

Emerald

MAGAZINE

Jorge CERVANTES

Life and Career of the Renowned
Horticulturist and Author

MENDOCINO COUNTY
+ Happy Day Farms

Woman on FIRE!

EXCLUSIVE INTERVIEW WITH:
Amber O'Neill

IN THIS ISSUE

PUBLIC PEOPLE ON POT

Works from the Top
Green Celebrities p28

CALIFORNIA

ELK RIDGE HOLISTIC

Healing from the
Hills of Humboldt p14

OREGON

CAMPFIRE CANNABIS

Good Vibes and
the Outdoors p20

CANADA

EXPERT JOINTS

From Vansterdam's
Pot TV Studios p65



THC DOMINANT
PILLS, SHATTER, CRUMBLE,
WAX, CARTRIDGES



CBD DOMINANT
PILLS, SHATTER, CRUMBLE,
WAX, SALVE, CARTRIDGES



AWARD WINNING
ICE WATER HASH



PREMIUM THC & CBD
CO2 CARTRIDGES



SHATTER, WAX
& CRUMBLE



FINEST THC & CBD
ROSIN



AWARD WINNING GENETICS
YETI OG, WHITE YETI,
FOO DOG, SCARLET FIRE,
PRIMATE OG,
SILVER BUBSTER



PREMIUM
SHATTER



THC & CBD
BUBBLE GUM



FAMILY FARMS
PRODUCERS OF
FINE FLOWER



PRODUCERS OF
FINE FLOWER

Connect With Us Online: EmeraldFamilyFarms.com



NOW UNDER NEW OWNERSHIP

CHECK OUT OUR MONTHLY FARMER COMPLIANCE WORKSHOPS

GOLF RATES: (CARTS AVAILABLE)

WEEKDAYS	MORNINGS OPEN - 3:00	TWILIGHT 3:00 - CLOSE
9 HOLES	\$20.00	\$15.00
18 HOLES	\$25.00	\$20.00
WEEKENDS & HOLIDAYS	MORNINGS OPEN - 3:00	TWILIGHT 3:00 - CLOSE
9 HOLES	\$25.00	\$20.00
18 HOLES	\$35.00	\$25.00



BAR HOURS: THURSDAY - SATURDAY 11-7

LATER HOURS AVAILABLE WHEN RESTAURANT OPENS AND FOR SPECIAL EVENTS
BAR AND RESTAURANT ARE AVAILABLE FOR PARTIES AND SPECIAL EVENTS

OPEN 7 DAYS A WEEK 8:00AM - 7:00PM

PRO SHOP: (530) 629-2977 RESTAURANT: (530) 629-2193 OFFICE: (530) 629-4658
333 BIGFOOT AVE, WILLOW CREEK, CA 95573

Editor's Note

40 NEVER LOOKED BETTER



Photo by Mark Larson

Dear Reader,

Thank you for picking up the 40th issue of the Emerald Magazine!

In honor of our nation's birthday, and our 40th issue, we decided to dedicate this July to covering influential people within the industry who are making waves.

The subjects of cannabis are often marginalized. Now more than ever public opinion has swayed in favor of legalization. While the topic of cannabis is still sometimes shrouded with stereotypes; lazy, stoners, hippies, criminals... in reality, the industry is full of innovators, entrepreneurs, authors, scientists and business owners. The many people in this compassion-driven industry continually inspire our efforts at the *Emerald Magazine*, which is why we are pleased to present you with this July's *People On Pot* issue.

Today, even as we progress forward, we still fight the stigmas of the cannabis industry. As we learn more about cannabis in its many forms, we also gain a better understanding of its numerous benefits. Knowledge of the cannabis plant is still minimal, but the empirical evidence is overwhelming.

While the topic is no longer as polarizing as it once was, reversing prohibition is no easy task.

For those who are helping to build the foundation of a multi-faceted, multi-billion dollar industry, we salute you! From the world renowned author and horticulturist, Jorge Cervantes, to Amber O'Neil -- the Mendocino County female farmer who is moving mountains -- we here at the magazine are proud to help spotlight individuals and share their story.

Join us next month in August as cannabis gets classy for our anniversary.

Cheers,
Christina DeGiovanni
Publisher

JOIN THE EMERALD
COMMUNITY

Follow Us Online

 TheEmeraldMagazine

 TheEmeraldNews

 TheEmeraldMagazine



PURE GOLD
MADE WITH PRECISION®

Precision®

Extraction solutions

855-420-0020
PRECISIONEXTRACTION.COM

EQUIPMENT | TRAINING | COMPLIANCE | SUPPORT



Emerald Media Group

417 2nd St. #201, Eureka, CA 95501
TheEmeraldMagazine.com
Phone (707) 840-5508 | Info@TheEmeraldMagazine.com

PUBLISHER CHRISTINA DEGIOVANNI

COPY EDITOR MELISSA HUTSELL | JAANA PRALL

COVER SHOT CHRISTOPHER VALDEZ

GRAPHIC DESIGNER JESSICA ALBEE

CONTRIBUTORS

MIKE BLACK | MOLLY CATE | SAMUEL GREENSPAN

PEPPER HERNANDEZ | EMILY HOBELMANN | ED HUDDON

MELISSA HUTSELL | PAM LONG | MARISSA PAPANЕК | JAMES PRIEST

PHOTOGRAPHY

JESSICA ALBEE | EMILY HOBELMANN | MARYBETH LAFFERTY

HUMBOLDT LOCAL | LINK KINGSMAN | PATRICK MARAVELIAS

JAMES MINCHIN | JESSE DODD

ADVERTISING

ADVERTISING@THEEMERALDMAGAZINE.COM

PRINT PRODUCTION

JOURNAL GRAPHICS | PORTLAND, OREGON

MEDIA DIVISIONS

APPAREL EMERALD APPAREL

PHOTOGRAPHY CROP-STOCK.COM

MARKETING E-TRI CONSULTING

PUBLISHING EMERALD MAGAZINE

VIDEO PRODUCTION EMERALD EMPIRE

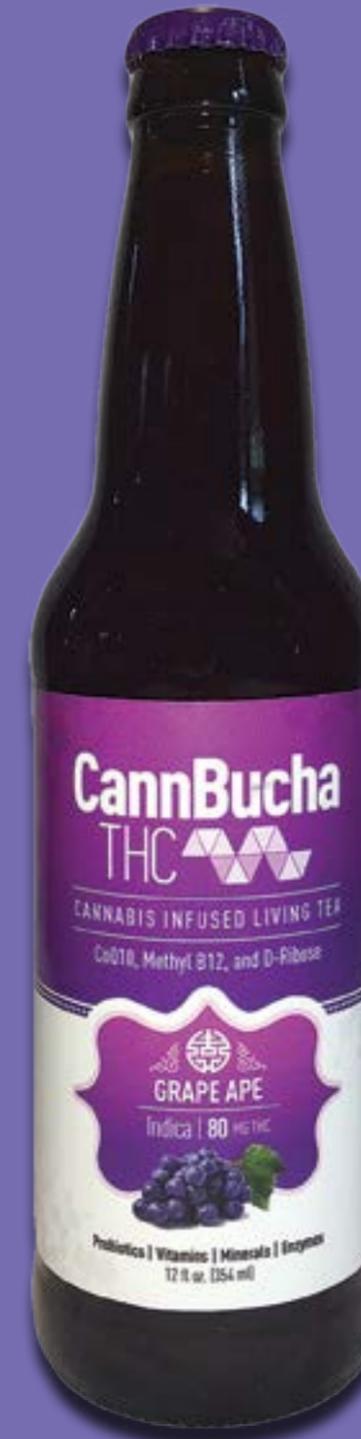
LEARN MORE EMERALDMEDIACORP.COM



drinkcannbucha@gmail.com

drinkcannbucha.com

(866) 290-7358



MIND. BODY. SOUL.

CONTENTS

WOMAN ON FIRE

Mother nature bats last, but we have tricks up our sleeves to extend the season.

page 10

ELK RIDGE HOLISTICS

In addition to being entirely organic, ERH is also certified salmon-safe.

page 14

PUBLIC PEOPLE ON POT

Several of these brilliantly successful people credit cannabis with heightening their creative powers

page 28

EXPERT JOINTS

He aims to showcase that the industry is as diverse as the many different strains of cannabis found around the world

page 65

JORGE CERVANTES

When cannabis was just pot or grass no one knew much about it, let alone how to cultivate it. Weed was foreign, and ironically those who used it were considered part of the counterculture. Nowadays, some can't remember when weed wasn't legal (for medical purposes). Proposition 215 became law 20 years ago -- now we have dabs, Kush, vape pens, medicated soda, etc. It's enough to make an old timers' head spin. Cannabis is no longer a subculture its pop-culture. It's an industry worth billions, and as a movement it's global.

page 44

- 20 CAMPFIRE CANNABIS
Portland, Oregon
- 26 POT TALK WITH EMILY HOBELMANN
Sunrise Mountain Farms
- 33 EMERALD GIFT GUIDE
Celebrities on Cannabis
- 42 PEOPLE ON THE VINE
Wine Column
- 53 GO FORTH, GO CANNABIS
Find a Renewed Love for Cannabis
- 57 RAINWATER CANNABIS
A Fish Friendly Approach to Farming
- 61 FLIGHTS READY PACK
The First Top-Shelf Ground Cannabis

WOMAN ON FIRE

Insight from Leading Cannabis Farmer Amber O'Neill

By Emily Hobelmann

Amber O'Neill is a lead farmer at HappyDay Farms in Mendocino County, California, just north of Laytonville. HappyDay is a diverse and beautiful farm with terraced gardens of produce, flowers and cannabis. The revolutionary ranch is built on community and eco-conscious methodologies. And O'Neill is a revolutionary personality -- a woman who is taking a stand for her community of small farmers and for her homestead.

HappyDay provides cannabis to qualified medical marijuana patients and they've been running a Community Supported Agriculture program (CSA) for about six years now. "We do between 20-to-40 CSA shares a week for around 50 weeks a year," O'Neill says. "We try to provide produce for the farmers market year-round in Laytonville and for our CSA." It's a lot of work.

O'Neill has been farming for more than 10 years. She got her start by interning, volunteering and by 'Wwoofing,' (Wwoof stands for World Wide Opportunities on Organic Farms, according to the international volunteer help exchange program by

the same name). HappyDay Farms in Northern California has been her home base for some years now. This is where she is a living life as full-time homesteader and "farmer-cooperator."

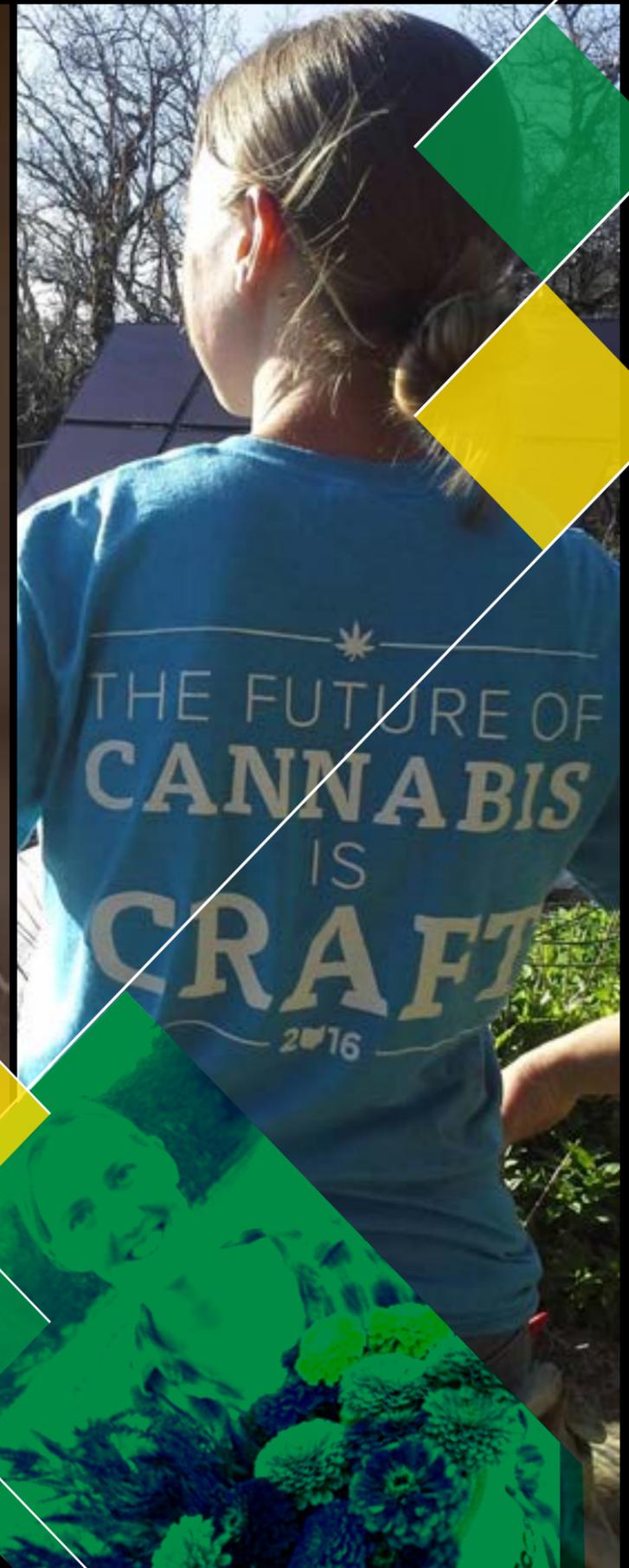
Her other professional duties include serving as the acting treasurer and manager of Emerald Grown, a Mendocino-based marketing services cooperative for independent California cannabis farmers.

O'Neill is also an herbalist specializing in medicinal cannabis and wild-crafted remedies. Lately she's into Pedicularis and cannabis tinctures. "My farm happens to produce the biggest patch of Pedicularis I've ever seen," she says. This wild muscle relaxant is particularly good for easing sore muscles... "It definitely keeps the back feeling good."

"Diversity is important in culture, in nature and especially in the fields."

O'Neill talks about why it's important to cultivate a variety of crops on the farm and about increasing efficiency through cover-cropping and water conservation practices:

**"BREAKING DOWN
PROHIBITION
IS A LOT
OF WORK."**

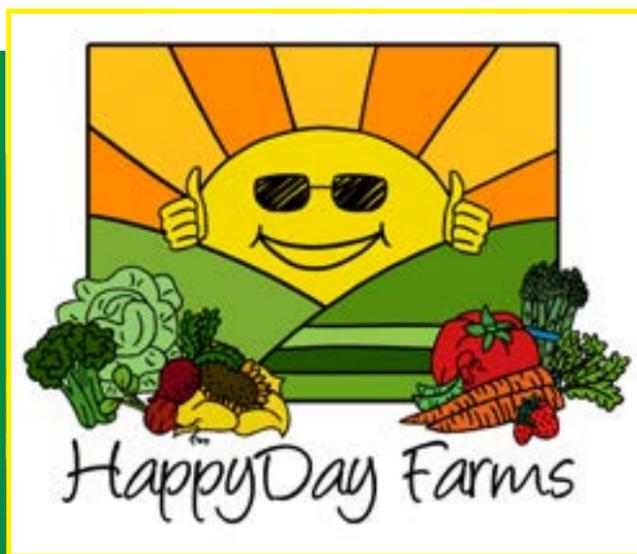


“When you’re interplanting [planting with a mixture of crops or plants], you get more production out of a smaller space. And you have more forage and more habitat for [predatory] species.” So more diversity equals less pest problems and more pollination options. “It just makes sense. Common sense... Across the board, diversity is good.”

