

Emerald

M A G A Z I N E

Boutique Cannabis Culture

#36 // THE SEEDLING ISSUE



CSI: HUMBOLDT

ONE NORTHERN CALIFORNIA
COMPANY'S QUEST TO PERFECT
FEMALE GENETICS

P.22





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BOOM!

NOTICE ANYTHING?

Dear Reader,

Thank you for picking up the March issue of the Emerald Magazine.

This is a very special month for us here at the Emerald. After three (going on four) years and 36 issues later, we have upgraded our paper stock to gloss. This is a momentous occasion for us all and I'd like to personally extend my sincerest gratitude to our advertisers who have helped get us here.

As many of you may know, the Emerald Magazine was conceived the day my home was raided by the Humboldt County Drug Task Force. That day the Task Force planted a seed. A seed of spite perhaps, but a seed nonetheless that grew into the pages you read before you. I've always believed that living well is the best form of revenge, and I like to think the better the magazine gets, the better revenge we have against those who've pushed us into the closet (or perhaps a jail cell).

While we all have stories of how cannabis brought us here, I continue to march on day after day, month after month, to bring you the best side of the industry. The side of the industry that we cultivators, producers, and consumers know so well and have come to love. Cannabis isn't about polluting the ground or stealing from streams. It's about culture and a common goal that we all share. Cannabis is a lifestyle that's not suited for everyone. But everyone can learn to tolerate, accept and grow with this industry as we come into the light.

This March we've brought you the Seedling Issue to kick off the start to another great season. Whether you're growing in the hills of Humboldt or the Green Mountain state of Vermont, this year cannabis makes it big. States like Texas, whom many imagined would never accept cannabis on their soil, are already beginning to implement medical use.

From all of us here at the magazine to you, have the best season possible. Go out there, do it right, kick ass and be the beacon of light that leads others down the path of success and legalization.

Cheers,
Christina De Giovanni
The Chief



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ADVERTISING

ADVERTISING@THEEMERALDMAGAZINE.COM

PRINT PRODUCTION

JOURNAL GRAPHICS | PORTLAND, OREGON

MEDIA DIVISIONS

APPAREL EMERALD APPAREL
PHOTOGRAPHY CROP-STOCK.COM
MARKETING CANNABIZ CONSULTING
PUBLISHING EMERALD MAGAZINE
VIDEO PRODUCTION EMERALD EMPIRE
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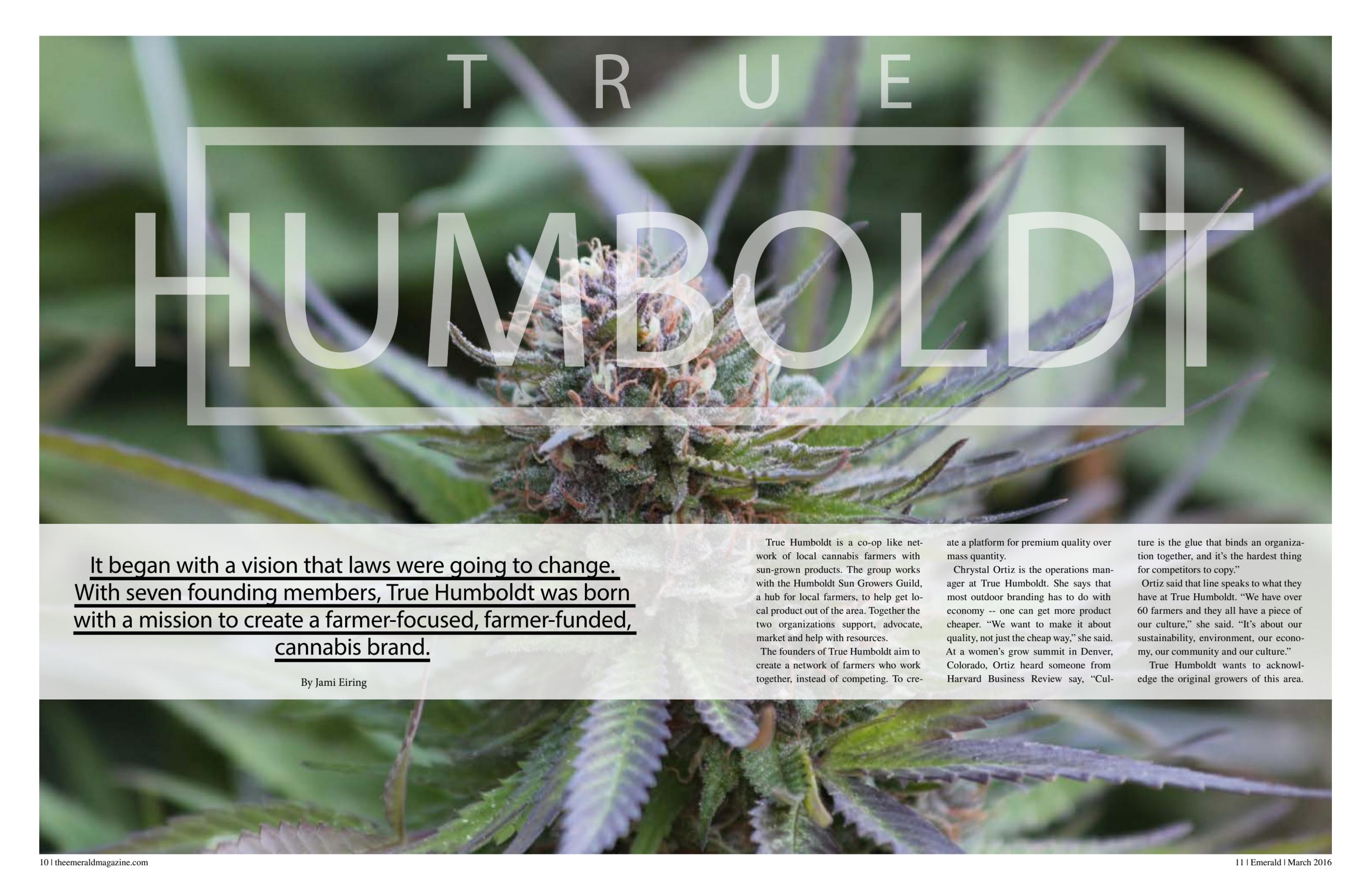
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T R U E

HUMBOLDT

It began with a vision that laws were going to change.
With seven founding members, True Humboldt was born
with a mission to create a farmer-focused, farmer-funded,
cannabis brand.

By Jami Eiring

True Humboldt is a co-op like network of local cannabis farmers with sun-grown products. The group works with the Humboldt Sun Growers Guild, a hub for local farmers, to help get local product out of the area. Together the two organizations support, advocate, market and help with resources.

The founders of True Humboldt aim to create a network of farmers who work together, instead of competing. To cre-

ate a platform for premium quality over mass quantity.

Chrystal Ortiz is the operations manager at True Humboldt. She says that most outdoor branding has to do with economy -- one can get more product cheaper. "We want to make it about quality, not just the cheap way," she said. At a women's grow summit in Denver, Colorado, Ortiz heard someone from Harvard Business Review say, "Cul-

ture is the glue that binds an organization together, and it's the hardest thing for competitors to copy."

Ortiz said that line speaks to what they have at True Humboldt. "We have over 60 farmers and they all have a piece of our culture," she said. "It's about our sustainability, environment, our economy, our community and our culture."

True Humboldt wants to acknowledge the original growers of this area.

"WE WANT TO SEE SMALL FAMILY FARMERS HAVE FAIR ACCESS TO THE MARKET AND BE GIVEN THE OPPORTUNITY TO BRAND OUR CULTURE AND OUR LIFESTYLE."

True Humboldt self regulates. They test everything that comes in and goes out to ensure the brand is never associated with pesticides.

"We're not trying to say we're the best in Humboldt," Ortiz said. "We're just trying to nod to the culture."

The focus of the group is to go back to the land, Ortiz said, and brand Humboldt as the place where the cannabis is premium, thanks to the community values.

"Humboldt cannabis used to be known as the best bud," she said. "Now it's just where you can get the most. Sun-grown deserves a place on the top shelf."

As an agriculture-like co-op, their primary focus is to help farmers diversify their revenue stream, to become fully compliant and to follow the best management practices.

True Humboldt self regulates. They test everything that comes in and goes out, to ensure the brand is never associated with pesticides.

When a farmer brings in a sample, and it passes their tests, True Humboldt will make it available on their website. Dispensaries can then call Ortiz and order from the farmer.

"We want to see small family farmers have fair access to the market and be given the opportunity to brand our culture and our lifestyle," Ortiz says.

Sunshine Johnson, a member of the HSGG from Sunboldt Grown, says True Humboldt always represents sun-grown product and supports all farmers. "The intention was to give a nod back to the land," she said. "And no one hustles like [the] Sun Growers Guild."

Every Monday from noon to 5 p.m., True Humboldt hosts "farmer intake days." Farmers can go in and learn about the ben-

efits of the Humboldt Sun Growers Guild, which includes discounts on local products and farm supplies, discounts on soil and strain testing, and advocacy and lobbying at the local and state level.

One of True Humboldt's founding farmers, Sequoia Hudson, said members think of themselves as craftsmen because what they do is "an art passed down and learned from other farmers."

She said True Humboldt is about the idea of collaborating with others in the community and what it really means to be from Humboldt -- "not just farmers that come here to grow weed." True Humboldt started for farmers to share their products and collaborate to make Humboldt cannabis known for its quality again.

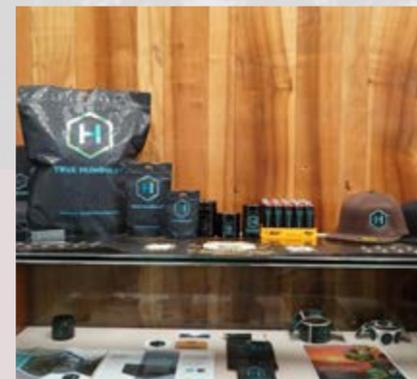
"True Humboldt is trying to put the story of our community out there," Hudson said. "It has to do with the time and commitment the farmers put into their product. They make sure it's quality."

Ortiz's thinks of the farmers as craftsmen because, "We are growing something that will be used as medicine," she said. "It takes a level of skill and awareness. People fine tune their product, knowing it will be used for someone who is sick."

"We are who we are authentically," Hudson said. "We want to tell our story and share what we've created all these years."

To learn more about True Humboldt, visit Truehumboldt.com or find them on social media.

[@TrueHumboldt](#) [/True-Humboldt](#)



SUN GROWN

“
The possibilities are endless
when you have the best of the
best to work with.
”

THE CALI CONNECTION

TRUE BREEDS, WORLD CLASS SEEDS

Melissa Hutsell



“No matter what
grows, no matter
how it grows - it
still started from
a seed.”

The innovative world of cannabis cultivation is changing the landscape of the industry with the sheer diversity of breeds, brands and products. The possibilities are seemingly endless, but it all starts with a seed – and The Cali Connection is in the business of producing only the West Coast’s best.

Cali-Grown

It is businesses like this that make California world-renowned for its cannabis genetics. The Los Angeles based wholesale company provides the world with only the finest California-grown strains, born from the best breeders, all in seed form. Their mission, says owner and founder Swerve, is to provide true-bred strains to the general public, and more specifically, the medicinal marijuana community.

Swerve founded The Cali Connection in 2008. His career within the industry began in 2003, where he quickly developed a reputation for providing rare clones and genetics, or ‘Swerve’s Cuts.’ From there, Swerve explains, it seemed a natural progression into the seed industry. “We are providing access to genetics that most people would not get in clone or plant form – seeds are the next best option.” He adds

this is because “No matter what grows, no matter how it grows - it all starts from a seed.” These seeds not only give customers the opportunity to grow high yielding plants, but also, the opportunity to create strains of their own.

Ultimately, The Cali Connection is committed to delivering true breeds – or ‘seeds that are true to the genetics of their mother and/or hybrid cross.’ “We are actually taking a line – say our Deadhead - and working the line to the true breeding strain,” adds Swerve, “[all the way] to the 6th or 7th Filial generation.” He adds, “We are providing genetics that people could use to breed their own strains.” Because these genetics are stable and preserved, customers can explore new hybrids by utilizing a solid breeding male, if so desired.

