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# Emerald

MAGAZINE

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23



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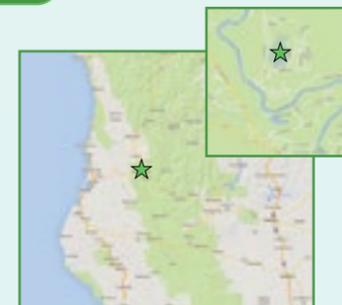
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CHRISTINA DEGIOVANNI  
MARIJUANA BUSINESS CONFERENCE AND EXPO  
LAS VEGAS, NEVADA

## When The Going Gets Green

Dear Reader,

Thank you for picking up the December issue of the *Emerald Magazine*. With the future of cannabis in front of us, we close the book on 2016 and embark upon a new adventure.

While this year's election was chalk-full of emotions -- the bittersweet passing of recreational and medical legalization in several states, followed by the shocking results of the presidential election -- we still stand strong as a community.

To us, this issue is historic. It marks our first published release after California became a legal recreational use state.

This December, we are proud to bring you our very special *Emerald Holiday Issue*. Join us as we take you through the Emeralds of the world, all of which share the quest for quality, excellence and distinction.

This past November, our writer Emily Hobelmann and myself traveled to Las Vegas to participate in the largest cannabis conference yet.

Surrounded by thousands, we saw firsthand the direction the industry is headed. In short, it's quickly evolving. We have been given the green light and that means GO! Read more about the convention on page 65 of this issue, and in the words of my cannabis comrade, "This is no limits cannabis; the pot is huge, the stakes are high, and we're all just going to have to see where the chips fall."

Join us in January, as we ring in the New Year with our *Women in Weed Issue*. We'll be highlighting prominent women in the industry who are leading extraordinary efforts and who are creating opportunities that reach far and wide. If you know a fabulous female who you believe should be celebrated, we invite you to nominate her by reaching out to us.

Cheers,

Christina DeGiovanni

Publisher



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# EMERALD PHARMS



(above) Chelsea Lucich, director of Emerald Pharms



### Head Over to Hopland

Hopland, California is home to nearly 800 residents, and a number of award-winning vineyards. Every October, travelers flock to the Southern Mendocino town for what's known as *Destination Hopland*, a weekend full of the finest tastings from 14 regional wineries, delicious cuisine, live music, and an exploration of the North Coast, right in the heart of the Russian River.

### ALLISON EDRINGTON

Driving through Mendocino County on U.S. Highway 101 gives you a chance to see what this California region is best known for -- wilderness, waves and wineries. You can now add "weed" to that list of highlights available right off the 101, as the cannabis community has begun to step out of the shadows. In the heart of Mendocino's wine country, Emerald Pharms in Hopland is a medical cannabis dispensary that offers an educational and medicinal look at this newly regulated plant in their unique location.

"It is quite exciting being a cannabis dispensary in the midst of a touristy wine country," said Chelsea Lucich, director of Emerald Pharms. "We are a perfect destination for cannabis tourism and educating the canna-curious people who will be taking such a tour."

Visiting patients are able to learn about the medicinal cannabis produced in Mendocino and, more importantly, the ways in which cannabis and its many forms can be used for different kinds of relief.

"When working with a patient, we first must explore the patient's tolerance and experience with cannabis," Lucich said. "Do they already have a relationship with the plant? If so, do they enjoy the effects of THC or would they prefer a non-psychoactive approach such as CBD? We then listen to the individual patient needs, what symptoms they are experiencing and what relief they are seeking from cannabis."

The atmosphere inside is welcoming with a rustic-modern feel. Complementary Yerba Mate tea is available to sip while you peruse the well curated selection of products. Large digital menu boards highlight what's available. Natural wood elements and clean lines add to the charm. If there's a crowd waiting, you can take advantage of the adjacent Solar Living Institute and tour the grounds, or take a peek inside the Real Goods Store.

Emerald Pharms works with Northern California producers and farmers to obtain a selection of THC and CBD dominant products, including flowers, edibles, topicals, tinctures, sublingual sprays, gel caps, and strain-specific vape oil cartridges. They also sell seeds and clones, and have a wide range of offerings with the knowledgeable staff to help you find the one you'll be happy to walk out with.

