost sixteen well-heeled “applicants [who] must have \$1 million cash before applying for a license, plus \$100,000 for each dispensary location. All applicants must have been Hawaii residents for more than five years.” The state said it would announce the names of licensees by April 15, with dispensaries scheduled to open in July.

Fast Fact: Out-of-state visitors to Denver emergency rooms for weed-related symptoms accounted for 78 per 10,000 ER visits in 2012 compared to 163 per 10,000 visits in 2014—an increase of 109%.

—*New England Journal of Medicine.*



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BANKING

Oregon Bills seek to ease banking, investment barriers



SALEM, Ore. —The Oregon legislature appears serious about helping its fledgling cannabis industry join the real economy. Three bills easily have advanced that would “eliminate residency requirements for pot business ownership, give lenders legal protections, and combine medical and recreational cannabis retail outlets,” reported BizJournals.com. House Bill 4094, which passed the senate by a 56-3 vote in mid-February, “explicitly exempts lenders from state criminal liability under Oregon law... If passed, it’s unclear whether lenders will begin offering services due to the federal legal situation.” Senate Bill 1511, which was expected to get a senate vote in the final week of February, clears “the way for recreational outlets to sell tax-exempt cannabis to card-holding medical marijuana patients. A third bill, House Bill 4014, “eliminates a requirement that cannabis business owners in Oregon need to have at least two years of state residency. The requirement initially intended to favor and protect small, locally owned operations at the beginning of recreational legalization,” but “many business owners have called for an end to the rule, as it blocks them from landing outside equity investment to help grow their companies.” HB 4014 is the only bill to have passed both the house and senate and was awaiting a signature by Governor Kate Brown.



Entrepreneurial Girl Scout sells cookies outside Portland pot shop

PORTLAND, Ore.— Accompanied by her aunt and sporting a sign that promised customers she would “Satisfy Your Munchies,” a smart Girl Scout set up her cookie stand outside Foster Buds Marijuana Dispensary on a Saturday in February. Seeking to raise enough money to help fund a summer trip to a horse camp, the girl met her goal of selling thirty-five boxes, leaving everyone content except for one group of sourpusses. One guess who they were. That’s right, according to local ABC affiliate KATU, “A spokesperson from the Girl Scouts of Oregon and Southwest Washington said they ‘recommend that if a minor cannot enter a premises unaccompanied, she should not sell Girl Scout Cookies in front of the premises.’” The girl was unfazed, telling the station, “It seems like people are happy we’re here.”



SEN. WARREN ASKS CDC TO STUDY POT'S BENEFICIAL IMPACT ON OPIOID EPIDEMIC

WASHINGTON, D.C. — U.S. Sen. Elizabeth Warren, famous for her fight against the big banks, is taking on opioid addiction by asking the Centers for Disease Control to study whether medical marijuana may be one answer to the problem. In a letter sent to the CDC’s Dr. Thomas Frieden in early February, the Massachusetts Democrat asked the department to work with other federal

agencies to do more research on opioid addiction, and specifically to look into “the use, uptake, and effectiveness of medical marijuana as an alternative to opioids for pain treatment in states where it is legal.” Her position is in stark contrast to her position on cannabis just a few years ago, when she opposed a 2012 Massachusetts ballot measure that would have approved cannabis for recreational use.



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REGULATION



The 420 Games Invade Los Angeles March 26

SANTA MONICA, Calif—The 420 Games athletic event has experienced great success in San Francisco’s Golden Gate Park for the past two years. This March, it will debut in Los Angeles, the first leg of a four-state, six-city tour. Participants will be “Going the Extra Mile for Cannabis” in the 4.20-mile race. Longer than a typical 5K, the circuit takes runners from the Santa Monica Pier to Venice Beach before finishing back at the pier. Tickets may be purchased at 420Games.org.

“The 420 Games were created to emphasize that highly functional people, even professional athletes, use cannabis and are hardly the lazy stoners the world has portrayed,” said event organizer Jim McAlpine. “Fostering a new, positive mindset about those who use cannabis is going to be absolutely critical for the legalization of marijuana.”

The 420 Games take place Saturday, March 26, from 9 a.m. to 3 p.m. at the Santa Monica Pier. Highlights will include:

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PRIZES!



USPTO ALLOWS PATENT APPLICATION FOR AMERICAN CANNABIS COMPANY’S SACHEL

DENVER, CO. – American Cannabis Company Inc. received notice from the U.S. Patent and Trademark Office that the claims of its Satchel patent application have been deemed allowable and the application will be issued. The issue fee was paid to the patent office on February 18, 2016.

The Satchel is a child-resistant vessel that may be used by dispensaries to assemble orders and ensure the proper post-sale handling of cannabis per each state’s legislation. American Cannabis Company’s Satchel also has been awarded approval from the American Society for Testing and Materials (ASTM).

FOR MORE INFORMATION, VISIT:
AmericanCannabisCompanyInc.com.

FOR SALE: Desert Hot Springs Land Suitable for Cannabis Cultivation



DESERT HOT SPRINGS, Calif.
—Sixteen acres of industrial land suitable for marijuana cultivation are for

sale in Desert Hot Springs. A water trunk line is being installed in the street, and a paved road fronts the property. The property, which is just east of Little Morongo on Dillon Road, is listed for \$2,200,000.

Contact Michael Pins at Sotheby International Realty at (760) 902-9700.



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Stay on target with a blend designed to keep you going. Sativa oil blended with Peppermint, Lime, Cypress and Cinnamon refreshes you while helping to inspire creativity and enhanced focus.

BALANCE



Unlock the natural healing properties of cannabis with award winning non-psychoactive CBD isolate. Frankincense refreshes your body, Ylang Ylang lifts your mood, Geranium cleanses the body of toxins and Tangerine awakens the senses.

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- Anti-inflammatory
- Sleep aid
- Relaxant and more!

DEEP



Upgrade your downtime with high-grade Indica oil blended with the most soothing of curatives. Lavender and Chamomile combine with Orange to relax the mind, comfort the body and nourish the senses.

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SHUTTERBUG



Emerald Family Farms at the High Times Cannabis Cup in San Bernardino, Calif.



The Nanolux Team in Denver, Indo Expo



It's all about teamwork at Purity Lab Denver, Indo Expo

GET THE WORD OUT!

Looking for coverage of your industry event? Let us know at editorial@canmg.com.



Dixie Brands Expands into Nevada in Joint Venture with Silver State Wellness

LAS NEVADA, NV/Denver, CO—Dixie Elixirs & Edibles, a Dixie Brands Inc. company and creator of the world-famous Dixie Elixir, has formed a joint venture agreement with Nevada’s Silver State Wellness LLC. The announcement marks Dixie’s fifth market expansion in the past nine months, with plans to bring a line of eight edible, vappable, and topical cannabis products to the Nevada medical marijuana market by late May 2016.

Silver State Wellness, a licensed Nevada medical marijuana establishment, has received approval from the Clark County Board of Commissioners and State of Nevada to operate a cannabis cultivation as well as a marijuana-infused-products production facility.

“Dixie’s expansion into Nevada marks our fifth state and a definitive moment in our national expansion,” said Chief Executive Officer Tripp Keber. “The market opportunities for Dixie in Nevada are tremendous between the potential passage of adult-use laws in 2016, combined with the fact that the Nevada market is still in its infancy, allowing for great first-mover advantage for brands that can solidify their presence. However, the most important factor in making our move into Nevada was finding the right partners. We couldn’t be more proud and humbled to be partnered with Silver State Wellness, an organization that truly defines the meaning of integrity in business. Together, we look forward to establishing Dixie as one of the first and highest quality products available to Nevada’s medical cannabis patients.”

FOR MORE INFORMATION, VISIT DixieBrands.com and SilverStateWellness.com.

TWEED PARTNERS WITH CANNABIS CONNOISSEUR SNOOP DOGG

SMITHS FALLS, Ontario – Tweed Inc., a subsidiary of Canopy Growth Corporation, has entered a business partnership with entertainment icon Snoop Dogg. A pioneer in the cannabis industry, Dogg is recognized as a connoisseur of quality medical cannabis products and has expanded his entrepreneurial endeavors to provide expertise and strategy to business ventures

that, like Tweed, represent the birth of a new industry.

“There are real social and medical benefits from the cannabis industry, and the world is seeing this positivity in a whole new way,” said Dogg. “Canada has been at the forefront of the business model, and I look forward to being a part of the road ahead.”

FOR MORE INFORMATION, VISIT Tweed.com

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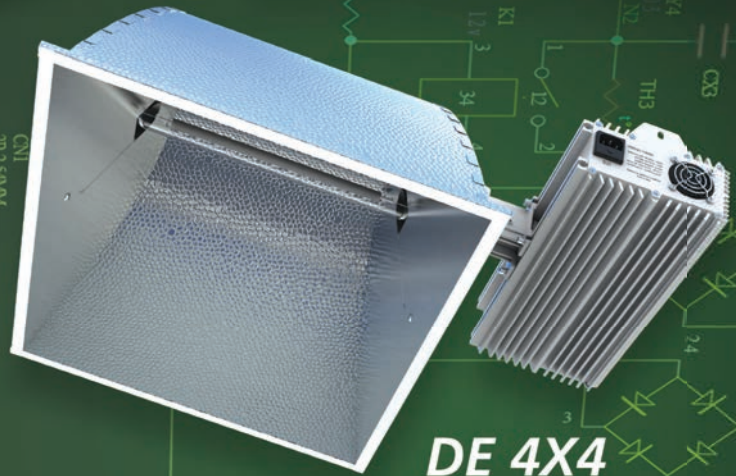
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NCCS
WIRELESS BALLAST CONTROL



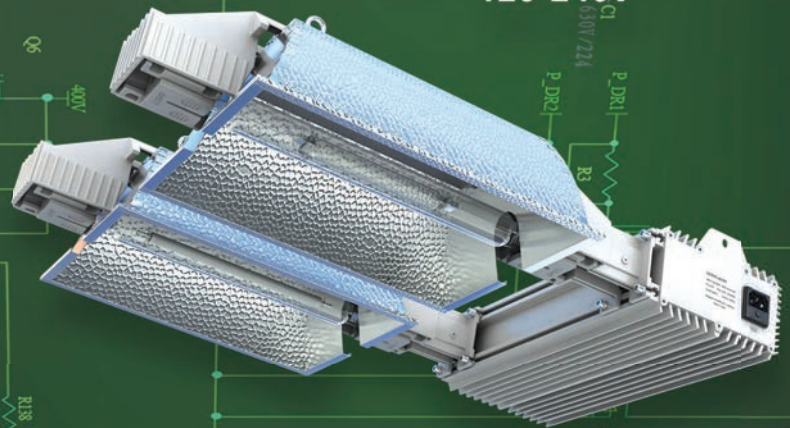
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120-240V



DE 4X4
120-240V



DE 1000/600
208-240V
277, 347, 480



DE DUAL 600X2
208-240V
277, 347, 480



The World is Watching

COUNTRIES HIT AND MISS ON CANNABIS REGULATION, BUT A PERFECT STORM IS BREWING LED BY THE U.S.

TRUE, complete cannabis regulation for an entire country is not “just around the corner” anywhere in the world, although an early leader has embarked on a bumpy ride.

Uruguay, which in December 2013 became the first country to legalize and regulate every level of the market for cannabis, will be an important example globally for political leaders contemplating whether and how to liberalize drug policies. But regulatory issues remain far from settled in Uruguay, as regulators work out what regulations should cover and how they should be followed.

The world is watching the U.S. for cues and clues. The state-by-state approach to regulation in the U.S. is followed by most other countries setting out on the path, usually by testing the waters with rules governing medical marijuana.

The legalization initiative in Washington, D.C., is particularly noteworthy because it occurred in the seat of the U.S. federal government and came about precisely because of social justice issues related to wrongful incarceration. That human rights issue resonates around the globe and will play a bigger role in cannabis regulation in other countries over the next few years.

Coming onstage with an increasingly larger role in the world’s review of regulating both recreational and medical cannabis is Mexico, historically a major supplier of black market cannabis to the world and a country that continues to suffer from the criminal activity that growing and distributing illegal cannabis creates.

“We pay attention to the regulation issue, but I am not sure we have moved far along in the process,” Zara Snapp, policy and communications officer for the Global Commission on Drug Policy in Mexico City, said. “In Mexico, we don’t have the same type of statistics or data you have in the U.S., so we don’t see individual states or entities saying that we are going to regulate for medical use or recreational use.”

Snapp said the country has begun state-level conversations about what is possible within Mexico’s legal framework. “But we don’t have the same culture as the U.S. in terms of challenging the federal government openly,” she said.

For example, Snapp noted, a request for low-THC CBD oil to treat a four-year-old girl with epilepsy was denied until a judge ruled otherwise. “So, understanding that there is a need to be sensitive to



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people for the use of medical cannabis is happening,” she said.

The Mexican government has called for a nationwide debate on cannabis legalization, to include individual state forums from January through March this year, with a larger one in Mexico City. “We will be talking about ethics and human rights, economic aspects, regulation, and security,” Snapp said. “But these discussions need to begin with a dialogue about how you are going to regulate cannabis, not whether you will or won’t.”

Ultimately, regulation will be based on public opinion. “How do we demystify cannabis for the Mexican public?” Snapp asked. “How do we bring it back to our own cultural history?”


In Germany, Georg Wurth, cannabis activist and chief executive officer for the German Hemp Association, one of Europe’s largest organizations calling for the regulation of recreational and medical cannabis, said he has been working on cannabis policy for 20 years without appreciable results. “It’s really just been up and down about regulation,” he said.

Until recently, German medical professionals were silent about legalized marijuana, he said. Now, the plan is for medical insurance to pay for prescribed marijuana. Creation of a government agency to regulate cannabis production is under consideration.

Legalization in Germany will be a long fight, Wurth said, because the country has a conservative government. “It will come from the bottom up, from the people saying there is a problem with prohibition and they want another way,” he said. “It will be five or ten years until things start moving here for full legalization and regulation.”

Spain decriminalized cannabis clubs in 2001. According to a report in Britain’s *The Guardian*, the number of members-only clubs in Spain rose from 40 in 2010 to more than 700 in mid-2015, with combined membership approaching 200,000. Most of the clubs are in Barcelona.

Spanish regulations are among the most tolerant in the world, according to Oriol Casals, program director of the Civil Observatory on Drug Policy. Not only is consumption legal within a club structure, but also respect for individual rights was a primary consideration when the government crafted regularizations. “We have a kind of experimental law on the cannabis clubs, a collective privacy of people consuming in clubs,” Casals said. “But we want to provide assistance for people who are outside of this circle of collective privacy, people who have no relationship with this group of consumers. The clubs are making steps in order to change the laws and make it legal for the consumption of cannabis, the transport of cannabis, and the distribution of cannabis.”

In mid-January, Casals met with party political leaders to discuss laws governing the cannabis clubs. “The most important thing now is to show our political leaders what is happening in the world, specifically in the U.S., especially in the U.S. economic picture,” he said. “We are saying to our political leaders to look what is happening in other countries on this issue, because to have that experience and to demonstrate the results is important. That is very important data to provide.” 

— David Hodes

Cannabis regulations on the move around the world

Puerto Rico: Health department officials have signed off on regulations overseeing the licensed production and distribution of medical cannabis. Authorities anticipate the new program will be operational by year’s end. (Source: *NORML*)

Italy: A cannabis law reform group claims 250 out of 945 members of Parliament—more than 25 percent of the country’s elected policymakers—support ending cannabis prohibition. Growing cannabis for personal use remains a crime, though medical use of marijuana is legal if the product is bought from a pharmacy with a doctor’s prescription. (Sources: *NORML, Reuters*)

United Kingdom: In July, 25-year-old economics student James Owen forced Parliament to debate cannabis legalization by submitting a petition containing the signatures of more than 100,000 people in favor of decriminalization. (Source: *NORML*)

Australia: The Prime Minister, Health Minister, and leading members of Parliament have expressed support for an amendment to the Narcotic Drugs Act 1967. A bill introduced February 10, 2016, would establish a national licensing and permit scheme allowing cultivation, prescription, and distribution of medical cannabis. The bill is expected to become law by the end of March. (Source: *NORML, Quartz*)

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WOMEN GROW Leadership Summit 2016

BUSINESS IS BLOOMING: THE 2016 WOMEN GROW LEADERSHIP SUMMIT

Women are taking their place in the canna-sphere—and making no apologies for cultivating their power.

DRESSED IN DAZZLING REDS, 1,400 Women Grow Leadership Summit attendees excitedly poured into downtown Denver’s historic Ellie Caulkins Opera House, ready for the rapid-fire inspiration of “lightning talks” by prestigious keynote speakers. Despite frigid weather, the vibrant buzz of professionals from across the continent created a special warmth.

NOT YOUR AVERAGE STONER CHICKS

Despite men’s overwhelming dominance, women are highlighted as the fuel behind the blossoming cannabis sector in headlines and covers on Newsweek, The Economist, TIME Magazine, and National Geographic. Women Grow, a networking group of female-identified cannabis entrepreneurs, has grown to more than 1,100 male and female members in thirty-five chapter-cities in just two years. With reports projecting 2016 legal cannabis sales to grow 25 percent, giving women room to grow.

Ladies of all ages and backgrounds shared peace pipes, struggles, and dreams, instantly becoming family over vapor and belly laughs. From interviews about the drug war and card-swapping to smoke-break chats, conscious cannabis capitalism was proof that leading with love can be lucrative.

THE ENLIGHTENING TALKS

Investors, social media gurus, battle-worn policy activists, nurses, and pet-patient advocates addressed attendees’ inner fears of

failure. Infuriated by race and gender oppression, the brazen babes’ insightful humor, profound messaging, and shameless audacity were a battle cry for action.

Cancer-survivor and rock legend Melissa Etheridge gushed, “Can you believe you’re in a room this big with other women who do the herb?” Comparing medicinal freedom to GLBTQ rights, she said cannabis was her savior from chemical treatments and doctors’ fear-mongering.


Betty Aldworth exclaimed, “Be your own fucking trophy wife! Say ‘yes!’ Set aside fear and jump with voracity... Take one more shot at the revolution. What’s terrifying is to not matter as much as you can in this life. So I said ‘yes,’ and got to shape national discourse despite crippling doubt and fear.”

Cannamom Moriah Barnhart shared her daughter’s excruciating journey from toxic chemo to recovery with hash oil. Dressed as Wonder Woman, Jeanne Sullivan demanded summit attendees “stop being afraid to ask.”

Maureen MacNamara said, “The world’s thirsty for your wisdom, knowledge, and ingenious ideas. With negative thoughts, the world and this industry lose. If we sit on our brilliance, the patient doesn’t win. The time is now for your ideas to flourish... So get the hell out of your own way.”

‘THE ONLY DIFFERENCE BETWEEN ILLNESS AND WELLNESS IS AN I AND A WE’

Positive, wise words replaced negative, hard-wired insecurities with confidence. Whether “coming out” to the community or cultivating powerful skills, women are living integrated lives only when they harmonize their dynamic selves with the work they do. Far beyond networking, the bonds and friendships made will continue into business relationships centered in a common energy: Women are building an industry by banding together to protect and ensure the highest standards for the medicine.

In this empowered state they can, and will, be the high-integrity leaders of a billion-dollar industry—stewarding, respectfully, with the divine, fruitful, feminine energy cannabis has embodied for millennia.  — *Luna Stower*



Jeanne Sullivan, Sullivan Adventures

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CANNABIS CUP



Foot-long joint by Chong's Choice Cannabis won by lucky woman in raffle.