The company has gathered some of the world’s top genetics by working as an umbrella for top breeders throughout Northern and Southern California. These breeders have obtained and grown the state’s finest cannabis-cup winning genetics for years. Swerve and his team have also developed their own strains, including Tahoe OG, SFV OG, Larry OG, DeadHead OG, and 818 Headband AKA Sour OG.

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Compassion is Key

Swerve's drive to make true-bred seeds widely available for medicinal purposes is a personal passion for him. "Being a patient myself, it is important to me to ensure that everyone has the ability of growing something that will work for them, that will benefit them."

"Because I have Multiple Sclerosis, I understand," he explains. As a child, Swerve recalls, he saw his mother bravely battle the illness. "I had to watch someone give my mom a shot, [I remember thinking] it is unfair [...] when there are other ways. That drives my passion." The quality of Swerve's collection has increased the quality of life for him and so many others. From Crohn's Disease to chronic back pain, his customers have utilized the connection's strains to live a normal day-to-day life. "Situations like this make you realize how powerful this is – it really does work," says Swerve. "If we can help people, what is so wrong with that?"

Compassion is key, as the Cali Connection only ships seeds (when ordered online) to residents with a valid Medical Marijuana Recommendation. Part of making it available to patients is keeping prices down. "When you see this stuff happen, talk to these people, hear these stories – sure it is fun making money – but the real reality is, it does benefit people. It does help people. I am doing my hardest to lower prices so people can benefit from them."

The Collection's Selection

The Cali Connection's products speak for themselves. This much is obvious when browsing through the company's website – it is pure weed porn. Blossoming buds and colorful selections of Indicas, Sativas, and Hybrids simply make one's mouth water! There is quite literally something for everyone's taste (the company is even working on an industrial hemp line).

The site showcases more than 30 different strains (with an index of terms to guide customers), from Strawberry OG to Ogiesel, and Girl Scout Cookies to Julius Caesar. Each strain's profile includes a description of the plant's yield, flowering time and lineage, and come in feminized or normalized seed packs. "The seeds can pretty much go anywhere and last a long time (up to four years for best results)," says Swerve, who recommends storing them in a cool, dry place.

The Cali Connection takes cup-winning quality seriously, and they have got the awards to prove it. In fact, nearly every strain the company offers is a certified title-holder, including: High Times Amsterdam Awards 2013 'Best Hybrid' Girl Scout Cookies, 2012- San Francisco High Times Medical Cup 'First Place' Larry OG, and 2015 Karma Cup 'First Place' 'Best Hybrid' Blackwater, to name just a few.

"The possibilities are endless when you have the best of the best to work with," says Swerve.

For more information, visit TheCaliConnection.com

The Cali Connection products are available at retail locations such as:

Haborside Health Center:
1840 Embarcadero, Oakland
(888) 994-2726

Humboldt Patients Resource Center:
980 6th Street, Arcata
(707) 826-7988

CLONES VS SEEDS:

There are pros and cons to each form of breeding. Here are some tips from the experts when trying to decide what is best for you:

Seeds:

Starting with seeds can be a more hassle-free method of growing for those who are inexperienced. Seeds can be unpredictable, but will be pest and problem free.

Clones:

Clones can be more predictable because of their isolated genetics. But clones do die. They do require more maintenance than storing seeds in a cool dry place. Also, when it comes to outdoor growing, clones do not yield as well as plants that start from seed.



Photo by Full Spectrum Photography

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Keeping the Greens Green

Organic Growing in Southern Humboldt

By Jeff Gardner | Photography by Mark McKenna



Humboldt Organic Collective is an all-natural, off-the-grid farm that is hoping to change the grow game for the better. "It's very difficult work," founder of Humboldt Organic Collective, known as 'B' said. "But getting recognition and hearing in dispensaries that my medicine is helping people is one of the most rewarding experiences."

The land for the HOC was purchased last April in Bell Springs, about two hours south of Eureka. "We didn't want to cut corners on anything," B said. "I found it important not to find property with trees. The environmental damage and cutting trees down for grow operations is why people get busted. It's not growing cannabis that's bad, it's the people who pollute with chemicals and destroy the land."

The Collective is working to be as sustainable as possible. It is run by solar panels and sun-powered greenhouses. The crops are watered by a natural nearby spring as well. "We don't steal any water or pollute local rivers," B said.

There is no diversion from the surrounding area. He was once at the river with friends and family celebrating the Fourth of July, and it was in such bad shape from some of the local grow operations, he knew he could not be a part of that kind of cultivation.



"I found it important not to find property with trees. The environmental damage and cutting trees down for grow operations is why people get busted. It's not growing cannabis that's bad, it's the people who pollute with chemicals and destroy the land."



“I was a patient first and a dispenser second”

Garden

Humboldt Organic Collective provides patients with high grade CBD strains for a variety of personal and medical needs.

Growing up in south Florida, B began medicating at the age of 13. He was diagnosed with ADD and used prescriptions like Ritalin and Adderall, which didn't work.

“They never helped,” he said. “They would either just turn me into a zombie or make me not myself.” But once he started medicating with cannabis, he began succeeding in school, in sports and at simply being productive. In 2005 B was in a serious car crash which resulted in him being confined to a wheelchair for more than a year. During this time, cannabis helped him through recovery. “I was a patient first and a dispenser second,” B said. He also heard about the dis-

pensaries and cannabis opportunities in California, which led to him moving out west in 2007, and to Humboldt County with his wife, ‘K’, in 2010.

“Both of our lives were changed by cannabis,” B said. “It helped K’s depression and now she does everything and more around here. Without her, I wouldn’t be able to do this.” While they generally tend to the farm themselves, they do receive help during harvest from patients.

Later this year, they are also hoping to expand and start producing Humboldt organic edibles as well. HOC is looking to create “the next generation” of chocolate edibles, completely free of the taste of cannabis.



“We even store our products in glass jars,” B said. “Because some people can tell the difference in taste, and we want to make sure it’s always perfectly cured.”

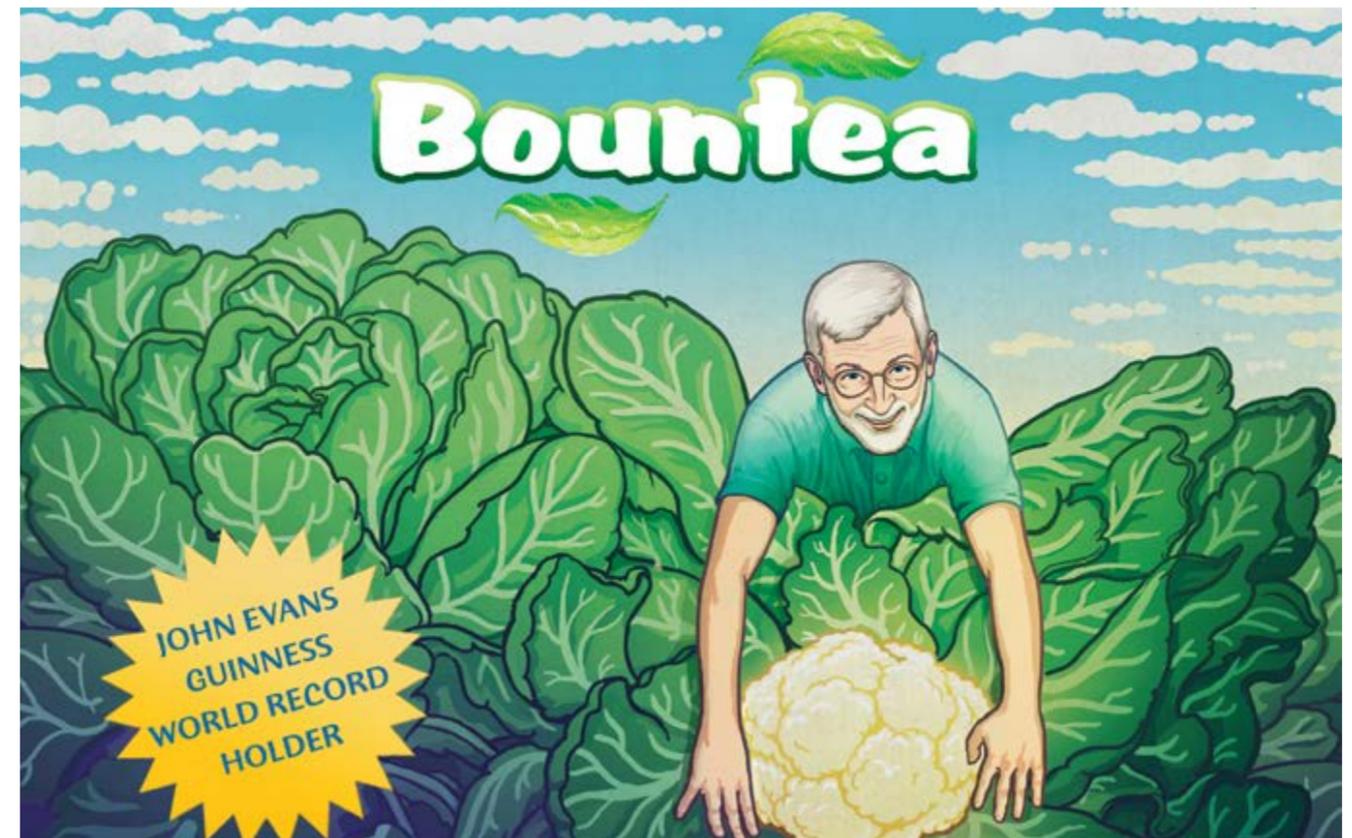
Humboldt Organic Collective grows plants with both CBD and THC, some of the latter being used for ice-water hash, or ice wax. The more potent, quick acting wax is akin to an espresso to get you going in the morning, as opposed to the classic cup of coffee. “I’ve noticed the younger crowd is more interested in ice water hash for its higher THC per-

centage,” B said. “And it really does work. I’ve seen one hit affect someone and in three minutes they were back to work without being in pain. You’d get the same reaction after about half an hour and two joints.”

This is not to say the other product pales in comparison. The HOC has been told that, due to the spring water irrigation, lack of chemical sprays, compost soil and natural sun-growth, their CBD product is some of the cleanest that patients have ever used. “It’s great to grow,” B said. “I believe all natural is the future of cannabis.”



To learn more about Humboldt Organic Collective, follow them on Instagram at [HumboldtOrganicCollective](#)



I BELIEVE ALL NATURAL IS THE FUTURE OF CANNABIS.

CSI: HUMBOLDT

PERFECTING (FEMALE)
GENETICS,
ONE SEED AT A TIME

By Erick Montano



The ability to know genetics just by its appearance

Need to know the strain of your plant but don't feel like waiting two months to find out its sex? What if you get a male when you wanted a female plant? Leave it up to the Nspecta and his team at "CSI: Humboldt." His all-female team can help escort you and your plants in the feminized direction.

"My buddies would joke around [and say], 'we'll send these cuts to CSI: Humboldt,'" said Nspecta, 40. For more than a decade,

his standing reputation online for tracing strains inspired him to search for the closest possible source. His love for feminized plants blossomed in his quest for knowledge and so did his idea to share this knowledge with the rest of the world.

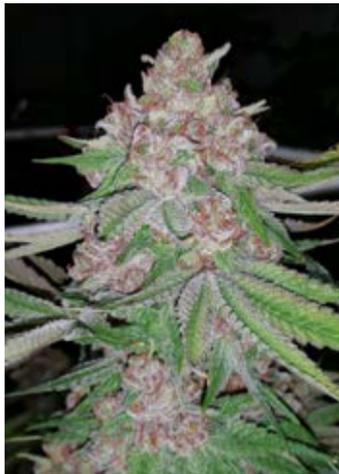
Growing up in the region of Willow Creek, Calif., Nspecta was always around cannabis because of his father and relatives. "I remember being eight to 12 watering my uncle's outdoor patch," said Nspecta.

His dad started to grow as early as the 70's, and come 1980, dabbled with a new trend emerging at the time: Indoor Growing.