Cover-cropping -- cultivating nitrogen-fixing plants to give back to the soil -- is one method HappyDay uses to strengthen and capitalize on diversity. O’Neill gives a brief overview of the process: “Whenever one crop is coming out, you plant a cover crop and let it go to seed... Then you cut the crop, drop it and turn it in, or you can make compost out of it.” Benefits of cover-cropping can include increasing organic matter in the soil, conservation of moisture in the soil, weed control and reduced erosion.

They grow directly in the ground at HappyDay, and O’Neill says they line their rows with T-Tape irrigation on 9” spacing. This way they get even water coverage, and it’s not evaporating out. “You’re conserving water,” she says. They mulch with straw wherever there isn’t plant material on the ground. And that is yet another way to conserve moisture in the soil and thereby increase efficiency.

“I used to really follow a moon calendar,” O’Neill says. And now their joke is: “The moon is in ‘can do!’ So whenever we can do it, we do it.”



O’Neill on planning and staggering crops and on the art of winging it:

The crew at HappyDay Farms rely on season extension techniques so they can farm year-round. “Mother nature bats last, but we have tricks up our sleeves to extend the season,” O’Neill quips. A lot of the work they do requires getting plants in the ground earlier. And they use mini hoop frames and a high-quality spun-bonded row cover to keep the soil warm in the winter and to keep the plants shaded in the summer.

“I could put more energy into [planning]. But a lot of

it is just habit and intuition -- Casey and I are kind of masters at winging things,” she says. “It all seems to work out.”

And she’s been managing a lot these days, putting down roots of her own, deepening her personal relationships, empowering her community and producing food and cannabis too. “We try to have a balance in our lives,” she says. “Casey spends a lot of time on policy work and I’m spending a lot of time on Emerald Grown [the cannabis marketing co-op]. So yeah, it’s a balance between farm labor, our lives and the political cannabis world right now...”

We’re all trying to jump through the hoops and stay in the game as a community.” She’s doing a fine job.

“I’m a homesteader. And I try to produce as much as I can for my family and my community. But cannabis is the crop that pays me to grow food for my family.” In fact, she adds, “Typically vegetable farmers are not paid enough for the work that they do in this country...”

O’Neill on the quest for small farmers to be competitive and compliant in the veggie and cannabis realms, and on why it’s important to stand behind what you do:

HappyDay Farms treats cannabis like any other agricultural crop -- check ‘em out at a cannabis event or farmers market -- they set their medicinal cannabis out on the table alongside their vegetables and other goods. Yes, you have to have a 215 to acquire weed from the HappyDay crew. But the point is -- they make cannabis and quality food accessible to their community.

“We are fighting for that way of life, for small farmers to be able to be compliant and to compete... The answer for corporations are cooperatives,” she says. “Rising tides lift all boats.” Therein lies the power of something like the Emerald Grown cooperative, a way for small farms to get support with branding and compliance. And O’Neill is making it happen. “We’re in it together,” she says. “And that’s what it’s going to take -- small farmers sticking together to compete in this

‘new industry’ that’s not new in California at all.”

She’s become a public figure in the past couple of years, a visible cannabis activist, speaking at events, engaging with people over the HappyDay market table and opening her farm up to visitors and influential people. “I’m definitely a private person and would prefer to be a farmer, but I have to wear all these hats to create the life we want to see.”

“I never really envisioned this, honestly, I didn’t know... I knew I wanted to continue to be a farmer and to make medicine for patients. I knew things were changing and I wanted to see prohibition end.” And all of us know -- “Breaking down prohibition is a lot of work.”

“I’ve gotten a lot more comfortable, but it’s been a hard transition,” she says. “I struggle with requests for

time and energy.” Yet she carries on, inspiring others with her energy, and she’s learning new skills as she goes. “As a culture we have a trust deficit, so getting people to have some faith and to stick their heads out is a big deal.”

She looks forward to a time when she can just be a farmer again, but for now (and probably forever), O’Neill and her crew are going to keep sticking their heads out there for all of us. She is committed to securing a positive and sustainable future for small cannabis and vegetable farmers. Her fire burns bright. 🌱

For more information, visit: HappyDayFarmsCSA.com

Find them on Facebook under [Happyday-Farms](https://www.facebook.com/Happyday-Farms) or on Instagram [@happydayfarms](https://www.instagram.com/happydayfarms)



POWERFUL QUIET EFFICIENT ON GRID OFF GRID MADE IN HUMBOLDT



"IN ADDITION TO BEING ENTIRELY ORGANIC, ERH IS ALSO CERTIFIED SALMON-SAFE, MEANING THEY'VE ADOPTED PRACTICES THAT SUPPORT HEALTHY WATER QUALITY AND SAFE ANIMAL HABITATS IN THE ENVIRONMENT."

ELK RIDGE

Holistic Healing from the Hills of Humboldt

Written by Marissa Papanek | Photography by Patrick Maravelias

Their personal involvement with their patients has manifested a program in which they make it possible for people with terminal illnesses, or who are especially in need, to receive their products for free.

Off-roaders whizz along a span of terrain overlooking the mountains and redwoods in the heart of Humboldt County, California where the Eel River runs serpentine miles below. Goats munch on cannabis leaves, children and workers tend to pigs and horses, and an instantly recognizable crop stands majestically on a nearby hill.

The plants are impressively large. They're contained within a greenhouse and there are about 200 of them. This setup is only one of four and is on the small side compared to the others. Three properties and 300 acres comprise Elk Ridge Holistic (ERH), where Alan and Leatrice Good have made their home and livelihood since 2014.

The Goods met while attending Hoopa Valley High School. They were high school sweethearts and have been married for 21 years. They now live on their farm in Myers Flat with their three children.

ERH is an organic non-profit, medical cannabis farm and business. They are a member of Emerald Family Farms, a collective of growers in Humboldt County. Alan and Leatrice Good single-handedly run everything: thousands of cannabis plants, the harvest process, and the selling process.

ERH officially began just over a year ago, but "technically we started 14 years ago in our basement," Leatrice Good said. "I'm a third generation. My grandparents did it, my dad did it. Now I do it."



TRINITY RIVER GARDEN CENTER

WILLOW CREEK, CA



WE OFFER:

Soil • Cover Crops

Water Tanks • Plant Nursery

Hay & Feed • Irrigation Supplies

Amendments • Pet Supplies



WE DELIVER



#Trinity-River-Garden-Center

(530) 629-2399 39509 HWY 299 WILLOW CREEK, CA



Biochar integrates carbon into the soil, which has several benefits: it holds onto water and nutrients, and creates a safe-haven for microorganisms to grow. However, the experts at the BLC say it should be used with caution.

“We really want to educate people on how to use it appropriately because it can be used incorrectly,” Geddes said. “Carbon is a pretty hungry thing.” If too much is used, carbon filters can compete with plants for nutrients.

In addition to being entirely organic, ERH is also certified salmon-safe, meaning they’ve adopted practices that support healthy water quality and safe animal habitats in the environment. To conserve water, they also use drip-watering when possible, and only obtain water from their licensed creeks and springs. Sustainability and being mindful about waste is at the forefront of the Goods’ work ethic when it comes to their business, too.

The Goods are dedicated to providing the best medicine they can to their patients, especially because they have a personal relationship with many of them. “You befriend people this way,” Leatrice Good said. “It’s a lot more personal.”

ERH is unique in that their patients often go directly to them for their medical cannabis rather than to dispensaries. “It’s like farm-to-table with vegetables but farm-to-patient,” she joked.

Their personal involvement with their patient has manifested a program in which they make it possible for people with terminal illnesses, or who are especially in need, to receive their products for free.

“One [of our patients] has endometriosis of the pancreas,” Leatrice Good said. “She’s in her mid-thirties and she’s wheelchair-bound and sick all the time. She’s on a limited income and can’t afford her medication.” ERH supplies her with medication at no cost.

Besides cannabis, another business adventure that keeps Leatrice Good busy is her increasingly popular “Humboldt Hack-away.”

The ground at ERH is crawling with wild herbs with curative properties, which Leatrice Good grinds into the tincture. It’s meant to do just what its name suggests: loosen up that notoriously muggy Norcal mucous.

Family remains at the core of the couple’s philosophy and is at the heart of the farm’s productivity. The Goods’ children and niece tend to all the farm animals. The animals play a role in cannabis cultivation as well: goats, rabbits and pigs are fed freshly-cut leaves after de-leafing, and their manure is then used in the plant soil.

The laundry list of creative organic methods the farmers use includes the integration of compost teas into their plant soil. The “teas” are essentially the healthy, living matter in compost, liquefied. They’re made up of various organic materials, like fish cakes, molasses and coffee grounds.

Alan and Leatrice Good attribute the success of their compost teas to the Beneficial Living Center who provide them with personally-tailored recipes based on their soil condition. The BLC provides consulting to assist in improving overall soil health.

“We take a test of the soil and provide a fertility management program, what to amend and provide nutrient management consulting,” said Seth Geddes, owner of the BLC in Arcata, California.

ERH has also experimented with Biochar and Bokashi, organic soil boosters, as advised by the BLC. “We just blended it into our soil this year to make it a bit more diverse,” Alan Good said. “This year we’ve seen lot more vigorous growth in the plants and bigger stem size.”

Mateel Community Center Presents The 32nd Annual
REGGAE ON THE RIVER

**THURS - SUN
AUG 4-7**

2016

3-DAY MAIN EVENT PASS- \$200
4-DAY EARLY ARRIVAL PASS- \$250
AMBASSADOR PASS- \$500
**CAMPING INCLUDED
WITH ALL TICKETS**
RV PARKING & NEW PREMIER CAMPING AVAILABLE
OVER 60 FOOD & CRAFT BOOTHS
AN OUTRAGEOUS KID-LANDIA



**FRENCH'S CAMP
HUMBOLDT COUNTY
CALIFORNIA**
LOCATED 10 MILES SOUTH
OF GARBERVILLE ON HWY 101

FEATURING:

**Sizzla Kalonji & The Fire House Band
KRANIUM & Agent Sasco Anthony B
Protoje & The Indignation Band**

**Soul Syndicate featuring Mad Professor with Big Youth, U-Roy,
Randy Valentine, Marty Dread & Earl Zero**

**Mbongwana Star King Yellowman Million Stylez
Fatoumata Diawara Jesse Royal Sister Carol Ziggi Recado
Jah9 & The Dub Treatment House Of Shem Gappy Ranks
No Maddz Democratoz Keznamdi Mr. Williamz**

**Locos Por Juana New Kingston Addis Pablo Jah Sun
Lion D Raphael DubTonic Kru Newen Afrobeat The I-Deals
Meleku Bayonics The Dubba Dubs 7th Generation Rise
- with more TBA- including DJs, sound systems and hot guest
artists like Keida, Fyakin, and Prince Levy!**

TICKETS ON SALE NOW AT www.ReggaeOnTheRiver.com

Their most prized herb remains cannabis, though, and their plants are blooming and almost ready for harvest.

"This year we're going for way better quality and less quantity," Alan Good explained.

With some of last year's clones reaching 17 feet tall, the Goods can choose to be selective about their processes this year, only utilizing the best plants they come up with.

Last season customers favored ERH's Golden Pineapple, which Alan Good said tested at 26 percent THC. He is also particularly proud of their *Platinum OG*.

"It's a really heavy OG," he said. "It has that perfumy flavor you can smell and taste."

This season, their greenhouses are full of new ventures and old favorites: *Golden Pineapple*, *Platinum OG*, *Green Crack*, *Coastal Fog*, *Blue Dream*, *Platinum Cookies*, *Kosher OG*, *Sour Tangie*, *Tangie*, *G13*, *Lemon Diesel*, *Granddaddy Purple*, and more.

"The Big Greenie" is the name of the largest greenhouse at ERH, currently boasting 400 fully-bloomed *Blue Dream* plants.

The plants are all outdoor, grown in greenhouses. Some are grown with full sun, and some with light deprivation cycles.



ERH is a happy family working together, farmers who are beamingly proud of their product and put care into each aspect of its development.

"One thing I am every day is blessed," Leatrice Good said, looking out at the view off the porch of the house where the family lives. "We're able to be around friends and family all day every day." 🌱

To learn more about Elk Ridge Holistic, visit Elkridgeholistic.com or find them on Instagram @ [elkridgeholistic](https://www.instagram.com/elkridgeholistic)

SEQUOIA
ANALYTICAL LABS
M-F 10am-5pm | 1615 Del Paso Blvd Sacramento, CA 95815 | (916) 920-4009

Medical Cannabis Testing Services
We at Sequoia Labs know you need results that matter to you. We don't combine numbers to achieve a higher total, we offer factual numbers based on our wet lab analytics and proven standards to let you know exactly what you want to know about your medical cannabis products.

Services Available

- Potency Testing
- Pesticide Screening
- Terpene Profiles
- Residual Solvent Analysis
- Microbiological Screening
- Nutritional & Other Labels
- Nitrogen Sealed Packaging
- Courier Services Available!



TRC
Timber Resource CONSULTANTS
Established in 1998
3 Acre Conversions
Water Rights Registrations
CDFW Stream Diversion Permits
Water Board Waste Discharge Permits for Marijuana Cultivation

Chris Carroll
(707) 499-1222

Govilla G1e #1 in a Wooden Shoe Tulip Flower



The principles of togetherness, good vibes and the outdoors are what we want people to think about when they think about Campfire Cannabis.

CAMPFIRE CANNABIS

PORTLAND, OREGON

SAMUEL GREENSPAN

Writers for the Emerald Magazine are occasionally sent out on missions to complete assignments based off firsthand experience from one of our editors. Occasionally, we (in this case, I) may do a cold call to a potential interviewee, in this case, it was to Campfire Cannabis based out of Portland, Oregon -- my home turf. I've always enjoyed seeing how our neighbors to the north are setting the example for the inevitable legalized landscape that will befall California in the next few years. So, as with many businesses before, I've been more curious about the community, process, and the efforts towards normalization. We know it's not a drug, but the title persists. However, as with any community, cultivation of harmony begins with understanding. I spoke with Adrian Godby, Campfire Cannabis' owner, to learn more about the company's way of fulfilling their role in the brave new world of legalized cannabis in Oregon:

TELL US ABOUT YOUR BUSINESS.

What excites me the most about starting a cannabis company is two fold. Research and Sustainability. Having started another farm business previously, I learned to love the responsibility of entrepreneurship. More importantly, I learned the power and fulfillment of growing things. Most people in school learn something about energy, mostly the theory that it cannot be created nor destroyed, only change forms. From the perspective of growing things, whether it is cannabis, vegetables or flowers - throughout the life cycle of the plant you are putting in a lot of time - in the form of energy.

Our business has been around for about a year in the Portland, Oregon area. We are currently in two dispensaries, Panacea and Human Collective. Currently, we are working under the Oregon Medical Marijuana Program until we complete our recreational application to become licensed. Under the OMMP you are restricted in how many plants you may grow and how many people you may grow for. Under these rules, it dictates how we will grow our plants. However, under the recreational model, it is based on canopy size, and that will allow us to grow a lot more plants that will yield a lot more bud.

Our branding and image focuses on nature and the outdoors. When you think of a campfire, most people think about friends and family and good times most people have had around a campfire. The principles of togetherness, good vibes and the outdoors are what we want people to think about when they think about Campfire Cannabis.

WHAT DO YOU FEEL SETS YOUR BUSINESS APART FROM OTHERS IN THE INDUSTRY?