High Times at SoCal Cannabis Cup

THOUSANDS OF PEOPLE flocked to the NOS Events Center in San Bernardino, California, for the 2016 *High Times* SoCal Medical Cannabis Cup, the 42-year-old magazine's five-day festival celebrating marijuana.

On top of the highly-coveted awards, the fifth annual gathering included cultivation seminars, activism sessions with leaders of the medical marijuana movement, and a star-studded musical lineup featuring performances by The Roots, De La Soul, Wiz Khalifa, Method Man, Redman, Ghostface Killah, and more.

"With 2016 shaping up to be a critical election year for the community, the Cannabis Cup brings together every aspect of this vast and diverse movement—patients, providers, growers, activists, doctors, lawyers, legalizers, and cannabusiness professionals—to join forces in building momentum toward our ultimate goal of legalization," said *High Times* Chief Executive Officer David Kohl.

The main draw of the event was the expo, which fea-

tured hundreds of vendors spread out across the venue's spacious grounds, hawking everything from some of the country's best flower and extracts to innovative new products and accessories. Some of the high-profile celebrity strain launches included Khalifa Kush from Wiz Khalifa, Tommy Chong's Chong's Choice, and Bob Marley's Marley Naturals. The latter is carried by only a handful of dispensaries in Southern California, including Studio City's Buds and Roses, dispensary president Aaron Justis said.

"Every year I come back to the Cup it gets bigger, which shows how far the movement has come," said Berner, an emcee signed to Khalifa's Taylor Gang Records label and originator of the mega-popular Girl Scout Cookie strain. "SoCal always shows love to me and what I do. I'm happy to be here meeting people, taking it all in. There's a lot to see."

Dr. Dabber President and CEO Jamie Rosen held court at the company's booth to promote two new products from his Florida-based company, the Aura: a

2016 Winners

brand-new premium vaporizer pen and the Boost, a portable eRig.


The show “always attracts knowledgeable attendees—people who live the cannabis lifestyle and are discerning about the products they use,” he said. “It’s great coming here, because we get a great response to our products. Our quality is our hallmark, and our Boost is really on the cutting edge of new tech, so we’re proud to show it off to so many people.”

The Bhang booth also created a flurry of activity, offering samples of the company’s top-shelf chocolates, pre-loaded vape pens and branded swag, in addition to a photo booth.

“The Cannabis Cup is always a fun and exciting time for us at Bhang,” product specialist Angela said. “We’re showcasing our full line of products, and the feedback is always positive for us. Our Bhang Stick pre-loaded pens, the Perfecto disposable vape, and particularly our new premium Bhang Black vape are quality products designed with care. We even have our THC gum coming soon, so keep an eye out for that.”

The event’s seminar track featured compelling programs about topics ranging from marijuana use among military veterans to the growing legalization movement. On the Cup’s first day, Michael Cindrich, president of the Gridiron Cannabis Coalition, moderated a panel entitled “How Cannabis Will Save the NFL” with former NFL-ers Kyle Turley, Eben Britton, Nate Jackson, and Heisman Trophy winner Ricky Williams, all of whom spoke openly about their therapeutic use of cannabis during their playing days.

“The teams don’t care, you know. They weren’t trying to take care of me,” twelve-year NFL vet Williams revealed. “So, I had to take care of myself. One of the ways I took care of myself was using cannabis.”

Rounding out a stimulating five days was the Cannabis Cup awards show, in which a panel of experts judged seventeen categories, finally bestowing coveted cups for flower, concentrates, edibles, and more. 

— *Steve Javors*

BEST MEDICAL CONCENTRATE

HYBRID

- 1st • Strawberry Banana Lemondade by Greenwolf and Moxie 710
- 2nd • Zkittlez by Southern Humboldt Farms Collective
- 3rd • Chem Dawg by Critical Concentrates

INDICA

- 1st • Strawberry Banana by Greenwolf and Loudpack with Moxie Genetics
- 2nd • Crown OG Live Resin Sugar by Crown Genetics
- 3rd • Josh D OG Kush by The Kind Center with Unregistered Extracts

SATIVA

- 1st • Purple Tangie by Zeinstein Gardens with Loudpack and Moxie Extracts
- 2nd • Lucky 13 by Quality Concentrates
- 3rd • Strawberry Crown Live Resin Crumble by Crown Genetics with Green Tree Remedy and Dabblicious Extracts

BEST MEDICAL FLOWER

HYBRID

- 1st • CannaSutra OG by Chronic Capital with Lorax Labs and CannaSutra
- 2nd • Dizzy OG by Crown Genetics with Greenwolf LA
- 3rd Place • Starkiller OG by Rare Dankness

INDICA

- 1st • Grape Stomper OG by Mass Cannabis
- 2nd • Kushco OG by The W.E.E.D. Studio City with Kushco
- 3rd • JAH Cookies by JAHnetics

SATIVA

- 1st • Mega Queso by Happy Leaf with Nameless Genetics
- 2nd • You Don’t Know Jack by Lorax Labs with Cannasutra and 420DLVRY
- 3rd • Purple Tangie by Greenwolf with Zeinstein Garden

BEST CBD CONCENTRATE

- 1st • Goji D.C. by Moxie and Nevada Pure
- 2nd • Anonymous CBD Nug Run Shatter by Crown Concentrates
- 3rd • Harle-Tsu CBD Sap by Dabbenport Extracts

BEST CBD FLOWER

- 1st • Mai Tai Cookies by WHTC and Terraform Genetics
- 2nd • Vitamin CBD by Guild Cannabis
- 3rd • Toci by Med Tree Seeds and Brown Dog Cannabis

BEST MEDICAL EDIBLES

- 1st • 500mg Pizza Sauce by Clean Healing
- 2nd • Peanut Butter Milk Chocolate Crunch Punch Bar by Punch Edibles
- 3rd • Gravity Lock with Paris OG by Goodies by MaGooch

BEST CBD EDIBLES

- 1st • CBD/THC Medicated Honey by Critical Concentrates
- 2nd • Tea Pot Relaxing Chamomile Mint Lavender Blend by Honey Pot
- 3rd • Blueberry Vanilla Granola Bar by FlyNHigh Treats

BEST MEDICAL NON-SOLVENT HASH

- 1st • Strawberry Banana Flower Rosin Veganic Grown by Green Giant Grows by Crown Extracts
- 2nd • Kimbo Kush Cubantech Drysift by Exotic Genetix
- 3rd • Kookies by Moxie and Nevada Pure

BEST MEDICAL TOPICALS

- 1st • Prana Roll On by Harborside Health Center
- 2nd • Veganic Dragon Balm by Buds and Roses Collective
- 3rd • Treat It Extra Strength Pain Stick by Gem Stonz Botanicals

BEST VAPE PEN CARTRIDGES

- 1st • Cali-O 710 King Pen by Greenwolf with 710 King Pen
- 2nd • Bhang Black Private Reserve, King Louis XIII by Bhang
- 3rd • Velvet Vegan Buddha by Vegan Buddha with New Amsterdam Naturals

BEST VAPORIZER

- 1st • Puffco Pro by Puffco
- 2nd • 710 KingPen by Loud Pack Extracts
- 3rd • G Pen by G Pen

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MARCH/APRIL 2016 EVENT SCHEDULE

The following is a listing of select industry events taking place in March/April 2016

**NATIONAL CANNABIS UNITY
 CONFERENCE
 MARCH 18-22**

Lowes Madison Hotel, Washington D.C.
 Join patients, providers, activists, and medical and legal professionals to learn best practices, exchange ideas, and discover how to navigate medical marijuana in the new political landscape.
NationalMedicalCannabisUnityConference.org

**NOCO HEMP EXPO
 APRIL 1-2**

The Ranch Events Complex, Loveland, Colorado
 Celebrating the revival of industrial and nutritional hemp production, the third annual event will feature more than 100 vendors/exhibitors and 50-plus speakers, panelists, and industry experts.
NoCoHempExpo.com

**ANN ARBOR HASH BASH
 APRIL 2**

The Diag of the University of Michigan, Ann Arbor
 Like every Hash Bash before, the 45th annual event will commence with a mass light-up at “high noon.” The event serves as an outlet for advocates of marijuana decriminalization.
hashbash.com

**THE HEMP & CANNABIS FAIR
 APRIL 2-3**

Fira de Cornellá, Barcelona, Spain
 Deschutes County Expo Center, Bend-Redmond, Oregon
 Everything related to hemp and marijuana under one roof. Take in sessions about growing, harvesting, medicinal uses, and legislation, and then check out the expo hall for everything else. *THCfair.com*

**HOLISTIC CANNABIS SUMMIT
 APRIL 4-7**

Online
 Experts in the cannabis and holistic health communities will explain how the ancient plant works in concert with a multitude of healing modalities. More than twenty presentations.
HolisticCannabisSummit.com

**CANNMED 2016
 APRIL 10-11**

Martin Conference Center, Harvard School of Medicine, Boston
 The first research conference to showcase the people, companies, and thought leaders working with the endocannabinoid system and medical concepts for the use of cannabinoid therapeutics in neurological disorders.
medicinalgenomics.com/cannmed2016

DISPENSING MEDICINE WITH

Cindy Keeler of LivWell Enlightened Health

CINDY KEELER HAS BEEN BUDTENDING AT LIVWELL ENLIGHTENED HEALTH since April 2015. She loves the opportunity to help disprove years of misinformation and propaganda that were forced upon people by the senseless and failed policy of the U.S. government's War on Drugs. "I moved to Colorado in April of 2014 and have been working in the cannabis industry since that time," said Keeler. "However, my relationship with cannabis has been a close one. Since I began consuming cannabis, it has consistently been present in my life for both therapeutic and recreational uses."



Cindy at work, LivWell Enlightened Health.

Budtenders ON BUDTENDING



“ **LivWell is a unique company in that it has adopted an innovative training program for all entry-level budtenders called LivWell University.** ”

HOBBIES

Reading, permaculture, gardening, cooking, hiking, camping, live music, and dancing.

TRAINING

I've been employed in bars and restaurants throughout my working years, and many of the same skills are required in both budtending and bartending. LivWell is a unique company in that it has adopted an innovative training program for all entry budtenders called LivWell University. Having worked at a competing dispensary in the past, where no formal training was provided, I can speak to the profound usefulness of LivWell University. It is a comprehensive two-week course in compliance, operations, and product knowledge.

CAREER OR PASSION?

Cannabis is one of my passions, and budtending offers me a way to make a living while directly promoting cannabis's cultural and medicinal acceptance. In five years, I see myself still active in the cannabis industry. I would love to grow with LivWell, working to help it expand into emerging markets.

BEST EDIBLES BRANDS

Sweet Grass Kitchen, Love's Oven, Incredibles, and Dixie.

BEST SELLERS

Dixie and Incredibles.

ADVICE

Educate yourself, product test, and network. Epitomize your ideal retail cannabis experience with every guest you encounter and always stay compassionate.



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Stunning Chemistry in Aurora, Colorado

THE AWARD-WINNING **GOOD CHEMISTRY** IS BEING HAILED AS A CROSS BETWEEN AN APPLE STORE AND A WHOLE FOODS—AND HAS ELEVATED THE REC BAR IN THE CENTENNIAL STATE.

IN DECEMBER 2015, the Good Chemistry dispensary was awarded Best Retail Center at the Cannabis Business Awards in Denver. “This is a big win for us,” said Matthew Huron, chief executive officer for Good Chemistry. “In developing Good Chemistry’s Aurora location, we brought together a team of award-winning professionals to implement the company’s vision for a groundbreaking retail cannabis experience.”

The Aurora location’s design is equal measure high-end natural food store and tech salon, replete with beautiful wood flooring and retail cases. The dispensary has created a revolutionary category system that is broken down into four main categories to help consumers choose which sensation they

GOOD CHEMISTRY

Opened April 2015

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would like to experience: amplify, relax, sleep, or relieve. With this system, consumers can choose the sensation they seek. With that information, Good Chemistry’s staff is able to direct customers to the correct strain and THC level that is best for them based on staff members’ experience.

THE IDEA

“The Aurora location was designed to appeal to a broad base of customers and opened with Good Chemistry’s pioneering category system that helps people thoughtfully navigate the diverse world of cannabis in many ways across many levels of experience, as well as offer accessible information on the many different strains available,” said Stephen Spinosa, vice president of retail operations.

ARCHITECT

Huron brought together a team of award-winning professionals, including branding expert Michael Markowitz, president of Michael Markowitz + Associates; Joseph Duffy, design director at Duffy and Partners; and Tony Coleman of Tony Coleman Brand Design Retail Interiors. Architect Brett Miller, head of Miller Design Works and a long-time partner of Good Chemistry, applied his knowledge of cutting-edge technology and cannabis industry design and construction.

“**WE WANTED TO CREATE A SLEEK, STATE-OF-THE-ART FACILITY BUILT AROUND THE TYPE OF EXPERIENCES AND BENEFITS CUSTOMERS ARE SEEKING.**”

—Stephen Spinosa

DESIGN

“We wanted to create a sleek, state-of-the-art facility built around the type of experiences and benefits customers are seeking through cannabis by pioneering a category system to help people easily navigate the diverse range of cannabis products,” Spinosa noted.

BUDTENDER REQUIREMENTS

“Budtender requirements consist of good personalities, great listening skills, and a passion for Good Chemistry and cannabis. Good Chemistry’s best practices ensure our staff is highly educated and thoroughly trained to make the best recommendation for all customers, from beginners to connoisseurs.”


BEST SELLERS

The exclusive strains Ingrid and Mr. Good Chem, and the highly acclaimed Sour Diesel, Blue Dream, OGer, Durban, and Poison. “Rosin is Good Chemistry’s exclusive solvent-less hash oil that is made simply by using heat and pressure,” noted Spinosa.



GC Exclusive

ONLY FOUND AT GC, INGRID—A FULL-BODIED INDICA, KNOWN FOR PAIN RELIEF AND INSOMNIA—WAS FOUND IN A BAG OF BIG BUD REGULAR SEEDS. WHEN PROPAGATED, THERE WAS ONE PLANT THAT STOOD OUT FROM THE REST. LOOK, GROWTH, SMELL, AND DENSITY OF BUD SET THIS PARTICULAR PLANT APART FROM ALL HER BROTHERS AND SISTERS.

“Our solvent-less processing eliminates the use of any harsh extraction methods such as butane, propane, or CO2. Rosin is a highly concentrated form of THC produced by separating a honey-like resin from the cannabis plant. The product can be consumed in a few different ways, but the most popular method is dabbing.” 



All in the Family

A SOLID BRAND BUILT ON A FOUNDATION OF FAMILY VALUES
UNDERScores G FARMA'S SUCCESS.

G FARMALABS has been in business for only a few years, but the company already has created a popular brand. Originally from Miami, Ata Gonzalez and his wife, Nicole, started growing in California in 2009 before opening a few medical marijuana dispensaries, an occupation they soon realized was fraught with challenges that defied the sustainable business model they had in mind. In 2013, they shifted gears. G FarmaLabs was born, and the couple and their extended family and colleagues have never looked back. “We decided to build a brand they couldn’t touch,” said Ata, the “they” referring not just to law enforcement, but also to any other force that might dare threaten what the hard-working Cuban-Americans have built out of virtually nothing. Indeed, if anyone in the industry embodies the American dream, it is the extended G Farma family.

on a production center at the moment,” said Ata. “In March, we will hit the Washington market with our [branded pre-roll] G Stiks.”

If G FarmaLabs’ history is any guide, G Stiks will be the first of many products available to Washington patients and consumers. In California, explained Ata, “We started with vapes and G Stiks, but kept expanding into new areas, and now into drinks. I like them a lot.” Beverages may be the latest and hottest additions to the G Farma product line, but its catalogue also features extracts, chocolate truffles and bars, 100-percent raw honey, cherry cordials, and confections such as peanut brittle and chocolate-covered pretzels. Products are marketed under brands that include Liquid Gold and G Brand. The company recently signed rapper The Game as a brand ambassador for its G line.

As striking as its growth has been, G FarmaBrands is poised for expansion both outside and inside



Dr. Cristina Gonzalez
Chief Executive Officer

“WE RUN OUR CHOCOLATE
FACTORY THE SAME WAY
GODIVA RUNS THEIR
CHOCOLATE FACTORY.”


— Ata Gonzalez



“That’s the thing with G Farma,” said Dr. Cristina Gonzalez, the new chief executive of parent company G FarmaBrands. “It’s family-run and family-operated, and a huge chunk of our employees are family.” She should know. The former pharmacist in Broward County, Florida, previously was married to Ata. Rather than being perceived as an obstacle to helming the company, her status as an ex-wife was considered a benefit. “Trust is a big part of why I was picked to become CEO,” she explained, “but also the fact that I come from a medical background.”

In the Wild West of the cannabis industry, sharing a sense of trust and common vision is a decided advantage for a company whose 80-plus products are sold in more than 700 dispensaries in California, with a new footprint in Washington State. “We have our own outdoor grow in Washington and are working

California. The company is preparing to break ground on a 50,000-square-foot facility in Desert Hot Springs, California. The facility will include 30,000 square feet of kitchens and a 10,000-square-foot greenhouse that is expected to produce approximately 6,500 pounds of flower a year. According to Ata, the facility also will feature two additional greenhouses capable of producing 11,000 pounds of flower a year. Those will be leased according to what state law allows. It’s all part of a plan that envisions G FarmaBrands solidifying its place as a major player after California becomes a regulated national powerhouse.

“We want California to be a \$100 million market for us by 2026,” said Ata. “We’ve worked the numbers backward so we know what we need to hit to get there.” 

FOR WHOLESALE ORDERS:
GFarmaLabs.com/new-vendor.html

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A Start-Up on the Way Up

CATCHING UP WITH JOSH RYAN, WEST COAST SALES MANAGER FOR THE AWARD-WINNING W VAPES, TO TALK SALES, ACCOLADES, AND OIL QUALITY.

WHAT DID YOU DO BEFORE JOINING W VAPES?

I owned a creative agency with my wife. Before that, years of sales in various luxury environments.

WHAT ARE YOUR DAY-TO-DAY DUTIES?

My primary responsibility is to build and manage the sales department. However, I often find myself wearing multiple hats. Lately, I have been spending much of my time hiring and managing sales staff, working outside events, helping with marketing efforts, and establishing the various sales policies. I also try to find as much time as possible to get out into the community and personally connect with our clientele, as I truly find this to be the most rewarding part of my job.

WHAT GOALS DID THE FOUNDERS HAVE FOR THE COMPANY?

The idea was to have not only a superior line of products with a premium look and feel, but also the best quality oils that appeal to a broad patient base. Two of our original founders had years of experience in patient care with a company called Relm. Their industry knowledge and passion is what truly inspired the creation of W Vapes. Combine that with our owners' vast history with building successful brands, and W Vapes was always destined to be a true powerhouse in the vape space.

HOW HAVE SALES BEEN SINCE W VAPES'S LAUNCH IN DECEMBER 2015?

Great! We have been extremely active with events and other marketing efforts to get people talking about us. We now have three awards under our belt and a buzz that is quickly growing. We are very excited about the massive growth we're already experiencing and ready for a huge 2016.

WHERE DO THE DISTRIBUTE, PRIMARILY?