"I grew up in a family where the clone trade started early on, in the early 80's, so we had clones from Oregon and Washington and all parts of Northern California that had been bred or sprouted from seeds from, probably, the late 70's all the way up to the mid-late 80's and I just fell into that," said Nspecta.



At the end of the day I always want people to be 100% happy with what they get and what they grow from my seeds.



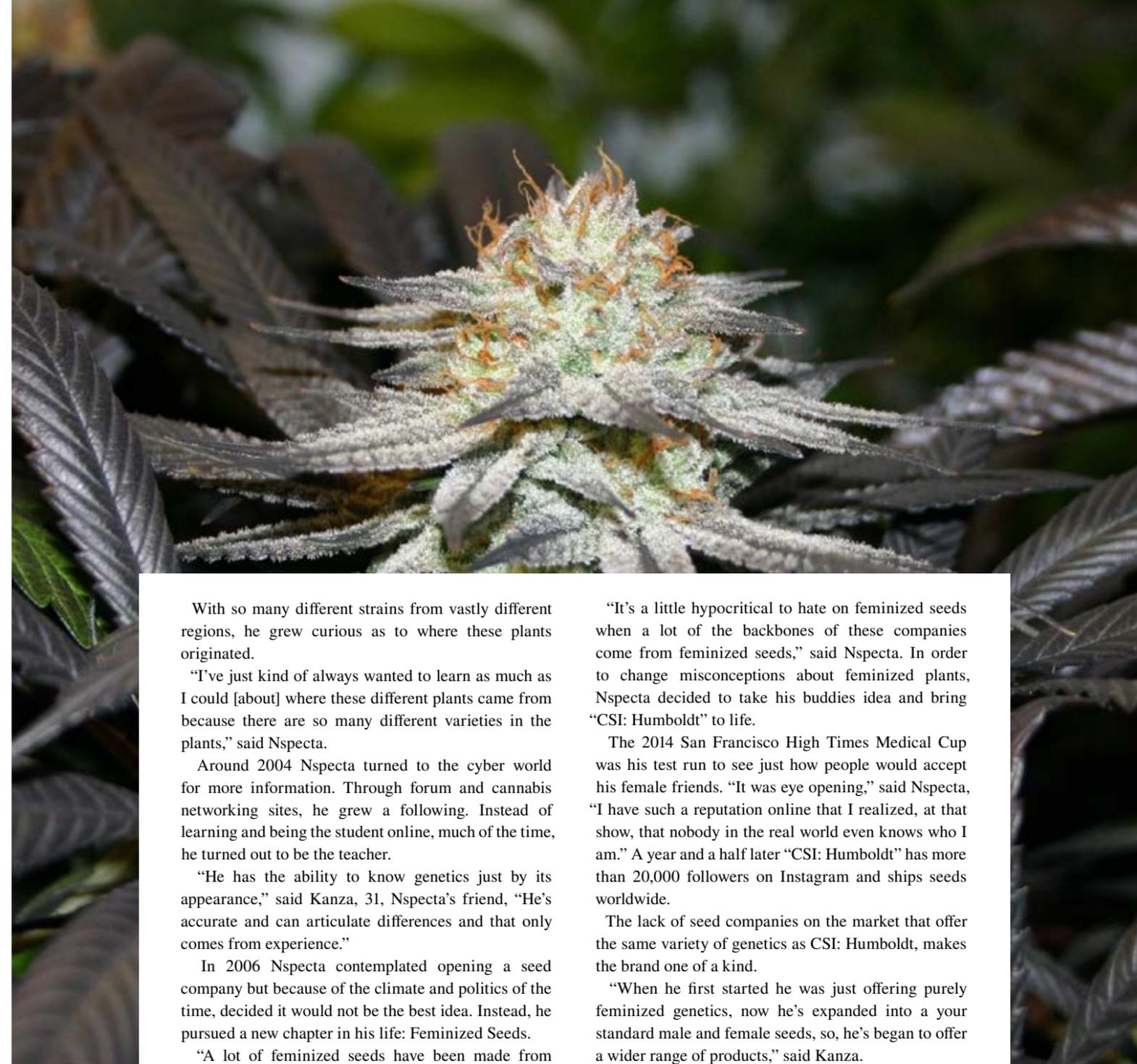
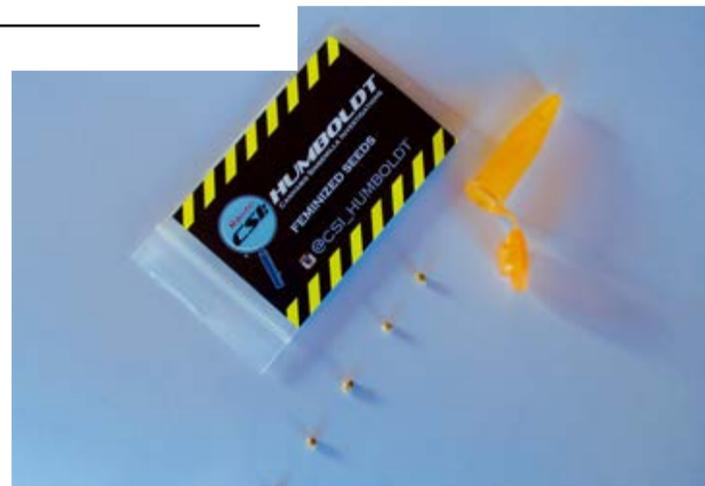
(Top Left)
Purple Wreck

(Top Right and Mid Left)
Mendocino Purple Urkle

(Mid-Right)
Mendocino Purple S1

(Lower Left)
Backwoods Bubba Seed Package

(Lower Right)
CSI: Humboldt Seed Packaging



With so many different strains from vastly different regions, he grew curious as to where these plants originated.

“I’ve just kind of always wanted to learn as much as I could [about] where these different plants came from because there are so many different varieties in the plants,” said Nspecta.

Around 2004 Nspecta turned to the cyber world for more information. Through forum and cannabis networking sites, he grew a following. Instead of learning and being the student online, much of the time, he turned out to be the teacher.

“He has the ability to know genetics just by its appearance,” said Kanza, 31, Nspecta’s friend, “He’s accurate and can articulate differences and that only comes from experience.”

In 2006 Nspecta contemplated opening a seed company but because of the climate and politics of the time, decided it would not be the best idea. Instead, he pursued a new chapter in his life: Feminized Seeds.

“A lot of feminized seeds have been made from genetics that are really unsuitable for feminizing. Sometimes those same genetics, if grown indoors, are really poor, or hermaphroditic [...] but if you grow those same seeds outdoor, you end up with 99% female plants, if not more, depending on the genetics,” said Nspecta.

Because of laws restricting outdoor grow operations in the U.S., much of the marijuana produced in America comes from indoor farms. This adds a lot of stress on the plants, which has led to falsified information on feminized seeds.

“The U.S hasn’t accepted feminized seeds,” says Nspecta. Unlike the U.K., where 90% of the weed sales comes from feminized plants, this stigma has repelled many growers to this day.

“It’s a little hypocritical to hate on feminized seeds when a lot of the backbones of these companies come from feminized seeds,” said Nspecta. In order to change misconceptions about feminized plants, Nspecta decided to take his buddies idea and bring “CSI: Humboldt” to life.

The 2014 San Francisco High Times Medical Cup was his test run to see just how people would accept his female friends. “It was eye opening,” said Nspecta, “I have such a reputation online that I realized, at that show, that nobody in the real world even knows who I am.” A year and a half later “CSI: Humboldt” has more than 20,000 followers on Instagram and ships seeds worldwide.

The lack of seed companies on the market that offer the same variety of genetics as CSI: Humboldt, makes the brand one of a kind.

“When he first started he was just offering purely feminized genetics, now he’s expanded into a your standard male and female seeds, so, he’s began to offer a wider range of products,” said Kanza.

When it comes to “CSI: Humboldt,” Nspecta looks at it as a service to people, “at the end of the day I always want people to be 100% happy with what they get and what they grow from my seeds.”

With an ambitious and charmingly knowledgeable brain behind the operation, CSI: Humboldt’s future looks bright, and so does Nspecta’s seeds. Next time you are at a cannabis cup, check out the booths that are tabling, maybe you will get a glimpse of the inspector himself.

To learn more, follow CSI: Humboldt on Instagram at CSI_Humboldt. You can also find his seeds at Wonderland Nursery in Redway, California or at Healing Harvest Farms in Laytonville, California.

Simply Pure Denver

Story and Photos by Kerry Reynolds

Simply Pure Poised to Return High-End Healthy Edibles to the Colorado Marketplace

ously-packed and the staff was both knowledgeable and charismatic. It turns out that Wanda James and her gourmet chef husband, Scott Durrah, are well-known and versatile players not only in Denver's cannabis industry, but in the restaurant scene as well. Simply Pure is Wanda and Scott's second business in Denver's trendy LoHi neighborhood. They also own Jezebel's Southern Bistro and Bar, where Scott is the executive chef. But they're not stopping there. This accomplished pair is poised to soon reopen their Simple Pure edible line as well as a brand new cannabis cooking school. After returning from Denver, I caught up with Wanda James by telephone to learn more about her Colorado cannabis experience.

How did Simply Pure get its start, and what's its general philosophy?

Well, back in 2009 we opened Apothecary of Colorado, and we were the first African Americans in Colorado to own a dispensary license. We took about one quarter of that space and turned it into what we started calling the "Gourmet Corner" where we just sold edibles. In 2009 and 2010, 45% of our business was edibles. So we decided to sell that dispensary and start a gourmet edibles company that was focused on real food, done by real chefs. Since we were in the restaurant business, and we knew so many gourmet chefs from the Gourmet Corner, we were excited to really focus on food, not just on brownies.

The [edibles] market eventually changed. It became very tough from 2010-2012 for the medical market to exist, so a lot of dispensaries started selling a lot of cheaper edibles. The demand was for higher potency \$3 edibles, and that just wasn't something we were creating. We finally got to a point where the product we had created was just not marketable during that time, which was a definitive higher-end food product and not just a quick sugary bite that was going to get you high.

So we closed Simply Pure edibles in 2012, and we just recently opened up Simply Pure Dispensary. It was opened as a medical cannabis dispensary in November 2015, and then as a recreational dispensary on December 7th of 2015.

We say that Simply Pure is the "Colorado cannabis experience". Our budtenders are highly engaged in the entire plant, and the feel of what goes into it. We look at it in different ways. We recognize that it's amazing



(Above) Simply Pure co-owner Wanda James

A trip to Denver would not be complete without visiting a recreational cannabis store. So while there for the Women Grow Leadership Summit, I joined some other women heading to their friend Wanda James' newly opened dispensary, Simply Pure. I checked out several more dispensaries the following day, but Simply Pure remained my favorite experience. Their pre-rolled joints were the most gener-

"SINCE WE LEGALIZED IN COLORADO, WE'VE GONE FROM 39,000 MARIJUANA-RELATED ARRESTS PER YEAR DOWN TO 2,000 ARRESTS. THIS IS A GREAT SUCCESS STORY THAT EVERY MAYOR AND GOVERNOR SHOULD BE TALKING ABOUT ACROSS THE COUNTRY."



DevilsLettucePh



Medicated chocolate bars from Leafs by Snoop (Snoop Dog's new brand) and Incredibles are some of the current offerings at Simply Pure, which plans to soon revive its own line of healthy edibles.



COOKING IS AN ADVENTURE, AND CANNABIS SHOULD ENHANCE THAT ADVENTURE, AND IT SHOULD ENHANCE ALL OF THE PROPERTIES THAT GO ALONG WITH HEALTHY EATING.

what this plant does from a medicinal standpoint and it's amazing what good cannabis and an understanding of cannabis can do for your mood, for your health, for your body. But we also recognize that it's a wonderful thing to have at a Santana concert. So if you're taking it to the Santana concert, we want to be able to talk you through that experience as well, so that you have the best experience with that. If it's medicinal, we want to discover the best product for you. It really is about being simply pure.

What's been the most challenging and rewarding parts of Simply Pure ownership?