Now that the cannabis industry has bloomed in size due to legalization, the flow of information between growers is also seeing an exciting jump in movement. Campfire Cannabis is extremely excited about that research. The collaboration we are beginning to see within the industry and the comfort people are having sharing cannabis information is awesome. In similar industries, people usually do not openly share their unique genetics, especially when we are talking about medicine and farm crops. Most industries usually guard this information behind the disguise of patents and intellectual property. Campfire Cannabis will strive to work closely with all farms and share as much practical information as possible to help move the cannabis industry forward, creating the best possible, pesticide free, organic product for all cannabis consumers.

Uplow shot of Buddha Tube



WHAT DO YOU FEEL IS ONE, OR MORE, OF YOUR SPECIALTIES?

We are currently most passionate about focusing and learning as much as we can about how to create strains that will help with depression, anxiety, PTSD and stress. Specifically, what type of high is best for all of these different situations? That is not to say we do not care about recreational users, but even some recreational users use cannabis for medical reasons without even realizing it. We hope to find and refine the best medicine out there and work with up-and-coming research facilities to cultivate the best product for our customers.

Another area we hope to specialize in is creating our product with no artificial or unsustainable external inputs. This means that from seed to sale we will grow our seeds in soil made from our own compost, plant directly into the ground, generate our total electrical needs from solar cells, and water our plants from the glorious Oregon rainfall. We're currently working towards this goal by investing in a light deprivation greenhouse, which allows us to insure quality while minimizing electrical resources.

LET'S EDUCATE A FUTURE



SOUTHERN CALIFORNIA CANNABIS CONFERENCE+EXPO

2016 SOCALCCEXPO

WHERE THE CANNABIS INDUSTRY VACATIONS
AUGUST 6TH-7TH • SAN DIEGO CONVENTION CENTER

WHETHER YOU ARE CONSIDERING STARTING
A CANNABIS BUSINESS OR TAKING YOUR
EXISTING CANNABIS TO THE NEXT LEVEL,
THIS IS A MUST ATTEND EVENT FOR PEOPLE
ACROSS CALIFORNIA AND THE UNITED STATES
(WHERE THE INDUSTRY MEETS CONSUMER
AND THE CONSUMER MEETS INDUSTRY)

GROW WITH US TO SAN DIEGO



PLATINUM SPONSORS
VAPEN | MEDICINE MAN TECHNOLOGIES
KANDY PENS | CHARLOTTE'S WEB | MAGICAL BUTTER
THE ARCVIEW GROUP | PURITY LABS
THC JOBS | STANLEY BROTHERS | TWISTER
LEAF ORGANICS | HEMP MEDS

GOLD SPONSORS
ENVIROTECH GREENHOUSE SOLUTIONS, MJ FREEWAY, WEEDER, APEKS, URBAN GRO, CONVECTIUM, BLACKOUT X, LOLA

SILVER SPONSORS
MASS ROOTS, A HEMP WORLD, EMERALD OPS, WEEDSHEETS

BRONZE SPONSORS
SEED VAULT, INCREDIBLES, APP CITY MARKETING,
SOCAL SAFE, ISODIAL, MAMA P'S, SMOKING VAPOR

SOCALCCEXPO.COM | [1.888.729.8199](tel:1.888.729.8199) | INFO@SWCCEXPO.COM

Can you explain your growing processes?

Currently, we have an indoor shop just outside Portland and we just added a light deprivation greenhouse this past month. We use Botanicare nutrients for now and flush about two-to-three weeks before we harvest. In our indoor shop we grow under 1000 watt HPS 8" vented lights with CO2. One of our finishing touches is adding a little bit of food grade molasses to the mix to bump up the sugars and add weight to the final buds.



Male White Widow at a Greenhouse in Portland, Oregon

What are your future goals?

We are in the process of filling out the recreational cannabis application in the state of Oregon. Our mission is to be a 100% light deprivation grow operation, cultivating the best medical and recreational strains while retaining potent terpene levels. We want to bring a friendly professional face to the industry while maintaining its heritage.



Gorilla Glue #4 outside the Columbia River Gorge in Oregon

What is your idealized vision of the cannabis industry?

What has always interested me and continues to interest me is the research of cannabis. I always seem to find myself talking with friends and industry members about terpenes and what exact role they play. We know they play a significant role in taste and smell, but is it possible [that] terpenes can enhance or generate a particular type of high depending on what terpenes are present in a particular strain?

As far as the industry goes, we hope it parallels the craft beer industry. In craft beer, a lot of information is exchanged and collaboration is a key ingredient. We hope testing requirements continue to elevate the industry, as a quality product with truly organic inputs will be extremely important to the craft cannabis movement.

I also hope to see the industry continue to educate the public and amplify a positive image of cannabis, in effect allowing the industry to grow and medical research to flourish. Once the walls come down around cannabis they will also come down around hemp. Hemp and cannabis have the power to revolutionize the world in our lifetime, and we are more than excited to be apart of it.

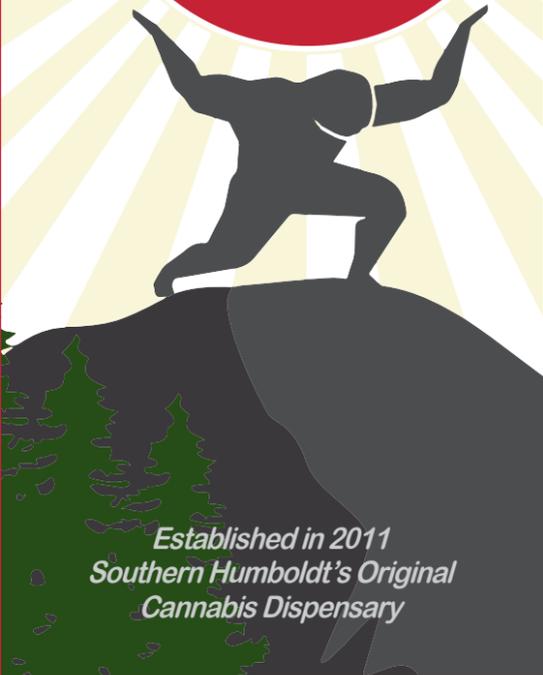


Gorilla Glue #4 at Wooden Shoe Tulip Farm in Woodburn, OR

For more information, follow Campfire Cannabis on Instagram @campfirecannabis.

A CUT ABOVE

- GENETICS
- EXTRACTS
- EDIBLES
- SEEDS



Established in 2011
Southern Humboldt's Original
Cannabis Dispensary

HUMBOLDT 78 Bear Canyon Road, Garberville, CA 95542 (Behind Renner's Gas Station)

• 707-923-2175 • Tues-Sat 10-4 pm •
• wonderlandnursery.com •

[wonderlandnursery](https://www.instagram.com/wonderlandnursery) [Wonderland Nursery](https://www.facebook.com/WonderlandNursery)

HUMBOLDT APOTHECARY



Humboldt Apothecary's herbal formulas are rooted in an age old herbalist's tradition that is frequently referred to as "botanical synergy". The phenomenon of botanical synergy refers to the interaction of two or more plant constituents that results in a combined effect within the body that is greater than the sum of the individual parts. Humboldt Apothecary formulas may offer relief and support for people with acute and/or chronic conditions that include respiratory issues, digestive issues, insomnia, anxiety, pain and inflammation, and auto-immune disorders.

Two years ago Gillian Levy and Susan Cleverdon began bottling their own carefully-crafted herbal tinctures packed with curative plants.

"Gillian came to me," says Cleverdon. "They were both experienced and enthusiastic herbalists." "We were going to just make bitters." But then cannabis came into the picture and, as Levy put it, it was "a totally organic marriage."

The tinctures vary in form according to their different applications. Some are alcohol-based and some are coconut MCT oil-based. The herbal formulas are blended carefully to support specific conditions. They've covered everything from recreational potions to strictly medical tonics.

There are 13 Humboldt Apothecary varieties. This plant synergy results in testimonials that rival pharmaceutical treatments; however the uses extend beyond allopathic application, covering a spectrum of preventative benefits.

"Part of the reason our remedies are effective is that there is a suite of constituents, including terpenes, cannabinoids, and a multitude of other compounds within the Cannabis and other herbs, that work synergistically to support health and wellness in our bodies," says Levy. THC and CBD, for example, are synergistic. This is why HA makes several tinctures with varying THC to CBD ratios.

"People are timid about THC," Levy says, which is why the high-CBD varieties are increasingly popular.

"CBDs are very supportive of the adrenal system and deeply healing. It is believed that they may help balance hormones in the endocrine system," says Cleverdon.

A crowd favorite are the Sweet Jane varieties, which are alcohol-free and cannabis only. They come in various CBD to THC ratios, ranging from 16:1 to 1:1 CBD to THC.

Erik Hashbrook works at Heart of Humboldt, a dispensary in Arcata, and has heard success stories from patients who have tried HA tinctures for ailments like trouble sleeping and chronic pain.

"A lot of people specifically go after certain ingredients," he says. People who would otherwise have nothing to do with cannabis end up coming in and trying them. Nonbelievers quickly become believers."

He says overall, patients use Deep Sleep the most, which contains herbs that support restful sleep and relaxation.

The cannabis used in HA's tinctures is sourced from regionally local partners, all of whom grow organically.

"We've established good relationships with farms who really devote themselves to sustainable, honest and organic practices," Levy said. "That's a critical part of our business model and vision."

"We're filling a niche that's totally different," said Cleverdon on their place in the cannabis industry. They acknowledge that currently flower cultivators dominate. "Not that there's anything wrong with flowers, It's just nice to have an alternative to smoking," she says. Plus there are people who find the tinctures much more effective for them.

"When people find it's an effective method, it's really effective," Levy said.

"It's a more gentle application," Bryan Willkomm at the Humboldt Patient Resource Center in Arcata, said. "There's no coughing or throat irritation. Although the other side is that through ingestion the experience is stronger, so you have to be more cautious.

Willkomm has also found Deep Sleep to be the most popular among customers at HPRC. He said a tincture is a good method for addressing sleep issues because the effects are longer-lasting when cannabis is ingested versus smoked.

He also says HA does particularly well in assuring the accuracy of their labeling for ease of accurate dosing.

"You can really control your dose," he says. This aspect of using tinctures allows patients to integrate a tonic into their daily routine safely and easily.

Levy uses the formulas daily.

"It has totally improved my quality of life," she says, "decreasing stress and promoting a general sense of calm and well being; I am a different person since I have been using Humboldt Apothecary tinctures, much more relaxed and able to cope with stress."

The ability to control dosage makes them suitable for use medically as well as recreationally.

"I'm really trying to promote this notion that you don't need to drink a bunch of alcoholic drinks to have fun," says Levy. "This is social and it's healthy."

Gina Marie is a medical cannabis patient who takes HA's tinctures regularly for anxiety and trouble sleeping, but the drops also have a place in her life recreationally.

"When I go to festivals with friends I think it's nice to have the option to just have a tincture rather than drinking alcohol," she said. "It's a good way to dose yourself and feel safe, that you're not going to be out of control."

Levy and Cleverdon are filling an important niche in the cannabis industry and are developing new ways to introduce cannabis into the body.

"Cannabis can be aligned with good environmental ethics, healthy living and organic living," Levy says.

"Sometimes in life, you know when you're on the right path...and you know you're doing what you're meant to be doing," says Cleverdon, "I've felt that way since we started Humboldt Apothecary."





Pot Talk with Emily Hobelmann Sunrise Mountain Farms

The all-female patch of *Triple Berry* cannabis plants grew in the garden. The plants were just doing their thing, reaching for the sun, doing what plants do. The berry-tastic strain was something they got from a friend, someone local. And everything was groovy until one day, there was a twist of fate...

Turns out, there was a *Triple Berry* male in the garden, and it dropped a little pollen. Oops! You don't usually want to find

a male in your all-female patch of flowering cannabis – pollinated females produce seeded bud. And that's what happened: The *Triple Berry* male pollinated some females and a nearby *Huckleberry* female too.

The following season, the farmers planted those accidental seeds, the *Triple Berry X Triple Berry* and *Triple Berry X Huckleberry*. They got an all-female patch going in the garden. And everything was groovy

until one day, the farmers discovered that one of the *Triple Berry X Huckleberry* plants was a male. Turns out, that sneaker pollinated an *Ogre Kush* female.

Males happen. And yes, those pollinations were unintentional, but Dave from Sunrise Mountain Farms in Humboldt County, California, calls them “happy accidents” because he appreciates what came out of those crosses.

“They're all kind of sisters,” he says. “*Triple Berry Goo*” is *Triple Berry* crossed back on itself, and *Ogre Berry Goo* is *Triple Berry X Huckleberry X Ogre Kush*. These fortuitous strains were cultivated outdoors from seeds in the full sunshine at their Northeastern Humboldt County home.

“The name of the farm represents our eastern view,” Dave says. “We get hammered with the sunrise every morning, it hits our garden first thing... And the sunrise also represents new beginnings. Every day is a new day.” The farm ranges from 2,400-2,600 feet in elevation, and it's not just a place to cultivate. It's “a place to live, a place to grow food, a place to commune with the forest and to learn to become stewards of the land.”

Sunrise Mountain Farms is in the process of getting permitted through Humboldt County's new Commercial Medical

Marijuana Land Use Ordinance. They're starting to get more involved at local cannabis events and farmers' markets.

“The farm is a passion of ours and it's something that we love because it connects us to the nature around us... We're like a farm with a conscience,” Dave says. “We're always learning.”

Amen to that.

Ogre Berry Goo (OBG):



The *OBG* nug is long, stout and conical. They're a dark, camouflage color, with clusters of dark brown-orange hairs. The inside of the nug is dirty blonde, rich with crystals all the way through. It's got a strong and refreshingly sweet smell with a hint of fresh goat cheese – a little skunky, and way more berry than kush.

The taste off a joint has a vivid chocolaty character, luscious and savory, like berry-chili-BBQ sauce. I found the high was mellow, a productive stoniness rounded out with a nice warm body high, a favorable mindset and the munchies. It lent an element of brilliance – it's smarter-not-harder weed, kick-ass-and-jam weed.

Dave says their *OBG* plants showed big-time variation, but they were all quite tall, on the order of 12'-15'. “They're monsters,” he says, huge overall, and wide too – “a fun kind of jungle gym of a plant to maintain with netting and trellising.” Strong though, with good structure, he adds. “It held itself well... That's an *Ogre* trait.”

Triple Berry Goo (TBG):



My first whiff was astringent, like witch hazel – a sharp feel, but also very berry, a vanilla peach with a hint of citrus, Meyer lemon. And like the *OBG*, the smell has a lactic, dairy, creamy element. And it's strong – I can smell the *TBG* from a distance. It's a light color, snowy with pale pink, salmon-colored hairs, nice and bright on inside with good crystal content.

It tastes like berry, without the sharpness of the smell. So the smoke is even sweeter, more floral. And a muskiness follows that candy-sweet high note of the flavor. The smoke is lively too, nice and effervescent. I shared a joint with a friend and we laughed so hard. Our conversation was erratic and we devoured munchies – *Triple Berry Goofy!* On a subsequent smoke-age, I noted tangible medicinal effects. It eased my tense back and shoulders. And like it's *OBG* sister, it put me in a positive headspace.

Dave says the *TBG* is a tall plant too, with a sweet, yummy fragrance. The buds have nice consistency and appeal, and bigger trichomes, a nice shiny look. It's big but not very stocky, reaching for light wherever it can go. An easy grower, it veges fast and stretches far.

Big thanks to Sunrise Mountain Farms!