Primarily, dispensaries and delivery services in California. We are based in [Los Angeles], so naturally we have a greater concentration of accounts near us. We are working diligently to increase our footprint in Northern California as well as the outer reaches of Southern California. At the moment we are in many dispensaries, but are seeing a huge increase in delivery services.

WHERE DO YOU SEE THE MARKETPLACE GOING IN THE NEXT FEW YEARS?

I can't think of another industry that will experience larger growth in the next few years.

WHAT SETS W VAPES APART?

Given my family's strong personal connection to cannabis, it was extremely important for me to be a part of a company that I believe to be the best in the space. First off, I feel that we have the best-looking product, hands down. While most other companies are using plastic components, our cartridges are made of glass and stainless steel, which not only gives it a very sleek, premium look, but also ensures you're not inhaling any plastic. Our disposables are becoming very popular because not only do they look extremely high-end, but they are also very discreet for those who like to

“ **IN FIVE YEARS, I BELIEVE WE CAN BE THE NUMBER ONE VAPE COMPANY IN THE MARKET.** ”

— Josh Ryan



vape while traveling. Secondly, the quality of our oils is extremely high. We use organic supercritical CO₂-extracted oils made with a proprietary terpene-separation process. While many CO₂ devices add flavored terpene juice, we re-introduce all the original plant terpenes back into the oil. The process enhances the healing properties and results in a much more authentic taste. Finally, we are part of a community. We are building relationships with charitable organizations such as CannaKids and have already been a sponsor for their first annual Monies for Funnies event.

WHAT HAVE BEEN THE THREE BIGGEST CHALLENGES OF LAUNCHING A VAPE BRAND?

The fact that we are constantly navigating through new and very unforgiving territory with new laws being passed daily is hard to balance. It literally feels like the Wild West at the moment, with far too much grey area. This obviously can be stressful while growing a cannabis business. Little things such as not being able to legally mail samples to a new customer and having to deal with only cash are barriers that just don't exist in other industries that are legal nationwide. Finally, I would say the growing pains that come with any company facing such massive expansion would be another challenge—albeit one that many new companies would love to experience.

WHAT IS YOUR MARKETING STRATEGY?

For a company to be truly successful with its marketing efforts, it's crucial to market in a number of different ways. Luckily, our owner has a strong background in marketing for large companies. For us, we have ads of significant size running in multiple trade magazines, some online banner ads, and we do as many trade shows and networking events as possible. Obviously, social media is a must today. We always try

to keep a couple things in mind: One, that people get used to seeing and hearing about W Vapes as much as possible, and two, that our brand is always represented in the most professional way possible.

WHERE DO YOU SEE W VAPES IN A YEAR? FIVE YEARS?

I see us being one of the biggest players in the industry. We should have a very dominant presence throughout California, and the name W Vapes will be most frequently mentioned when talking about a premium vape brand. We also plan to add a range of premium CBD products, which should further solidify us as a major player in the medicinal space. In five years, I believe we can easily be the number one vape company in the market. At this point we will have achieved an extremely high level of success in California, which will have led to expansion into other legal states for a national presence. ^{mg}

And the award goes to...

W Vapes has become an award show darling since launching in December 2015. Here are the company's wins.

- "Best New Product"*
Hemcon Dab Cup San Jose
- "Best New Product"*
Hemcon Cup San Bernardino
- "Best Concentrate"*
The Green Games in San Diego at the 420 Pot Luck.



FOR WHOLESALE ORDERS: Wvapes.com



SEC: Help or Hindrance?

REGULATORS WANT TO HELP THE INDUSTRY GROW—BUT THEY ARE WATCHING IT CAREFULLY.

THE NUMBER OF BUSINESSES going public in a specific industry usually marks the maturity and health of that industry. From an investor standpoint, the cannabis industry is on life support now, but the prognosis is good.

Documents are filed with regulatory agencies, such as the registration statements with the Securities and Exchange Commission (SEC) spelling out stock prices, shares of stocks, risk factors, executive compensation, financial statements, and a dozen other bits of required information about the company submitting its initial price offering.

About 200 publicly traded cannabis companies exist now, according to research by Viridian Capital Advisors, a firm tracking companies and working with investors in the cannabis industry. But, the industry stock market has been experiencing a huge correction, according to D. Paul Cohen, president of San Rafael, California-based Cohen Grassroots Research, one of the leading Wall Street cannabis research and investor consultancy firms following 286 cannabis companies. By the end of 2015, he said, the market had dropped 47 percent from the heady days of 2011.

Cohen said he doesn't think the market is falling because of SEC filing and reporting obligations. In fact, he is a fan of the SEC—but not a fan of the industry. “This industry has the worst fundamentals I have ever seen, and I have been doing this for fifty years,” Cohen said.

Cannabis stocks' share prices were down 14 to 15 percent in January, he said, and when multiplied by 12, the market could be down “well over 100 percent.”

“So, that is why the SEC has become very diligent in monitoring these firms,” Cohen noted. “I think they are right in doing that, because this industry attracts

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the get-rich-quick people, and the management of most of these public companies is just terrible. The management and board of directors turn over like a deck of cards.”

Many in the industry view the SEC as an enemy to the cannabis business. “I live with the colonoscopy of compliance as a broker-dealer that is under SEC oversight,” said Scott Greiper, president of Viridian Capital Advisors. “Until recently, the SEC was absolutely antagonistic to this sector.”

The SEC was alerted to issues in the cannabis business by various “pump-and-dump” schemes since 2011. Brokers positioned a business as the next great cannabis company and claimed stock prices and earnings would rise significantly. After they took investor money, the companies either disappeared or got crushed and the broker cashed in.

In July 2015, the SEC settled a case in which the agency charged two Texas men with a scheme to manipulate medical marijuana microcap (or penny) stocks. The con artists made off with \$2.5 million, according to court documents.

There is hope the industry is settling down a bit and attracting better managers and institutional investors.

Most cannabis companies that want to go public do so through a reverse merger, a financial arrangement in which a private company takes control and merges with a dormant public (or shell) company with little or no assets that had already filed an initial public offering. The advantage to a reverse merger is the process takes only a few weeks to complete. The traditional IPO process can take from six to twelve months and cost significantly more.

Reverse mergers allow a private company to become public without raising capital, which considerably simplifies the process. In a new and struggling industry with little or no cash, reverse mergers are about the only way to go. Still, SEC scrutiny sometimes reveals trapdoors.

The SEC has demonstrated it can be both a company-killer and a cannabis industry game-changer.

Trading in GrowLife Inc., a cultivation services provider, was stopped by the SEC on April 22, 2014. The company was “the poster child for this industry,” Cohen said. “When the SEC stopped them from trading, that effectively killed this industry. That is when the bear market started.”

Although the suspension seemed mysterious at the time, the agency later revealed illuminating details: Investors involved with convertible securities apparently had made a deal with management related to the SEC’s Texas case.)

The company began trading again four weeks later, but law firms stepped in and buried the company after a class-action lawsuit had been filed on behalf of securities investors in the company, Cohen said. Stock prices dove. In February, shares were trading for about 2

cents from a high of 91 cents in 2011.

The SEC’s role is not to rule on the merits of a particular company, but simply to require disclosure, according to David Feldman, a partner at Duane Morris, a New York-based law firm. “There is no question that cannabis-related companies are getting more scrutiny by the SEC,” he said. “[The SEC is] clearly cautious in their attitude in watching this industry.”

A couple of years ago, several cannabis-related companies unexpectedly went public through reverse mergers “because they were concerned about how the SEC would view their industry,” Feldman said. “With a reverse merger, you can go public without scrutiny prior to completing the process.”

In effect, the move was a shot in the dark. No one could predict how the SEC might react if someone presented a formal request to allow a public share offering. “The problem was that in some ways, like the early days of the Internet, there was a bit of a gold rush by these companies that were really nothing more than something

created on a paper napkin and with the name ‘cannabis’ on it,” Feldman said. “There was this craze to build the valuation of these companies to hundreds of millions of dollars. But these were startups, and they had no money. It really didn’t make much sense.”

The SEC issued an investor alert and suspended trading for five companies in May 2014. The alert included GrowLife.

“But this alert didn’t say it was a bad industry,” Feldman said. “It didn’t say this is a federal crime and these companies shouldn’t be public. It just said to watch out for non-reporting companies.”

Under a new system called Reg A-Plus, cannabis companies now have a better option than reverse mergers, according to Feldman. The SEC released new Reg A-Plus rules in March 2015.

The new Reg A-Plus rules update and expand Regulation A, which is an existing exemption from SEC registration for smaller issuers of securities. The new rules offer a balancing act that protects investors while making public offerings simple and more cost-effective. “If you are doing a traditional IPO, you can only test the waters with high institutional investors to see what their interest in the deal is before they buy,” Feldman said. “With Reg A-Plus, you can test the waters with any investor any time before or after you file. Investors that are looking to invest in cannabis companies are excited about that.”

No matter where things stand now with the SEC, significant risk of federal prosecution down the road continues to exist in a business sector that remains federally illegal.

Feldman offered an analogy: “What if someone came to the SEC and said, ‘We want to go public, and our business is that we rob banks. Is that OK?’”

“

**THIS INDUSTRY HAS
THE WORST FUNDAMENTALS
I HAVE EVER SEEN, AND
I HAVE BEEN DOING THIS
FOR FIFTY YEARS.**

—D. Paul Cohen, president, Cohen Grassroots Research

”

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Lori Ajax, Chief Deputy Director for the Ca Dept of ABC

Sin Tax; Cali's New Weed Czar; March Deadline Dead

EDIBLES AND OTHER CANNABIS PRODUCTS ARE LEGALLY SOLD AS MEDICINE IN CALIFORNIA, but proposed legislation would tax your meds like a sin similar to booze and cigarettes.

Claiming new cannabis regulators need money to operate, state Sen. Mike McGuire (D-Healdsburg) introduced Senate Bill 987 to add a 15 percent sales tax on medical marijuana products.

"This needed revenue will make our communities stronger by focusing on the impacts of cultivation and use of marijuana, including funding local law enforcement and neighborhood improvement programs, state parks, drug and alcohol treatment, and environmental rehabilitation," McGuire said.

The proposed legislation angers many cannabis patients, who note prescription drugs are not taxed. The counter argument is that while medical marijuana requires a doctor's recommendation in California, it's not a prescription medicine under federal guidelines.

The California legislature knows when it comes to federal guidelines, it's best not to bring up cannabis.

If SB 987 becomes law, the tax windfall would help feed many programs, including the new Bureau of Medical Marijuana Reg-

ulation, state parks and natural resources, drug and alcohol treatment centers, and the state's general fund.

The funds would be substantial. The State Board of Equalization already brings in about \$50 million from California dispensary sales. The BOE has estimated the state's cannabis market at \$1 billion.

And that's not all. Counties and cities would continue to add local taxes onto the 15 percent, driving prices even higher.

STATE CANNABIS AGENCY GETS FIRST LEADER

Lori Ajax, chief deputy director for the California Department of Alcoholic Beverage Control, has been appointed as the state's first chief of the Bureau of Medical Marijuana Regulation.

The assignment from Gov. Jerry Brown is more proof of the state's desire to treat medical cannabis just like spirits, beer and wine—not medicine.

Working under the Department of Consumer Affairs, Ajax will guide California's efforts to build licensing protocols for the industry, from cultivation to testing and delivery.

One big challenge for Ajax will be to bring local ordinances into compliance with state law. More than 100 communities in Califor-

nia have recently passed ordinances to completely or partially ban cultivation. State law protects personal use and personal grows.

Working at the intersection of multiple state agencies, Ajax also will focus on environmental concerns, including water and wildlife protection.

Ajax, 50, is a Republican. She has worked for the ABC since 1995. Her salary will be \$150,636. The appointment requires confirmation from the state senate.

DAMAGE DONE, MARCH 1ST DEADLINE ERASED


Gov. Jerry Brown signed emergency legislation to repeal the disastrous March 1 local ordinance deadline, easing fears that communities could lose jurisdiction over medical marijuana cultivation.

The deadline, which accidentally appeared in last October's legislation to regulate cannabis, prompted more than 100 cities and counties in California to rush ordinances to ban cannabis cultivation, either completely or partially.

Assembly member Jim Wood (D-Healdsburg) authored the corrective state legislation, which allows locals to keep their police authority but prohibits them from banning cannabis cultivation for personal use.

Wood said the scramble by local communities to ban cannabis cultivation "without stakeholder input" was an unfortunate trend in California.

Many local laws were hastily written with minimal public input. In Nevada County, the board of supervisors passed a comprehensive ban against commercial indoor and outdoor grows on the first read, leaving little time for discussion and none for reconsideration.

Nevada County supervisors called for a June election on the ban, implying the public would have the final say at the ballot box. In reality, the June initiative language lacks authority to repeal the ban. 



R.E. GRASWICH is a veteran Sacramento author, journalist, broadcaster, and communications consultant. He has written extensively about state and local politics in California.



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EAT YOUR HEART OUT:

Five Tips for Delicious Edibles Displays



FOOD—WHAT A GLORIOUS THING. It nourishes us, sustains us, draws us together, and provides us with comfort and fulfillment. When infused with cannabis, food takes on a whole new level of pleasure, both medically and recreationally. The variety and quality of cannabis-infused food products has grown exponentially over the past two years and now is one of the most exciting areas of innovation and creative focus in the industry.

Although edibles aren't for every patient and customer, they are an essential product offering in our dispensaries. Here are a few simple tips for making your edibles displays look like #foodporn and increasing sales within your current product offerings.

1 GO NAKED.

Display products in their natural context and remove packaging whenever possible. Try a platter, a cake stand, or a pretty bowl to show items in a familiar and enticing manner. Tiered food displays offer more surface area to work with and are more appealing to shop. Stands come in a variety of materials. Coordinate with your style and branding: clear glass, plastic, or metal. They bring an element of normalcy and discretion to the products—real food vs. “pot brownies.”

Some new products are practically packaged in artwork—Leafs by Snoop Dogg and Craft Elixirs, for example. The brand power of companies like this should not be edited out of your displays. Instead, integrate them gracefully and tactfully. One box of Dogg Treats Lemon Drops placed next to a glass bowl filled with the cellophane-wrapped lemon candies will make mouths water and convince patients to buy more than one box.



2 BIG IS BEAUTIFUL.

Create an abundant look. Abundance sends a message of fresh. Regardless whether the setting is a specialty food boutique, farmer's market, neighborhood supermarket, or dispensary, food displays better as a feast than a famine. A sparse selection feels picked over and stale. Shoppers aren't enticed by sparse. Give your customers the kid-in-the-candy-shop feel.

Create the illusion of overflowing bowls of candy by in-filling the containers with tissue paper, cotton, etc. Displays needn't be stocked with expensive medicated treats. Ask your edibles vendors to supply non-medicated product for display. My clients have found edibles makers typically are happy to work with them on this. When you sell more, they sell more.

3 SAY IT LOUD; SAY IT CLEAR.

A well-informed shopper is a confident shopper. Confident shoppers convert to buyers at a higher rate. Signage and product information that conveys information (i.e. flavors, ingredients, dosages, strength) should be available at the products' display. To create signs that are useful to your shoppers, ask them what they want and need to know. Knowing your customers' needs and desires will provide the specific information necessary and may spark a conversation—leading to a sale and a happy customer. Segregate the “-frees”: gluten-free, dairy-free, sugar-free, and cholesterol-free. “Free of” product always should be labeled as such to differentiate it from the masses. Signage also should highlight products that are new, exclusive, or in limited supply.

Remember: Your store's signage always conforms to your brand guidelines and visual identity—same colors, fonts, and style. Your signage should be the main source of information; don't rely on product packaging. This way, your displays look clean and organized. When it comes to selling a product like food, this is a must. After you have followed my advice above, your displays will look more like the bakery case at Sprinkles Cupcakes and less like a 7-11. Don't take steps backwards by putting up unflattering signs.




4 BE CLEVER WITH COLOR.

My mother used to make sure our dinner had color. Food tastes better when it looks better. Think about the colors of your products, and decide what colors might complement them. Color theory tells us that yellows and reds stimulate appetite. Perhaps a red plate for the BAKEDlava will whet appetites and lead shoppers to buy an extra little treat before checking out.

5 CLEAN ENOUGH TO EAT OFF OF.

Keep it clean. This is food we're selling. It must appeal to our visual senses as well as common sense. If the dispensary looks dirty, we stop looking. If the shop and products look pristine and fresh...bring it on!

Likely your displays are beautifully lit. Make sure glass clear and sparkling. Keep surfaces free of dust, fingerprints, and glass streaks, or that's what your shoppers will focus on first. Go a step beyond the usual (dust-free tables, displays, counters, and signage) to keep the actual products clean and pristine, as well. Make a show of keeping things spotless by cleaning while the store is open, not just when it's empty. Active cleaning sends a strong message that you run a tight ship and you care about your shoppers' experience. 



MEGAN STONE, founder and owner of The High Road Design Studio, is a cannabis retail designer and consultant. The High Road's mission is elevating the cannabis industry through professional interior design. Stone formed The High Road in 2013, and since then has worked with cannabis business owners and license applicants in nine states on projects for medical and adult-use retail stores.



Tastemakers! Trailblazers! Tantalizers!

AN EPICUREAN GUIDE INTO THE SCRUMPTIOUSLY LUCRATIVE
BUSINESS OF CANNABIS-INFUSED EDIBLES.





LIKE ARTISTS OF GREAT RENOWN, the creative virtuosos drawn to the edibles market of the cannabis industry are so varying in their repertoire of tastes that it is impossible to imagine a limit to the variety of dishes and recipes ultimately available to the public. From giant conglomerates to medium-sized operations to individual gourmands, the “green rush” has captured the imagination of a generation of foodies. In this special section devoted to the gastronomic soul of the cannabis lover, we explore not only the wealth of foods, beverages, snacks, and ingredients flooding the market, but the many ways that people are experiencing these culinary creations, and the often serious issues that are part and parcel of infusing psychoactive substances with products you eat and drink. As regulations come into play, and the industry continues to evolve, the one thing we know for sure is that the cannabis-infused edible is here to stay, and you ain’t seen nothing yet!



Double-Whammy

A CONVERSATION WITH THE WERC SHOP CEO/CVO JEFFREY C. RABER, PH.D.,
ABOUT ISSUES PERTAINING TO DOSING CONSISTENCY AND PESTICIDE USE
IN CANNABIS-INFUSED EDIBLE PRODUCTS.

JEFFREY C. RABER, PH.D., participated in research last year in three local regions. Results indicated that “of 75 products purchased (47 different brands), 17 percent were accurately labeled, 23 percent were under-labeled, and 60 percent were over-labeled with respect to THC content.” Of equal concern for patients seeking relief from the use of cannabis, only one product had a 1:1 THC to CBD ratio, generally considered to be some of the most beneficial.

DOSING

Has the dosing and labeling of cannabis-infused edible products changed since your study was conducted? How would you describe the current situation?

Dr. Raber: We have not performed another survey of this type, so it is impossible to state confidently. I really can't accurately comment on this point, but in unregulated markets it appears to be much the same. In newly regulated markets, it appears to be getting better but still isn't perfect.

When one buys a chocolate chip cookie, the flavor of that cookie is usually consistent throughout. Why is it so difficult to create similar THC/CBD consistency?