It's so easy to bitch and complain about this industry because, my God, it's ridiculous. It's an absurd industry, right? It's an industry that's sold a billion dollars worth of stuff and can't put any money in the bank or get a loan. All of the blocking people try to do with this regulation, and people

fighting it is just absurd. You can't advertise your business in magazines, you can't advertise it on a billboard, it's crazy what you can't do.

So it really is easy to complain about. But honestly, I think it's also the most rewarding thing that I've ever done. It's rewarding watching people's minds change. It's rewarding being able to challenge the status quo. You know, it's an honor to do what we do.

Do you have any hopes of resuming your edible business in the future?

Yes, we do. You'll see Simply Pure edibles back on the market very soon. We're also getting ready to start cannabis cooking classes. Scott was included in the *Cannabis Kitchen Cookbook*, which came out last year. He has plans for another cookbook coming out and we're really excited about the cooking classes so stay tuned, they're on the way. The classes will be held all around Colorado but the first classes will be in Denver and the actual cooking school will be in Denver. But we're also planning excursions any where medical cannabis is allowed, and where there's the opportunity for us to legally teach people how to cook with cannabis, it's an important thing to have people be able to do.

Why do you think it's important for people to learn how to cook with cannabis?

It's important because of all the concerns people have about buying edibles on the market. So many people have dietary restrictions and things that are important to them. So the best

way to understand edibles is to be able to cook at your own dosage, whether you want to have 10 milligrams or you want to have 100 milligrams or 300 milligrams. When you cook for yourself, you can control what that is. You can also control any dietary restrictions you have, whether you want it gluten-free, or vegan, or no spice in it. Whatever it is you want, we can show you how to make what you like to eat because food is an adventure, and cannabis should enhance that adventure, and it should enhance all of the properties that go along with healthy eating."

I understand you're a former Navy Lieutenant. Describe your military experience and how it has informed your cannabis career.

For the first 27 years of my life, the military was pretty much all I knew. My father was a military career man. I joined the military in college in ROTC, and got out when I was almost 27 years old. I was commissioned in 1986 when I graduated from the University of Colorado and I became an IUSS officer, which was Integrated Underwater Sound Surveillance. Basically we listened to the water. We were sub hunters, so we would identify and track submarines, or ships, or planes. At the time, it was top secret security clearance. It was an amazing time. I served at a time when women were not allowed to be in combat jobs. It was a different time then, kind of crazy how much things have changed now. I was in from 1986 to 1991 during the Cold War, so there were no wars happening, but even at that time women couldn't serve on-board fighting vessels.

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THC Staffing Group partners Shaleen Title and Danielle Schumacher enjoyed touring Simply Pure while in Denver for the Women Grow Leadership Summit.

So as for how it informed my cannabis career, well when we had a chance to actually start talking with veterans about what cannabis can do for them, and hearing from veterans about how it helped them with their PTSD, this became very important to us. It's really been amazing to understand different parts of this plant and different parts of the industry, and how it effects different Americans' lives. Cannabis really has an interesting web all the way through American society.

Describe some of the political and social changes you've observed in Colorado as a result of legalization.

Since we legalized in Colorado, we've gone from 39,000 marijuana-related arrests per year down to 2,000 arrests. This is a great success story that every mayor and governor should be talking about across the country. Why? Because it's a way to jail less Americans, and that should be a goal of every elected official. They should be working hard to find ways to NOT put us in prison, instead of the other way around.

So this is an amazing opportunity for us to talk about— Why are we putting people in jail or prison for pot in Alabama, and Kentucky, and in New York, and even still in California, and in Colorado, when we now have people who are making billions of dollars selling the same stuff that the guy selling a dime bag on the street is going to prison for? It doesn't make sense any longer and it needs to change.

What's your advice to California cannabis entrepreneurs looking forward to future legalization for adult use?

What I think is the most important thing is that people who use cannabis need to start being open about it. I understand there are those who work for companies that might fire them if they talked about it. But those of us who are in a position that we're not going to get fired, it's important to take the opportunity to share with others and be able to say, "Hey yeah, I go home at night and I have a joint instead of a martini, or a glass of wine, and I don't understand why that is such a negative."

I have many friends in California from so many different demographics and groups, and Cali is going to be an amazing place as they move forward if they just go ahead and embrace it. Stop with all the falsity of what's going to happen. People won't be stoned in the streets. The sky's not going to fall. Children are not going to be stoned, and 8% less intelligent. None of that is going to happen.

What is going to happen is there's going to be a tremendous amount of revenue and jobs generated in California, and there's going to be a tremendous amount of money taken off of the black market.

If California does it the correct way, they'll be able to really look at being the epicenter for medical advancement. It really depends on how California wants to frame this issue.

Do you see a connection between the cannabis legalization movement and other social movements?

I think its all kind of a boiling factor of no longer believing the stupidity that's been fed to us for so long on any level. We see police brutality is no longer a myth, it's happening on everybody's cell-phone across the nation, right? It's not just some black guy's word against some stellar cop's word. We now have visual proof. And so much is coming out about cannabis now— 23 states have legalized medical, it's saving children's lives— that people are no longer believing the ridiculousness of reefer madness. In that way, I think that mass groups of people are starting to finally question our government and that's exciting.

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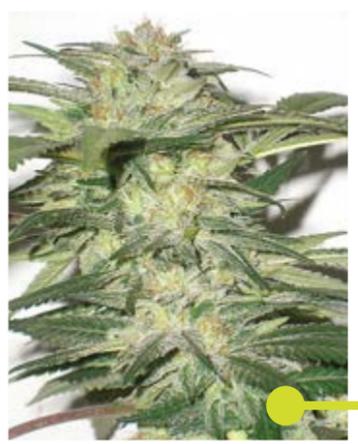
Seedlings Gift Guide

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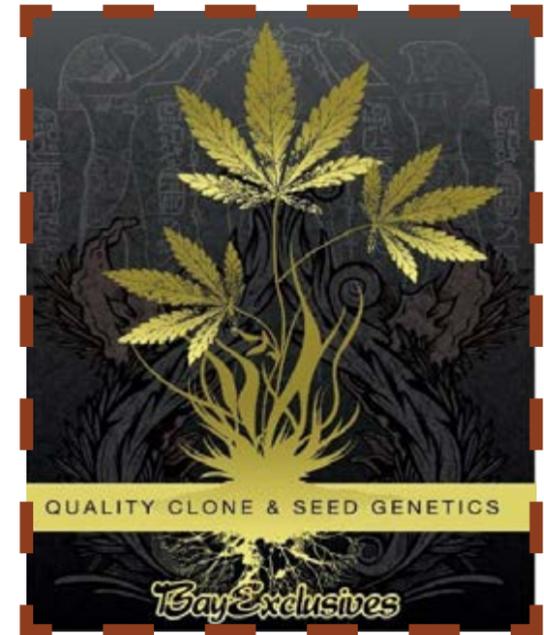
BIODIESEL-303 SEEDS
 GENETICS: Sensi Star x Sour Diesel x Diesel x New York City Diesel. This potent strain is one of the most popular in Colorado. Get yours at 303Seeds.com, where mapping a strains' genetic make-up is their highest priority.

BUDDHA TONIC - CHRONIC CREATIONS

GENETICS: Big Buddha Cheese x Cannatonic. These guys are based out of Portland, OR. Their stance: "Creating the most consistently pure, potent and highest quality cannabis flowers and concentrates." Find out more at croniccreations.com.



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 GENETICS: Green Crack x Ghost Rider OG.



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GENETICS: 1989 SSSC Skunk #1 x Afghani Isolated Cut. This sativa-dominant hybrid is strong, robust and easy to grow due to its short, productive and powerful flowering period.



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GENETICS: G13 X Chem Dawg 91. Great for both indoor and outdoor gardens. You can expect long dense cola's to swell up in the last three weeks. With a THC count of 25%, you can get five feminized seeds for \$51 at barneysfarmshop.com.

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If not on a budget, check out these little gems. To add freshness, vigor and stability, this NL hybrid was back-crossed with its original Afghani ancestor. 90% indica with a very high yield rate. \$109 for a pack of 10 at sensiseeds.com



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GENETICS: Columbian x Mexican x Thai x Afghani. These plants have a short flowering period for a sativa. It produces compact buds that gleam with a coat of crystalized resin. \$105 Online at seedsman.com.





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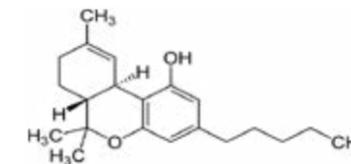
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GENETICS: Critical Mass x Neville Haze. Feminized seeds that have a flowering time of 90-95 days. 23.5 % THC content. \$15 per seed at original-ssc.com.

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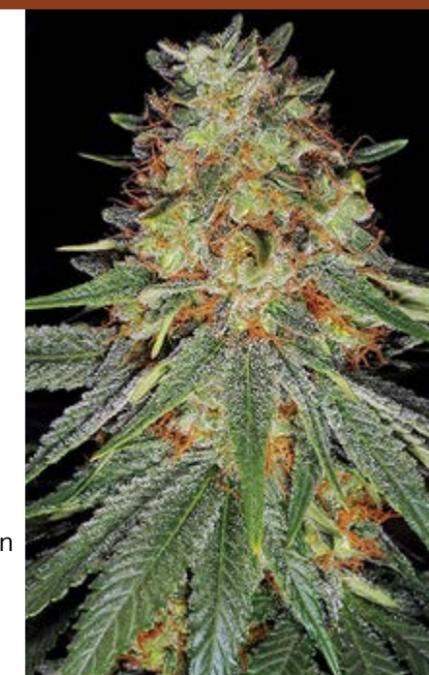
Why does THC exist in the first place? It occurs in the plant to act as an internal immune system. It fends off parasites, viruses, bacteria, and other natural predators. THC is a win-win for both the plant and the humans who ingest it.



TUTANKHAMON SEEDS - PYRAMID SEEDS



This strain delivers some of the highest THC content on the market. It is ideal for outdoor conditions, but also works well indoors. The 60 day harvest period yields a product that is 33% THC, and comes at \$12 per seed. All of this and more available online at PyramidSeeds.Com.

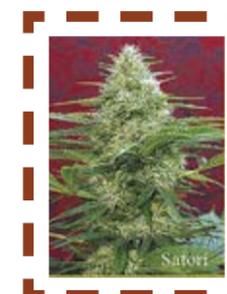


SANNIES HERIJUANA IBL

This 25% THC strain is highly potent, and works best for pain relief and insomnia. The strain is pest resistant, and takes about seven to nine weeks to flower (with a medium to high yield).

SATORI SEEDS - MANDALA SEEDS

GENETICS: Nepal. This high potency strain is spicy, fruity and earthy, all at the same time. The medicinal grade cannabis delivers a strong head high, with a 23% THC content level.




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Effects: Euphoria, hunger, and giggles.
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Flavors/Aromas: Berries, Cheese and Fruity.

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CBD is one of more than 60 chemical compounds found in cannabis, called cannabinoids. It is often sought out for its medicinal effects, rather than your typical head high.



CANNA-TSU SOUTHERN HUMBOLDT SEED COLLECTIVE

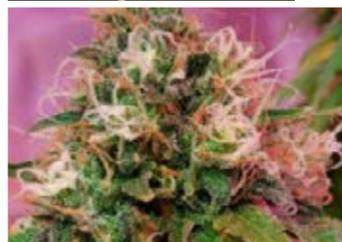
GENETICS: Cannatonic x Sour Tsunami. This Northern Cali strain is great for pain relief and for calming the mind and body. It mostly delivers an earthy flavored bud, with a hint of spice. Seeds come in packs of 10 to 13, and are never feminized. Seeds only available for Cali residents for a suggested donation of \$100.



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HAWKINS BAR – \$325,000

This ±29 acre property features an open meadow three acre flat with a gated driveway, PG&E lines to the property and beautiful river views.



NEW LISTING WILLOW CREEK – \$499,000

±177 Acres, just 15 minutes from Willow Creek via mostly paved year-round country road. Deed access, year round water, and multiple home sites with panoramic views, all with end of the road privacy behind locked gate. Mixed topography, elevation, and microclimates from summit to valley. Many extras included!