"It is of importance that the product maker and / or grower have their heart and soul in the medicine making process," said Lucich. "Energy and intention is everything when it comes to plant magic. We look for top quality, organic, and lab tested products that are presented in beautiful compliant packaging."

For more information visit [EmeraldPharms.com](http://EmeraldPharms.com)



# Emerald Alchemy

A BRIGHT ARTISANAL LIGHT IN AN INDUSTRY THAT'S  
TEETERING TOWARD COMMERCIALIZATION

EMILY HOBELMANN | PHOTOS CONTRIBUTED BY EMERALD ALCHEMY

**B**illie Thibodeau is President, CEO and Founder of Emerald Alchemy, a collective providing flowers, tincture, and cold water hash to medical cannabis patients in California. She is a talented artist, an intuitive farmer and a shrewd businesswoman -- you can find her products at dispensaries throughout the state.

*Emerald Magazine* recently caught up with Thibodeau via email to learn what she does, how she farms and what she thinks about the commercialization of cannabis.

**Emerald Magazine: Tell us about your company and how long you've been in business?**

**Billie Thibodeau:** I have been working with cannabis since 2007, and the patient collective, Emerald Alchemy was incorporated in 2014. I planted my first AC/DC garden in 2013, in preparation for our 20:1 CBD tincture launch in early 2014. It is my mission as a medical cannabis provider to create pure, vibrant and uncontaminated medicine. I am only interested

in supporting the wellness of medical cannabis patients with hand-crafted, laboratory-tested products. Emerald Alchemy is special because we grow all of our own material for our products.

**EM: Why is it important for you to actually grow the cannabis that you use to make your tinctures and extracts with?**

**BT:** Growing our own gardens allows us [to have] control quality from the very beginning of the process. It also allows us to form a relationship with the plants as they are growing and all the way until we process them into concentrated medicine.

**EM: Can you talk about your farming practices?**

**BT:** Yes! We grow gardens using only truly organic practices. We have a manual Forever Flowering light dep greenhouse. We buy bulk building blocks for compost tea and top dress, and we make our own blends of basic essential plant foods. We are greatly inspired by

Dragonfly Earth Medicine. We also love Vital Garden Supply. We practice building the soil ecology in our cultivation beds, and we look at farming as one life-long work of art that just gets richer every season.

We also built a *Walipini*, which is a growing environment created by digging a large hole in the ground and building a greenhouse cover over it. The function of this style of greenhouse is to create temperature stability. It originates from high altitude South America, and the word *Walipini* means "sun pit." We use this structure as a veg space.

I believe that plants have consciousness. They want to connect and to be listened to. In our farming, we never rely solely on a routine, schedule, or set program. We constantly listen to the plants as they are growing and let them tell us exactly what they want. Cannabis is a very sensitive and loud plant. She knows what she wants, and she will tell you loud and clear what it is she wants, if you can tune in and listen to her language. I often feel as though my garden is bossing me around like a big fat hungry horse, and I love it!

“

For a long time, it was a rare treat to interact with a woman in a position [of power] in cannabis. But I am very happy to say that in the last two years I have watched female cannabis professionals exploding front and center on to the scene...



**EM: You work with an entirely female team... what is it like to be a woman in this industry?**

**BT:** I am so pleased to be able to say this! Samantha Gruys and Ashley Washburn are two amazing women who are an important part of the team. I have found that, as a woman, I am often underestimated and I am less likely to be offered opportunities to help my projects expand in this very male-saturated industry. The ego driven "Bro Culture" in cannabis is real.



Growing cannabis is tremendously physical and demanding work with a serious element of danger involved, which attracts young guys. As a woman, I've had to work five times as hard to be seen as an equal. I can remember countless times when I should have been offered an opportunity because of my experience and work quality, and then I watched a guy receive the opportunity with less skill and integrity.

I remember when a group of successful farmers denied me a large job because they didn't believe that I could do the job. They thought it required heavy lifting, and they couldn't fathom that I figured out a smarter way to work which relieved the heavy lifting. As women, we are ten times more likely to be brushed aside and forgotten about.