I wouldn't say it is hard, but consistency takes a lot more diligence and paying attention to fine details to get flavor right along with THC/CBD. The solution is proper preparation of ingredients, and then ensuring homogeneity of the product through good mixture of those ingredients within the entire batch. Some products are easier to do that with than others. Chocolate isn't as difficult as brownie batter, for example. In the production process, you also have to ensure your end product weight is consistent and there were no unusual hot spots occurring during the baking or finishing of the final product. End-product weight relates to the final milligrams per gram of the product, which is used to create the end dosage; for example, say 10mg. If the cookie weighs 50g, you need to have 0.2mg/g to get 10mg of THC/CBD in the whole cookie. If that end cookie weight is 70g, you end up having 14mg, which could produce a different experience. If you have 40 percent more vanilla flavoring, you don't notice the same difference as you do with a 40-percent stronger THC dose. You can see where the end weight of a product can be a real challenge if, for example, you are adding occlusions like chocolate chips to the cookie. How do you ensure you get the exact same amount of chips in each and every cookie?

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Do raw materials used to make cannabis-infused edibles contribute to inconsistency in dosing? Are there “warning signs” producers can look for?

Yes, primarily homogeneity of the ingredient. Some products are more ideal for easy homogeneity than others, depending on the end product needs and the options for ingredient design. There are sometimes multiple ways a single product can be produced effectively and accurately. When you don't see full homogeneity of the product, or if you see any oily rings or discoloration spots in the mixture or final products, that's a big warning.

Is it actually possible to mass-replicate an edible that is dosed consistently throughout the product? What are the challenges producers face when scaling up?

It is absolutely possible to create a consistently dosed product. That may not be true for every food product imaginable, as something like chocolate-dipped pretzels would present an extreme challenge when it comes to making sure the exact same amount of chocolate is on the exact same weight of pretzel for each and every pretzel. Chocolate itself is easily possible. Cookies and brownies aren't too challenging, with the exception that the end-product weights must be controlled tightly. Pills and mints are simplified edibles and represent good options.

In your opinion, can the industry fix the problem by adhering to certain standards of production, or is FDA intervention inevitable?

What can edibles consumers do to improve the situation and protect themselves from the unknown effects of products they otherwise want to use?

The industry should absolutely be able to perform this task to every consumer and regulator's satisfaction. The FDA is not needed to get the dosages right, but the agency would be helpful in monitoring dosage consistency in every batch and exceptionally helpful in making sure no food-borne illnesses arise in products. Dangers from bad eggs or other microbiological contamination are of far greater concern and possess far greater consequences than inaccurate THC/CBD levels. Certainly a ten-times greater THC level than expected is a very serious problem, so those levels need to be tightly monitored by producers. The FDA would help make sure producers did this, but independent laboratories and state regulators can serve this function today. Ultimately, the industry is theoretically capable of operating properly within today's regulatory structures. If producers aren't doing so, they're demonstrating lack of technical understanding and detailed molecular monitoring diligence.

PESTICIDES

In 2013, you co-authored a research article about the dangers inherent in smoking cannabis that contains pesticide residues. The conclusion was rather alarming. Is there a similar danger from pesticide residue in cannabis-infused edibles?

The dangers presented by inhalation of cultivating agents is far greater than the dangers associated with oral consumption of these compounds through edibles. If state regulations permit only cultivating agents that can be safely applied to food products and that have no threshold limits on those types of crops to be used on the cannabis plant material during production, it becomes a far easier issue to manage and almost goes away. If the state allows other cultivating agents that may be slightly more harmful, inhaling from plant materials causes great concern.

Let's assume a patient consumes 1g of plant material in a single day via inhalation. If this is 15-percent THC plant material, there is 150mg of available THC in that 1g. Our other studies have shown that introduction of 40-percent available THC becomes exposed to the lungs through combustion of a pre-roll, so the patient would be inhaling approximately 60mg of THC. If on that 1g of plant material a lab found a cultivating agent at 350 parts per million, this would offer 0.35mg of cultivating agent on the 1g of plant material. Up to 70 percent of that could be inhaled, equating to 0.25mg of cultivating agent inhalation exposure. That means you have a ratio of 0.25mg of cultivating agent to 60mg of THC, or .4 percent cultivating agent. This ratio

“
THE DANGERS PRESENTED BY INHALATION OF CULTIVATING AGENTS IS FAR GREATER THAN THE DANGERS ASSOCIATED WITH ORAL CONSUMPTION OF THESE COMPOUNDS THROUGH EDIBLES.
”

indicator may be the best way to determine acceptable use of the ingredient for introduction to edible products and could serve as an excellent industry standard.

For an edible product you may consume 10mg of THC, equating to 0.05mg of cultivating agent in the total edible if made from that same 1g of flower while assuming the same pesticide concentration and also assuming all pesticide is equally concentrated and recovered the same as all THC would be in the extraction process. In other words, the cultivating-agent-to-cannabinoid ratio is assumed to stay identical throughout the concentration process.

Importantly, inhalation hazards are typically seen to be 10x greater than oral hazards due to different absorption rates and liver interactions before entering the bloodstream. Inhaled materials go directly to the bloodstream. So the inhalation exposure would be more equivalent to feeling the oral consumption impact of 2.5mg versus consuming only 0.05mg through the edible route. That's an enormous difference in exposure, making inhalation products far more concerning than edible ones, as you have both very different amounts of consumption as well as an ingestion multiplier to consider between the two.



ELEVATING
THE ART OF CANNABIS
ALTAI

Furthering 2500 years of cannabis use, Altai creates thoughtfully crafted artisanal edibles for well-being and enjoyment. Our brand pays tribute to an ancient princess, found entombed in the Siberian permafrost for nearly 2,500 years. Her burial chamber included several ceremonial bridled horses, silks and an adorned vessel of cannabis.



BON BONS

Available in Sea Salt Caramel, Dulce de Leche, Bittersweet Dark

Bon Bons have a sweet chocolate shell with a delicious filling

I S 10mg | 25mg

AVAILABLE IN INDICA OR SATIVA



ALT BARS

Available in Bittersweet Single Origin, Peanut Cream, Tahitian Vanilla and Sea Salt Caramel.

A perfect balance of velvety chocolate, rich flavors and a crispy crunch.

I S 10mg | 25mg

AVAILABLE IN INDICA OR SATIVA



PIPS

Available in Cinnamon Red Hot, Espresso Bean, Malt Ball, Salted Almond.

Bite sized treats covered in chocolate. Pips will give you pep in 10mg Sativa.

S 10mg

AVAILABLE IN SATIVA ONLY

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WWW.ALTAIBRANDS.COM

For reference, Captan—a fungicide commonly allowed on grapes and blueberries—is allowed to be present in 20ppm concentrations when the product gets to the commercial shelf. If you were to eat 50g of blueberries like this, you would consume a total of 1mg of that compound orally. That isn't exactly a direct comparison because we don't use Captan during cannabis cultivation, but it should provide a feel for the ballpark values possible. Unfortunately, hazards are cultivating-agent-specific based on the toxicity of the particular chemical compound and can't be reduced to one simple number for all cultivating agents.

In your opinion, how widespread is the use of dangerous or banned pesticides on cannabis used to make edibles?

It is considerably prevalent, unfortunately. Cultivation using only agents with no toxicity limits when applied to food products is not the standard or the norm yet, but it should be. This is definitely a problem and a concern. The industry needs to clean up its act, and quickly. Consumers should reward producers who are transparent and demonstrate responsible practices.

Edibles producers often say there is no way to know whether the third parties from whom they acquire the cannabis trim they use to make concentrates employ dangerous or banned pesticides. How can they become better informed about pesticides in trim? At what point in the process is testing for pesticides most effective?

Third-party cultivation certifications and inspections offering the assurance that no pesticides were used would be exceptionally helpful. Even with that, it would also be wise for edibles producers to perform their own analytical quality control checks to screen all plant material for cultivating agents before subjecting trim to extraction. It is definitely best to test at both the plant material and concentrate stages to ensure you are using only clean ingredients in the production process.

In 2015, Colorado recalled 19 edibles products because they contained banned pesticides. Now those recalls are under a cloud of suspicion because of the methodology or machines, or both, used by the single lab that tested the products. Why is it so hard for states to get a handle on accurate testing for pesticides in agricultural products, oil by-products, and food products?

There are currently no application standards or widely accepted lists of cultivation agents and their allowable daily intake limits for cannabis inhalation products. Cut-off limits for banned cultivating agents need to be established so labs know exactly what legally constitutes “failure” of a crop due to presence of cultivating agent residue. Analytical testing for different cultivating agents in plant material, concentrates, and then every possible type of edible is exceptionally challenging from a technical perspective. The equipment can cost many hundreds of thousands of dollars and an equal amount to operate each year. Each different product matrix requires



different equipment calibration in order to perform accurate tests.

Testing the final edible product makes almost no sense, because large variability in sample types presents too much of an operational challenge. If there are requirements that plant materials and concentrate intermediates be checked and assured to be residue-free before use—and there should be—then the final edibles don't need to be tested in that fashion. This isn't impossible or hard to do, but adequately meeting the challenge requires unique skills, including lots of math and sharp intellect. A good deal of time will be required to establish a solid, satisfactory starting point, but it absolutely is totally doable, even without the help of the FDA.

Is the danger to consumers of cannabis-infused products equal to the harm posed by the pesticides found in the products? Even if the dangers are greatly exaggerated, should pesticide testing and labeling standards be part of the industry's evolution?

We have to remember that even in adult-use markets, immunocompromised and very sick and weak individuals will be accessing cannabis products. It's neither good nor responsible for even healthy individuals to be exposed to cultivating agents. Exposure isn't necessary and simply shouldn't happen.

As a community, it is important we operate responsibly and diligently and encourage state lawmakers and regulators to establish adequate cultivating agent testing and labeling standards. That's the best way to protect the entire industry and all consumers of all types of cannabis products. This topic should and will be a very important part of the continuing evolution of the industry. 🍃



DR. RABER founded The Werc Shop in 2010, an independent laboratory focused on botanical analysis, product development and sustainability with an initial emphasis on serving the unmet public health and safety needs within the medical cannabis community.



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Now available in four **CBD**elicious flavors.





Tomer Grassiany, founder, To Whom It May

WHY I LAUNCHED A TRUFFLE BRAND


THE COMPANY WAS FOUNDED to bring the cleanest, most health-conscious edibles to the market—especially cannabis delights and truffles with no refined sugars, preservatives, soy, corn, or other processed ingredients.

Our vision was to present a premium-ingredient product that also reflected the spirit of living a sophisticated, active, and productive cannabis lifestyle. The brand is committed to showing the power of cannabis as a tool for engaging in the world around us, whether for physical relief or to help work, play, or create in the way you wish.

Our customers are people who live life in a state of pursuit. They are driven and ambitious people who are always looking for ways to be fully engaged in their life and work. They are confident that their use of cannabis makes them better versions of themselves.

First I had to find a dark chocolate supplier who does not use soy lecithin or other emulsifiers. It was nearly impossible! Our initial chocolate supplier stopped offering chocolate sales in bulk. This had us scrambling less than two weeks prior to an event. We did extensive research and managed to find another dark chocolate supplier who uses organic cane sugar as sweetener and infuses coconut oil to a high enough potency level while minimizing the cannabis flavor. Many hours went into experimentation with different techniques, from decarbing to pressing and distilling, and lab testing was done at several stages of the process. This helped us create our specialized hand-pressed technique.

Bottom line: Everything is handcrafted, including our THC-infused organic coconut oil and the nut butter in our truffles.

The final process was finding a great designer. We settled on the amazing branding strategy team at V/S Studio in NY. I took them my chocolates and rough ideas, and they brought them fully to life. More than just a sleek-looking edible, we wanted to create a brand that presents cannabis in an artful and sophisticated way and embodies a state of mind—one free of judgment and full of empowerment. 



MORE THAN JUST A SLEEK-LOOKING EDIBLE, WE WANTED TO CREATE A BRAND THAT PRESENTS CANNABIS IN AN ARTFUL AND SOPHISTICATED WAY AND EMBODIES A STATE OF MIND—ONE FREE OF JUDGMENT AND FULL OF EMPOWERMENT.

—Tomer Grassiany, founder, To Whom It May

TEAM TRUFFLE: THE FLAVORS

VIVIENNE cherry cayenne bonbon

Unsweetened dried cherries, dark chocolate made with cocoa and organic cane sugar, red wine, raw honey, and cayenne pepper.

MYRA hazelnut brandy bonbon

Hazelnut, dark chocolate (cocoa, organic cane sugar), organic coconut oil, cocoa powder, raw honey, and brandy.

ZAK smoked almond butter truffle

House-made maple-smoked almond butter, dark chocolate made with cocoa and organic cane sugar, organic coconut oil, cocoa powder, raw honey, and toasted almond.

RALPH Hazelnut butter truffle

House-made hazelnut butter, dark chocolate made with cocoa and organic cane sugar, organic coconut oil, cocoa powder, raw honey, and toasted hazelnut.



FOR WHOLESALE ORDERS: ToWhomItMayChocolates.com



M is for Macarons


KIM GERAGHTY, FOUNDER, MADAME MUNCHIE.
HOW I MADE A CAREER OUT OF MY LOVE FOR MACARONS

I FIRST FELL IN LOVE WITH MACARONS during my childhood in France. They are by far the most sought-after pastry for special parties and events. The desire to help expand the cannabis legalization movement brought me to San Francisco, and after meeting my partner, Ashley, we decided to pour our energy into Madame Munchie. We are both passionate users who always place quality first. The goal was to create an edible so delicious and delectable that it would convince even the most anti-cannabis person of the benefits of cannabis. And it worked! From grandparents to young parents, our products are enjoyed by all types of patients and bring a new level of classiness to cannabis. Quite literally, we offer “the highest quality.”



We won the first place award for Best Edibles at the *High Times* Cannabis Cup in San Francisco in 2014, the award for Best Medical Cannabis Hybrid Edible from San Francisco Patients' Choice in 2015, the Best of Edibles List awards for Most Elegant and Best Gourmet edibles, and the California 2015 Cann Awards for the Best New Infused Product. We are incredibly grateful for all the support from the community. It shows us that the patients can recognize quality when they see it and gives us the confidence to stay true to our vision.

Our macarons are available in dispensaries and delivery services throughout California. I am incredibly inspired by how much risk everyone in this community is willing to take in the name of freedom and legalization. After starting my career in finance on Wall Street, I finally have a job where I feel genuinely fulfilled and proud. This job allows me to make use of my financial and creative skills and provides me with the intense satisfaction of helping patients while improving the image of cannabis.

However, it is important to remember you can't please everyone, but you can always try to offer the best version of yourself to others. Despite all the planning in the world, the unexpected will occur. Perseverance is the key to any successful endeavor, but I also try to remind myself that if I'm not having fun while doing this, it's not worth it. So I try to enjoy the journey and not let the stress get too close. When it does, I make sure our medicated macarons are close by. 

GERAGHTY'S FAVORITE IS... Tropical Jungle.

“This is really the one where I most express my vision of the world, a world full of colors and diversity. It also contains a not-so-secret double meaning: legalize gay pot.”



Hazelnut Mocha

A new take on a classic French macaron flavor: coffee. Reminiscent of Nutella, this is the perfect macaron to accompany your morning java.



Citrus a l'amande

Using almonds from the owners' friends' farm in Central California, this macaron presents an unusual and unique flavor.



Tropical Jungle

Sometimes called the “tie-dye” macaron or the “rainbow one,” this product contains chocolate ganache and a banana puree made using real bananas.



PB&J

Perfected over time, this little beauty is entirely decorated by hand with a grilled hashtag on top and plenty of house-made peanut butter and jelly in the middle.

FOR WHOLESALE ORDERS:
MadameMunchie.com



Robyn Griggs Lawrence, author, *The Cannabis Kitchen Cookbook*

THE CANNABIS KITCHEN COOKBOOK IS THE PREMIER UPSCALE COOKBOOK FOR ENTHUSIASTS AND FOODIES, COVERING EVERYTHING FROM BRUNCH TO LATE-NIGHT COCKTAILS AND SNACKS.

When did you develop a passion for infused-cooking?

I'd self-medicated before I had kids, but I knew nothing about the new world of cannabis when I registered with the state of Colorado as a licensed medical marijuana patient. My medical card gave me access to dispensaries, where I discovered that cannabis came in many complex varieties, potencies, and flavors (not just schwag or kind bud), as well as the world of edibles. I began to see it as a superfood, a medicinal ingredient.

How did you learn about what you needed to know?

The answers weren't online, so I turned to experts—real people who know the plant from years of study and experimentation. Matt Davenport, a cannabis grower and consultant who's introducing permaculture techniques to the industry, schooled me about how to buy—and eventually grow—the healthiest, safest raw material. Ethnobotanist Chris Kilham, the Medicine Hunter, gave me a primer based on decades spent tracking cannabis around the world and finding ways to incorporate it into exquisite food. Mixologist Rabib Rafiq taught me to mix a mean cannabis cocktail, caterer Jane West shared secrets for making everyone comfortable that she's learned from years of throwing cannabis-focused events.


Do you have a favorite edibles company?

Sweet Mary Jane, a fantastic Boulder-based baker.

How is the book selling?

Great! It was in the top twenty for gourmet cookbooks and No. 1 in new gourmet cookbooks, as well as in the herbs and condiments category. It was the No. 4 book on the Denver Post's non-fiction list and will go into a second printing next month.

What are you working on now?

I'll debut an online cooking course, *Cooking with Cannabis: The Fundamentals*, in early March. I'm also working on a feature-length documentary featuring cannabis chefs, experts and cuisine. 



Photography By Povy Kendal Atchison



POVY KENDAL ATCHISON, PHOTOGRAPHER, *THE CANNABIS KITCHEN COOKBOOK*

How was shooting infused meals different from other shoots?

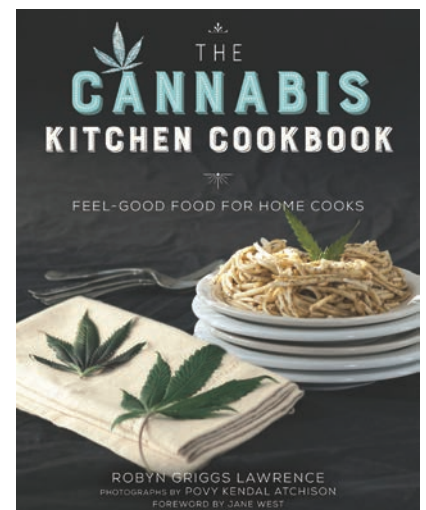
Cannabis-infused food can be a challenge to photograph—lots of browns and earthy greens. By working with food stylists and chefs, creating the perfect lighting, combining the food with different colored plates and backdrops, and paring the dishes with complementary sides and garnishes, we were able to make the food look delicious.

What is your relationship with cannabis?

I have seen many friends and family benefit from its medicinal properties.

What are you photographing now?

I'm always shooting food, commercial or editorial. I also recently completed a project called "69 Days," photographing 69 different people in a sixty-nine-day period, but the Cannabis Kitchen Cookbook was kind of a dream come true.





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Easy Home Recipes from The Cannabis Kitchen Cookbook



1

RABIB RAFIQ'S HIGH MONK SWIZZLE (serves 1)
Rabib Rafiq's mysterious icy cocktail includes ingredients like aloë, gentian root, and rhubarb. Its top-secret ingredient—which, for obvious reasons, is not included in this recipe—is rumored to be saffron.