SMITH RIVER – \$475,000

This beautiful ±75 acre “banana belt” property features a small barn, a 1680 square foot two bedroom home complete with a bonus atrium, power, multiple building sites, community water and stunning views of the Smith River Valley. Property is comprised of 4 separate legal parcels.

NEW LISTING HYAMPOM – \$900,000

Four parcels split between Humboldt and Trinity counties, totaling ±322 gorgeous acres. This once in a life time property has approximately a mile of the South Fork Trinity River running through it. Bring your equipment, this one is completely raw and untouched!

FERNDALE – \$289,000

Farmhouse style cabin situated on ±10 acres conveniently located close to the quaint town of Ferndale. Abundant water, outbuildings, gravel pit and mixed timber.

NEW LISTING

20922 RED BRIDGE RD, ROUND MOUNTAIN – \$400,000

Beautiful 3 bedroom, 2 bathroom off the grid home on +/-40 acres near the Pitt River! Located just under an hour East of Redding, this beautiful property features a large year round creek, private gated driveway, timber, usable building sites, and so much more! This rare property is the perfect retreat for hunters and outdoor enthusiasts!



CRESCENT CITY – \$135,000

±35 acres of gorgeous ridge top property just 25 minutes from Crescent City! Property is flat and useable with three building sites, great access, and ocean views. Short drive to the beautiful Smith River for summer swimming!

NEW LISTING ARCATA – \$3,200,000

WOW! ±58 Acres comprised of 4 separate parcels bordering both Humboldt State University AND the Arcata Community forest! Parcels are zoned with a mixture of NR-TP (Natural Resource - Timber Production) and RVL (Residential Very Low Density). Nice mixture of standing timber including the coveted Redwood, Douglas Fir, Grand Fir, and Spruce. Enjoy beautiful ocean and bay views from the property's existing roads and hiking/biking trails! Versatile property with the ability to appeal to investors, developers, or nature lovers!

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Spacious 2 bedroom, 2 bathroom home situated on ±2.46 acres, secluded and private with your own forest and creek just steps from the house. Several out buildings with excellent sun exposure perfect for gardening!

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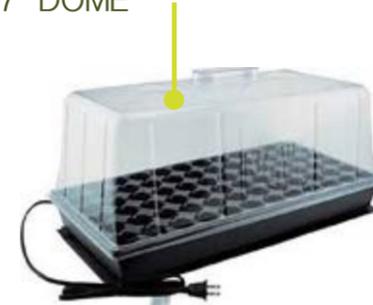
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If you want to get fancy, try this one out. The system provides seedlings with lighting and temperature. Its green house cover reflects light back to seedlings. The single light fixture has two full-spectrum T-5 bulbs. Buy at greenstategardner.com for \$110.

GRODAN ROCKWOOL STARTER CUBES

Designed for seed and cutting propagation prior to “blocking on” into larger growing blocks. The V-shape design of the plug discourages tangling of roots between the plugs in the A-OK plug sheet. Buy Online at RockwoolWholesale.com for \$6 a tray.



SOUTH FORK SEEDS

FROM THE HILLS OF HAYFORK

by Patrick Maravelias | Photo by Even More



The South Fork Seed Collective began, almost by accident, approximately six years ago when founders Matt and Dan stumbled upon each other in an online forum. "The plant brought us together," Matt said.

Matt and Dan discovered they were neighbors in Hayfork, California. With one very similar interest, South Fork Seeds was born.

After receiving positive feedback about their product, Matt and Dan decided to start making it available to medical marijuana patients and dispensaries nearly three years ago.

"We started scaling it up, making it more available," Matt said. South Fork Seeds are organically produced with respect to

the environment and the current water shortage. They also provide assistance with tissue cultures for genetic cloning of the plants, as well as consultations about cannabis production and cultivation.

"We're excited to be in a cutting edge place like the Emerald Triangle," Matt said.

South Fork currently offers four different strains of seeds: South Fork Kush, Sirius, Timber Wolf and Maximus. They are located in Trinity County, and their seeds are currently only sold at Wonderland Nursery in Garberville, California.

To learn more about South Fork Seeds visit them online at SouthForkSeeds.com or on their Instagram page at South_Fork_Seeds.

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THE SEED OF LIFE

BY SHERAE O'SHAUGHNESSY

SEX COLUMNIST



When I was fifteen years old, I was primping my bangs in the bathroom mirror (It was the year 2000, bangs were acceptable so back off.) when I felt my father's presence looming awkwardly in the doorway. I grunted a rude teenage, "What's up?" and was met with silence. So I put down the brush and for once gave him my full attention. He asked if maybe this might be a good time to have "The Talk." As a fifteen year old in the new millennium I already knew too much. "The talk? What, like, about sex?" I asked with that disgusted, pubescent inflection. That poor man looked so uncomfortable. All he could do was mutter and nod in response. "Dad, I know, ok? I get the mechanics, I know the risks. Babies and std's, blah blah blah. I'm fifteen and your room is right above mine. Can I finish my hair and pretend this never happened?"

And so that was how my parents handled Sex Education 101. Fast forward to today. I am the proud mother of a very curious almost nine year old. Very curious. I thought I had a few more years to ready myself for the terrifying questions that she's hurled at me when we're innocently watching Sponge Bob. I am in no way ready to respond to her questions. I don't know that I ever will be but I am especially not equipt at this point in life.

As her mother, the last thing I want to do is lie to her. Her father and I agreed that if she ever asked us point blank if Santa was real that we would level with her. Maybe ask her if she thinks Santa is real and go from there. Certain-

ly we wouldn't shelter or lie to her. So how do I respond to a wide eyed, little cherub who wants to know what sex is and why we have it? I asked around (These answers come from other parents, comedians and even a sex therapist. Utilize at your own risk.) and compiled a list of ways we can all explain the birds and the bees to the fruit of our loins.

Q: "Mom, Dad- what's sex?"

Answers: "It's a grunge band from the 90's. Shut up and eat your corn-dog."

A: "Finally! Hold on, kiddo, I've been planning a puppet show tutorial on the subject since the stick turned blue."

A: What's that, son? Sex? ...I literally have no idea.

A: According to Wikipedia: Sex is chiefly the insertion and thrusting of a male's penis, usually when erect, into a female's vagina for the purposes of sexual pleasure or reproduction.

A: I don't know, just Google it. WAIT, NO, DON'T!

But if we must be serious; I think it's important to be honest and upfront and to educate them about their body and sexuality. Their anatomy is theirs and no one should be touch-

ing them there before they're 35. Use accurate names for genitalia, but remind them that just like the parts, these words are private and shouldn't be used in public.



Once babysat sisters who got into a "Vagina!" yelling competition on the street- had to put the kibosh on that quickly. Consent and age appropriateness are solid things to address as well. I think a lot of people try the, "When you're married..." approach. Which doesn't line up with reality. Work WITH the sci-

ence, it's been shown to decrease unplanned pregnancy and STDs (I think they're STI's at this point. diseases vs. infections) Feel free to use all or none of this for that inevitable,

uncomfortable talk but please do humanity a favor and actually have the talk. Educated sexually active people are far better than the alternative. And if it's just too awkward, point them in the direction of Six Rivers Planned Parenthood. It's a wealth of knowledge and a helpful ally. Godspeed.

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POT TALK WITH EMILY HOBELMANN



SHINE ON FARMS

Super Silver Haze • Nigerian • Mitri-Doutel Headband

Shine on Farms is a small, craft organic cannabis farm just north of Boonville, Calif. in Mendocino's Anderson Valley. The off-grid location is near the coast, about 1,800 feet above sea level. Chief Executive Farmer Leo Hartz says it is one of the most majestic places he has ever been, but it is a tricky spot to farm. "I really have to pay attention to the clouds."

Hartz and his partner Janae Ebert farm "in rhythm with the universe," using mountain spring water and homemade compost teas to grow cannabis in the sunshine. For the most part, they grow from seeds. They make their own and glean from the community too. The industry is shifting toward a more hand-crafted specialization, Hartz says, so they are starting to focus on what they produce well -- "usually the Headbands."

Their proprietary genetics include a Mitri-Doutel Headband (OG x Sour Diesel), a Mitri-Doutel Runt Faced Kush (OG x Headband) and a Mitri-Doutel

Casey Kasem (OG x Cherry Kush). "Mitri is my great grandfather's name and Dou-tel is Janae's grandfather's last name... That is our seed company, our genetics."

With seeds, organization is key. "We mark every plant from the beginning... And every one's a little different." Variations may be slight, so keeping up on a clear labeling system throughout the season is a must.

Shine On provided me with three samples for the Seedling edition of Pot Talk; Super Silver Haze, Nigerian and Mitri-Doutel Headband. The samples came in slick, sealable brown paper bags with viewing windows and the company's logo. Its unique, portable packaging that fits their vibe. Draw-back: The nugs got a little squished because the samples were on the large side. But I have seen a lot of variation in packaging, and their chic bags are on point for small amounts.

Each sample came with a laminated "Medical Cannabis Certificate of Analysis" from Pure Analytics. Super legit.

SUPER SILVER HAZE



"..A silky smooth flavor, with a slightly astringent finish."

The high is a euphoric dream."

The SSH has a sweet barnyard smell out of the package. Crack open a nug, and a plum aroma with leather, strawberry and honeysuckle undertones fills the air. The texture of the bud is on the airy side, as opposed to rocky or dense. It is still super solid, just light. The appearance is light too, nice and bright, a sunny Kelly green with glittering trichomes that penetrate the core. And the hairs are a rich, tawny brown.

It's got a silky smooth flavor, with a slightly astringent finish. The high is a euphoric dream. When I first tried it, I felt like doing ten things at once. In other words, I was pumped and ready to take on the world, simultaneously laughing my ass off and overjoyed. The Super Silver Haze is a blast, uplifting, giggle-inducing, sublime and pain-relieving.

Hartz says that with the way this particular plant glistened, with the way it smelled... He could just tell that "it was going to be a winner." But the SSH kept him out in the field until late in the season. He said that "when everyone else was done partying, these girls [wanted] to hang out longer...in the field...with the rain and the cold..."

NIGERIAN



"..Exotic, fresh and limited."

Total score"

It has a more muted appearance than the SSH -- it is olive green with dark brown hairs. Out of the bag, it has a clear, sweet, cloying smell. When I get into a nug, the aroma is complex and includes brown sugar that is offset by citrus. It is butterscotch drowning in musk. The flavor is complex too -- vanilla, grapefruit, strawberries and lavender, but also pine and tar. The sum total is a pleasant, mild and herbal cannabis.

When I smoke it, I feel an instant change and surge of power. The high hits me right in the middle, though. It is more functional and undercover than the giddy SSH high. Indeed, Hartz says the Nigerian plant is on the 'spindly side.' The leaves definitely indicated sativa, and the buds were compact and long, as opposed to chunky.

His friend scored the Nigerian seeds in Europe back in the late '90s, and he kept the seeds in good shape. Shine On Farms popped two seeds last year. One of them worked, and it is bomb. "Unfortunately I don't know if I'm going to be able to get any more of those seeds," Hartz laments, adding that he did not make clones. "It's a lesson that all of us farmers go through time and time again. You have to make copies -- break out the Xerox machine -- because you never know..." He says the plant wasn't finicky, either. "It was a lot of fun to grow."

It is exotic, fresh and limited. Total score.

MITRI-DOUDEL HEADBAND



"..A super strong and dank lemon flavor comes through.."

A prized fighter walks into the ring and the crowd cheers - the audience in awe of her chiseled, sparkling muscles, and her heavyweight build. The MD Headband is that prized fighter. It is tough looking -- dense, chunky and just plain fierce.

It smells something fierce too. When I open the bag, it punches me in the face with a rank, cheesy, popcorn smell. Total knock out. The silvery resinous sheen makes it look wet too. It's dense and chunky stature astound me. The texture is snappy and it smells like fresh horse manure when you crack a flower. A joint in the pocket was far from discreet.