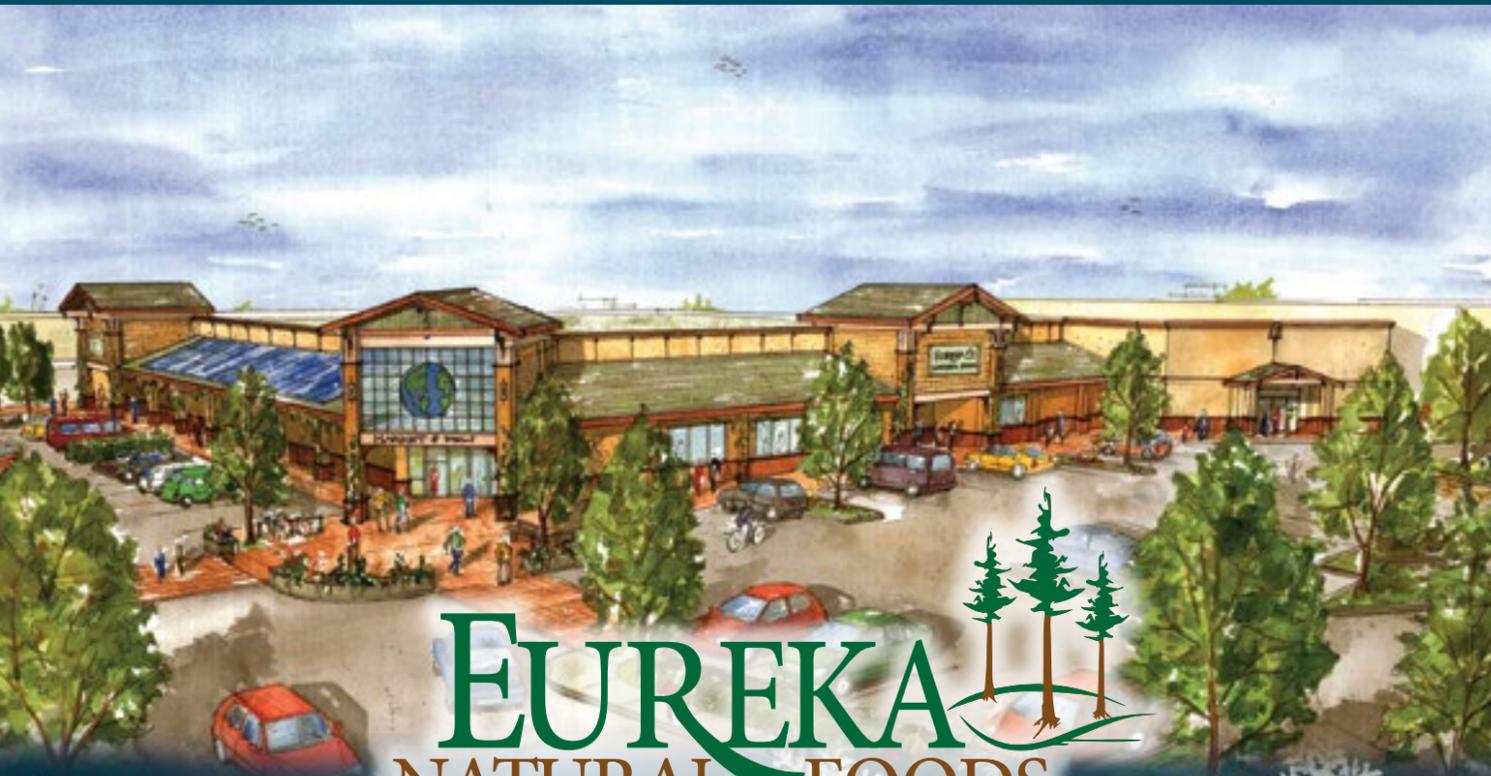


For a long time it was a rare treat to interact with a woman in a position [of power] in cannabis. But I am very happy to say that in the last two years I have watched female cannabis professionals exploding front and center on to the scene, bringing forth ethical business practices and birthing a higher consciousness.