You can catch the farm at the upcoming Buds By the Bay events every Sunday starting this July in Eureka, California. 🌿

To learn more, follow Sunrise Mountain on Instagram: @sunrisemountainfarms.

PUBLIC PEOPLE ON POT

BY MOLLY CATE

Photo of Willie Nelson by James Minchin
Photo of Woody Harrelson by Link Kingsman

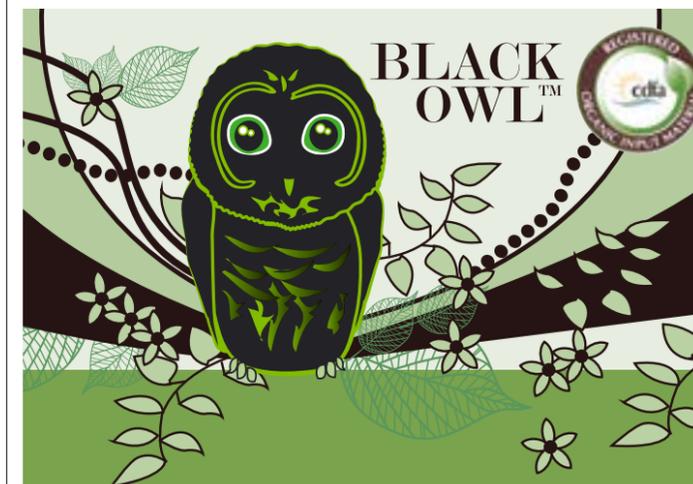
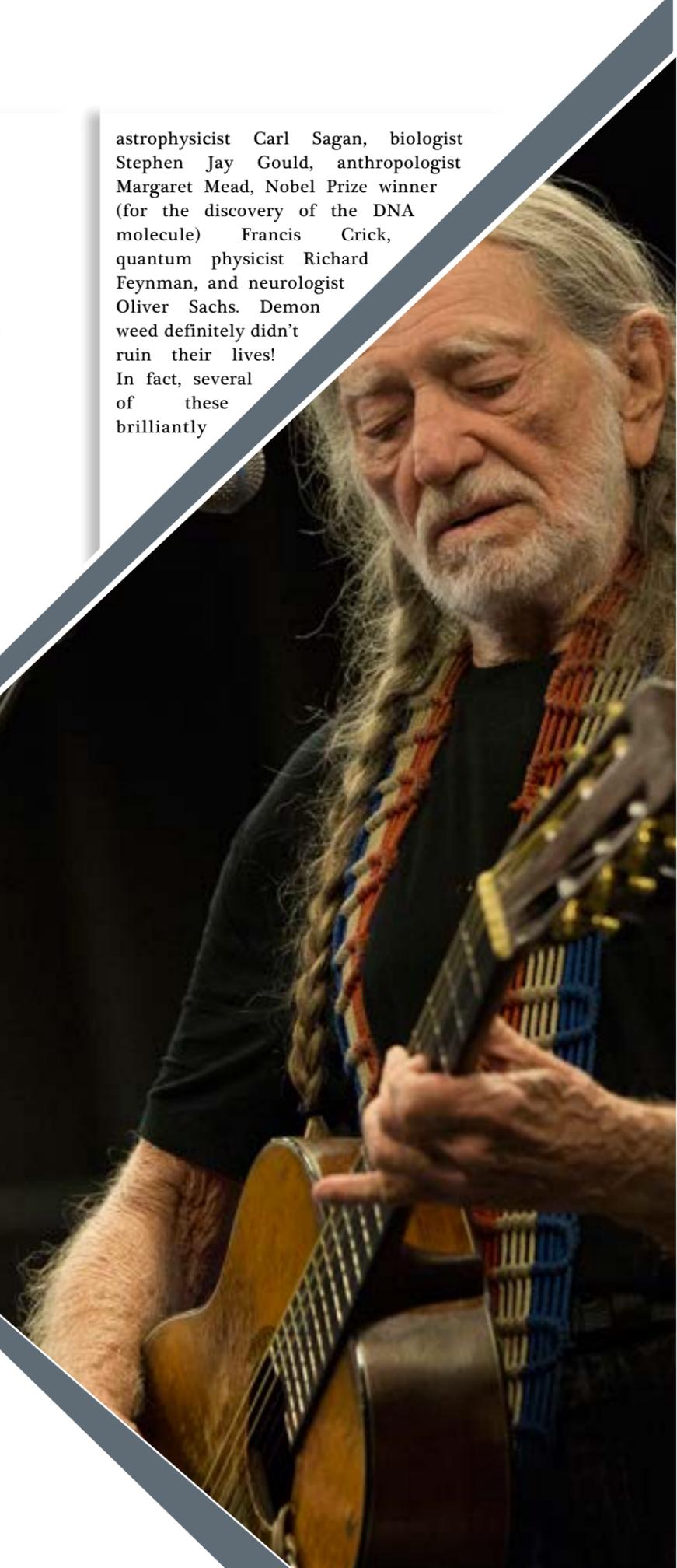
Every movement needs its public champions, and the legalization effort is no different.

Leaders from within the cannabis community have spoken through the organization NORML (National Organization for the Reform of Marijuana Laws) and magazines like High Times. Jack Herer and Ed Rosenthal were among many who spoke of common sense and liberty, but were not well-known. Since the turn of the 21st century, cannabis has become a full-fledged social movement with the rise of our own public champions.

We still have lots of friends in the entertainment world -- the indomitable Willie Nelson, the late Bob Marley (for whom it was a sacrament) and Woody Harrelson come to mind. A nifty list of the "50 Most Influential Marijuana Consumers" compiled by the Marijuana Policy Project adds more; Whoopi Goldberg, George Clooney, Oprah Winfrey, Rihanna, Rush Limbaugh, Martha Stewart, Brad Pitt, Morgan Freeman, and Lady Gaga to name but a few. The MPP list also includes quite a few people from the world of politics -- Presidents Barack Obama, George W. Bush and Bill Clinton, eight 2016 presidential candidates, plus Supreme Court nominee Clarence Thomas and Secretary of State John Kerry. Legalization backer and businessman George Soros is there, though not the outspoken Richard Branson, founder of Virgin.

Except for Bill Gates, luminaries from science and technology are missing from that MPP list. A 2011 Coed.com list called "The 10 Smartest Pot Smokers on the Planet... Cool Enough to Admit It" fills the gap. Here you'll see Apple co-founder Steve Jobs,

astrophysicist Carl Sagan, biologist Stephen Jay Gould, anthropologist Margaret Mead, Nobel Prize winner (for the discovery of the DNA molecule) Francis Crick, quantum physicist Richard Feynman, and neurologist Oliver Sachs. Demon weed definitely didn't ruin their lives! In fact, several of these brilliantly



Premium Organic BIOCHAR

Soil Amendment & Fertilizer

Big Ideas, Small Footprints
Grow Well & Do Good!



Exclusively sold at Humboldt Ag Supply,
your source for organic fertilizers.

TO LEARN MORE OR START AN ACCOUNT, DROP US
A LINE AT WEFARM@HUMBOLDTAGSUPPLY.COM
VISIT HUMBOLDTAGSUPPLY.COM OR CALL 855 707 FARM

successful people credit cannabis with heightening their creative powers.

All of these public people speak the truth about cannabis while countering the continuing stream of misinformation flooding the media and internet. But none of them have quite the middle class wholesomeness to represent a sensible, mainstream American, anti-prohibition voice of reason.

That's the genius of Rick Steves. Long-time public TV host and specialist in European travel, Steves is worthy of the old Clark Kent/Superman adjective -- mild-mannered. He's Mr. Nice Guy. Everybody loves Rick Steves. That makes him the very best person to speak on behalf of cannabis legalization. And as a member of the NORML board of directors for several decades, he has done just that. As he says, legalization is about "ending a stupid law that's counter-productive." And he's said it in Washington, Oregon, California, Maine and Massachusetts.

His practical, low emotion style, so well known to PBS watchers, perfectly frames his powerful words. In a video piece from the 2007 National NORML Conference in Los Angeles posted online by the Drug Truth Network Unvarnished Truth series, Steves declares that 50 million Americans smoke cannabis. He adds, "If we arrested them all tomorrow... the country would be a much less interesting place." That's his sense of humor talking, but Steves can also

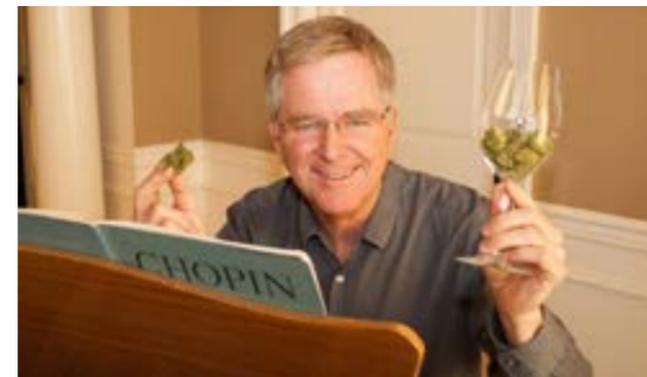


hit hard. He has called anti-cannabis laws racist and anti-youth. He toured communities all over Oregon to help with their successful Yes on 91 campaign, after doing as much for his home state of Washington. In video footage released by the Yes on 91 campaign from Rick Steves' "Travel as a Political Act: Ending Marijuana Prohibition in Oregon" tour, you can watch as he explains how cannabis prohibition ruins the lives of poor youth and youth of color, "One little indiscretion is gonna send them down the wrong road -- they can't get a loan, they can't get a job, they can't get into school... Rich, white kids are not being arrested. It's poor kids and kids of color. It's a racist law."

In the same mini-lecture, Steves mentions another way "legalizing, taxing, and regulating marijuana is good for children." Taking the criminality out of the cannabis market means buyers are no longer introduced to more harmful substances from the same source. No one will be stuck buying cannabis from someone pushing addictive, and more profitable, drugs. Cannabis is not a gateway into drugs,

the dealers in an illegal system are. Some of us can avoid interactions with the drug underworld by associating only with known growers, people who are gardeners, not drug dealers. That's not yet possible for the majority of tokers.

Rick Steves' European expertise plays a crucial role in his anti-prohibition arguments. In the Yes on 91 video footage as well as in writings at his website, RickSteves.com, Steves points out that Portugal and The Netherlands realize major benefits from decriminalization. Criminalizing drug use develops no social dialogue around use and abuse, and does not differentiate between different drugs' potential for harm. Lumping cannabis in with addictive drugs like heroin also undermines law enforcement credibility, especially with youth, and wastes taxpayer money that could go to serious public safety needs. Countries taking a social/psychological



services approach to drug use find many more avenues for steering public dialogue while eliminating the thrill factor of buying an illicit substance. Steves claims that in many parts of Europe "a joint is about as exciting as a can of beer" and lighting up is "just another form of relaxation."



At his website he relates that, back in the 80s he tried to speak out anonymously in support of cannabis decriminalization by appearing on a local radio show under the fake name Jerry. He made his pitch as an ordinary local businessman. As he explains, "The next day, I was walking... out for my morning cup of coffee. Someone I didn't know drove by, rolled down their window, and hollered, "Hey, Jerry...right on!" He's been "out" about it ever since. Feeling secure in his good reputation with PBS viewers and travelers, he says, "I speak out on this issue, in part, because most Americans cannot, out of fear of losing their jobs or reputation or both." Yup, he's Mr. Nice Guy alright and we all owe him our thanks. 🍀

To learn more about influential people on pot, visit Marijuana Policy Project at MPP.org.

For more information about Rick Steves, visit RickSteves.com.

We've Got You Covered

Whether you are a third party firm or a farmer looking to get certified, we offer a huge swath of the services you need.

- Soil mapping • Wetland Delineation • LESA for CEQA



Know what you need?
Call us to set up your reports and testing.



Not Sure?
Call us to set up a consultation and we'll bring you up to speed on what you need to know to be a responsible farmer of the future.

Farming is a dirty business, call DBS Analytics today



Science-based solutions for your growing needs.



Dirty Business Soil
Call today for your appointment
(707) 633-8885
DBSanalytics.com

Panini & Small Plates Menu
plus
Wine & Beer
Espresso & Wifi
Weekly Events & Live Music

Menu & event calendar:
crusharcata.com



11th & H, Arcata

Seasonally inspired dining
Dinner at 5:00
Weekend Brunch at 10:00
Closed Tuesdays & Wednesdays

835 J street, Arcata
Reservations Recommended:
707.822.9474
harvestarcata.com

HUMBOLDT'S FINEST

420 COLLECTIVE

A MUTUAL BENEFIT NON PROFIT CORPORATION ENTITY #: C3842232



Cannabis SYRUP

CHRONIC PAIN RELIEF

(707) 601-8422 www.HumboldtsFinest420Collective.com HumboldtsFinest420Collective@gmail.com

@HumboldtsFinest420Collective @HF420Collective

[Facebook.com/HumboldtsFinest420Collective](https://www.facebook.com/HumboldtsFinest420Collective)

SHATTER . CRUMBLE . FLOWERS . EDIBLES



The passion for cannabis is far-reaching, and all encompassing – people from all walks of life love it. This month, we take a stroll down the Hollywood boardwalk to discover which celebrities are leaving their mark on the cannabis industry.

TOMMY CHONG'S SMOKE SWIPE



The line of dry clothing wipes is meant to eliminate the odor of marijuana or tobacco smoke from smokers' clothing. For a pack of two, you will spend \$7.99, and get about 20 uses. Find your pack online at ChongSwipes.com.



CHEECH & CHONG GLASS

This piece is described as a 12" Tall Clear Sister Mary Elephant Donut Tube W/14mm Joint. It is certified Cheech and Chong glass sold through BCSmokeShop.ca for \$124.99.



CHONG STAR STRAIN

Chong Star, named in honor of Tommy Chong, is a hybrid strain that is cultivated and sold by Marisol Therapeutics in Pueblo, Colorado. The strain has notes of honey, flowers, and earth and gives a very relaxed and happy high.

WHOOPI AND MAYA SOAK BATH BOMB



MR. TUSK AND WHITE WALRUS

These two strains were developed for the movie "Toke and Tusk," starring Kevin Smith. It was for sale for a limited time at Buds & Roses Dispensary in Los Angeles, CA.



This line specializes in products that help make being a woman, a little bit easier. The cannabis-infused bath soak promotes a state of deep relaxation and offers relief from the aches, pains, and cramping associated with the menstrual cycle. Many California dispensaries carry the line. If you are in Northern California, check out Emerald Pharms in Hopland, California. Find out more at WoopiAndMaya.com.

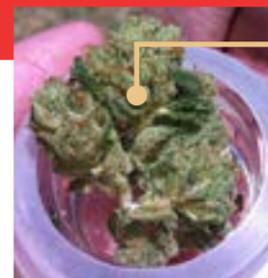
LIVING STYLES

Furniture & Mattress Showroom

July Clearance SALE

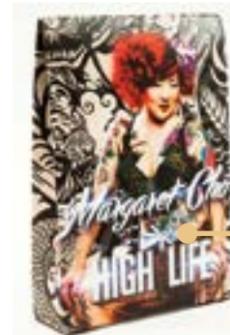
Extra saving throughout the store

2nd & A Facing the Bay Old Town Eureka Mon-Sat 10-5:30 Sun 11-5 livingstyles.net 707-443-3161—Closed the 4th



CHARLIE SHEEN STRAIN

Charlie Sheen is an Indica-dominant hybrid, parented by Green Crack, OG Kush, and Blue Dream. If you like bud on the sweeter side with a twist of lemon, this is sure to be your favorite. Get uplifted and energized for \$30 a gram at La Mota Southeast Portland dispensary in Oregon.