The aroma is powerful and animalistic. The flavor is too, a super strong and dank lemon flavor comes through. It doesn't get me as high as the SSH, but it is definitely got a solidly stoney effect. The smell and appearance are so impressive, I feel compelled to say "that shit is fire" for the first time in the history of Pot Talk.

Hartz says that with the Headbands, the color variations between the seed plants didn't start coming out till late harvest when everything started to get cold. That is when "some things started to show a dark purple and other things just weren't even phased... It's really interesting to see those phenomes come out at certain times. It's amazing."

And I am amazed by the three samples of beautiful cannabis. Thank you to Shine on Farms. Happy Spring!

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Paul Hagen is an environmental attorney dedicated to the North Coast's vibrant future and making it so. His North Coast Environmental Law Office is located in Arcata. Visit his website at Northcoastelaw.com.

Humboldt County's Commercial Medical Cannabis Land Use Ordinance

By Paul Hagen | Images by Devils Lettuce Ph

Welcome to the brave new world of commercial medicinal cannabis in California. With legislation looming in the state, Humboldt County has become ground zero for the future of regulatory cannabis production. North Coast residents have enacted two major sets of laws in the past six months, and now, Humboldt County folks will face a third set in the County's new land use ordinance. Prop. 215's days are now officially numbered, so wrap your mind around these three new sets of laws, and start preparing for the new commercial medical cannabis regime.

Last September saw the introduction of a large-scale, state-wide legislative scheme, the "Medical Marijuana Regulatory and Safety Act." The MMRSA signals the beginning of the end of the Proposition 215 era, with its 'seed-to-patient' amalgam rigged together for "Compassionate Use" legal defenses. This all ends January 1, 2018 when the MMRSA's state agencies' regulatory authority kicks in with its licensing classification scheme, which is tied to local licensing. Until then you can watch the "rulemaking process," by which the several state agencies tasked in MMRSA begin forming their regulatory regimes for public comment and response. Areas such as pesticides, manufacturing, testing and others will have regulations proposed, amended, and promulgated.

Also last September, the North Coast Regional Water Quality Control Board issued its very innovative and far-reaching "Cannabis Cultivation and Associated Activities" Order No. 2015-023. For us on the North Coast, the Water Board Order is a massive game-changer beyond MMRSA, which requires "enrollment" of all parcels where cannabis-related activity may threaten water quality, due February 15th. The Order establishes three "tiers" of sites, a set of "Standard Conditions, Applicable to All Dischargers," and requires remediation in two of the tiers.

But the new Humboldt County "Commercial Medical Marijuana Land Use Ordinance" ("LUO," get used to it) is the sharpest edge-cut-

ter of the three. Humboldt's LUO was long and tedious to make, and one may find it just as tiresome to read. It is also innovative, practical, and overall, very well done. Land use is where life's rubber hits the road. The LUO has a licensing scheme tailored to fit Humboldt County's special land uses in conjunction with the Water Board Order and the MMRSA authorities; you have to pick and fit your own parts together for yourself. The following is a brief explanation of the major parts of this brand-new county ordinance, how it works and how to navigate it for yourself:

First, all Humboldt County land use lies in either the "Coastal Zone" or the "Inland Zone." The ordinance has separate parts for each Zone. These two parts are largely identical, with certain differences required by the California Coastal Act for the Coastal Zone. Which Zone is your parcel in? After that question is answered, which "zoning classification" applies to your parcel; e.g., are you RA, AG, AE, MB, ML, or U? This "classification" is critical to what is allowed on your parcel in any land use ordinance (see chart, below in "Permit Types").

Land use law is all about what activities are being performed on the ground (or will be). The Humboldt LUO has five sections deserving focus here; they address: 1) Categories of activities ("General Provisions"), 2) "Permit Types," 3) "Performance Standards," 4) "Retirement" of certain site types, and 5) "Humboldt Artisanal Branding."

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General Provisions

The "General Provisions" section (55.4.8) of the Ordinance divides cannabis-related activity into five types: 1) Outdoor and Mixed-Light Cultivation, 2) Indoor Cultivation, 3) Processing Facilities, 4) Wholesale Distribution Facilities, and 5) Nurseries.

What is your activity type? Might you expand it to more than one? What permits and licenses might you need for these activities? Go to section 55.4.8.2 through 55.4.8.10, the latter of which limits county cannabis land use permits to only four to each "person." How many "persons" are involved in your Humboldt County permitting dreams?

(55.4.8)



Permit Types

For cultivators, the permit tier choices fall into "Outdoor" or "Mixed-Light" ("New" or "Existing" for either), and "Indoor" categories. This sentence is key: "The type of Zoning Clearance Certificate, Special Permit, or Use Permit [to engage in cultivation] shall be determined by the size and zoning classification of the parcel on which the activity is to be conducted and the type of state license required for that operation pursuant to the MMRSA, in accordance with the following chart:" You then study the chart, find your zoning classification and parcel size, and learn the maximum "cultivated area size limit" allowed.

Photo by Even More

(55.4.9)



Permit Standards

This section contains a very long and varied list of things which permittees must do. These include inspections and appeals, being licensed at the state level and elsewhere, enrolling in the Water Board's Order, setbacks, hazardous materials handling protocols, water source, use and forbearance, noise, employee practice requirements, light use and disturbance, neighbor's complaints, and more. As always, some will apply to your operations, others will not. Choose your permit type and then read through what standards apply to any such permit holder.

(55.4.11)



Retirement, Remediation, and Relocation (RRR) of Cannabis Cultivation Sites

This is the County's effort to "incentivize" those owners or operators of sites which are inappropriately located and need to be abandoned. The LUO offers the possibility of expanding the previous cultivation acreage if relocated to an appropriate parcel, or if the former site is remediated and then abandoned for further such use.

(55.4.14)



Humboldt Artisanal Branding

This, of course, is Humboldt's long-sought answer to the French wine "appellation" concept, or "terroir," the idea that a food product coming from a particular geographic region has a unique attribute worthy of legal protection by name. "Appel" is French for "to call (something)," so you might think now about calling your product something Humboldtian for when you've qualified your operations under section 55.4.15.

California's cannabis law landscape is vastly altered and bursting with opportunity, with the North Coast and Humboldt County carrying the regulatory spear's tip. So boldly grow how no one has grown before!

(55.4.15)



I WAS THERE

The 2016 Women Grow Leadership Summit

By Emily Hobelmann | Photos by Kerry Reynolds



This February, more than 1,000 women and 65 experts in the cannabis industry gathered in the brisk and progressive city of Denver for the 2016 Women Grow Leadership Summit. The highly organized, inspirational event spanned three days and featured networking opportunities, workshops and a bevy of short talks on research, best practices and cutting-edge concepts.

The Women Grow organization is relatively new; according to their website, the for-profit entity was founded in Denver in 2014 in order to connect, educate, inspire and empower diverse leaders in all segments of the cannabis industry. Their annual leadership summit is a chance for newcomers and established business leaders to grow their networks and to deepen their involvement in the nation's fastest growing professional market.

The *Emerald Magazine* is a woman-owned cannabis business, and I was fortunate enough to attend the leadership summit with Owner/Publisher, Christina DeGiovanni. A number of other Emerald Triangle-based female cannabis entrepreneurs

were in attendance: all of us joining cannabis enthusiasts, academics, medical industry professionals and activists from the entire gender spectrum and from all over the country to learn techniques that contribute to success and well-being in this industry. Bonafide rockstar and cannabis activist Melissa Etheridge was there too!

The first day of the event was networking-oriented, more for Women Grow leaders and chapter chairs. The second day featured a series of 10-minute "Lightning Talks" at the majestic Ellie Caulkins Opera House in downtown Denver. All summit attendees gathered together to take in talks that covered everything from building brands and company culture, to financial and leadership strategies. In addition, topics included cannabis history, the student drug reform movement, medicating pets, and even, the endocannabinoid system.

The opera house was filled with a rapt audience throughout the entire day, which featured more than 30 presentations. Eager and enthusiastic attendees cheered

readily, gave standing ovations and participated in yoga stretch breaks. Experts shared a rainbow of ultra-inspiring material including strategies for success and for maintaining tenacity when trying to educate the public about the positive aspects of cannabis. Many of us truly are forging uncertain and unique paths in the burgeoning cannabis industry; this was a chance to draw on the wisdom of those already experiencing great success.

The buoyant musician and ten-year cannabis advocate Melissa Etheridge gave a high energy, inspirational lighting talk. She shared her personal history with cannabis -- her first encounter with the herb and the first time she actually smoked it. She talked about the positive role cannabis played in her breast cancer journey and her realization that this healing herb should not be illegal. She told us about how she started to publicly advocate for legalization of medicinal marijuana. Etheridge drew a parallel between the cannabis movement and the LGBT movement. "We're changing the paradigm," she said while on the opera house stage with the red and white Women Grow backdrop... "Cannabis is the thing that's going to push the whole conversation about health." And with this paradigm shift comes entrepreneurial opportunity.

It is time for women to balance the male and female within and to simultaneously balance wellness with capitalism and business. Etheridge reminded us that a network like Women Grow is important because laws change constantly. It was an



Country singer and cannabis activist, Melissa Etheridge flew into Denver the first day to speak with the audience.



honest and motivating speech by someone that has brought positive cannabis awareness to a lot of folks out there in the world.

Pediatric advocate, Moriah Barnhart, delivered another powerful lighting talk about the heartbreaking story of her daughter's journey with brain cancer and Barnhart's crusade to medicate her with cannabis. Her daughter had a brain tumor and she got the whole treatment -- hardcore surgery, dozens of drugs; it was torture for her toddler. When Barnhart started to ask about medicinal cannabis at the federal hospital in Tennessee where her daughter was being treated, the doctors would not even acknowledge her inquiries -- medical cannabis was not an option. But the pain her daughter had to go through was unbearable for all involved. Barnhart had enough. She got cannabis shipped in. Within a day of medical cannabis treatment, her daughter was able to sleep through the night for the first time since her cancer journey started. She even woke up hungry and thirsty...an overwhelmingly

WOMEN GROW

Women Grow was created to connect, educate, inspire and empower the next generation of cannabis industry leaders by creating programs, community and events for aspiring and current business executives.

Founded in 2014 in Denver, Women Grow is a for-profit entity that serves as a catalyst for women to influence and succeed in the cannabis industry as the end of marijuana prohibition occurs on a national scale.

-WomenGrow.com



profound improvement at that dire time. After one month of continued improvement, the family relocated to Colorado for access to legal medicinal cannabis.

Barnhart's photos and heart-wrenching story brought tears to every set of eyes in the audience and is undeniable proof that people truly need safe access

to clean cannabis -- it saves lives. We must be empowered and we must question authority. Barnhart became a powerful and committed advocate, and she founded CanaMoms in 2014 to support families that need access to medical cannabis for their suffering children and to raise awareness about the need for access. This need is not isolated to kids.



Image by DevilsLettucePh



Day three of the Women Grow Leadership Summit was held at the Curtis Hotel in downtown Denver. Snow covered the ground outside and Denver's skyscrapers gleamed in the winter light. But winter was nowhere to be found in the hotel's conference rooms where attendees participated in a series of "Break Out" sessions -- 24 in-depth workshops on topics including funding, licensing and trademarking, education, cannabis genetics and dispensary management. Just to give you a few examples, workshop titles included "Advanced Interstate Licensing for Cannabis Brands," "Medicating and Educating the Baby Boomer," "Inclusion is an Active Verb: Partnering with Diverse Communities," and "Corporate Social Responsibility for Cannabis Brands."

It was a full day with talks ranging from the practical, to the emotional, to the technical, to the inspirational. Every person there had inspirational stories and business acumen to share; attendees had ample opportunities to network and make connections throughout the day.

The leadership summit was manifest professionalism in the cannabis industry, set against the progressive and urban backdrop of Denver, where recreational and medicinal cannabis are easily accessible. Legalizing and enabling safe access to cannabis creates opportunity; and there is an organized network of women stepping up to the plate.

You can find more information on Women Grow at women-grow.com.

Personal connections are the key to professional success. Through the wide variety of events offered to members of Women Grow, trustworthy business relationships sprout from the face-to-face interactions of our members. Women Grow produces professional networking events, local social events, regional education symposiums and national speaking circuits where aspiring professionals can connect with current cannabis business leaders.