INGREDIENTS

1 ½ ounces Fernet Branca	mixing glass
¾ ounce yellow Chartreuse	strainer
¾ ounce cannabis simple syrup	swizzle stick
crushed ice	large rocks glass
4-5 mint sprigs	2 dashes orange bitters
	ice

DIRECTIONS
Put ice cubes and all ingredients except bitters in a mixing glass. Shake until cold and strain into large rocks glass. Place swizzle stick inside glass. Add crushed ice to fill glass, leaving enough room to stir. Swizzle to mix all ingredients. Fill top of rocks glass with more crushed ice for a snow-cone look. Garnish with mint. Add dash of bitters on top for enhanced flavor and color contrast.



2

ANDIE LEON'S CANNABIS-WHEEL BUNS WITH GOJI BERRIES AND CHIA SEEDS (serves 6)
The buns, sweetened with coconut sugar, include many of Andie Leon's favorite superfoods. Among them are bright red-orange goji berries and chia seeds, which have been used as energy boosters since the Mayan times.

INGREDIENTS

1/3 cup cannabis-infused milk	5 tablespoons organic coconut sugar
3 1/3 cups organic all-purpose flour	2/3 cup cannabis-infused butter
3 teaspoons dry yeast	3 tablespoons chia seeds
1/3 cup warm water	2 tablespoons goji berries, washed
2 eggs	2 tablespoons lemon rind
½ teaspoon Himalayan sea salt	1 tablespoon acai dry freeze powder
	2 tablespoons agave nectar

DIRECTIONS
Sift flour, add yeast, half of water, and half of warm milk. Add rest of water, rest of milk, eggs, salt, salt, agave nectar, lemon rind, acai powder, and sugar. Add 8 1/2 tablespoons soft butter and knead for 10 minutes. Roll out dough, bake for 20 minutes.



3

CHAD FORSBERG'S CANNABIS, CHAI, AND CHIA SEED BREAKFAST PUDDING (serves 2)
Made with protein-rich almond milk, cannabis-infused coconut oil, and unprocessed whole-grain chia seeds, Forsberg's delicious pudding is the perfect way to start your day—or consume as an evening dessert.

INGREDIENTS

- 1 cup almond milk
- 3 tablespoons chia seeds
- 2 teaspoons agave nectar or honey
- 1-2 chai tea bags
- 1 teaspoon cannabis-infused coconut oil

DIRECTIONS
Bring almond milk to a simmer in a saucepan. Place tea bags in almond milk and simmer for 5 minutes. Remove bags and stir coconut oil into warm milk. Remove from stove and let cool at room temperature. Stir in chia seeds and agave. Let sit for 30-45 minutes so chia seeds can absorb liquid. Once set, refrigerate or enjoy right away.



4

ANDIE LEON'S FRESH FAN LEAF PESTO
Whenever she can get them from growers, Andie Leon uses cannabis fan leaves because she believes they are excellent for your health. The best leaves are picked from a plant that is three months old, and they have somewhere between 3 percent and 7 percent THC.

INGREDIENTS

- ½ cup cannabis-infused coconut oil
- ½ cup Parmesan
- 30 fresh marijuana leaves
- 10 basil leaves
- 1/3 cup hazelnuts
- ½ teaspoon Himalayan sea salt

DIRECTIONS
Combine all ingredients in a blender or food processor and pulse into a paste. Transfer to a labeled jar. Pesto will keep for a week or so in refrigerator. Bring pesto to room temperature before serving.



5

CHRIS KILHAM'S YOGI SMOOTHIE (serves 4)
Chris Kilham has been practicing and teaching yoga since 1971. When he needs a pick-me-up, he turns to this dreamy smoothie that contains his favorite herb, maca—and lots of finely chopped, raw cannabis.

INGREDIENTS

- ½ ounce cured cannabis flower, finely chopped
- 2 cups almond milk
- 1 tablespoon organic maca powder
- dash organic vanilla extract
- 1/3 teaspoon cinnamon
- 1 heaping tablespoon organic Fair Trade cocoa powder
- 10 almonds
- 4 medjool dates
- 1 ripe banana

DIRECTIONS
Put all ingredients into blender and blend until well mixed. Pour into glasses and serve.



6

HERB SEIDEL'S OLIVE AND CANNABIS TAPENADES (serves 8-10)
Containing tons of copper, fiber and vitamin E, Seidel's tapenades are perfect to get the party started and can be paired with either cheese or deviled eggs.

INGREDIENTS

- 2 5-ounce jars pitted green olives, drained
- 2 tablespoons toasted blanched almonds
- ½ cup cannabis-infused extra-virgin olive oil
- salt
- pepper
- 1 teaspoon dried oregano

DIRECTIONS
Mix ingredients in food processor to smooth paste. Transfer to jar with a tightly fitted lid and cover with a thin layer of additional oil. Label and store in refrigerator for up to six weeks. Serve at room temperature with crusty Italian bread.

Courtesy of The Cannabis Kitchen Cookbook (Skyhorse Publishing)

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Dixie's Joe Hodas on Marketing

DENVER-BASED DIXIE moved into the California market in 2015, basing its operations in Salinas and quickly getting its products into dispensaries throughout the state. Chief Marketing Officer Joe Hodas reflected on the challenges the company faces in dealing with two separate regulatory structures and differences in consumer needs.



to introduce the patient to a Dixie product at the same time as they are getting their recommendation or renewing with HelloMD and joining the SpeedWeed collective.

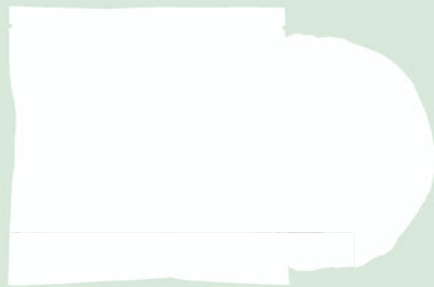
How many California dispensaries currently carry your products? What is your experience with California retailers?

What are your marketing and branding strategies for California?

California is a very interesting market, completely different from Colorado, due partly to the lack of regulation. Part of our challenge and opportunity is to focus on the safety and design of our packaging, which is different from other products in the market. We also focus more on higher-dosage products, as the medical market has an appetite for higher dose than the recreational market in Colorado.



We are currently in about 350 dispensaries throughout the state. The challenge with California retailers is mostly a numbers game, on multiple levels. First, the sheer number of dispensaries is daunting. At 350, we are just scratching the surface, but we also know that with the challenges in Southern California, it can be hard to keep up sales contacts. Also, many dispensaries are still heavily focused on the price-per-milligram game. With the testing we do, the packaging we invest in, and the quality ingredients we use, we aren't always going to be the cheapest product, so there is an education process required. Regulation will likely level that a bit. Finally, most stores seem very open to carrying as many products as possible. There just doesn't seem to be a sense of focus when it comes to edibles offerings. This can be good in that we then have the opportunity to get into more stores, but the downside is that it's hard for any brands



KOROVA EDIBLES MINT DIP COOKIE

A chocolate cookie with chocolate and crème de menthe chips blended in is half-dipped in gourmet mint chocolate to produce a five-serving treat. Each 23g, 105-calorie serving contains 50mg of THC and less than 1mg of CBD from dried hybrid cannabis.

KOROVAEDIBLES.COM



QUIGLEY'S CANNABIS SHOT

Each sugar-free, gluten-free serving contains 10mg of THC with zero calories, grams of fat, caffeine, or aftertaste. Two-ounce bottles deliver either a single dose or a 50mg multi-dose; a calibrated dosing cup comes with the latter. No refrigeration required. Available only in Colorado. QUIGLEYS.COM



GANJALATO EDIBLES FULLY BAKED CHOCOLATE CHIP COOKIE SANDWICH

Infused vanilla-bean gelato containing 75mg of THC from CO2 extracts, sandwiched between two chocolate chip cookies and then frozen, forms a sweet treat that looks like it came from a neighborhood ice cream truck.

GANJALATOEDIBLES.COM

*Smile more. Drink a **sprig**.*

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The safe and social way to enjoy cannabis. Available in California dispensaries.



Out Of The Box

LIFE IS LIKE A 420 GOODY BOX: YOU NEVER KNOW WHAT TREATS YOU'RE GOING TO GET

“OUR MISSION IS TO PROVIDE FUN, EFFICIENT, AND VALUABLE GOODIES without customers having to drive miles to their dispensary,” said Elle Fine, founder and chief executive officer of 420 Goody Box. “We provide a monthly surprise box of infused goodies and more at a price that has substantial value.”

Customers pay \$27.98 per month (shipping included) and receive five to eight treats—snacks, sweets, beverages, etc.—that normally would cost \$50 to \$85. By popular demand, 420 Goody Box added the Top Shelf, which includes at least \$250-worth of higher-end items for \$86.93 per month.

“WE BUILT A CULTURE FOR 420 GOODY BOX. I’VE HAD WOMEN SEND ME PICTURES OF THEIR HUSBANDS STANDING BY THE MAILBOX WAITING FOR THEIR POSTMAN TO COME.”

—Elle Fine, founder/CEO, 420 Goody Box

Fine launched the company after her husband experienced serious health issues. Upon his release from the hospital, Fine asked a doctor what she could do to help with pain management. To her surprise, the doctor replied that her husband’s pain was “nothing a little medical marijuana wouldn’t help.”

While researching what was best for her husband’s ailments, Fine became overwhelmed with all the kinds of products available. Why, she wondered, was there no service that would deliver a selection of products to her door so her husband could experience a wide range of options and decide for himself what worked best? So, she created her own solution.

“We built a culture for 420 Goody Box,” she said. “I’ve had women send me pictures of their husbands standing by the mailbox waiting for their postman to come.”



Pretzels

Julianna Carella, Treatibles/Auntie Dolores founder and chief executive officer, on the three keys to launching an edibles company

1 Create unique products that are not already available in the market.

There’s room for many new products—no need to reinvent the wheel with a new brownie or chocolate bar.

2 Create a sustainable product.

The product needs a margin and must be scalable, so you can manage the three most substantial costs: cannabis, packaging, and labor. Edibles tend to have the lowest margins of all cannabis products.

3 Know the lay of the land.

The market will remain fragmented state-by-state until federal legalization, making it important to recognize which areas of the country provides the most opportunity for a new edibles company to flourish. Some markets are easier than others in terms of what types of products do well. Ask: how developed the market is, how reasonable state regulations are, and how all these things affect the bottom line.

300 CLUB

Auntie Dolores’s pretzels are in more than 300 dispensaries in California.



“I personally do not like pretzels that much,” noted Carella. “But when they are coated with our delicious sauce, the flavor comes alive. The sauce we make to coat the pretzels masks the flavor of cannabis oil, and this could be part of the reason it is such a popular product. The savory pretzels were developed six years ago, but when we first released them, most dispensaries were not into carrying them. ‘Why would we carry an edible that doesn’t have any sugar?’ they would say. Since then, they have become our number one seller.”

FOR WHOLESALE ORDERS: AuntieDolores.com



TO ORDER: 420GoodyBox.com



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TRENDING TREATS

BREEZ ORIGINAL MINTS

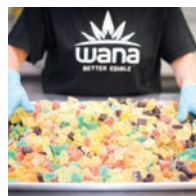
Each breath-freshening mint contains peppermint oil and pure cannabis oil but no fat, carbs, sodium, or calories. The 5mg THC dose in each mint allows patients to personalize their experience with ease. Available in sample packs of five mints or metal tins containing 250 mints each. BREEZMINTS.COM

BHANG CHOCOLATE BARS

Winner of five Cannabis Cup edibles championships, Bhang's signature medical delicacy is available in ten flavors and four potencies, including CBD 50/50. Chocolatiers first and foremost, the company uses only Fair Trade Venezuelan criollo cacao. GOTBHANG.COM

JIMI'S MEDICATED MACAROONS

Infused buttercream, ganache, or jam is sandwiched between two soft-yet-crunchy shells made of almond flour, sugar, and egg whites. Each gluten-free macaroon contains approximately 25mg of THC. The treats' psychedelic colors would've made namesake Jimi Hendrix proud. JIMISMACAROONS.COM



THE GOOD, THE BAD & THE YUMMY

NANCY WHITEMAN, CO-OWNER, WANA BRANDS

ON THE GOOD NEWS AND BAD NEWS

FOR THE EDIBLES MARKETPLACE

THE EDIBLE MARKET has matured considerably over the past six years. When we first founded the company, many edibles in the marketplace could be politely described as looking “homemade.” The packaging, the dosing, and the attention to actual taste were all quite amateurish. Many were not a treat to eat—unless you happen to like the taste of hash oil! Now the most successful brands have a much more polished and professional image.

The bad news is: With this evolution, the business side has become progressively more complicated to run as new regulations have been instituted. As manifesting, testing and labeling regulations have been established, cannabis companies have had to learn how to make products that are consistent in dosage and to package and label them appropriately. That meant that many people who thought it would be a lark to bake some brownies in their home kitchen have exited the business. It has also gotten much more costly to enter the business.

Before launching Wana, my career had been in insurance, sales and market consultancy focusing on the Internet. The idea for Wana started out lightly but then along the way I fell in love with it. I really never did anything before in my professional life where I received heartfelt feedback from customers about how much something that I had a part in creating helped them. It wasn't until that started to happen on a regular basis that I recognized the full power of what we—and the rest of the industry—really have. We have always tested our products from Day 1, which really helped us develop a reputation for consistency. Now we have specialized positions in the company including compliance, manifesting, graphic design, financial, quality assurance, inventory control, IT, and much more. We recently hired a wonderful director of operations who is helping us refine our SOPs and manufacturing processes to meet Good Manufacturing Practices standards.

The good news is that there is unbelievable opportunity to innovate and be a leader in the most exciting growth industry I can think of. Edibles and infused products are particularly scalable because they can be licensed. The bad news is that we as an industry still face a lot of adversities, from a regulatory landscape that is a constantly moving target, to financial challenges such as banking and tax issues. Even with all of its frustrations and challenges, I really cannot imagine a better industry to be in at this moment in history. We are getting ourselves ready for even more regulation as the industry continues to mature. Our focus going forward is to develop products that are unique and revolutionary. Resilience and persistence are the two most important personal qualities for anyone who wants to get into the edibles industry. TM





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How I Stay Ahead of the Competition

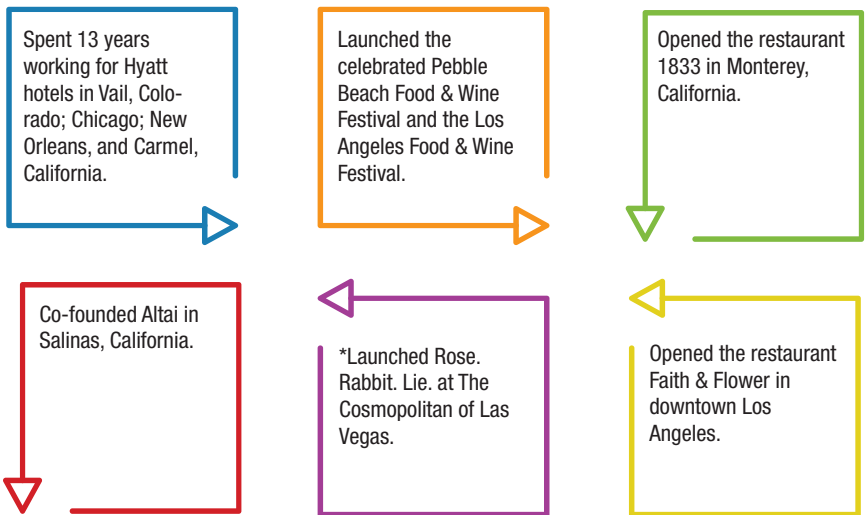
BY ROBERT WEAKLEY, ALTAI CO-FOUNDER AND CEO

I ALWAYS LIKE TO SAY I MAKE FRIENDS FOR A LIVING, and it's true. We continue to pay homage to those in the industry that came before us, and we try to stay humble. We listen to feedback from patients, and we keep our finger on the pulse of our community and support it. Everything takes three times longer and costs three times as much.

I was in the food and beverage industry for years. I love to create new brands, new concepts. Once I started reading about the benefits of cannabis, it became clear marijuana is something a great amount of people were using for health and well-being. Still, there wasn't a lot of food science behind many of the products on the market.

Our goal with Altai was to create a delicious product with consistent dosing—and that's exactly what we have done. A big thing for us was partnering early with Dixie to manufacture and distribute in California. Now, under INDUS Holdings, we have a portfolio of brands: Altai, Dixie, Foria, JUJU Joints, Flavor, Therabis, and Aceso. We are now in more than 270 dispensaries. TM

Robert's Road to Altai



ALTAI'S BEST SELLER IS....
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FOR WHOLESALE ORDERS: AltaiBrands.com; orderdesk@altaibrands.com

EDIBLE EXPERIENCES

A COMPILATION OF CANNABIS-RELATED EXPERIENCES.

By Chauntelle Tibbals



Though smoking weed out of an apple bong in your parents' garage remains a viable (and even potentially fun) experience, today there are a wealth of other creative, cultivated events and opportunities canna-consumers may explore. Here's a sampling of new ways to incorporate cannabis into your cuisine, vacation, education, and daily life.

CLASSES

Cannabis Culinary Arts at Clover Leaf University (Denver)

Because weed by itself will burn but the primary psychoactive components of cannabis are fat-soluble, culinary lipids must be infused before being used as ingredients in your favorite recipes. This course teaches various fundamentals of cannabis culinary butter and oil infusions and includes recipes ranging from candy to dinner entrees. In an effort to encourage safe consumption, the course also emphasizes the importance of dosage regulation, as well as labeling and packaging laws. From travelers to cannabis professionals, attendees will become versed in this popular alternative to cannabis smoking.

For more information and a course schedule, visit CloverLeafUniversity.com

Infused Salve Workshop at High Country Cannabis Tours (Denver)

Sometimes edible medication, be it conventional or cannabis-infused, is not a workable solution. This workshop teaches visitors to make their own canna-infused salve and topical ointments, which can be used to treat dermal inflammation (e.g. eczema, psoriasis, etc.), arthritis, ordinary dry skin, and more. Also includes a complimentary extraction lesson, which can be incorporated into various other cannabis-infusion processes.

For more information, visit HighCountryCannabis-Tours.com

mg PRESENTS

2016 WESTERN TOUR



BUDTENDERS

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Making Chocolate With...

SHIAOSAN WILLIAMS-SHENG, CHOCOLATIER, DÉFONCÉ

How did you get involved with cannabis and chocolate?

Right time. right place, right people. I'd been working in the bean-to-bar chocolate industry for eight years when a dear friend of mine put me in touch with Eric and Molly of Défoncé. They had the idea, and I had the skills and desire to flex my artistic view of chocolate. I will have been with the company two years in August.

What's key when mixing the two?

The key is sourcing the best available ingredients. We use high-quality chocolate and ingredients plus very clean CO2 extract. Currently, we're using Blue Dream across our four bars. We love the effects of this strain, and it's a strain people trust. We have a few proprietary steps in our process, but only the founders and I know them.

How is using oil different from using butter?

Strictly from a heuristics standpoint, I prefer oil in chocolate. It does not interfere with the crystallization of cocoa butter in chocolate, retaining the qualities of tempered chocolate that we love: shine, snap, higher melting temperature are not altered in the way that butter would alter them in this instance.

What's your process for dreaming up your creations?