MARGARET CHO-G

If you are not already laughing and smiling when you think of the comedian Margaret Cho, this strain will change that for you. Cho-G is an Indica-dominant strain with a pungent skunk aroma. It's sweet and euphoric with the ability to make you laugh for hours. Find your bag at NaturalCannabis.com for \$40.



SKYWALKER OG

This strain is a cross between Skywalker and OG Kush. It's earthy, sweet, and very pungent. Its main mission is to help you relax to the fullest with a THC level up to 30 percent with some breeders. Find yours at Oakland Organics dispensary for \$55 an eighth in Oakland, California.



DARTH VADER OG

This strain is best for nighttime enjoyment after a long day of hard work. It will leave you feeling deeply relaxed and will quiet your mind for a deep night's sleep. Its purple tones, and grape flavor make this strain dark, and delicious. Find it at The Green Door Buckley dispensary in Buckley, Washington for \$40 per gram.

DIVISION OF FarmTek

Growers supply

1.800.476.9715 GrowersSupply.com/ADEM

ENERGY-EFFICIENT SOLUTIONS TO GROW YEAR-ROUND

GREENHOUSE DESIGNS FOR ANY ENVIRONMENT

One-Stop Shop
In-House Design, Financing & More

Factory Direct
For Your Greenhouse Solutions

Greenhouse Experts
Consultation, Classes, Webinars & More

ZERO PERCENT FINANCING AVAILABLE

RESTRICTIONS MAY APPLY

MADE IN USA



215 VENDORS • 215 DOCTOR • EDUCATIONAL SPEAKERS • EXTRACTION DEMOS
 TRIMMING DEMOS • LIVE MUSIC • LIVE GLASS BLOWERS • DAB BAR • FOOD TRUCKS
 215 vendors may enter Concentrate and Flower Competition. Bring your 215 to shop and enjoy our
 Community's best Crops of all kinds. \$5 entry fee will be donated to the Humboldt Area Foundation.

TRIM SCENE SOLUTIONS • 1911 Barnett Court #6, Redway
 For more information, or to be a vendor, stop by or call
 707.923.9319 Mon - Fri 9 - 5 • Sat - Sun 10 - 4 or email anthony@trimscene.com



Treat Yourself Right



MARLEY'S COLLIE - NAMED STRAIN

'Collie' is an old Jamaican term for excellent ganja, and this strain is well deserving of the name. Sensi Seeds, a seed company based in L.A., started breeding Marley's Collie after connecting with Rita Marley. Find this strain at Buds4You Florence in Florence, Oregon for \$35 an eighth.

MARLEY GREEN, RED, GOLD, AND BLACK

Each strain of Marley Naturals' cannabis line was grown to elicit different effects in smokers. All four strains are pesticide-free and locally grown in California. The line is available today at three partner dispensaries in California for \$50 an eighth.



THE LIKLE BIT - SMALL TASTER + HOLDER



This taster is made from handblown glass offset by premium, sustainably-sourced Black Walnut wood. Elegant, efficient, and highly portable, the Taster and Small Holder duo comfortably fits in your pocket for convenient access for your on-the-go needs. Order yours online for \$52.50 at MarleyNaturalShop.com.

"Let's medicate, elevate, and put it in the air!" ~ Snoop

THE DOUBLE G SERIES VAPE PEN

Snoop teamed up with the vaporizer company, Grenco Science, to create his own series of vaporizer products. Fully customized including a Snoop Dogg signature engraving, this pen hits clean and smooth. Available online at gpen.com for \$74.95.

SNOOP OG - STRAIN

A Lemon OG crossed with Sour Diesel that is a 70 percent Indica-dominant hybrid creates a potent strain to light up your day. If you are in the L.A. area, get an eighth delivered for \$45 from Trusted Meds Delivery.



LEAF'S BY SNOOP DARK CHOCOLATE

Each bar is made with organic ingredients, and of course a touch of Snoop's favorite cannabis. LBS products are sold at all LiveWell Dispensary locations for an average price of \$18 per bar.



CSI:HUMBOLDT & THE PIRATES OF THE EMERALD TRIANGLE PRESENT

HUMBOLDT The Marijuana Legacy

SEPT. 3rd REDWOOD ACRES GRANDSTANDS MarijuanaLegacy.com



THE GAME G PEN WAX/OIL VAPORIZER

The Game G Pen is lavishly designed. When in use, it's bright red LED lights up at the end. A one-of-kind vaporizer, The Game G Pen is hard to miss and is an extravagant edition to The G Pen Series. Available at VapeSmoker.com for \$44.99.



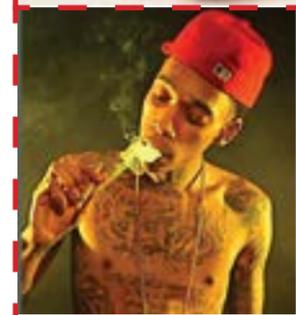
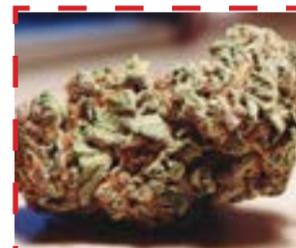
WILLIE'S RESERVE READY ROLLS

Perfectly packed and prepped for travel, these pre-rolled joints are a must for those that prefer the old fashioned flame,

paper, and flower. You can find these and all of Willie's other products at Fweedom dispensary in Mountlake Terrace, Washington.

BOGEY CIGARILLOS - LIL-WAYNE

Produced with a combination of premium cigar leaf tobacco and infused with blueberry, these cigarillos are surely tangy and wild! This fresh off the flavor taste will keep your taste buds happy. Available at many smoke shops or online at TobaccoGeneral.com for \$12.99 a pack.



KHALIFA KUSH

This hybrid was bred specifically for the rap artist Wiz Khalifa, who claims it descended from an OG strain. Others have made similar strains with the same name due to his being for private use only. The high will leave you feeling relaxed, yet euphoric and helps manage symptoms of stress and depression. To find this strain, check out Sunset Herbal Corner in L.A., California for \$60 an eighth.



California's Exclusive Dealer



ARCATA
826.9998
EUREKA
444.9999

Have Fun in the Garden!
NHS-Hydroponics.com

FORTUNA
725.5550
MCKINLEYVILLE
839.9998



@HumboldtPatient
@WonderlandNursery
@KindSolutions
@TheHeartofHumboldt
@CookiesSF215
@1944Ocean_collective
@jointeffortca

Made with Ice Water Hash.

Effective · Tasty · Medicine
SPACE GEM CANDY

space_gem_candy made in humboldt, ca

Bountea
Brings Life to Your Plants

John Evans
GUINNESS
WORLD RECORD
HOLDER

Superior Fertilizers and Compost Tea Ingredients



**KNOW LABEL -
MELISSA ETHERIDGE**

'Know Label' from Melissa Etheridge is a cannabis infused wine tincture available to you through Greenway Santa Cruz. Know Label is made with premium grapes from the Arroyo Grande valley infused with premium cannabis flowers from the Santa Cruz Mountains in a very organic, seasonal process! There is nothing out there like it. It provides a very nice relaxing and smooth experience glass by glass. If you are a California resident with a valid CA driver's license or ID and a valid Dr's cannabis recommendation, contact GreenWaySantaCruz.com to reserve your bottle now.

OBAMA KUSH

This strain was bred to deliver a balanced high. It offers powerful physical effects as well as an intense cerebral uplift that does not stimulate appetite or put you to sleep. It can be found at The Herb Center in Bend, Oregon for \$27.40 an eighth.



**GHOSTFACE KILLAH
WU-GOO**

This collaboration mixes Dr.Zodiak's THC Vape Cartridges with Ghostface Killah's Wu-Goo mango and vanilla flavored oil. Though you can buy his CBD oil online at DynamiteStix.com, these cartridges are only available in California Dispensaries.



Humboldt Cannabis Tours

Let Us Show You Behind
the Redwood Curtain

(707) 839-4640

HumCannabis.com



LOCAL TASTINGS & OYSTER TOURS

BEER · WINE · CHEESE
OYSTERS · CHOCOLATE



Open 7 Days a Week, Noon - 9pm
205 G Street, Old Town Eureka
HumboldtBayTourismCenter.com

PEOPLE ON THE VINE

Humboldt County gets a lot of tourists coming to Northern California this time of year. Many come to get away from the heat, while many come to get away from general urban madness. As I like to tell folks who have never visited the area: "There's not a lot of people or traffic, and we have loads of free parking."

We also produce tons of hand-crafted wines, hard ciders and micro brews. The following are some highlights beginning in southern Humboldt County and heading north:

Pam Long, Wine Columnist

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. Contact her directly at ipamlong@gmail.com.



1) Briceland Winery is located just west of Redway near Garberville, California. The winery is now in its 30th year and they specialize in producing wines made from locally grown grapes. They are generally open on the weekends but don't hesitate to call during the week to make an appointment. (707) 923-2429

2) Eel River Brewery in Fortuna, California is where you need to land for a meal as you taste through their award-winning organic brews. It's a sizeable facility with a usually packed dining hall and a courtyard to wander about and stretch your legs. (707) 725-2739

3) Moonstone Crossing Winery is located in the charming, seaside town of Trinidad, California. The tasting room is cozy and the hospitality is warm. Enjoy some of their deep, satisfying reds after a beach hike in the cool surf air. (707) 677-3832

4) Redwood Curtain Brewing Co. in Arcata, California is located on South G St. They are prolific and inspired brewers who are constantly sourcing artisanal ingredients to produce an exciting line up. No food service but you are welcome to bring your own snacks. (707) 826-7222

5) Riverbend Cellars is located on the scenic Avenue of the Giants in the hamlet of Myers Flat, California. This is another outlet to try locally grown wines. As you will see by their Yelp reviews, it's a welcoming environment to take a break from the road and refresh. (707) 943-9907

6) Wrangletown Cider and North Story Wines in Arcata, California is where you can taste elegant, bone-dry hard ciders made from local cider apples and a handful of beautiful micro-production wines. Pat Knittel's industrial-chic production and tasting space is located in the vibrant Old Creamery district just off the Arcata Plaza. (707) 508-5175

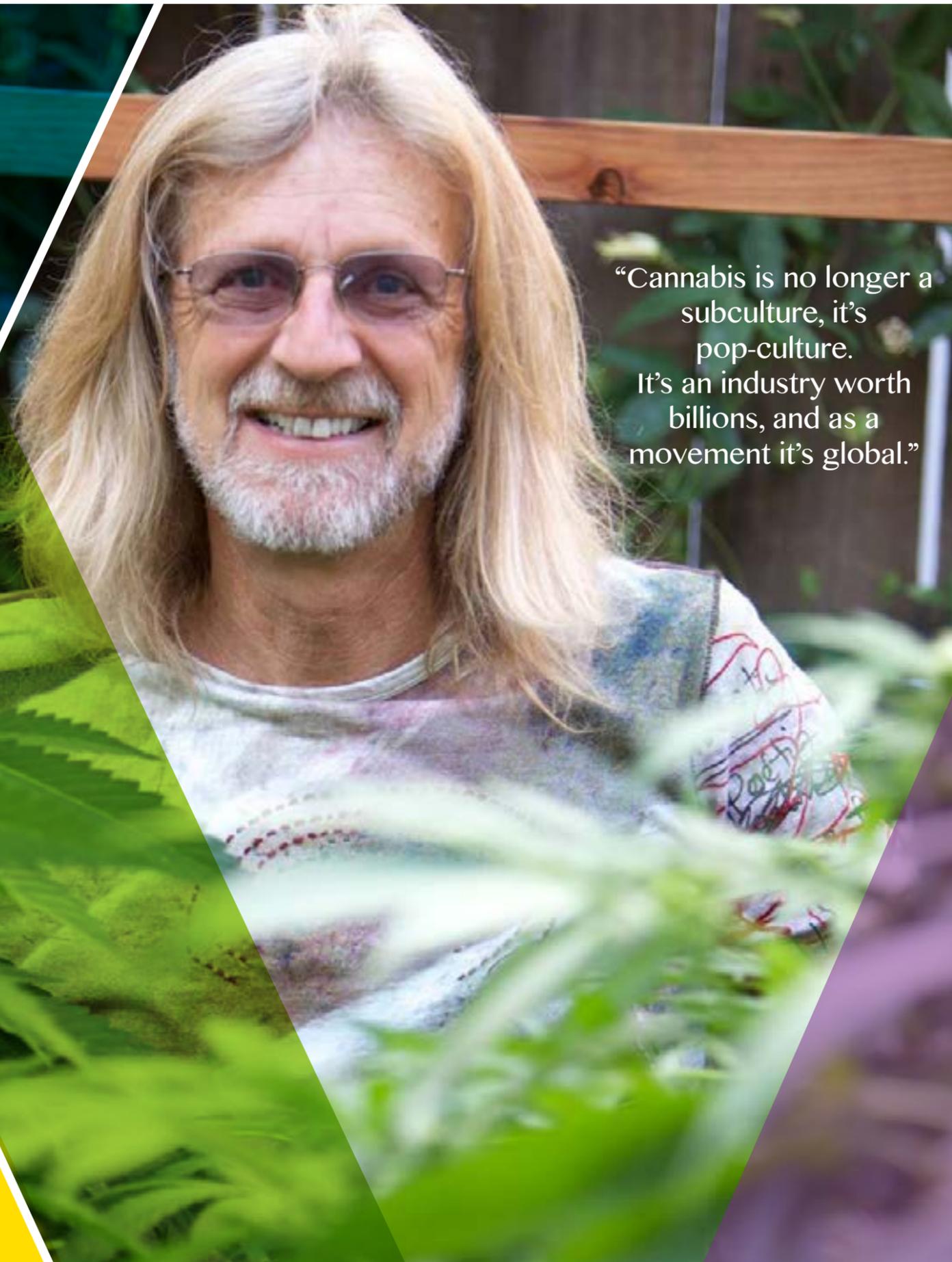
Jorge Cervantes

Life and Career of the Renowned Horticulturist and Author

By Ed Huddon

As cannabis normalizes, it's easy to forget about the days when cannabis enthusiasts were outsiders. We've come a long way as a culture, movement, and as an industry. Some, including myself, can't remember when popular strains didn't exist. When cannabis was just pot or grass no one knew much about it, let alone how to cultivate it. Weed was foreign, and ironically those who used it were considered part of the counterculture. Nowadays, some can't remember when weed wasn't legal (for medical purposes). Proposition 215 became law 20 years ago -- now we have dabs, Kush, vape pens, medicated soda, etc. It's enough to make an old timers' head spin. Cannabis is no longer a subculture its pop-culture. It's an industry worth billions, and as a movement it's global.

So how did we get here? We didn't just wake up one day and the nightmare of cannabis prohibition was almost over. There are many people who have guided us along the way. Individuals who discovered the plant, learned its potential, and shared their knowledge. To these people we owe special thanks.



“Cannabis is no longer a subculture, it's pop-culture. It's an industry worth billions, and as a movement it's global.”

THE MOST LISTINGS & SALES IN HUMBOLDT COUNTY

The Experience, Knowledge & Professionalism to Make Your Dreams Come True



Kyla Tripodi
Broker/Owner
#01930997
707.834.7979



NEW LISTING FERNDALE – \$330,000

±9 Acres of completely flat pasture land in the highly desirable Ferndale Valley! Parcel features an AG well producing 150 gpm with 100 amp service, a 5,000 gallon water tank, 60'x80' building pad for a 40'x60' pole barn that has already been planned, paid for, and construction has begun.