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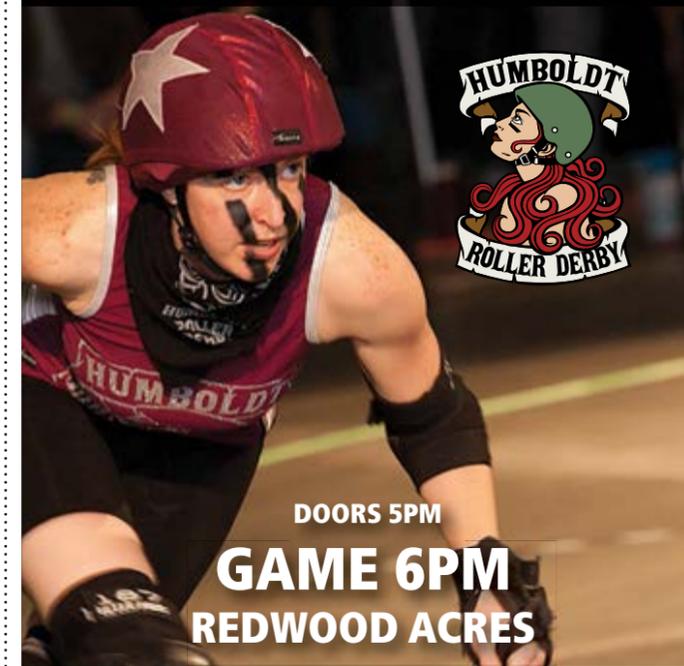
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THE CBD CREW AND YOU

WHEN MR. NICE MET RESIN SEEDS

By DJ Hayes



Tetrahydrocannabinol. It is a mouthful, a really great play in Scrabble and one of the most recognized psychoactive compounds in cannabis. It is logoed and popularized and is a central pursuit of many concentrate producers. Its medical applications are numerous and its recreational applications are off the charts. Cannabidiol. It too rolls off the tongue and is a great word choice for hangman, but CBD is one of the lesser known tandem compounds that make cannabis unique. While not as avidly pursued for recreational use, CBDs are gaining recognition and generating controversy for their medical applications. CBD

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extracts have been used as a powerful anti-seizure medication.

To anyone who doesn't know, seeing someone seize is frightening. Every muscle seems to be firing, all they seem to feel is agony and there is little recourse. Minimize bodily harm, keep the airway clear of saliva and vomit, turn them on their side if possible and it helps to talk to them. Some people, including children, are afflicted with multiple seizures daily due to any number of neurological conditions. Pharmaceuticals provide relief with consequence, but most often, is not a cure for epilepsy or chronic seizures. It is estimat-

ed that roughly 65 million people are epileptic worldwide, according to the international CURE Epilepsy organization. With figures like this, The CBD Crew is making it a mission to improve the lives of so many who suffer.

I spoke with Shantibaba, owner and operator of Mr. Nice Seedbank and co-operator of The CBD Crew, about the medicinal applications of CBD. Shantibaba has been in the cannabis business for more than two decades. A quick Google search will reveal a prolific, and often controversial, figure in the cannabis community. Further digging reveals a documentary where he



The CBD Crew, a joint venture between Mr. Nice Seedbank & Resin Seeds, aimed to produce 100% stable CBD/THC-rich cannabis seeds for medical patients and recreational use.



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THE CBD CREW

states his given name of Scott Blakey. He is credited with creating several strains, most notably White Widow, and was briefly imprisoned by the Swiss government in 2004 for cannabis related charges. Currently, he continues to run Mr. Nice Seedbank and progress The CBD Crew in Switzerland. Shantibaba and The CBD Crew have an impressive online presence in the cannabis community.

Mr. Nice Seedbank is legendary. I can recall seeing their advertisements when I was a fledgling smoker reading a shoplifted High Times. The buds always looked surreal, and their willingness to ship seeds to your front door hatched many ill-conceived plans. Mr. Nice has been around for decades, and has no plans of going anywhere.

"The CBD Crew, a joint venture between Mr. Nice Seedbank & Resin Seeds aimed to produce 100% stable CBD/THC-rich cannabis seeds for medical patients and recreational use." The CBD Crew actively campaigns for the medicinal applications of CBD compounds. Their website is filled with information about cannabis with a heavy dose of science to back it up. Visiting the site offers an education in the benefits of CBD and cannabis in a professional manor. The CBD Crew cites effective self-medication with CBD products for serious ailments such as PTSD or alcoholism. User testimonials are allotted their

own section of the website. People share stories of their increased quality of life, thanks to The CBD Crew's efforts. Shantibaba also notes that CBD is particularly useful for pain management and anxiety without the hindrance that THC can instill in some users. This collaborative has been around for years and has the potential to produce revolutionary medicine in so many different forms.

Cannabis is a fascinating plant with dozens of relative, pertinent medical applications to many people who suffer. There is no panacea. While the CBD compound has an increasingly more recognized array of effective applications, it is not for everyone. CBD extracts have garnered attention as an unmatched anti-epileptic treatment for adults and children.

One Australian man was recently incarcerated for attempting to treat his toddler daughter's cancer with cannabis oil, even claiming he had cured it. Sensationalism works both ways, for better or worse. Still, if a child's life is bettered by this, if it is an effective yet controversial medicine that could benefit millions, than this is the groundwork that must be laid. CBD and CBD products are here to help and pioneers such as The CBD Crew are blazing the trail.

For More Information on The CBD Crew, visit: CBDcrew.org

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CANADIAN SPIRIT

SEEDS TURN INTO AMAZING STRAINS

James Priest



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Seeds come in many forms. This writer was very fortunate to find many seeds of vast knowledge on my trip around the sun. When you bury seeds, you may think they are gone because you no longer see them. Soon, though, those seeds will grow. The more of them you bury, the bigger the garden will become. This is what the government did with cannabis prohibition. So many seeds have been buried that the gardens have now turned to a forest. These forests are the activist and advocates of cannabis legalization and those supporting the end of prohibition.

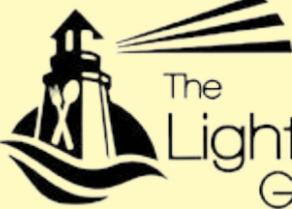
Cannabis legalization is happening across the U.S. Citizens are rallying together to pass laws on ballots since the federal government is oblivious to what citizens of this nation want. Cannabis legalization is not just center stage here in America, but it is also on the front lines of our neighbors to the north, Canada. Canada is facing many issues on this front. The MMPR (Marihuana for Medical Purposes Regulations) is currently changing things that applied to the MMAR (Medical Marihuana Access Regulations), which was the existing regulations set forth by Health Canada. In Canada, you must have a medical cannabis user card to be in compliance with laws.

Recently, I spoke with Terry Roycroft, an advocate and overall exceptional Canadian who is helping others tremendously when it comes to legally obtaining medical cannabis. Roycroft describes a moment of inspiration after seeing John Conroy, a Canadian attorney, at an event. He witnessed crowds of people approaching Conroy, thanking him. He thought, 'Wow, that was cool how John Conroy was standing up for people all over Canada.' Roycroft never thought he'd be wearing those same shoes himself one day.

Roycroft is the president of MCRCI Canada (Medicinal Cannabis Resource Centre Inc.). The advisory board at MCRCI consists of the following. Dr. Arnold Shoichet, MD, Dr. Caroline Ferris, MD, Dr. Donna Dryer, MD, FRCPC, John Conroy, QC, Attorney of Law, Cara Astrid Zaskow (Tysoe) (On Leave) Ph.D., Dr. Dave Hepburn, MD, and Dr. Rob Sealey, B.Sc., MD. As you can see, this is a group of dedicated individuals. The level of professionalism combined with Roycroft's realness is something we need more of in our society. MCRCI is helping people to obtain the necessary documentation required to legally possess cannabis in Canada.

Roycroft's story is one in which many find inspiration in. He never intended to have a role in cannabis advocacy, though he has diligently accepted it. Now he is helping to make people's lives better on a daily basis. The dedication, conviction, and compassion that is Terry Roycroft is what you find at MCRCI. With legends such as John Conroy and many others at his side, it is easy to see how Roycroft can inspire people. MCRCI is a leader in providing MMJ patients with services in Kamloops, Montreal, Vancouver, and more. With cannabis legalization happening around the world, and the culture becoming more accepted throughout society, individuals are looking to it as medication.

Roycroft has started doing webinars followed by with Q&A sessions. He has spoken at many special events, and his name is becoming synonymous with cannabis all across Canada as well as the world. When individuals with a passion for the cannabis culture start to step forth in support of its use, they often don't realize the inspiration or reach of their actions.



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Vancouver, Canada

Finding accurate, up to date information about the herb can be very confusing to those just discovering cannabis. There is a lot of negative and untrue propaganda out there, still. With this propaganda comes sites and stories with only half truths or even completely inaccurate information about cannabis. That is why it is crucial only to obtain your information regarding cannabis from trusted sources. MCRCI and Terry Roycroft are just that. When people come to Canada for business and need to get cannabis for themselves, MCRCI is the place to contact. Founded back in November of 2010, Terry started MCRCI with the mission to bring doctors who were informed about medicinal cannabis to patients who needed them the most.

Since MCRCI began, they have been helping many different individuals all the way from foreign film crews to medical cannabis patients across Canada. They help by ensuring that these individuals can connect with safe and quality medical cannabis. This is an important service as it is more than just access to a medical card, it offers patients information such as what dosage is correct for them (particularly when it comes to edibles and oils). The dosage of these products is important. As all body weights are different, they require different dosages to achieve the desired results.

Additionally, Roycroft mentions that cannabis is entirely unique: its role serves both medicinal and recreational purposes for many. I do agree with his further point that alcohol was very similar to cannabis in regards to prohibition. Obviously, utilizing alcohol as a medicine could potentially be very dangerous, yet alcohol prohibition ended decades ago. Cannabis prohibition will come to an end - it is only a matter of time. By educating people to the truths about cannabis while allowing them safe access to obtain cannabis, Roycroft, and the MCRCI is providing a service that isn't just welcomed, it's needed. Terry Roycroft is an example of a seed that has budded into an incredible strain. By cultivating strong roots in the culture and community and flowering the world with compassion and knowledge, he is proof that a single seed can tip the scale. Keep planting seeds.

Vinum, et al - What's in a name?



Pam Long

Wine, first and foremost, is a personal preference. We all have different palates. When I teach about wine my goal and passion is to educate the consumer so that he/she develops a bit of buying savvy while attempting to please the taste buds and the mood.

Let's go (partly) around the world in 30 seconds with some, albeit, basic, but helpful, generalizations.

Pay attention to Italian whites – there's a whole world beyond Pinot Grigio. Pinot Gris (gree) and Grigio are one and the same. Gris is French, Grigio is Italian. Other whites include Vermentino and Verdicchio. Reds: Primitivo is Zinfandel. Chianti is predominantly Sangiovese as is Brunello. The difference? Chianti is fruity, light bodied, lean. Brunello is rich, dark and often pricey and can cellar for many years. Barolo and Barbaresco are produced from the Nebbiolo grape.

France - White Bordeaux. Most consumers think red when it comes to Bordeaux. Bordeaux is a region in France that grows several varieties of red and white grapes. Red Bordeaux is mostly a blend of Cabernet Sauvignon

and Merlot (with other red varieties including Cab Franc and Petit Verdot). White Bordeaux is typically a blend of Sauvignon Blanc and Sémillon (SEM-ee-yawh).

More France - Vouvray is Chenin Blanc. Sancerre (white) is Sauvignon Blanc. Sancerre (red) is Pinot Noir and sometimes Cabernet Franc, or a blend of the two. Sancerre rosé is a rosé made from Pinot Noir. White Burgundy is Chardonnay. Chablis is Chardonnay. Red Burgundy is Pinot Noir.

Spanish red – Rioja is the Tempranillo grape. It pretty much rules the land. Flavorful, crisp and food-friendly Spanish whites to get to know are Albariño, Verdejo and Txakolina (choco-LEAN-ah).