Snapshots of memories. We've all been there, working on something thoroughly monotonous, and you start to space out and daydream about a more pleasant place

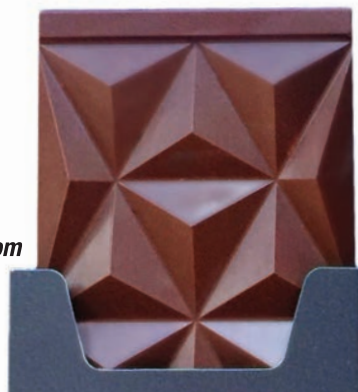
you've been or would like to go, etc. I get these shooting tangents of thoughts, like this amazing open-air market in Amsterdam when I was 19 and tried edibles for the first time. "Oh! They have delicious stroopwafels there. I want to be there sipping coffee and eating stroopwafels overlooking the canals." Amsterdam plus cannabis equals stroopwafel plus coffee equals Défoncé's coffee bar. *Voilà!*

How do you see the state of the edibles marketplace?

I think it's in a beta state. With the industry being in a legal to semi-legal position comes a wide range of clientele with very personal tastes, and flavor preferences are so subjective. That being said, I think there's a lot of room to grow—especially for "specialty edibles." I do foresee large, well-established brands vying to get into the industry. I don't foresee them being able to provide the same level of transparency into the sourcing and manufacturing process that smaller companies can. There's a serious and prolific movement towards knowing how products are sourced, what's in them, and how they're being made.

What are you working on now?

You'll get to find out very soon. We have a lot of announcements scheduled for 2016. TM



Interpening Sommelier Courses at the Tricome Institute (Denver)

Interpening is a method used to identify and understand cannabis flower variety based on interpreting a plant's terpenes (evaporating molecular hydrocarbon chains that produce scent) and flower structure. Just like a wine-tasting course, these hands-on classes, taught monthly, will teach everyone from travelers to cannabis professionals how to smell the differences between cannabis strains and detect the highest-quality buds.

For more information and a course schedule, visit TrichomeInstitute.com

EXPERIENCES

Cultivating Spirits (Denver)

Cultivating Spirits is Colorado's premier cannabis tour and event company. They offer two broad services: food, wine, and cannabis tasting tours, and fine-dining experiences complete with craft cannabis chosen to harmonize with tailored menus. In accordance with Colorado law, Cultivating Spirits does not provide cannabis but instead incorporates exclusive dispensary stops into each event, allowing guests the opportunity to purchase specific, pre-paired strains. Events may be coordinated around special occasions, from holiday gatherings to bachelorette parties.

For more information, visit CultivatingSpirits.com

Bud+Breakfast (various locations around Colorado)

Though cannabis tourism is booming in recreation-legal states, laws limiting public consumption and consumption in most hotels present an interesting conundrum for visitors. Colorado's Bud+Breakfast, a small chain of bed-and-breakfast-style cannabis-friendly inns, offers a solution for eager travelers. Amenities include a daily Wake and Bake Breakfast and 4:20 Happy Hour, where visitors are free to consume whatever recreational marijuana products they desire. With locations in Denver, Silverthorne, and Colorado Springs, Bud+Breakfast inns allow visitors to experience everything legal cannabis has to offer, comfortably.

For more information, visit BudandBfast.com

KUSHTOURISM.COM OFFERS CURATED LISTINGS FOR CANNABIS-FRIENDLY LODGING IN RELEVANT STATES.

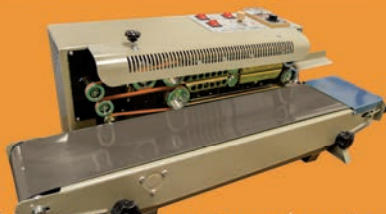
The Canna-Beer Tour (Denver)

Not everyone is a wine drinker—and now, for people who love beer as much as they love weed, there's the Canna-Beer Tour. The folks at High Country Cannabis Tours pair recreational cannabis with craft beer for a unique look at Denver's top-rated brew house scene. Tour organizers have extensive experience in both marijuana and craft brewing and hand-select each strain and featured beer to compliment one another. As an added

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The Scoop

Q&A: ALEX ZAFRIN, PRESIDENT AND CFO, FULLY BAKED CANNABIS ICE CREAM

What sets Fully Baked's ice cream apart?

First, our product has chill. We are also all-natural, no preservatives, no chemicals, and we produce in small batches. Unlike some of the other edibles companies that buy pre-made candies or products in bulk and simply spray the medication on, our products are always handmade and consistent.

And the flavors....

We have a variety of creative flavors including:

Go Fudge Yourself, a decadent chocolate ice cream with gram crackers and fresh bananas.

Peanut Butter Jelly Time, peanut butter ice cream with fresh-baked peanut butter cookies and sinful raspberry swirl.

Coffee Pot, a bold, rich espresso coffee with chocolate-covered toffee


Vanilla Kush, vanilla ice cream with real vanilla beans.

Berries and Bud, a velvety, refreshing sorbet made with fresh strawberries, raspberries, blackberries, and blueberries.

Yum! How many dispensaries are you in?

We are in about thirty-five dispensaries in Southern California. Sales are about \$250,000. We are on track to be in more than 120 dispensaries by the end of 2016. It's very exciting.

Where do you see Fully Baked in five, ten years?

In five years we will be in every state where cannabis is legal, and we'll have launched a vegan, no-gluten line. In ten years, we'll be the Ben & Jerry's of the medicated ice cream world! 



FOR WHOLESALE ORDERS: FullyBakedIceCream@gmail.com; (213) 605-1586

bonus, rather than limiting consumption time to predetermined destinations, this tour's unique partitioned limo allows visitors to partake in both bud and brew during transportation times between venues.

For more information, visit HighCountryCannabis-Tours.com

Bud, Brunch, and Yoga (various events in various locations)

"Yoga with a View" took place in late 2015: a 60-minute yoga practice followed by brunch catered by Blackbelly Market, which is owned and operated by the Season 5 winner of Bravo's "Top Chef," Hosea Rosenberg. Yogis attending received a swag bag filled with canna-goodies, and consuming before the opening meditation was encouraged. "Yoga with a View" is just one example of creative, luxury cannabis-themed events and parties devised and hosted by the Mason Jar Event Group.

For more information, visit MasonJarEventGroup.com

Bridgetown Weed Tours (Portland Oregon)

Bridgetown Weed Tours creates an engaging social event for marijuana users who no longer want to consume in secrecy. "We want to help people expand their knowledge of cannabis and experience the whole culture behind it," says founder Ryan. This is accomplished through several steps, starting with infused brunches that include farm-to-table ingredients and demonstrations from locally trained chefs. This is followed by a tour of their grow facility where attendees learn about the cannabis cultivation process. Finally, guests are taken to the finest marijuana "boutique" shops in town, where they can enjoy a 10 percent discount.

bridgetownweedtour.com

EATS

(M)edibles by Jeff the 420 Chef (SoCal based; will travel)

Though much of today's edibles market is cast in high times, but marijuana consumption is rooted in medical use. Some medical patients want the health benefits but not the buzz. Jeff the 420 Chef, inventor of tasteless and light-taste CannaButter and CannaOils, is the only chef in the world who specializes in high-CBD gourmet cuisine. Jeff seeks out high-CBD strains of cannabis known for their unique medical attributes, infusing their medicinal compounds into butters and oils which he then uses to create gourmet "(m)edibles." Today, Jeff provides private meal preparation for medical consumers in thirty-one states. He also offers recreational dinner parties, event catering, and specialty menu items—including wedding cakes. He also travels to medical and rec-legal states to teach patients, caregivers, home cooks, and other chefs the art of cooking with cannabis.

For more information, visit JeffThe420chef.com

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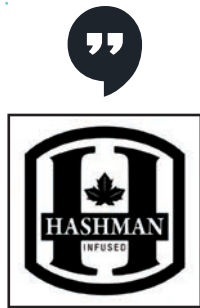


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One Minute Snack Break With...

HASHMAN'S AUSTIN JONES

How many dispensaries offer Hashman products?

Four hundred storefront and delivery services throughout California.

How have sales been?

We forecast exceeding \$7.5 million in sales in 2016.

What sets Hashman apart from the competition?

Our stellar packaging and branding is representative of the high quality ingredients we use in all our products. We operate with the highest standards, invest heavily in research and development, and have a dedicated scientist on staff to handle all quality assurance and quality control.

What are the three biggest obstacles the company has overcome?

One, banking. We have worked diligently to forge good relationships with our banking partners to ensure a long-term relationship and approach our banks with full transparency of what we do in the industry.


Two, local government. Most cannabis manufacturing companies do not operate with a local permit or licensing. We invest time and capital towards forging solid governmental relationships and are proud contributing members of California Cannabis Industry Association, California Growers Association, Association for Standardized Cannabis, and the National Cannabis Industry Association. We work diligently to move beneficial policies forward for the legal cannabis industry as a whole.

Three, traditional financing. Cash flow is an issue in any start up. Traditional financing is not available to most cannabis companies. Fortunately, we have had a few good venture capital investors that believe in the work we are trying to do and the corporate culture we are creating and have supported us with capital and resources.

How does packaging serve the company's goals?

We invested a lot of time and resources into our branding. All of our products are tamper-resistance or childproof. Each product comes with precise dosing instructions. Our chocolate breaks into ten identical pieces for easy and accurate dosing.

Our packaging is all completely custom and unique to our brands. The design firm Cosmic, based in Santa Cruz, California, conceived the Hashman logo, which pays homage to apothecary branding from the nineteenth century and also incorporates the initials H.I. Kieth Meek at Creative Vigilant Design Studio designed our iconic Waxman logo. The idea was to create a logo that had iconic appeal and was a throwback to American History when products were created of the highest quality.

Our goal is to elevate the quality of life for patients who rely on our products to have a "Hi"er physical, mental, and spiritual experience. 



FOR WHOLESALE ORDERS:
HashmanInfused.net

Frozen Infused Meals by The Herbal Chef (SoCal based; will travel)

Regardless whether you want your edibles infused with THC or CBD only, sometimes you want your food brought directly to you. The Herbal Chef, Christopher Sayegh, brings a new twist to edibles delivery with his frozen THC and CBD-only infused meals. Though his THC-infused items may be shipped only within California (per state law), his CBD products are delivered throughout the U.S. This includes meals from Herbal Chef menus specifically tailored to treat various ailments that develop with aging, as well as for patients fighting cancer and diabetes. Sayegh also offers a variety of interesting and unique pre-packed items, from a spicy marinara sauce to basil pesto and can be hired for cannabis-infused fine dining events and private parties.

For more information, visit TheHerbalChef.com

Chauntelle Tibbals PhD is the author of Exposure: A Sociologist Explores Sex, Society, and Adult Entertainment. She has written for Men's Health, Playboy, Mic, VICE, and numerous academic journals. Find her on Twitter at @drchauntelle.



CANNAOIL CO. EXTRA VIRGIN INFUSED OLIVE OIL

Extra-virgin olive oil infused with 400mg of THC per bottle allows cooks to concoct their own edibles. The manufacturer suggests adding 2 teaspoons to recipes calling for ¼ cup to ½ cup of olive oil. Several recipes appear on the company's website. CANNAOIL.CO



CLEAN HEALING PIZZA SAUCE

Each 5.8-ounce jar of this gluten-free, vegan, and organic pizza sauce will top one ten-to twelve-inch pizza with a dose of 60mg, 150mg, or 500mg of THC, depending on infusion choice. Available only in California. CLEANHEALING.ORG



Who's Afraid of Molly Poiset?

FOUNDER, CHEFFETTES®

MARLA "MOLLY" POISET IS A CLASSICALLY TRAINED French pastry chef from Le Cordon Bleu Culinary Academy in Paris. She is a mother, grandmother, columnist, food designer, and founder of Cheffettes® gourmet infused edibles. Her main desire is to help those who suffer from compromised immune systems—like her daughter, who survived a stem-cell transplant for leukemia.


THE DREAM: After her daughter's illness, Poiset followed her dream to live in Paris, studying to be a pastry chef. "I wanted to elevate the experience and do something much more technical than a Rice Krispies treat or a gummy bear." In

short, to marry the art of French patisseries and gourmet edibles, bringing an entirely different experience to the industry.

A WINNER: Molly is a *High Times* Edibles Award Winner.

AN EXPERT: A specialist in precise low-dosage epicurean edibles, Poiset was honored as the first person in the history of the *High Times* Cannabis Cup competition to submit an artisanal cannabis-infused gourmet edible containing less than 10mg of THC.

THE GOAL: Educate marijuana consumers and provide sophisticated, precise low-dosage, responsibly packaged cannabis-infused edibles while continuing to "Elevate the Edible" and change perceptions of what's possible in gourmet cannabis-infused cuisine.

GOOD LOOKS: As an accomplished professional with a background in interior design, Poiset is passionate about beautifying her surroundings and enriching sensory experiences. "Bringing something beautiful to someone suffering" motivated Poiset, who learned about the healing benefits of cannabis while attending a support group for relatives of cancer patients in 2011. As a self-described "lightweight," Poiset does not smoke and noted, "even five milligrams will effect me" when eaten. Her approach to creating edibles completely diverges from most—designed for "those who would be turned off by the counterculture. Preppy, straight-laced people who would never smoke pot...I can get them to stop and take notice with a beautiful chocolate truffle." 

THE MENU
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sauces.

FOR WHOLESALE ORDERS: Cheffettes.com



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Tip Sheet: Profits, Pesticides, & Recalls

DON'T GET PESTICIDED!

In December 2015, Denver issued its largest edibles recall to date: nearly 100,000 packages made by the company Mountain High Suckers. The company recalled the packages over concerns they might contain two pesticides disallowed by the state in marijuana production. Make sure your flower doesn't contain any of these pesticides, or you may be a target for a recall.



Myclobutanil: fungicide; active ingredient in Eagle 20. Considered “slightly hazardous” by the World Health Organization, a “bad actor” by the Pesticide Action Network, and its own label warns of nervous system problems and toxic fumes.

Imidacloprid: insecticide; found in Merit and Mallet pesticide brands. Considered “moderately hazardous” by the WHO, and the National Pesticide Information Center says it's moderately toxic if ingested or inhaled.

Abamectin and the avermectin chemical family: insecticide; found in Avid and Lucid pesticide brands. PAN lists avermectin as a “bad actor,” and Avid Labels say it's “harmful if inhaled.”

Etoxazole: insecticide; found in TetraSan 5 WDG pesticide brand, which is primarily used on ornamental and landscape plants.

DID YOU KNOW?

17% OF EDIBLES TESTED WERE ACCURATELY LABELED, WITH 23% UNDER-LABELED AND 60% OVER-LABELED WITH RESPECT TO THC CONTENT.

SOURCE: CANNABIS DOSE AND LABEL ACCURACY IN EDIBLE MEDICAL CANNABIS PRODUCTS STUDY



3 Ways to Sweeten Your Profits

1. BE CONSISTENT

Bottom line: If you skimp on dosing, ingredients, and taste to save a few bucks, it will cost you in the long run. Whether it's recalls, which can cost tens of thousands of dollars, bad press, or bad word-of-mouth, your business will suffer. There are very effective software solutions that can help make sure your product is consistent and breeds brand loyalty. Consider in-house lab testing to cut down on costs. This can also help keep your final products consistent.

2. EDUCATE

Even if your state doesn't require training, providing labeling education can go a long way. Go out of your way to educate consumers about how edible products function in easy-to-read graphics that list the strength of the product, the average time that will pass before effects are felt, and how long effects may last. Informed consumers mean satisfied consumers, and satisfied consumers become returning consumers.

3. DON'T BE AFRAID OF GROWTH

Demand for edibles is in a dizzying growth period. Expand your consumer base by partnering with other edibles companies in states where you have no presence, investigate adding a distributor like The Glue or Cannabis Rep Network to break new accounts, and spend money on in-store branding and retail displays. They work!

TOTAL RECALL THE TRUE COST!

2006

A total of five people died and E. Coli sickened 205 people after eating contaminated spinach that was grown on a Central California farm. The outbreak cost the industry more than \$350 million dollars.

2007

Pet food processor Menu Foods issued a recall of more than 60 million cans and pouches of pet food sold under various brand names.

2008

Kraft Foods recalled 52,650 pounds of Oscar Mayer/Louis Rich chicken breast strips after listeria bacteria was detected in one package. An additional 2.8 million pounds of chicken were recalled.

2009

The Peanut Corporation of America issued one of the largest food recalls for products due to salmonella. A total of eight deaths and more than 500 illnesses were reported in forty-three states. The recall included 2,100 products.



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The First Cannabis Co-Packer?

NOW THAT MARIJUANA CAN BE CONSUMED or imbibed in edible form, many assume commercial cooking with cannabis is as easy as baking pot brownies at home. While there are similarities, the machinery used, culinary expertise required, and health code regulations make commercial cannabis food production more like other commercial food factories. However, the complexity of creating edible marijuana products is increased far beyond that level by the additional regulatory requirements of processing THC-infused products. Successful edibles makers have a deep understanding of chemistry, the culinary arts, and all the necessities to maintain a continuous chain of custody for their ingredients and inventory.

Db3, the parent company of Zoots, is making significant progress in the edibles market. As the company begins expanding beyond its in-house brands to include co-packing capabilities and multi-state distribution channels, co-founder Patrick Devlin shared some of what makes Db3's business model so successful.

Aspiring edibles creator want to start by bringing in a range of expertise across different disciplines and a lot of experience in relevant industries if they hope to have their products reach store shelves. As Devlin explained, Db3's operations are "led by company President Michael Devlin, a 34-year veteran in the snack food

industry—Frito Lay, Hoody's Nuts, Oberto Sausage, and Sahalie Snacks. Our development team includes a full-time chemist focusing on the development of our proprietary Cypress extract and ensuring quality control throughout the manufacturing process as well as nutritionists, culinologists, chefs, and pastry specialists" to create a quality product that is consistent in its dosage and flavor profile.

In many ways, edibles manufacturers are asked to create the larger framework of safe and enjoyable marijuana edibles production. "One of the unique aspects of our business plan is we decided from the beginning to manufacture our products at a level that would meet the standards set by the FDA for packaged goods sold in any store across the country, even though the FDA takes no role in regulating the industry. In that sense, we wanted to be leaders in setting the bar for quality. Zoots is driven by our philosophy: to advance the health and safety standards in this emerging field.

"The area we use to produce our drops, lozenges, brownies, chocolates, and cookies is about 10,000 square feet of our 25,000-square-foot facility," added Devlin. "The equipment we use is typically found in a sophisticated food processing facility concerned with the accurate measurement of ingredients and homogenization to ensure a consistent amount of THC is in each individual edible, providing a safe and predictable experience for the consumer."

In many cases, attempts by states to draft regulations are as opaque and fluid as the cannabis elixirs produced for consumers to imbibe. “The regulatory challenges in bringing cannabis-infused edibles to market are rooted in the fact that this is a new industry bringing a formerly illegal product to the mainstream market,” Devlin said. “Regulators struggle to provide meaningful guidelines in a politically charged environment. As a result, the rules are ever-changing and evolving. The challenge for the manufacturer is to build flexibility into a process that is most efficiently run with a stable regulatory environment.”

Devlin’s future hopes stem from a change in consumer expectations rather than significant alteration of government mandates. “Over time, public attitudes will shift and the general public will realize that modern marijuana use doesn’t equate to being stoned,” he said. “Servings with lower amounts of THC—2.5mg to 5mg—provide a completely different, and healthful, experience.”

Broader acceptance by the population that currently views marijuana use with undue cynicism likely would lead to a less political and more scientific approach to regulation, along with a more settled set of legal parameters for manufacturers to abide by when producing edibles.