WILLOW CREEK – \$129,000
±2 Flat acres featuring organic certification, residential zoning, power to property, and community water available.

FERNDALE – \$289,000
Rustic farmhouse style cabin on ±10 steep acres featuring abundant water, outbuildings, gravel pit, and mixed timber.

CARLOTTA – \$599,900
±22 Acres featuring a 2bd/1bath unpermitted home, Van Duzen River frontage, merchantable timber, privacy, and off-grid solar system.

HAWKINS BAR – \$325,000
±29 Acres featuring open meadow, PG&E to the parcel, river views, roads throughout, and year round spring.

**NEW LISTING
HAWKINS BAR – \$99,000**
±2.09 Partially wooded acres featuring a small existing flat and community water/PG&E to the parcel.



Charlie Tripodi
Realtor®/Owner
#01332697
707.834.3241



Katherine Fergus
Realtor®
#01956733
707.601.1331



Dane Grytness
Realtor®
#01992918
707.502.9090



NEW LISTING MYERS FLAT VINEYARD – \$1,950,000

Own your own ±15 acre Vineyard and small scale commercial bonded Winery complete with three houses, salt water pool, pristine ranch style wine making facility, indoor/outdoor tasting room, and much more. This income producing property boasts 10 acres of Dry-Farmed award winning Pinot Noir grapes, 175 young olive trees for oil, year round water and seasonal ponds.

SMITH RIVER – \$475,000
±75 Acres in Del Norte County featuring 2bd home, small barn, power, multiple building sites, and views of the Smith River Valley.

ORICK – \$275,000
±20 Acres of heavily wooded land featuring power and ocean views off McDonald Creek Road.

BLUE LAKE – \$192,000
±.2 Acres featuring community water, 100 amp PG&E, mixed use zoning, and 1,000 sqft industrial building.

ONO – \$98,000
±40 Acres in Shasta County featuring seasonal pond, beautiful views, and fencing.

SHELTER COVE – \$150,000
±.5 Commercially zoned acres featuring public water at street, completed perc test, and plenty of sun.

NEW LISTING ORLEANS – \$1,800,000

Country living at its finest! This ±320 acre historical location overlooking the Orleans Valley is host to beautiful open meadows, amazing views, timber, spring, a 3 bedroom, 2 bathroom ranch house with very intricate wood work, and guest cabin. Located just minutes from the roaring Klamath River and downtown Orleans. With an Owner carry option this parcel will not last long, call The Land Man Office today to set up your private showing!



NEW LISTING WILDWOOD – \$800,000

±933 Acres on North Star Mountain in Tehama County. Parcel is approximately 3 hours from Eureka and features timber, roads, and elevation at 4800'.

ARCATA – \$2,600,000
±58 Acres comprised of 4 separate parcels featuring a nice mixture of standing timber, ocean views, and existing roads. Borders HSU and Arcata community forest!

WILLOW CREEK – \$399,000
±50 Steep acres featuring terraced flats, large cabin, guest cabin, creek, and views.

FERNDALE – \$299,000
±5 Acres featuring privacy, city amenities, open meadows, and spruce trees.

WINNETT VINEYARDS – \$2,200,000
±20 Acre Vineyard in Willow Creek featuring a variety of producing grapes, mature olive trees, 3bd/2bath home, winery, AG barn, organic certification and more!

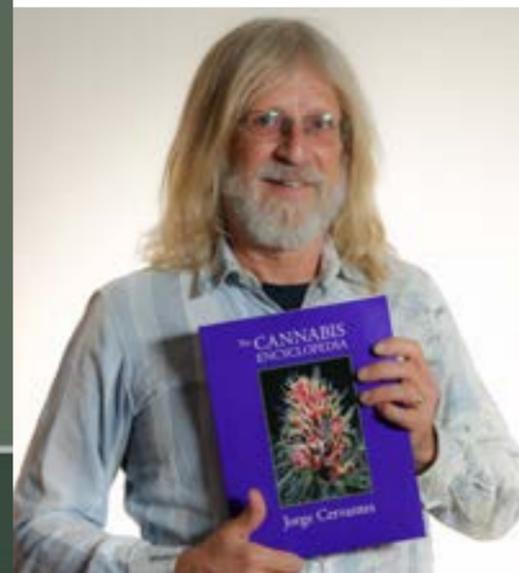
**NEW LISTING
ORICK – \$239,000**
±1 Acre featuring amazing views, end of road privacy, 2bd/1bath manufactured home, and detached 2 car garage.

GREENWOOD HEIGHTS – \$289,000
±80 Wooded acres featuring Redwoods, year round creek, and views.

One of these individuals is Jorge Cervantes, a horticulturalist, enthusiast, publisher, world-renowned author, and cannabis expert. He is a true pioneer. His educational books on cannabis horticulture reside on the shelves of millions of cannabis aficionados. Mention his name and anyone who has grown cannabis smiles. His videos and books demystified cannabis cultivation for many. Knowing of him is to be on the inside, a part of the cannabis community. He taught the world to grow weed.

Cervantes has been on the vanguard of modern cannabis cultivation since its inception in the 70s. From growing a few plants in a friend's backyard during college, to growing sinsemilla in the late 70s, specializing in indoor horticulture in the 80s, and becoming an internationally renowned author in the 90s, Jorge has always been at the forefront of cannabis cultivation. He's provided an informational backbone via his books that has laid the path for many accomplished cannabis farmers today. Additionally, his down-to-earth approach has cut through undeserved stigma and given many the courage to make a career out of their passion for cannabis, myself included.

So when I was given the opportunity to sit down with Mr. Cervantes and ask him about his life and career, I jumped at the chance. A legend in my midst, the man whose books I scoured and marked, the words I read when my plants were almost dead. It was an honor to interview him: so while he blazed his jay I asked my questions, and through plumes of smoke, I sat and listened. Here's what he had to say...



Q. When did you discover your love of cannabis?

A. Well, it was actually the first time I smoked it in high school. We'd been getting all kinds of propaganda about how bad it was and then, one Friday night, three friends and I went out and smoked an ounce of Mexican dirt weed from one of my dads' old pipes. I swear I thought I was in a movie. The best feeling I'd ever had in my life. I thought, well I'd been lied to...

Q. Can you still remember the first cannabis plant or plants you ever grew? What was the experience like?

A. Yes, actually I grew a few plants in Portland, Oregon. I finished university in Portland. I grew some plants there and it was kind of nondescript. That was the first time I grew plants. I lived there a couple of years [so] I grew more the next year. It was funny, they were high CBD plants and we thought there was something wrong with them because they wouldn't get you high. Pretty interesting isn't it? We had no clue...

Q. Can you remember the strain?

A. No, no. There was no strain... I helped my friend grow them. They were in his backyard and they were volunteers. He didn't have a green thumb and I did, so I grew them. They were really nice, budded up. Never got too tall, about four feet. They were "no high" plants (laughing)... That's what we called them.

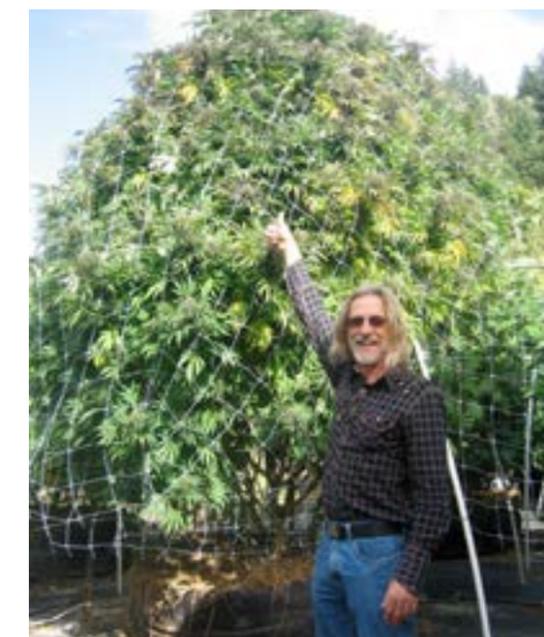
Q. Did you pick them from a plant?

A. No. These were volunteer, they were seeds thrown off the back porch. You got to remember during that time - in the early 70's - there was only a few people who had great varieties and I didn't know them at the time.

Q. Was there an "all-in-moment" or certain point when you decided that you were going to make your passion for cannabis into a career?

A. Yes, actually there was. Right at first from 1977. I was in, that's when I started growing big. I was sure that was my career from '77 to '89. I was in it very heavily. Then [later] we had [Operation] Green Merchant and that's when 43 [horticulture and seed] stores

were popped. I didn't get popped but they were all over me and they popped a bunch of my friends. They were trying to get me. Three people told me that they tried to get them to roll [over] on me, but nobody would do it. I mean yes man! It was great (laughing)! That was great! No body rolled me... Then I got out [of it] for a few years because it was just too scary. I went over to Chicago, I saw this guy David, and [the authorities] were putting all this heat on him. He was on the evening news a couple times a month. The cops were in his parking lot almost every day and I said, "David how do you deal with this, how do you sleep?" He said, "I just don't think about it because I'm not doing anything wrong." [I thought] "that's pretty cool." That's what I needed, I just needed someone to kick me a little bit and then I went back [into cannabis] full speed.



Q. Was there a point when you realized that there was a void or a need to be filled in regards to the cannabis industry, despite how fledgling the industry might have been at the time? In other words, did you have an "ah-ha" moment?

A. Yes, it was clear to me in the early 80s. I was growing indoors. I'd been to South America for a while and I came back, I was living in Portland [again]. I knew [how to grow] from years before and then people in Oregon were [growing weed]. They'd seen a couple



Jorge Gets Ready for a Property Tour
Photo by The Humboldt Local

gardens but nobody really knew what the hell they were doing. There was a lot of misinformation and I thought well, gosh... There are no books on this and in high school I worked at the newspaper office so I knew a lot about printing. So I figured out that I could print my own book because nobody else had printed. They said it wouldn't sell and I said, "well you're wrong." So I [wrote a book] and it sold. I had to print it myself. The next year it sold 6,000 copies which was an incredible amount. Then, the next year it started selling like 20,000 copies and it took off.

Q. What do you feel like you did different than others?

A. It's really simple (laughing)... All I did was make things simple and straightforward, normal you know... It's not rocket science. It's just a regular plant and you say the honest things about it. It's not some secret soil mix. You don't have to do any rituals (laughing). It's a plant. You need good genetics. You should keep track of what you're growing. Pay attention -- don't let things get too wet. There is a lot of detail. All I did was give good clean simple information. That was my trick... Good honest information, the best I could find.

Q. When did you realize you made it, the point when you were finally considered an expert on cannabis?

A. I don't know. I'm not sure if you ever feel like you really make it. [It's] kind of funny. That said, every year I go to Spannabis. It's the biggest cannabis trade show in the world. It's in my city, Barcelona, [Spain] and I have to hide because if I'm not hiding or out of the public view, if I make eye contact with people [next thing you know] I'm out there taking pictures... Here's an example, four years ago I was at a fair, it was called GrowMed in Valencia, Spain -- where I used to go to university -- I was there for three days and I said, "ok I'll take pictures with everybody." I took 1,500 photos with people! That's a lot man! I mean your rock and roll, going 100 miles an hour all the time (laughing). Anyway, it's good and bad because I'm noticeable. I've done a lot of videos and stuff.

Q. So it's known that you write under a pen name, I do too... What gave you the courage to publish, write, and tell your story?

A. Well, the pen name has been really good for me. It gave me a lot of anonymity that I really needed. The disguise [referring to his video's where he dons a beret and fake dreads], I came up with that... I call it the Che Marley (laughing). It was necessary because I did those *High Times* videos and back then I crossed a lot of borders. You just don't want any trouble. I've sat in the little room too many times. [But when] I moved to Spain in '98, I didn't need a disguise. I could just be a normal person and it felt great! You know, [cannabis] was accepted, everybody accepted me. I was on [Spain's] version of CNN. I did a big talk, a lot of people came and the news media picked it up. I was on "CNN of Spain" for almost a minute and a half, five-to-six times a day for two weeks! Everybody in the whole country knew me. It was great! People would come and ask me questions. I was treated properly like a human, not like a criminal and it felt good. I had 15 years of that and [when] I came back [to the U.S.] it was a different country than the one I left. I could grow in my backyard [again]... So I thought, well I'm going to come out here and I'm tired of wearing this disguise. So I came out on an interview on NPR.

Q. Many people look up to you as a credible figure in the cannabis industry -- was there an influential figure in your life that either served as a role model or aided you toward the point you are at now?

A. Yes, there were many role models that inspired me. I figure we are all in this together and we all need one another's support. After 33 years of [publicity] in the cannabis industry, you meet a lot of people.

Q. What are you most proud of when you look back over the years?

A. Probably still being here! And, I did a lot of books in foreign languages. We have a company in Spain and I published [my book] "Marijuana Horticulture" in Russian. I'm really proud of that. It was quite difficult. It's really cool because the Russians don't have any grow books and there's a lot of Russians out there and they need to grow too. So I'm really proud of that, it really opened up a lot more people to cannabis cultivation. I'm [also] super proud of my new book. It's really my opus -- you know 596 pages and it's great. "The Cannabis Encyclopedia," I'm super proud of it!

Q. You've made a great effort toward legitimizing cannabis lifestyles, cultivation, and careers... Do you feel you have made an imprint upon the cannabis community as a whole and, if so, in your opinion, what is that imprint?

A. I think more than anything I showed I'm just a regular guy and I can grow a lot of plants, and you can too. It's not that difficult. You don't have to be a tough guy or go to a university or know some special secrets. I just treat things like a regular plant. Obviously cannabis is special. That's probably the biggest thing I've done, [I didn't] mystify things or treat anything as strange.



Jorge Inspects Drying Cannabis
Photo by The Humboldt Local



Kindness Delivered to Your Doorstep

Premier Membership Delivery Collective
Serving the North Coast

True patient to patient network offering top shelf cannabis medicines at low reimbursement rates.

Flowers • Oil • Rosin • Full Melt
Topicals • Edibles • Seeds

Discounts for Veterans and Seniors

Open M-F 11:30-6:30

707-599-6519 • www.kindsolutions.org • Instagram: @kind_solutions Twitter: @kinddelivery



Come Find us at the
215 Farmers Market

Specialty Gases for Essential Oil Extracts

DELIVERIES AVAILABLE
from Weaverville to Gold Beach
all the way to
The Golden Gate



Ukiah Oxygen Co.
3470 North State St.
(707) 462-8674
Mon-Fri 8 - 5

N-Butane ♦ N-Propane
♦ CO2 ♦ Nitrogen
in Cylinders & Liquid
at all 4 locations!



NEED IT GOLD?

♦ Dry Ice ♦
In Pellet Form
So you don't have to
chip it to fit it!
We can make any
quantity!