If you have a desire to learn more about wine check out the HSU Extended Ed Wine Studies Certificate program. Winemaking 101 (3-day intensive) starts on March 17. All the information is on the HSU Extended Ed website.

**Pam Long is a Master of Wine student and wine educator. She presents seminars through HSU's College of eLearning & Extended Education and OLLI programs. ipamlong@gmail.com.*

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IN MY HUMBOLDT OPINION

A PACKAGED DEAL

Matthew Owen

In the very near future, you will have a choice: you can stick with your usual 'pack' or you can upgrade to the 'package.' By that, I mean you will be able to decide if it is gonna be business as usual by selling your (one pound sealed) packs for cash across state lines, or if you want to hire the package – a consultant who will bring you a team of professionals.

How would you like to have a consultant on retainer who can provide an attorney to set-up your LLC (Limited Liability Corporation) or DBA (Doing Business As); a separate defense attorney on retainer whose card you keep in your wallet or purse who has told you the one and only word that comes out of your mouth if you encounter law enforcement is 'lawyer'? How about a CPA (Certified Public Accountant) to file your 1040 Schedule F (Farm) tax returns on your net farming income, or an environmental engineer to inspect your farm and come up with a game plan for water recapture or storage from the legal purchase of water? This same environmental engineer will certify your farm as a "clean green certified," letting all your buyers know your farm uses no pesticides.



What about a banker on retainer to guide you through the legalese of the federal cannabis guidelines, such as what you can and can't do with your business bank account, especially with cash deposits? Or, a security firm that will inspect your farm from the "bad guys" viewpoint, in other words to point out all your potential weaknesses and set up light motion detectors, cameras – both on your farm and your trim room? You might also need someone to assist you in getting a CCW (Concealed Carry Weapon) Permit because those who carry large amounts of cash should be able to carry weapons for self-protection. Did you know that local police chiefs and the Sheriff can issue a CCW Permit to individuals with a non-violent criminal history and upon showing good cause? Have I got your attention yet?

I keep asking the question, "are you a dope dealer or are you running a business?" It is a fair question. So, which one are you? Are you still transporting your semi-illegal product across state lines for cash and not paying federal or state income taxes? Are you sucking water out of the rivers and streams? Are you dumping pesticides on your crops that is killing the food chain? Or are you a legitimate farmer that obeys our rules and regulations and pays taxes on your net income? Are you taking out a new Humboldt County cannabis permit? Again, are you selling your packs or buying the package?



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FREEDOM



MUSINGS FROM AN INTERVIEW WITH ED ROSENTHAL

By Molly Cate

Ed Rosenthal is all about freedom; the freedom of speech, of the marketplace, of personal choice. Think about how he must have had to use the much-touted American freedom of speech as a battering ram over the years to get his words in print and on bookshelves. His more than a dozen books on growing cannabis, its medicinal uses, selecting varieties, and social policy attests to his success. The "Ask Ed" column he began in High Times magazine in 1983 has expanded into a YouTube channel, which is also available for download at Ed's Big Buds app.

Sweet freedom is not what Ed sees in any of the California cannabis initiative contenders. He endorses none of them. The Secretary of State website, sos.ca.gov, lists fourteen as "cleared for circulation" as of this writing, not all of them unique. In fact, four of them are versions of the same one, MCLR 2016, or as it is known, the Marijuana Control, Legalization and Revenue Act. At the MCLR 2016 website you will see mention of version five. The state Attorney General's website lists versions six and seven as active measures. Sort of confusing. In a bid to speed up the petition process while keeping costs down, the MCLR 2016 folks are urging people to download and sign their version five petition, calling it "the first marijuana legalization initiative specifically developed to use social media and the Internet community." But, are you signing a valid petition?

Of the other 10 cannabis initiatives listed by the Secretary of State, two have been proposed by Alice Huffman, President of the California NAACP, three address medical cannabis only and two of these are constitutional amendments requiring more than half as many signatures (585,407) as a regular initiative (365,880). The \$200 fee for filing means almost anyone can do so. That is freedom in action, and has led to a short stack of odd little potential ballot measures that definitely read more like personal gripes than well thought out legislation.

Perhaps the nastiest sleeper of negativity of them all is Number 15-0069, the California Safe and Drug-Free Community Act. It bans all privately owned medical cannabis cultivation operations and dispensaries, creates state-owned dispensaries, and a single state-owned site for medical cannabis cultivation, testing, and processing only. If that wasn't bad enough, it also endorses current Federal law. Not about freedom at all, this one.

Then there is the Sean Parker (Mr. Napster) Initiative, a late-bloomer that has swept aside much of the competition, according to writer Russ Belville in his December 11, 2015 article at marijuanapolitics.com. Billionaire funding sure helps. Some former ReformCA endorsers have jumped ship to back Parker's petition. Ed expressed some concern about this one.

When asked about the California Craft Cannabis Initiative, he said, it would lead to massive graft, big money persuasion to twist the meaning of 'craft' and 'artisanal'. He considers the Jack Herer Initiative "not passable."

Ed supports his own Bill of Rights, a set of seven simple steps to undo much of the damage of prohibition. Missing, however, is any mention of freeing the thousands of folks incarcerated under earlier and current law. Other than that omission, the simple elegance of Ed's Bill of Rights makes it a fine template for all legislation. Several times during our conversation, he reiterated that "everybody should be allowed to grow" as long as they meet basic civic responsibilities – zoning, health, environmental. He supports a simple, easily available license and escalating fines for those who violate those civic standards.

Many of his comments spoke of the freedom of the marketplace. He declared, "I'm interested in consumers." He spoke of us living in a different world from the old days when dealers drove the cannabis market. Now we have "horticulturalists, not outlaws." And it is not about grow-

Marijuana Users' Bill of Rights

All current marijuana laws prohibiting possession, use, sales and production shall be repealed and this law will replace them.

Cannabis will be placed under civil authority and regulation. Criminal penalties will apply only to a limited number of activities.

All residents shall have the right to grow their own marijuana and to share it with family and friends.

Medical marijuana shall be manufactured and provided separately than adult-use and a marijuana recommendation shall be treated as a prescription by the state. Medical dispensaries will be permitted in all jurisdictions.

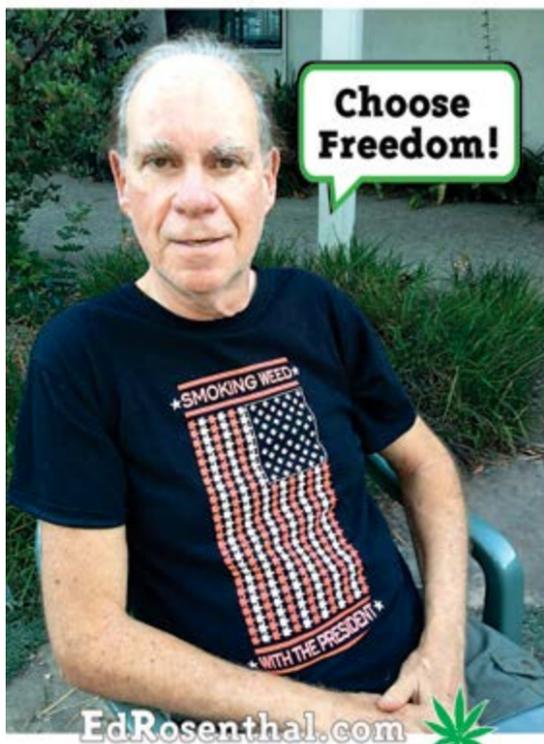
Adult-use stores shall be allowed on a county and city basis. They will be prohibited only by a vote of the people.

Manufacture and processing shall be permitted in all cities and counties, and licenses to do so shall be granted when the zoning and appropriate permits are secured. These permits and the zoning laws shall not be designed to restrict the opening or continued existence of these enterprises.

Adult use shall be permitted on private premises at the owner's discretion; "public" smoking bans may apply to streets and other public property.



Marijuana Users' Bill of Rights @ EdRosenthal.com



ers setting the pace either. Now it is consumers, and growers, who will try to meet the demand. The cannabis market began to be consumer driven "in 1994 when Dennis [Peron] opened the first cannabis club." The free market will protect small, artisanal, organic growers in a world of legalized, industrial cannabis if the demand is there. He used the great example of "Tomato Mamas," growers of organic, heirloom tomatoes who successfully compete in a world of commercial growers. "Let the market decide" was Ed's call.

The market will drive prices too. When I asked if the end of prohibition at the national level will depress prices, he responded that the value of the bud may decline once the risk is gone, but taxes will make up for that decline. "Profit comes with risk," as he said. And a quick read of the current crop of California initiatives proves that legalization comes with taxes.

Ed spoke of threats to the free market from foreign investors, as he claims is happening in Washington State. He suggested that the best antidote to foreign incursions is to cultivate homegrown corporations with enough resources to fend off outside interests and to back research and development, as companies like Bell Labs used to do.

Consumers will demand quality and the best price, which led him to mention climate. To Ed, the best cannabis in California will always come from the Central Valley because of its full sun. As with those tomatoes, he said Mendocino and Humboldt County bud could never compete because the climate is too wet and cool. When I asked about the heat in a place like Ukiah, he agreed it gets hot but not "at the time the flowers are coming in."

What will it take to get the Feds to reschedule cannabis realistically? "Elect Bernie Sanders" was his reply.

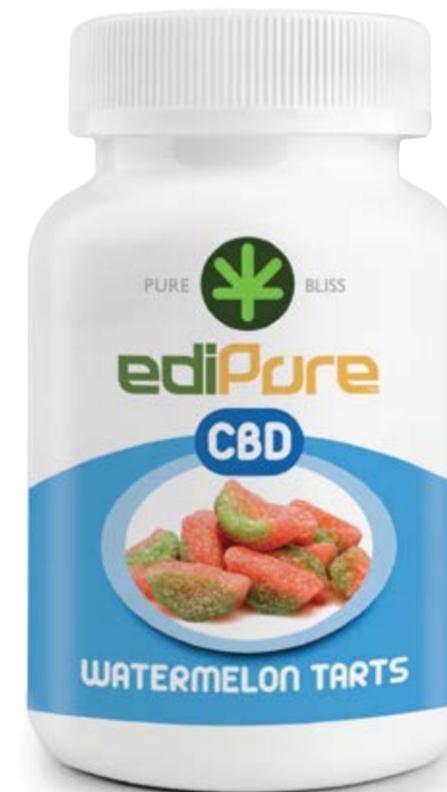
We spoke for a while about his fall 2015 book *Beyond Buds*, a most comprehensive volume on alternatives to smoking, from edibles to shatter, hash to vaping to dabs. What a labor of love! Ed answered some personal questions inspired by the book. When I asked if he knows of anyone using CBD-rich strains to make shatter and dabs as medicine, he replied, "Yes," and suggested I ask around at the next cannabis fair I get to. How encouraging to think these concentrated forms exist for medical use.

Remembering my experiences cooking cannabinated spinach-based dishes for a medical delivery service in San Francisco in the 90s, including the Greek dish spanakopita, I asked if he would consider adding a small section about leafy green dishes to the next edition of *Beyond Buds*. His thoughtful reply expressed concern over dosage control with main dishes, citing that portion control more manageable with small, separate items like cookies. Then he spoke of the best dosage control method, drops of a cold alcohol-based cannabis tincture on any food item. This is total control by the consumer, especially now that chemical analysis can reveal the exact amount of THC in the bud used to make the tincture. Ingenious.

Ed's strong sense of freedom of speech can sound harsh. It is speech unconcerned with the sensibilities of the listener. In again reiterating his interest in the consumer, he said there is "no question" that bud grown in the Central Valley of California is better quality than any from Mendocino or Humboldt Counties, except for some light dep, because of climate and called a "fantasy" the self-importance of Mendo and Humboldt growers, agriculturally or politically. The "Guru of Ganja" has two books coming out in 2016, *Harvest*, about the best ways to harvest your plants and a revision of the compilation *The Best of Buds*. In the meantime, he says you can find him "continuing to do basic research on flowering and how to increase yields while decreasing the waste parts of the plant."



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