Moving from selling cupcakes out of a home kitchen to distributing thousands of edibles on store shelves is a major challenge made easier in other food industries by the existence of co-packers: qualified facilities that specialize in large-scale food processing. Outsourced co-packers that cook each recipe with the exact

ingredient list required now produce many startup food brands. The infrastructure gives new food brands simple, scalable production capabilities through an experienced bakery. Similar co-packing services have been nonexistent for cannabis edibles... until now. Thanks to Db3, that dynamic may be changing.

“We produced 512,290 products in 2015,” Devlin said. “We’re going to unveil our medical line and our recreational products will be available in Colorado, as well, during March of 2016. This is something that’s been in the works for some time, and we’re very excited about it.

“We don’t want to describe our facility as a ‘kitchen,’” he continued. “In addition to Zoots, we currently produce the Goodship brand of chocolates and cookies. We will also soon be producing the Bullet brand of vape oil and the Strainz brand of medicinal products.”

The existence of a multi-state co-packer capable of manufacturing edibles for multiple marijuana companies in a responsible, safe, and professional manner may be a watershed moment in the history of the cannabis industry. Offering a future when many more edible recipes are able to find their way to market with a lower barrier to entering the industry and a growing set of options available to entrepreneurs is a game-changer. In 2016, new brands finally may be able to go from recipe to consumer without having to reinvent fire or rediscover all the production techniques pioneers like the folks at Db3 already have figured out. 🍃 —Stewart Tongue



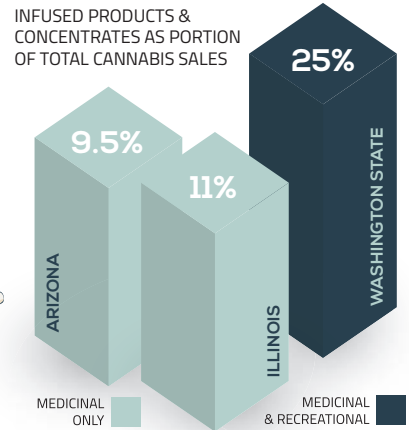
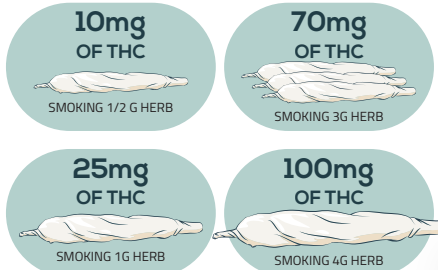
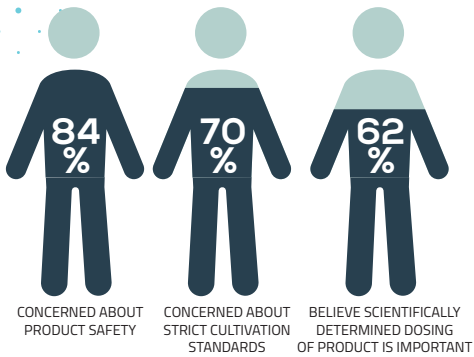
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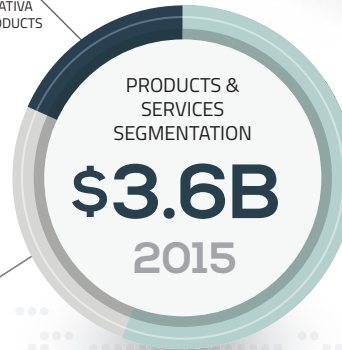
EDIBLES IN THE NUMBERS



EDIBLES MAY TAKE
30 MINUTES
TO
2 HOURS
TO TAKE EFFECT

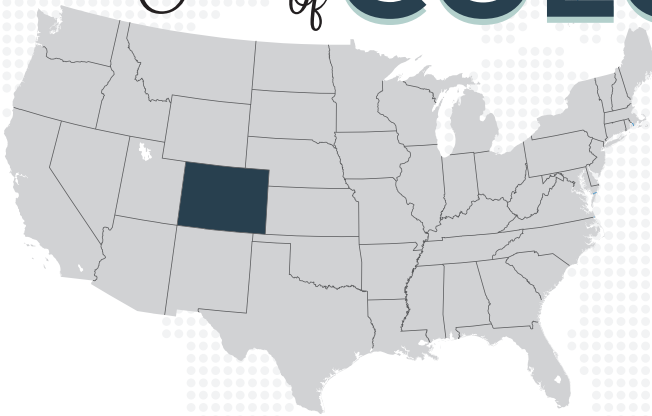


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\$5 MILLION
WORTH OF EDIBLES
IN 2014

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DIXIE
SAW A **FIVEFOLD** INCREASE
IN EDIBLES SALES

45%
LEGAL MARIJUANA
SALES DURING 2014
WERE EDIBLE PRODUCTS.

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PRODUCTS MAY CONTAIN
NO MORE THAN
100mg
PER UNIT



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A Keef and a Smile

MEET THE KEEF BROTHERS

SCOT, ERIK AND KELLY KNUTSON, “THE KEEF BROTHERS,” could have been a one-hit wonder after they launched the uber-successful, award-winning Keef Cola brand. Now, with Cancore Concepts Inc., they’re integrated packagers, consultants, and licensing masters, but they still have “keef groupies” all over the Rocky Mountain state. Soon the company will be nationwide, as the brothers are eyeing growth in California, Oregon, Washington, Arizona, and Nevada.

“
**IN ONE YEAR, WE’LL
 BE THE LARGEST
 CANNABIS
 BEVERAGE COMPANY
 IN THE COLORADO
 MARKET. IN FIVE
 YEARS, WE’LL BE THE
 LARGEST CANNABIS
 BEVERAGE COMPANY
 IN THE NATION.
 IN TEN YEARS, THE
 LARGEST CANNABIS
 BEVERAGE COMPANY
 IN THE WORLD.**

—Erik Knutson



SCOT

TITLE: Chief Operating Officer
DUTIES: “I’m responsible for implementing the standard operating procedures (SOP) that govern how our licensees in Colorado and Urban Pharms in Oregon manufacture our products.”

STATE OF THE COLA: “Winning the Denver *High Times* Cannabis Cup in 2015 has created large demand for Keef Cola, especially in other states. We currently have signed, or are in the process of signing, licenses in California, Oregon, Washington, Arizona, and Nevada.”

BEST SELLER: Bubba Kush Root Beer—the winner of the *High Times* Best Edible. “Pour it over some ice cream and enjoy!”

DISTRIBUTION: 350 dispensaries in Colorado.

THE SMARTS: “Erik is the brains of Keef Cola and the mastermind behind our Knutson empire. Kelly is a genius in engineering and has created a machine I could never have dreamed of.”

ERIK

TITLE: Chief executive officer
Duties: “Managing our executive team and helping guide the company through critical strategic goals set by our board of directors.”

THE LAUNCH: “When we launched in 2010, there were very few edibles on the market and no drinks. We chose the drink because drinking and smoking are historically the most common forms of social adult interaction.

SALES: “We sold around 500,000 beverages last year in Colorado. Drinks represent roughly half our Colorado operation.”

STATE OF THE BROTHERS: “With our parents’ divorce occurring so early in our lives, we became a true band of brothers supporting each other through all the ups and downs. We have all worked together on and off for years.”

KEEF IN 1, 5, 10 YEARS: “In one year we’ll be the largest cannabis beverage company in the Colorado market. In five years, we’ll be the largest cannabis beverage company in the nation. In ten years, we’ll

be the largest cannabis beverage company in the world.”

KELLY

DUTIES: “Facility design consulting and drafting are now the only part of Keef Cola that I am currently involved with.”

TALENTS: Kelly is the owner-operator of Isolate Extraction Systems (IES), an industry leader in CO2 extraction machinery. “Our wide variety of certified extraction machines allow for the development and production of more diverse compounds than any other system on the market.”

STATE OF THE BROTHERS: “Erik is optimistic and focused on the vision and has played a key role in the survival of the brand. Scot joined the Keef Cola team in late 2015 and is bringing a much-welcomed level of discipline and focus. There is a fourth brother, of sorts, too. Andy Veron has played an essential role in the success of Keef Cola as sales manager for over five years.”

TODAY -
I PLAN TO GET OUT & SEE MORE OF
THE WORLD. I WILL TRAVEL TO
FAR AWAY PLACES & MEET ALL
KINDS OF NEW PEOPLE ALONG
THE WAY. I WILL LEARN MANY
LANGUAGES & EAT FOODS
I HAVE NEVER EATEN.

MY IDEAS ARE GREAT... BUT MY
EXECUTION NEEDS SOME HELP.



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EAT, DRINK & BE MEDICATED

6000 BC

Cannabis seeds eaten as food in China.



2000 BC

The Vedas, the oldest Hindu scriptures, include references to "Bhang" food.

200 AD

Chinese surgeons begin combining cannabis resin with red wine to reduce surgical pain.



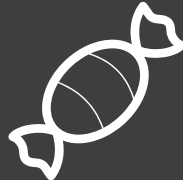
1474 AD

On Honorable Pleasure and Health, published in 1474 in Italy, details a recipe for what roughly translates as "cannabis nectar."



1857

The Hasheesh Eater, written by Fitz Hugh Ludlow, documents his hash-gobbling travails.



The Gunjah Wallah Co. in New York begin advertising and selling Hasheesh Candy: "A most pleasurable and harmless stimulant that cures nervousness, weakness, melancholy, and inspires all classes with new life and energy. A complete mental and physical invigorator."

1890

2015

The largest edibles recall in Denver removes from the market 100,000 packages made by Mountain High Suckers.

1954

The *Alice B. Toklas Cookbook* is released. The book includes her hashish fudge recipe, which incorporates spices, nuts, fruit, and hashish.



2014

Colorado sells 4.8 million edible products.

2009

Dixie is founded in Colorado.

1972

First Amsterdam coffee shop opens.

1968

In the Peter Sellers movie *I Love You*, Alice B. Toklas, Toklas' cannabis brownies play a significant role in the plot

2012

Recreational marijuana is legalized in Colorado and Washington State, setting the stage for restaurants, food trucks, catering companies, etc.

1996

California's Proposition 215 opens the door for edibles companies in the U.S.





Old School

HOW I BECAME THE MUFFIN MAN AND CREATED THE MOST DECADENT EDIBLE DESSERT EVER

I HAVE ALWAYS HAD A LOVE FOR CANNABIS AS WELL AS FOOD. Right out of high school, I attended culinary school and landed a great apprenticeship under an amazing chef. I spent a few years working my way through the ranks in the kitchens and really honing my craft and became a certified chef in 1999. In early 2002, I was given an opportunity to become the head breeder for a prominent seed bank in Amsterdam. Even when I was in the gardens, I could not keep myself out of the kitchens. I even kept a part time job as a cook in a café and ran my own kitchen out of a bar's basement two nights a week.

Eventually, in 2004, some of the “coffee shops” in Amsterdam asked me if I could make them some edibles for their shops. Thus The Muffin Man, one of the original edibles companies, was born.

In Amsterdam, we provided cakes for many different functions—everything from birthdays to weddings. Many of the products were not medicated. With that being said, every cake we bake is a one-off kind of thing. We don't have a menu of cakes or advertise them. We don't create them often, but each one is unique and tailored for the individual. The devil's food cake was made entirely from scratch and by hand. The cake was lightly medicated, but the frosting was not. By special request, we dipped fresh strawberries in Kiva's Blackberry Dark Chocolate so anyone who wanted extra medication could just have a strawberry or two! 🍓 —*The Muffin Man*



FOR WHOLESALE ORDERS: MuffinMan.la

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Catching up with VCC Brands' Evergreen Herbal

VCC BRANDS ESTABLISHED its state-licensed WA entity known as Evergreen Herbal in 2012. Operating in Washington's medical market before implementation of the state's legal recreational cannabis program, Evergreen Herbal was one of Washington State's first manufacturers and distributors of cannabis activated products. We caught up with founders Kenny Morrison and Marco Hoffman for a quick Q&A on the company's evolution.

How has Evergreen Herbal evolved since it first started operating?

Marco Hoffman: We went from operating in a loosely controlled medical market to a tightly regulated recreational market. Everything had to evolve: the products, the packaging, our systems and the rules by which we manufacture. Everything.

Kenny Morrison: In a nutshell, we moved from an environment that was under-regulated to one that is over-regulated. It has been great training for what we'll face in other states.

How competitive is the edibles market in Washington State, and where does Evergreen Herbal fit into it?

MH: It's a competitive market, but the biggest challenge is the 10mg rule which has put a damper on the edibles market as a whole. The Washington edibles market is around 15 percent of the total market; by contrast, Colorado's edibles market is closer to 50 percent. 10mg works mostly for people who have never tried cannabis before, but for people who are experienced, 10mg is not what they want. If Washington is going to have a robust edible market, the rules need to change. Despite that, we are one of the leaders in the industry. Few have been doing it as long as we have.

Does Evergreen Herbal have its own grows, and if so, can you speak to the type and quality of strains you produce?

KM: Our first grow is under construction as we speak. We will have a 30,000 square foot canopy this spring. Regarding genetics, we have over 65 varieties to choose from and haven't decided yet. Our focus is on high oil producing strains for use in production of our edibles. We plan to allocate a large portion of the grow to CBD


production along with specific terpy designer strains for making our live resin, shatter and branded flower.

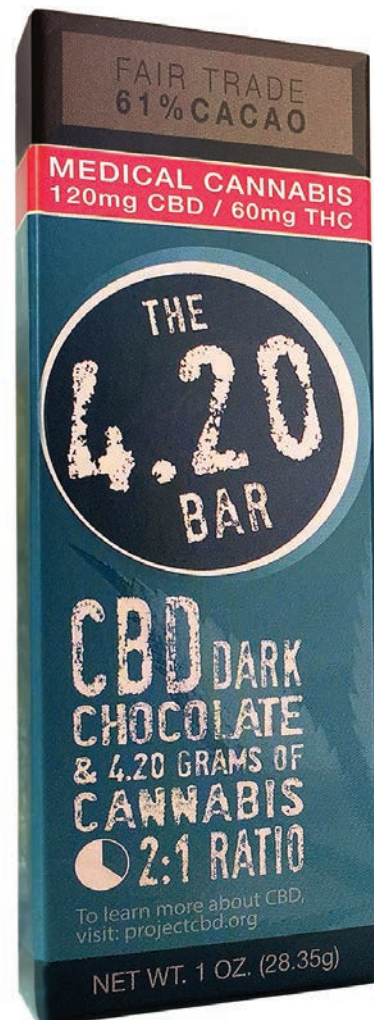
What makes Evergreen Herbal's products and services unique?

MH: We take great care and pride in sourcing all of our ingredients. The cacao we use for the 4.20Bar is fair trade, the fruit juice concentrate used in Cannabis Quencher is organic, we use cane sugar instead of high fructose corn syrup. We did extensive research to select and bag the best quality teas for our High Tea and Subtle Tea brands. The flavors and terpenes used in LoudVape are organic, nothing synthetic. Our White Lavender live resin is a big one right now, with the record for the highest native terpene content in the state at 10 percent.

What new offerings are on the horizon?

MH: Our 100mg pouch of 4.20Bar minis will be on the market by the time this article comes out, and Cannabis Quencher 200 early next month. Long range, we are working on a nutraceutical line and are looking into a health and beauty line.

KM: As a licensed manufacturer and distributor, we are now working with other companies who can leverage our distribution channel. Whether processing flower or trim into oil or using our in-house creative agency to help someone build a brand from the ground up, we love all forms of collaboration. 



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Debunking The Myth of CBD Legality

AT A RECENT CANNABIS BUSINESS CONFERENCE, I was struck by the prevalence of products that contained cannabidiol, or “CBD,” as opposed to THC. CBD is one of more than eighty cannabinoids found in the cannabis plant, cannabinoids being the chemical compounds that interact with receptors in our brains. CBDs are non-psychoactive, which distinguishes them from their sibling cannabinoid, delta-9 tetrahydrocannabinol (THC). While THC and CBD may both be found in various cannabis strains, certain strains produce greater concentrations of CBD and only trace amounts of THC.

CBD’s popularity is a relatively recent phenomenon, but it has been increasing steadily, particularly as more research becomes available showing its broad healing powers and medical benefits. For example, several years ago Dr. Sanjay Gupta reported in a CNN documentary about the undeniable benefits of CBD oil for Colorado children suffering from a nasty form of epilepsy called Dravet syndrome. This led Gupta to reverse his position on the medical benefits of marijuana. Literally over-

night, parents relocated to Colorado so their children could obtain the medicine. It is difficult to exaggerate the ensuing popularity and range of products marketed with CBDs, including water, chocolate, cosmetics, muscle rubs, and tinctures. I have even seen CBD oil marketed on Amazon.

Many of the companies selling CBD products claim their products are legal and distributed in all fifty states. Salespeople often say CBDs, unlike THC, are not illegal or that only products containing more than .3 percent of THC are illegal federally.

Unfortunately, these claims of legality are generally incorrect. As is often the case in the canna-business industry, particularly in California where I practice, the marketplace is out of step with cold legal reality. In fact, CBD legality is perhaps more confusing and misunderstood than any other legal issue, even among attorneys with vast experience in cannabis law. The purpose of this article is to clarify and demystify the legality of products containing CBDs.

The starting point for analyzing the legality of CBDs is federal law, which applies to all cultivation and dis-

A large group of diverse people, including men and women of various ages, are posed for a group photo in front of a grand, classical-style building. The building's dome is partially obscured by white scaffolding and construction materials, indicating it is under renovation or construction. The entire scene is overlaid with a semi-transparent green filter.

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tribution activities relating to cannabis products, even activities that do not cross state borders. The federal Controlled Substances Act, passed in 1970, makes it a crime to manufacture, import, possess, distribute, and even use “marijuana.” That is because the law classifies “marijuana” as a Schedule 1 controlled substance, based on the highly suspect premise that it has a high potential for abuse and no currently accepted medical use in the U.S. (To appreciate the absurdity of the federal position, one need look no further than the fact that approximately half U.S. states authorize marijuana use for medical purposes.) In any case, the definition of “marijuana,” and in turn what is illegal to cultivate or distribute federally, is set forth in 21 U.S.C. §802(16). The law provides:

The term “marijuana” means all parts of the plant Cannabis sativa L., whether growing or not; the seeds thereof; the resin extracted from any part of such plant; and every compound, manufacture, salt, derivative, mixture, or preparation of such plant, its seeds or resin. Such term does not include the mature stalks of such plant, fiber produced from such stalks, oil or cake made from the seeds of such plant, any other compound, manufacture, salt, derivative, mixture, or preparation of such mature stalks (except the resin extracted therefrom), fiber, oil, or cake, or the sterilized seed of such plant which is incapable of germination. (Emphasis added.)

In this way, federal law makes the entire cannabis plant illegal, except for the mature stalks and fiber from the mature stalks of the plant, derivatives and compounds manufactured or processed from the stalks or mature fiber (which would include oil), oil or cake made from the seeds or any other derivative or compound from the seeds, and sterilized seeds incapable of germination. Any other plant material or derivative is illegal federally. This definition of marijuana comes from the the 1937 Marijuana Tax Act, which, according to the legislative history, sought to exclude from the reach of illegality the components of the plant not thought to contain THC. Nonetheless, as noted above, the CSA does not define marijuana illegality based on THC content or exclude from the definition CBDs, industrial hemp, or mixtures containing .3 percent or less THC. In fact, CBD is not even defined within the CSA.