Lake County Welders Supply
727 Bevins Street
Lakeport, Calif.
(707) 263-0788
Mon-Fri 8 - 5

Eureka Oxygen Co.
2810 Jacobs Avenue
(707) 443-2228
Mon-Fri 8 - 5
Sat 9 - Noon

Petaluma Oxygen Co.
125 Lakeville Street
(707) 763-9353
Mon-Fri 8 - 5

www.EurekaOxygenCompany.com

Q. What kind of legacy do you hope to bestow upon the future of the cannabis industry?

A. I don't know. I never really thought of a legacy. Mainly, you too can grow big plants!

Q. Looking into the future and reflecting upon the past, what most excites you about a future legal cannabis industry?

A. People will be able to grow as much as they want. That's the biggest thing because why should there be limits? The other thing that's really exciting – [something] I've been wanting for years – is genetic maps of these plants, decoding the genomes of different varieties. Phyllos Bioscience in Oregon is doing that right now. [It's] really exciting because it's one thing that's always driven me nuts – say if you get a Big Bud plant, an old one that's been kicked around a lot and is the base of a lot of [hybrids] – if you get a Big Bud from one company it's different from the Big Bud from another company. There are all kinds of variation and things are not stable, people are not breeding with true breeding plants to form true F1 hybrids. So even though there are tons of different hybrids, the entire seed business is not sophisticated at all. It's changing these genetic maps – genome decoding – that's going to open everything up. For example, there are markers for CBD – it's black-and-white, on-and-off. You



can find this marker and develop CBD rich plants. You can do that for a lot of different cannabinoids. We will have this [capability].

Q. In your opinion, can you describe what you think the cannabis industry might look like in 10, 15, 20 years? In California and nationwide...

A. Let's see... The price of cannabis in ten years will probably drop to \$100 a pound. It's probably going to be grown in big fields using tractors and hydraulic machinery. It will all be harvested at the same time and made into concentrates. The concentrates will be dosed into products. [This] will create tons of new products because you can put it in everything. [It]

will be mass-produced. We're going to see cannabis competitions at the county fair! The highest yield per acre (laughing). But boutique growers are going to continue to produce premium cannabis and concentrates. It will be like the wine market. People just need to be more efficient.

Q. In the Emerald Triangle people often fear "big marijuana" the corporatization or monopolization of the cannabis industry... What scares you most about the future of cannabis?

A. Well first off, the only way those monopolies can form and exclude the little guy is if they do it under the law. They [would need to] control the law and they already tried that once in

Ohio. They got voted down. We have to keep control of what's going on. Gavin Newsom is on the little guys' side. We got to stay politically active. What I'm really more concerned about is the lesser laws so to speak. The local laws, they can become very restrictive. In a lot of places they have outlawed cannabis cultivation. They have also put huge restrictions on it. All of that concerns me [the most]. There's going to be a lot of little battles we will need to fight. I see people are organizing to fight those battles, which is good.



Q. What do you think beholds the future of the cannabis industry in the Emerald Triangle?

A. Growers need to become more efficient and cut production costs. The price of cannabis is going to go down. Growers also need to organize and rally. You got to work with state and county governments. Sometimes they are unreasonable but you have to work with them. Organize and plan for water and soil conservation needs. That's paramount! The other thing is all the money made in the community [should] stay there. It shouldn't be taken out. It should stay right where it is. I mean damn it, you made it there!

Q. Last question, a fun one, what have you been "medicating" with lately? A strain, concentrate, edible, etc...

A. Well, right now I'm puffing on this *Queen Bee* from Spain. I got some cuttings [of it] last year. It's really a nice, nice sativa. I'm growing some [other] nice things this year too... *Sugaree*, *Green Crack*, *Sour Diesel*... I got another bed of *Ghost OG* and *Royal Kush*... I got all those from Kevin Jodrey at Wonderland Nursery [in the Emerald Triangle] – you bet!



Jorge Cervantes is the author of the "Cannabis Encyclopedia," "Marijuana Horticulture," and "Marijuana Grow Basics." Contact Jorge Cervantes through his website at MarijuanaGrowing.com. Check out his YouTube channel at [YouTube.com/user/JorgeCervantesMJ](https://www.youtube.com/user/JorgeCervantesMJ).



Highest quality products available, best prices guaranteed !!!



PROTECT THE POLLINATORS™

"Best Buzz for your Bees !!!"™

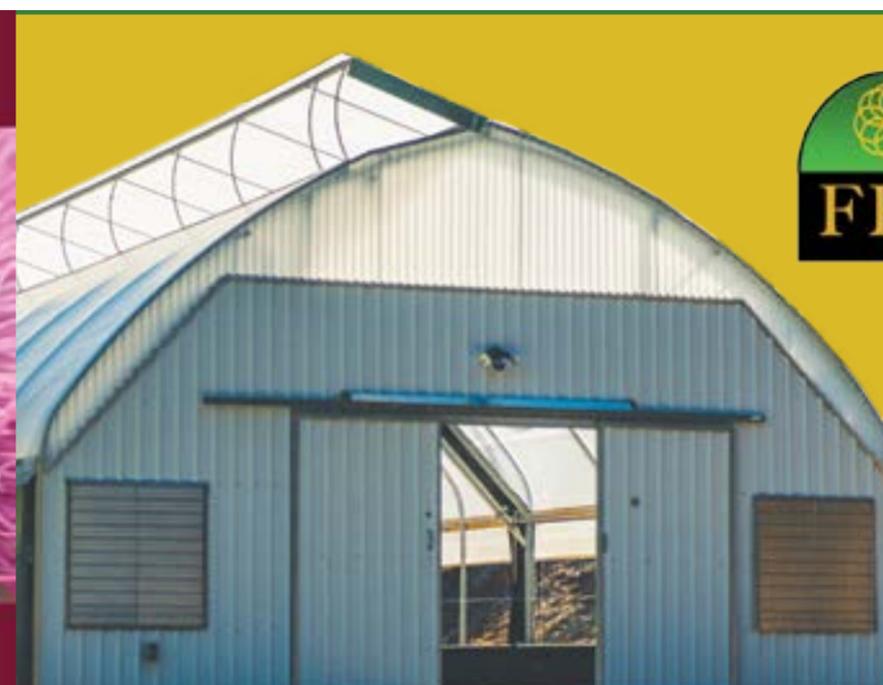
Bee, Bird & Bat Friendly™ Fertilizers and Soil Amendments



www.planborganics.com

info@planborganics.com

tel: 707 834 1127



Forever Flowering
greenHOUSES
THE LEADERS IN LIGHT DEP™

LightDep.com

888-78G-HOUSE

Info@ForeverFlowering.net

15386 Little Valley Road
Grass Valley, CA 95949



Summer Fun and Healthy Lifestyle!

EUREKA
NATURAL FOODS



FULL SELECTION OF ALL NATURAL GROCERIES

ALL ORGANIC PRODUCE-LOCAL WHEN AVAILABLE-SUMMER

FULL SERVICE MEAT DEPARTMENT-ALL NATURAL - LOCAL AND ORGANIC SELECTIONS

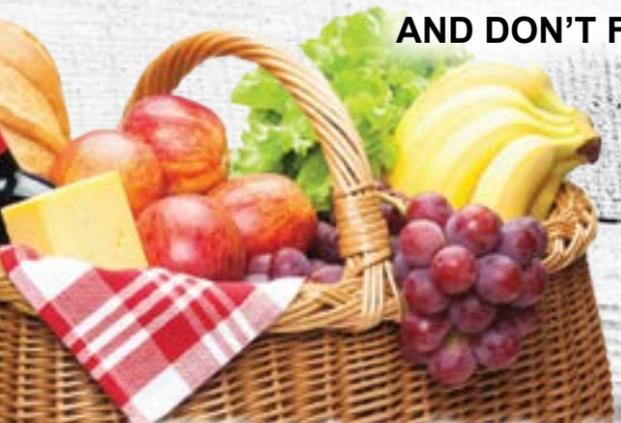
LARGEST WELLNESS DEPARTMENT IN THIS AREA-ALL NATURAL BODY CARE-SUNSCREEN

PREPARED FOODS FROM OUR OWN KITCHEN



HUGE SALAD BAR FEATURING NATURAL AND ORGANIC

EVERYTHING YOU'LL NEED FOR THAT GREAT BBQ, PICNIC OR AND DON'T FORGET THE BEER AND WINE!



1450 Broadway, Eureka, CA 95501 Mon-Sat 7am- 9pm; Sun 8am- 8pm
Tuesdays, Seniors 60 & over: 10% OFF! & Saturdays, Student ID: 10% OFF!
www.eurekanaturalfoods.com 707-442-6325

THE HEALING POLWER OF CANNABIS

GO FORTH, GO CANNABIS

After all the appointments with qualified healthcare professionals, alternative practitioners, biopsies, blood work and negative feedback, I took a breath and settled into my own inner guidance. I began to find a renewed love for the spiritual side of cannabis



By Pepper Hernandez



Each of us have some use for the plant, whether it's juicing, ingesting, smoking, growing or producing this medicine of the gods. We are so blessed to be living in a community of such awareness and abundance in every way. But what is it that I do you ask...

Well, my story was established a long time ago. But for now, we can begin with the focus I have had on juicing, and my fascination with CBDs and the non psycho activity of the cannabis plant itself. Years ago, I started off by simply begging the dispensaries to keep bags of local organic fresh leaves for me to juice when they could. From there, I had found myself in a position of actual need... and that launched me into the use of topical (medicinal strength, salve) and then internal (RSO) for my own health condition. I now know that particular illness was an energetic manifestation of my own emotions. Let's just say my sacral chakra was stuck...and my body was trying to tell me about it. And even after all the appointments with qualified healthcare professionals, alternative practitioners, biopsies, blood

work and negative feedback, I took a breath and settled into my own inner guidance. I began to find a renewed love for the spiritual side of cannabis.

Around that time, coincidentally or not... I was accepted into the Cannabis Healing Institute and started a year and a half long educational venture with the guidance of Wendy Reed. I learned so much that it gave me a new perspective on the uses of cannabis and its history. I worked with integrity for the plant and accomplished my goal of being one of the first in the state of California to be Certified as a Cannabis Therapy Consultant. For that, I am thankful. I now have the knowledge, experience and confidence to further educate others.

Those few years were the most potent I have had -- cannabis and the connection we share is like that of no other herb. Cannabis showed me how to see past the fear and stay strong, giving me hope when nothing else did. Juicing alone was my medicine at that time. I built up from one ounce a day to more than four ounces, it was rough. I called them "shamrock shakes" and

Renew your 215 from ANY doctor or clinic for less



Natural Wellness Center

ALL RENEWALS STARTING AT

\$80

WALK-INS WELCOME WED & SAT 11-5PM

Lowest price Evaluations in HumCo

New Patients Only

\$90

Special discount for Seniors, SSI, Veterans \$ Students and Medi-Cal

**707-407-0527
508 I street, Eureka
(across from HC court House)**



GROW BETTER

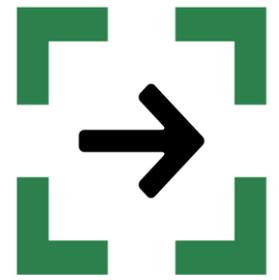
Your recipe or ours, we specialize in custom soil, compost, and amendment blends - delivered to your door.

KNOW YOUR SOIL

Humboldt Ag Supply is the source for your farm or garden nutrient needs. We've partnered with a local soil lab to provide you with science based nutrient management solutions. Take the guesswork out of growing and dial in your farm plan today.

TO LEARN MORE OR START AN ACCOUNT, DROP US A LINE AT WEFARM@HUMBOLDTAGSUPPLY.COM
VISIT HUMBOLDTAGSUPPLY.COM OR CALL 855 707 FARM

CANNABIS



RAIN GROWN

“BY CULTIVATING LIVING SOILS, INTEGRATING OUR WASTE FROM FARMS, MANAGING OUR FORESTS, AND CATCHING RAIN, WE DO MORE TO HELP PROVIDE A LUSH AND VERDANT FUTURE THAN BY FOLLOWING IN THE FOOTSTEPS OF MOST COMMERCIAL AGRICULTURE.”

WRITTEN BY MIKE BLACK
PHOTOS BY JESSE DODD / BIOVORTEX



For plants to grow, air and water need to flow. Soil (and its microbiology) provide a happy medium, and the sun provides photons to power photosynthesis. These elements all come together to form life on earth, the redwood forests, and our farms and gardens. When we harvest rain, we harvest abundance at the time when it is flowing through our system. When we store rainwater for use later in the year, we can use this blessing to irrigate our farms and gardens to cultivate abundance and produce a yield.

Cannabis is grown as an annual crop, and like many other annual crops it tends to be planted in the spring and harvested in the fall. In between those two seasons is the one called summer, and in the Mediterranean climate of Humboldt, summers are hot and dry in the areas that are best suited for cannabis cultivation. Thus, irrigation is most necessary in the summer and early fall, when water is scarcest and temperatures are the highest. Cannabis can be dry farmed in some areas, but for most farms, some irrigation is required. Most farms rely on groundwater, a well, or a surface water diversion.

While it is unknown what the production of a well will be in a dry year, a wiser man than myself once said “You never miss your water, ‘til your well runs dry.” Even in a wet year, it is important to note pumping groundwater still depletes the aquifer, especially when the hottest, driest times of the year coincide with the peak of the growing season. An aquifer is the interstitial space between rocks, pebbles, soil, roots, and geologic formations beneath our feet. All rivers, springs, and streams are part of this aquifer, in one way or another. The volume of the aquifer is directly related to the volume of water in the river.

Depletion of the subsurface aquifer lowers the water table, which reduces instream flows, and in turn, causes stress in the plants, fish, and wildlife. The stress on forests can lead to tree mortality caused by dehydration, or bark beetle outbreaks which increases the risk of catastrophic wildfire. Decreased instream flows promote increased water temperatures, which lead to toxic blue-green algae blooms and fish mortality. Salmon need access to cool, clean water in order to migrate and spawn. The salmon

depend on the forests to provide shade, erosion control, and water filtration -- the forests depend on the salmon for their vital input of marine nitrogen and other nutrients their carcasses provide when they finish spawning.

Passive rainwater harvest can be designed and implemented on a farm, often simultaneously, with road maintenance or restoration efforts. Slowing down, spreading out, and sinking the stormwater flows transform a harmful force into a beneficial source of recharge for the subsurface aquifer!

By implementing forest management practices to promote wildlife habitat and biodiversity, and by reducing catastrophic fires and fuel loads, this simultaneous stacking of functions also produces a large amount of woody debris, leaves, and slash. These organic materials should be incorporated into a soil building compost, which is a huge source of soil fertility, structure, microbiology, and water retention! Reducing the amount of water required for irrigation on the farm also reduces the amount of water storage necessary.

EVEN IN A WET YEAR, IT IS IMPORTANT TO NOTE PUMPING GROUNDWATER STILL DEPLETES THE AQUIFER, ESPECIALLY WHEN THE HOTTEST, DRIEST TIMES OF THE YEAR COINCIDE WITH THE PEAK OF THE GROWING SEASON.

For every one inch of rain that impacts 1,000 square feet of roof, 600 gallons of water could be captured. For example, a farm with 3,000 square feet of roof surface available for harvest -- which can be the roof on a house, shop, barn, or a single 30' x 100' greenhouse -- in a year with 60" of rainfall, there is the potential to capture over 100,000 gallons of water from that 3,000 square feet of roof.

Rigid storage tanks can be constructed of metal, plastic, or concrete above



ground. Ponds are another viable option for water storage for many farms, provided they are thoughtfully designed and installed correctly by a qualified equipment operator. In addition to catching rainwater for storage, there is potential to install a rain garden, or wetland, to utilize the overflow from the system. It is also worth noting that rainwater harvest does not require any water rights, annual registration, or annual fees. Large storage tanks and ponds sometimes require permits, so be sure to inform and educate yourself or consult a professional.

By capturing rain during the wet season, and storing it for use during the dry season, rainwater harvest is a critical part of temporal planning and appropriate site design and land use. Rainwater harvest is an ecologically conscious and economical alternative to diverting surface water or pumping groundwater for irrigation. Rain-grown cannabis represents salmon safe, fish friendly farming, with many other benefits to the watershed and our communities!

Rain-grown cannabis is truly kind bud -- kind to the fish, forests, families, and all that inhabit this land of milk and honey. By cultivating living soils, integrating our waste from farms, managing our forests, and catching rain, we do more to help provide a lush and verdant future than by following in the footsteps of most of commercial agriculture. Cannabis can provide a valuable source of income for a farm to help provide the economic funding needed to develop innovative and resilient systems that will allow our way of life to evolve towards a more holistic paradigm. It is our belief that rain-grown cannabis can be a truly regenerative form of agriculture, and we look forward to seeing rainwater catchment become a crucial part of the culture and community of cannabis! 🌱

Mike Black is the owner of Humboldt Rain, LLC. Mike and his lovely wife, and their two amazing dogs live in Trinidad, CA, and love their watershed, from the marine terrace in paradise they call home to the Mighty Pacific, and the rivers, forests, and beaches in between. Humboldt Rain specializes in consulting and design of rainwater harvest systems and independent objective water quality monitoring. For more information, visit HumboldtRain.com

NORTHERN NIGHTS MUSIC FESTIVAL JULY 15-17 | 2016
RIVER | MUSIC | ART | CAMPING | REDWOODS

GRIZ
GORGON CITY LIVE
AMON TOBIN / TWO FINGERS (DJ SET)
CLAPTONE 'IMMORTAL LIVE'
THE KNOCKS - TROYBOI
SNBRN - THE COUP

BUY NOW!
WWW.NORTHERNNIGHTS.ORG
EMERALD READER EXCLUSIVE: GET \$20 OFF NORTHERN NIGHTS TICKET PRICE THROUGH EVENTBRITE WITH PROMO CODE "EMERALDGROWER"

Enjoy the bounty of Humboldt County™

Jack's™ Extracts

Full extract cannabis oil (FECO)
Available in high THC and high CBD syringes and capsules

Use for irritable bowel syndrome, eczema, high blood pressure, Crohn's disease, rheumatism, nausea and seizure disorders

Now available through:



Follow #jacksextracts on Mass Roots & Instagram

JacksExtracts.com



INDO EXPO

THE PREMIER CANNABIS TRADESHOW

PORTLAND

AUGUST 6, 7 • 2016

PORTLAND EXPO CENTER

200+ EXHIBITORS

SEMINARS INCLUDE:

Breeding & Genetics • Advanced Techniques • Regulation & Compliance
Greenhouse Growing • Lighting • Future of the Cannabis Industry
and more...

COMPLIMENTARY ADMISSION
For Buyers & Industry Professionals

For vendor & sponsorship opportunities
Call 720.370.3457

indoexpo.com

   / indoexposhow

FREE PARKING*

*BUYERS AND ATTENDEES
FIRST 500 SPOTS.
SATURDAY ONLY



FLIGHTS ReadyPacks

The World's First Top-Shelf, Pre-Ground Cannabis

By Melissa Hutsell

From The Flight Deck

"[We are helping to] Deconstruct the negative stigma [surrounding cannabis]. The more we can push discretion [with a classy product], the more it helps get rid of bad reputations by keeping it under wraps."



Easy and ready to roll! Photo by Hilary Norman

Discretion and convenience are often afterthoughts in the cannabis industry, but this newly launched company is, well...making it their business. As the world's first enterprise of its type, Flights fills the industry niche by offering an entirely exclusive product: single-serving, pre-ground, vacuum-sealed ReadyPacks in eco-groovy and unscented containers. The Santa Cruz-based company, which officially launched in late 2015, is already turning heads with its award-winning, ready to use cannabis. This January, Flights' claimed first prize for 'Best New Product' at San Francisco's premiere event, HempCon.

THAT'S HUMBOLDT...

...Home of more entrepreneurs, per capita, than any place in California.



Wildberries Marketplace is proud to offer hundreds of Humboldt Made products.



WE'RE ON A MISSION to satisfy our customers' demands by offering a broad choice of quality products, superior service and exceptional ambiance, while contributing to the community we serve and providing enhanced job satisfaction for our work force. COME VISIT SOON!

Top of the hill G Street, Arcata - wildberries.com - 707.822.0095
Open daily 6 a.m. - midnight - Elderberry Wed. Student Savings Sat.



HUMBOLDT CHOCOLATE

★★★ RADICALLY INDULGENT CHOCOLATES ★★★

Last game of 2016!

JULY 9TH



DOORS 5PM

GAME 6PM

REDWOOD ACRES FAIRGROUNDS

ATHLETICS • EMPOWERMENT • COMMUNITY

www.humboldtrollerderby.com

Each single-serving carton is portable and takes the hassle out of self-grinding or sealing. "Flights" is an all-in-one solution. Say goodbye to your grinder, rolling tray and all the things that come along with keeping your own product," says Flights' co-founder Geoff Perryn.

Customers can expect nothing but top-shelf, high quality bud that is both de-stemmed, and ground to perfection. The best part – the pocket-sized packs are virtually odorless.

The specially designed vacuum-sealed packaging is a trade secret that took more than two years of research and development, explains Perryn. "They are designed to be odor free – [but when] opened, it bursts with beautiful aromas that are associated with good, quality cannabis. We are one of a kind in that sense."

As Perryn points out, "A lot of businessmen/women like to carry their supply on them." Odor free packaging allows people to do so gracefully, without awkwardness or worry. "Beyond the average stoner, we are finding that more and more people want to carry with discretion," adds Perryn.

"[We are helping to] Deconstruct the negative stigma [surrounding cannabis]. The more we can push discretion [with a classy product], the more it helps get rid of bad reputations by keeping it under wraps," says Hilary Norman, the company's Social Media and Marketing Manager. The days of worrying whether



The essentials. Photo by Hilary Norman



A completely comprehensive selection of mouth-watering favorites!



Take your Flights wherever you go! Photo by Hilary Norman.

passers-by can smell your supply are gone!

Discrete packaging also allows for easier gifting, adds Perryn, which happens often in the cannabis community. "If you hand someone a nug, you don't know how much you're giving away." Not to mention, the smell can really resonate. "Now, [instead of handing] your uncle a nug at Thanksgiving dinner, you can give him a FlightsPacks very discretely. It is cleaner," he adds, "There is a shift in culture."

The business sets itself apart from other companies that offer pre-rolled or pre-ground cannabis because of its emphasis on quality. "We are bringing a new paradigm – we are the first to do what we are doing right now." Flights' is able to provide only the best indoor-grown cannabis, sourced from an established network of boutique growers throughout the Santa Cruz and Northern California regions.

When it comes to the strains Flights carries, Perryn says, "less is more." The company's comprehensive variety includes both Indicas and Sativas. Core strains such as *OG KUSH*, *Girl Scout Cookies*, *Tangerine*, *Chiquita Banana*, *Jack Herer* and *Gorilla Glue* are regularly available. However, Flights rotates select blends to feature rare and trendy breeds like *Strawberry Banana*, *Sunset Sherbert* or *Purple Cadillac*.

Like flights of beer or wine – something the company takes its inspiration from – these ReadyPacks are intended for individual servings.



HUMBOLDT'S BEST VACATION RENTAL

THE OCEANFRONT CHALET *Trinidad, CA*

You've had a long season of hard work, isn't it **HIGH TIME** you deserve a break?

**PRIVATE BEACH
AWESOME VIEWS
10 ACRE ESTATE
HOT TUB
SLEEPS 8**

"The best place I've ever been in my entire life!" - quote we've heard from many guests

OCEANFRONTCHALET.COM (707) 601-0400

Each pack contains .35 grams of lab-tested herb, which ensures quality and consistency. "[Because of its packaging,] our product is still a mystery inside a sealed box, inside of a sealed package." Therefore, it is important for customers to know exactly what they are getting. The company does so by providing information through their Bud Tender Binders, which are available at dispensary locations and via website, WhatsInMyFlights.com.

Flights' products are tested at SC Labs in Santa Cruz, California to guarantee customers a reliable product, every time. Brett Yader, Perryn's business partner and co-founder, notes that THC levels vary in each strain, with Flights' selection collectively ranging between 23 to more than 30 percent. "I am finding that our [staple blend] *Chiquita Banana* consistently tests about 33 percent."

Yader adds, "Sometimes we joke that these should be called 'Pax Packs,' because while they are ideal for any smoking device, they are particularly great for portable flower vaporizers such as the Pax. All of your work (grinding, portioning, storing, etc.) is already done for you."

Flights' has its eyes on innovation: aside from a commitment to quality and convenience, the company is devoted to offering environmentally friendly products. Each eco-groovy pack comes in a recyclable box, which includes packets made from 99 percent recyclable materials like paper and aluminum foil.

The originality doesn't stop there -- the business is looking forward to introducing new products, including their all-inclusive Festival Packs (ideal for events), which incorporate a combination of pick-me-up Sativas and Indicas to help cool things down.

As Flights continues to grow and form partnerships with dispensaries, they are always looking for creative ways to make their products more easily accessible, especially in remote areas. Flights is now partnering with Jack's Collective, an overnight delivery service that makes Flights ReadyPacks available to medical patients all over California.

No stone is left unturned where Flights is concerned. Thanks to FlightSPacks, cannabis-connoisseurs can carry and smoke high-quality bud without worry or compromise -- however or wherever they choose to enjoy their product. Stay tuned for future Flights collaborations, events or new products! 🌿

For more information, or to pick up your own FlightsPacks, contact Info@FlightsPacks.com or visit FlightsPacks.com

FlightsPacks are available in dispensaries all around California, including:

- High Octane Miramar in San Diego
- Universal Collective in Los Angeles
- Monterey Bay Alternative Medicine in Monterey

Flights is currently partnered with CouchLock Inc. for distribution and is exploring additional partnerships for growth both within the state of California and beyond!

Expert Joints

On The Pulse Of Pot

James Priest



There are so many different people in pot today, it's hard to showcase them all. However, this is exactly what one individual named Craig Ex is doing. Every Thursday at 4:20 p.m. PST, Craig showcases the many individuals throughout the cannabis community by broadcasting their stories to the world on his weekly YouTube show, "Expert Joints LIVE!"

"Expert Joints LIVE!" is broadcast out of Pot TV Studios, located at the Cannabis Culture Headquarters in Vancouver, Canada (known to many as 'Vansterdam'). Craig, founder and owner of Expert Joints, also known as 'The Expert,' was not always in the cannabis industry. In fact, countless hours and years were spent

working for others in the corporate world. Since the age of eight, Craig has been involved in acting, theater, and the performing arts. This was never something he pursued, though, as a 'job in business' was encouraged by many as 'what you're supposed to do.'

At the age of 15, his world changed when a friend managed to sneak a joint from his older sister. Together, the two were introduced to Mary Jane. Mary Jane and Craig became extremely close over the years, developing as one might say, an expert relationship. After a few years with cannabis, Craig became known as the go-to guy when it came to any questions about the herb. He was also the one that always had that fire!

The Expert went to school for commerce and for hospitality management. He spent years in the industry managing Fortune 500 companies. But, something was missing, he explains.

Expert Joints has grown into a multi-platform media outlet that appeals to all cannabis enthusiasts. With more than 1.5 million views on YouTube, 60,000 plus followers on Twitter and more than 15,000 followers on Instagram, it's easy to see how Expert Joints can reach so many.



MARYBETH LAFFERTY PHOTOGRAPHY

Yoga Tree Apparel™ ...Fine Art Fashion for the Naturally Authentic Yogi

Purchase Yoga Tree Apparel at
Etsy Shop: [yogatreeapparel](https://www.etsy.com/shop/yogatreeapparel)
20% OFF Promo Code:
emerald07

Sales & Distribution Contact
jessica.albee12@gmail.com

[jessalbeeart](https://www.instagram.com/jessalbeeart) [JessAlbeeArt.com](https://www.jessalbeeart.com) [@jessalbeeart](https://www.instagram.com/jessalbeeart)



MARYBETH LAFFERTY PHOTOGRAPHY

Craig tried to find the right fit for years. Working 120 hours per week for other people took a toll on his physical and mental health – he had to walk away from the corporate world.

It took Craig a little time to regroup. Then, the idea for Expert Joints was born. “I was sick and tired of seeing poorly recorded ‘how to roll joint’ videos that contained whack advice.” This inspired him to create a series of videos dedicated to cannabis culture. With commitment, passion and dedication, Craig taught himself how to use social media, broadcast and edit videos, and how to navigate WordPress, among many other skills.

Once these processes had been perfected enough to be applied, the concept, website and social media accounts on Twitter, Facebook, Instagram and YouTube came together beautifully.

Craig took the series and built it into a networking success, cultivating strong roots within the cannabis community in the form of videos, articles, reviews and more. Expert Joints has grown into a multi-platform media outlet that appeals to all cannabis enthusiasts. With more than 1.5 million views on YouTube, 60,000 plus followers on Twitter and more than 15,000 followers on Instagram, it’s easy to see how Expert Joints can reach so many.

Through dedication and commitment, the self-hosted and produced “Expert Joints LIVE!” show was launched and refined. Meeting more and more individuals throughout the cannabis community, Craig strengthened his network, and after 26 episodes, the series joined Cannabis Culture’s ‘Pot TV’ broadcast team. He now hosts live specials and events, performs at speaking engagements and consults for a number of organizations across the field. All this is done while working to grow the Cannabis Culture, Pot TV, and Expert Joints brands globally.

Craig’s show hosts a variety of special guests from cannabis business owners and entrepreneurs, to activists, musicians and more. He aims to showcase that the industry is as diverse as the many different strains of cannabis found around the world. During an episode of his show, viewers can expect to see him interview members of the cannabis industry, and observe him consuming concentrates and herbs while providing live reviews. He also gives audiences the latest cannabis news in his news recap. Often times you will also get to view music videos and other forms of enter-

tainment from up-and-coming artists or educational speeches from expert leaders.

There is no question in Craig’s mind – this is what he has always been meant to do. Cannabis culture has done more than just give him his health back; it has allowed him to finally start living the life he was always meant to, “I can’t stay up late enough, or get up early enough; there aren’t enough hours in a day to do everything I want to do. And I love it.” Says Craig, A.K.A. The Expert.

The opportunities are endless in this growing green landscape. With a rapidly expanding network and new content coming in regularly, Expert Joints has positioned itself in the community as the go-to source for information. More services and partnerships are coming soon, allowing Craig to turn an herbal hobby into a blooming business. 🌿

For More Information, visit:

ExpertJoints.com or social media:

[YouTube.com/ExpertJoints](https://www.youtube.com/ExpertJoints)

[Twitter.com/EXPERTJOINTS](https://twitter.com/EXPERTJOINTS)

[Facebook.com/EXPERTJOINTS](https://www.facebook.com/EXPERTJOINTS)

[Instagram.com/EXPERTJOINTS](https://www.instagram.com/EXPERTJOINTS)



NORTHERN EMERALDS



PURPLE CHAMPAGNE

EMERALD GENETICS

Emerald MAGAZINE

CANN GROW

Community Based Website

www.CannGrow.com

HUMBOLDT NORML

Humboldt

SOILSCAPE SOLUTIONS



Humboldt County's Original Medical Collective

Located at 980 6th St.
Arcata, California

Monday-Friday 10am-6pm
Saturdays 11am-6pm
707-826-7988

www.hprcarcata.com

  HumboldtPRC

 @HumboldtPatient



City of Arcata Business of the Year 2015 Award Winner

The 1st cannabis business in California to receive this award.

Clean Green Certified Garden

Free Rewards Program

Free Wellness Services

Lab Tested Products