The legality of a product containing CBDs thus depends on the plant material from which it was derived, not its percentage of THC. If, for example, CBD oil is made from flowers of a cannabis plant, then that material is illegal federally. Conversely, if the oil derived from mature plant stalks, then it is legal federally, provided it was cultivated outside the U.S. (more on that later).

The fact that there are CBDs in a product derived from hemp or industrial hemp is a red herring and for the most part irrelevant to the analysis of legality. Historically, the label “hemp” has been applied to

varieties of cannabis plants used for purposes other than THC content, because hemp tends to grow taller and produce larger stalks. To that end, hemp varieties have been bred to decrease their THC content; generally, they contain less than 1 percent THC—not enough for any physical or psychological effects, as compared to marijuana strains with anywhere from 2 percent to more than 20 percent THC.

For example, twenty-six varieties of hemp with low levels of THC and very high fiber content of 30 percent to 40 percent are certified by the European Union. “Hemp” thus becomes the label often applied to cannabis strains that produce relatively higher amounts of CBDs. Industrial hemp is merely a different label for hemp varieties. In the European Union and elsewhere, “industrial hemp” is defined as cannabis with .3 percent THC or less. If cannabis meets the definition of industrial hemp, it is legal. But in the U.S., with a narrow exception, neither “industrial hemp” or “hemp” generally enjoy any exception from the broader CSA definition of marijuana.

However, the federal Agricultural Act of 2014 created a great deal

of confusion about this terminology. The Act provides that that “industrial hemp” means “the plant Cannabis sativa L. and any part of such plant, whether growing or not, with a delta-9 tetrahydrocannabinol concentration of not more than 0.3 percent on a dry weight basis.” At first glance, this definition, which follows the European Union’s, appears to carve out an exception to the CSA for any cannabis derivative containing less than .3% THC. Unfortunately, the legislation does not offer protection to the overwhelming majority of hemp and CBD cultivators and producers. Rather, as Section 7606(a) of the act makes clear, it only

protects the cultivation of “industrial hemp” by institutions of higher education or state departments of agriculture where hemp is grown for research as long as the relevant state has opted into the program by passing its own enacting legislation. In this way, the 2014 act offers no protection to ordinary cannabis businesses selling products with CBDs or derived from hemp products otherwise within the reach of the CSA.

The seminal case that analyzes the legality of hemp products in the U.S. under the CSA’s definition of marijuana is *Hemp Indus. Ass’n v. Drug Enforcement Admin.*, 357 F.3d 1012 (9th Cir. 2004) (“*Hemp Industries II*”). There, manufacturers and distributors of hemp seed oil and sterilized hemp seed that contained trace amounts of THC challenged a Drug Enforcement Administration rule that sought to ban any cannabis plant derivative containing any amount of THC. The case provided the United States Court of Appeals for the Ninth Circuit with an opportunity to analyze and discuss the scope of the CSA’s marijuana definition. The court referred to the products in issue as derivatives of “non-psychoactive hemp,” which it defined as “hemp stalks, fiber, oil, and cake made from hemp seed, and sterilized

“
**CBD LEGALITY IS PERHAPS
 MORE CONFUSING AND
 MISUNDERSTOOD THAN
 ANY OTHER LEGAL ISSUE,
 EVEN AMONG ATTORNEYS
 WITH VAST EXPERIENCE
 IN CANNABIS LAW.**
 ”



hemp seed itself—i.e., those substances excluded from the definition of marijuana under 21 U.S.C. § 802(16).” Although the court used this terminology to distinguish between the illegal and exempted components and derivatives of the cannabis plant, it did not hold that non-psychoactive derivatives, or pure CBD products, were excluded from the definition of illegal marijuana. Indeed, the subject of CBDs did not enter into its analysis whatsoever.

Nonetheless, the court struck down the DEA’s rule because the rule sought to make illegal naturally occurring THC ostensibly derived from plant material exempted from the CSA’s definition of “marijuana.” The court noted that the “non-psychoactive hemp in Appellants’ products is derived from the ‘mature stalks’ or is ‘oil and cake made from the seeds’ of the Cannabis plant, and therefore fits within the plainly stated exception to the CSA definition of marijuana.” While *Hemp Industries II* did not directly address CBDs, the logic and holding of the case applies equally to products containing CBDs, provided they come from exempted plant material.


The DEA thereafter embarked on a strategy to get around the holding in *Hemp Industries II*, seemingly focused on outlawing CBDs regardless of whether they were sourced from exempted plant material. In 2011, the DEA proposed a rule to add “marijuana extracts” to Schedule I, which it defined as “extracts that have been derived from any plant of the genus cannabis and which contains cannabinoids and cannabidiols.” The DEA even assigned a unique code number, 7350, to marijuana extracts.

As far as we can tell from our research, this proposed rule has never been adopted formally, and neither “marijuana extracts” nor “cannabidiol” are included in the DEA’s Schedule of Controlled Substances, according to the federal register or the CSA. This minor detail, however, has not prevented the DEA from claiming that CBDs are banned Schedule I substances. For example, in June 2015, DEA Deputy Assistant Administrator Joseph T. Rannazzisi told the Senate that “CBD derived from the cannabis plant is controlled under Schedule I of the CSA,” and that the exempted portions of the cannabis plant

cannot produce cannabinoids. This begs the question of whether CBDs may be derived from portions of the plant exempted from the definition of “marijuana.” One of my clients who is an expert in the area insists it cannot, whereas a multitude of CBD product manufacturers claim otherwise. If in fact CBD cannot be sourced from mature plant stalks or seed, then CBDs would de facto be Schedule I controlled substances, but if that were so, then why would the DEA propose a rule to add “marijuana extracts” to the list of Schedule I controlled substances?

Either way, there are two final points to make on this subject. First, even for CBD products derived from exempted portions of plant material, to be legal that material must be imported from another country. See *Kiczenski v. Ashcroft*, 2006 WL 463153, *3 (E.D. Cal. 2006). This is because the exempted portions of the plant (i.e., mature stalk) cannot be cultivated separately from the leaves and flowers, which are banned. This leads to problems, because oil and plant material grown in other countries such as China is reportedly low grade.

Finally, even if you are making or selling a CBD product using exempted plant material, that still does not mean you can legally sell that product in all fifty states. Each state has its own definition of marijuana, which (as in California) may not exempt the same plant material as the CSA, may expressly make it illegal to market CBD products, or may require licensing under that state’s medical marijuana program.

The recommendation is to consult with competent legal counsel before embarking on a business model that could subject you to criminal or regulatory problems. You may still opt to embark on the activity, but better to know the potential consequences in advance. 

MICHAEL CHERNIS of *Chernis Law Group P.C.* in Santa Monica, California, is an attorney with 20+ years of experience. A graduate of Fordham Law School in 1994, he represents collectives, dispensaries, cultivators, manufacturers and other medical cannabis clients, and lectures frequently on California cannabis law compliance issues.

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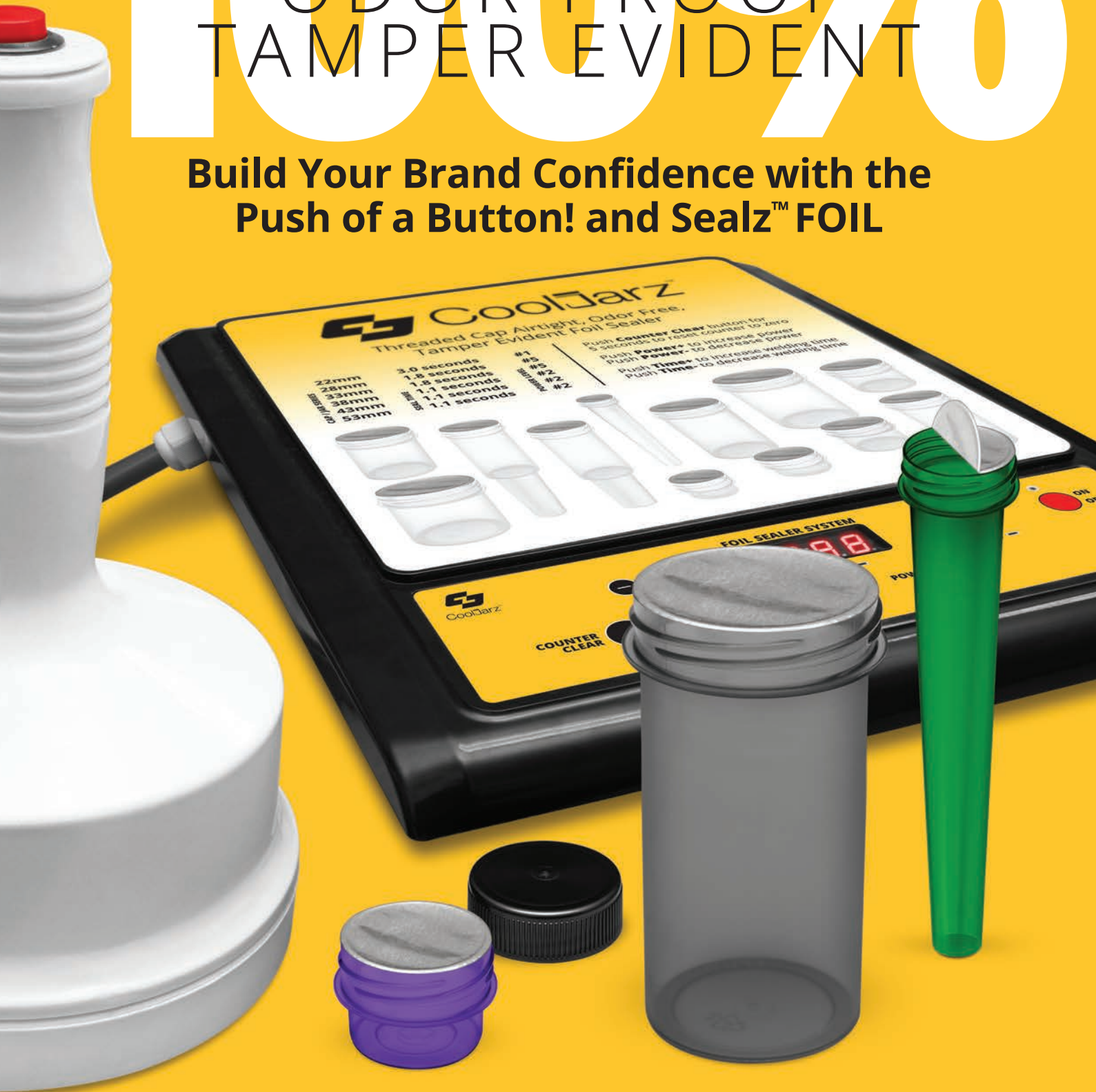


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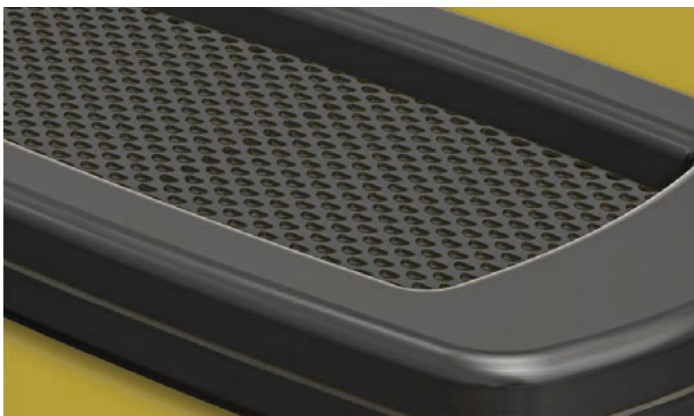


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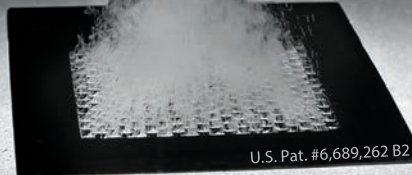
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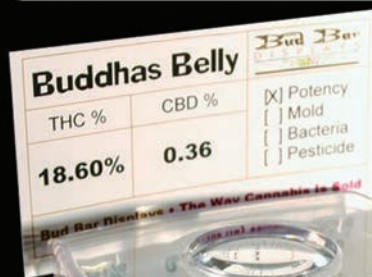


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Why Is Corporate Responsibility Important?

THE FOUNDER OF **BLOOM FARMS** ARGUES FOR ETHICAL LEADERSHIP BY AN INDUSTRY SEEKING TO CHANGE ITS IMAGE.

THE REAL QUESTION IS “WHY ISN’T IT IMPORTANT?”

This is a volatile moment in human history. The planet is changing and humans from across the world are suffering, even those in our own backyard. It’s up to those who can to give back. It’s up to you and me to create positive change.

Corporate social responsibility is a mechanism that finds a business abiding by the spirit of the law, ethics, and social norms. Behind that definition lies a philosophy I live by and that I hope you will take to heart. True corporate social responsibility is investing equally in the success of your business and the social good.

Think of TOMS. That business is the classic example of modern corporate social responsibility. For every pair of TOMS shoes sold, the company donates a pair to someone in need. Warby Parker and hundreds of lesser-known businesses are following in TOMS’s footsteps and are choosing to operate more consciously.

TOMS, Warby Parker—these are household names, but even when they were the little guys they were doing their part. Establishing a one-for-one donation is one path to corporate social responsibility. If that doesn’t make sense for your business, the fact remains that no matter your market, there’s a way to weave in humanity’s best interest.

Think small. Every idea begins as nothing more than a tiny nugget of potential. As the great ideas begin to grow, they attract people, local backers. As a few of the great ideas become the best humanity has ever seen, they change the global landscape.

But innovation isn’t the only cause of change. The real catalyst is people. When businesses are socially responsible, they give people a metaphorical megaphone. Those early backers, those first customers are given a voice—one that might have never been heard were it not for one person with a great idea thinking globally and acting locally.

This is the power of socially responsible business. We as business owners have an opportunity to focus our financial success onto those who need it most. If you don’t feel motivated in your soul to give back—if you’ve lost all connection to your human condition—know that you have an obligation.

Think about this: A successful business doesn’t pop up out of thin air. There’s always a community of supporters behind success, and business owners have a responsibility to give

back to the constituency that brought them up. Corporate social responsibility is partially about showing humility about your past and being hopefully ambitious about the future—humanity’s future. Once we’re aligned behind that philosophy, especially in America, we can begin to move forward.

This philosophy is especially important in our industry. The cannabis industry should be no different from any other, but the truth is there’s a stigma. “We’re parasites.” “We’re drug dealers.” “We’re ruining the youth of America.” You and I know that’s not true, and we can prove it’s untrue by doing more than what is required of us.

Corporate social responsibility is our ticket to changing perceptions about what we do. Corporate social responsibility is our way of healing the planet, not just our patients. Corporate social responsibility can no longer be a second thought.


We’re at a very interesting point in the development of the cannabis industry. The wild west we’ve grown to love and loath is about to explode. So it’s never been more important that we, as members of the same industry and community, join together behind a common model that weaves philanthropy into the mission of our businesses.

This goes beyond our customers. This is about putting the green rush behind us and making sure that laws are passed in the right way. We must act responsibly to educate voters. We are about community, new jobs, and operating by the rules, and we need to make sure our country understands that about the cannabis industry.

It’s up to us to lead by example. If we don’t set a precedent, one that is socially responsible, the door is left wide open for the powers-that-be to typecast us as they choose.

So, what does corporate social responsibility mean to me? Why do I think it’s important? It’s the only option, really. The only way to run a modern, worthwhile business is to treat your success and the success of humanity equally.

For Bloom Farms, that means setting the bar high with our own version of the one-for-one model. For every product purchased, Bloom Farms donates a healthy meal to a food-insecure family or individual in need. With the help of the SF-Marine Food Bank, we will donate 1,000,000 meals in 365 days, and our mission starts with all of you.

What’s your mission? 



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“ I am writing today to share my experience with SecurityCameraKing.com. I own and manage an I502 Producer/ Processor business in Washington State. I needed security cameras for my facility, and spoke to several companies before making a decision to work with one. Zeke Richey and SecurityCameraKing.com were a great help. Zeke helped design the camera layout, and set me up with all the equipment needed to run the system. I was impressed with his knowledge of Washington's Rule and Regulations. He was always upbeat and friendly. We exchanged many emails and phone calls, and he was always available to help. Working with him was a pleasure. I am happy with the equipment that I purchased. The tech support has been amazing. I am happy with the whole team at SecurityCameraKing.com – **L-Town Enterprises LLC** ”

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WARNING: CANNABIS IS AN ACCUMULATOR PLANT...

Did you know Cannabis was used at the Chernobyl site to help pull radioactive contaminants out of the soil?

They used Cannabis for soil remediation because it's an accumulator plant that absorbs nearly everything in its environment. While soil remediation sounds great, the fact is, the cannabis plants became highly radioactive and had to be disposed of properly as well.

COULD YOU IMAGINE A PATIENT SMOKING RADIOACTIVE WEED?

It's a scary thought, isn't it? In short, cannabis accumulates everything in its environment—including potential toxins—and retains them even after harvest.

In other words, whatever your plants accumulated while growing—you are now smoking. That's why you need to know how to protect yourself and your patients from potential medical marijuana toxicity.

The entire story, along with many other little-known, yet vitally important facts are revealed in a new Bulgarian Academy of Sciences white paper titled:

"ELIMINATING HEAVY-METAL TOXICITY IN MEDICAL MARIJUANA, TO PRODUCE PATIENTS' MEDICINE SAFER THAN DRINKING WATER... WHILE RAISING BUD WEIGHT, THC, AND CANNABINOIDS"

The author of the white paper, Julian Karadjov, PhD, reveals facts medical marijuana growers absolutely **MUST** know. Here are just a few...

- **The little-known fact that makes Cannabis totally different from other plants** and why not knowing this can endanger the lives of your patients!

- **Why the nutrients you feed your plants could actually be turning them toxic** (make sure you check your bloom boosters for this one common ingredient that could be toxic)

- **Exactly which heavy metals are toxic and how to protect your patients from ingesting them** (there are some heavy metals that are completely harmless. Get the complete list inside)

- **Surprising plant tissue sample results of Berlin, Hash Plant, and White Rhino strains of medical marijuana** (goes completely against what most growers think is needed to maximize size, weight and potency!)

- **The TRUTH about so-called "Pharmaceutical Grade" salts and chelates**

- **Why you can't trust regulators and other government "watch dogs"** to make sure the hydroponics nutrients you feed your plants are safe

- **The 2 biggest MYTHS about natural and synthetic chelators** and their role in toxic metal absorption

- **How to guarantee—with 100% confidence—that your medical marijuana is as pure and harmless as filtered drinking water**

- **How the University of Mississippi achieved 21% more yield from their cannabis plants** with one simple change to their feeding program

- **How to nearly DOUBLE the amount of THC and other cannabinoids** your plants produce the very next run you start (new test results from Hedron Analytical Inc.)

- **As seen on TV: the dangers of medical marijuana cadmium poisoning** (and how to help your patients completely avoid this risk!)

And there's more too... **the dangers of "home brew" hydroponics nutrient formulations ... African marijuana cadmium dangers...** plus other little-known facts most growers never hear about.

The bottom line is: if you grow medical marijuana and care about the safety of your patients at all (or you use marijuana yourself) then you must read this white paper.

It's free to access and available online. Simply visit

AdvancedNutrients.com/HeavyMetal

to download your copy today.



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