**EM: Can you talk about the essence of who you are and what you do?**

**BT:** At heart, I am a gardener and an artist...a quiet and hard worker. I'm a very empathic person. In my work, I honor the spirit of cannabis and I honor patients with great regard. I do this simply by listening. I love listening to the plants so much -- it is really hard for me to walk out of the greenhouses every day. I feel very accomplished when I have succeeded at a healthy crop; then I get to make medicine from those flowers and dramatically change lives for the better. It is unbelievably rewarding to see patients benefit from my medicine, and it brings tears to my eyes all the time.





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EMERALD ALCHEMY CONTINUED...

**EM:** I personally consider cannabis to be a sacred herb. I think about tobacco that way too -- as something sacred and ceremonious. I know you recognize the sacredness of cannabis. What are your thoughts on legalization or on the commodification of cannabis?

**BT:** My heart is broken with the passing of California's Prop 64. Cannabis legislation/regulation should be written by cannabis farmers for cannabis farmers. The spirit of cannabis does not want to be systemized, factory farmed, and demoralized by corporate culture. Nature doesn't truly thrive that way.

Cannabis is an extremely sensitive and expressive plant [based] medicine, which has the potential to remedy countless dysfunctions in the body. That, in itself, is spiritual. I can't count how many hours I have spent out in nature sitting beside a cannabis plant working, listening and dreaming with my toes in the grass... It blows me away to see its potential stunted and watered down for profit from mass production by a few big corporations.

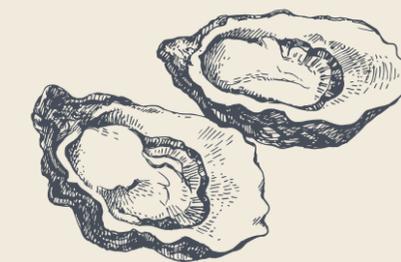
**EM:** Do you have any particular strains that you're into and want to share with others?

**BT:** Yes, our *Purple Princess* is really special... I look forward to getting her out there more.

**EM:** What is the significance of using the word "Emerald" in your business name?

**BT:** Emerald is the color of the heart chakra. It symbolizes new life, health and wellness.

Emerald Alchemy will be at the 2016 Emerald Cup, sharing a booth with Skyline Boulevard Teas in the 215 area. Emerald Alchemy is on Instagram @emeraldalchemy, and online at [EmeraldAlchemy.org](http://EmeraldAlchemy.org). You can also catch Thibodeau making ice water hash on an episode of Vice's "Munchies."



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# Emerald Scientific

Setting the Industry Standard

MELISSA HUTSELL



## SAN DIEGO CONFERENCE

The 3rd annual Emerald Scientific Conference will be located at the Hyatt Regency Mission Bay Spa and Marina in San Diego, California from February 2-3, 2017. The event will feature 30 expert speakers who will share their latest research, in addition to a variety of vendors who will showcase the latest science and technology. For more information, visit [TheEmeraldConference.com](http://TheEmeraldConference.com).

**E**merald Scientific is re-approaching the science of cannabis and helping to set standards along the way.

The multi-faceted company is the first and only one of its type. The California-based business was founded “to bring specific products to the market that no one else has,” said Emerald Scientific’s Director, Ken Snoke.

Snoke, who has more than 25 years combined experience in the biotechnology industry as a scientist and researcher, turned his sights to organic farming. While living just outside of Medford, Oregon, he described, he met many cannabis cultivators. “It became apparent that a lot of components of the cannabis industry needed scientific products.”

He discovered a niche in need of filling. In 2013, he founded Emerald Scientific to serve the industry’s previously unmet needs by delivering the supplies necessary for extraction, testing and packaging.

“Equipment didn’t exist to meet [these] needs. [We are] responding to the needs of the industry,” Snoke noted.

The company operates under the motto of “the science of cannabis.” Scientists work alongside labs (among others) to set industry standards, working towards best practices, and to improve or validate methods already in use. This, Snoke said, improves results and workflow.

Emerald Scientific develops their own inventory of products. These high-quality materials are specifically designed for cultivators, laboratories, and businesses -- which bring consistency to both the producers and consumers. The company provides a variety of equipment including (but not limited to) reagents, moisture analyzers, and columns used for testing potency, terpenes or heavy metals.

Emerald’s products are very technical in nature, but you don’t have to be a scientist to use any of them as guidance is provided. Technical support is made readily available through instructional videos, bulletins and customer service. “That is important to us,” added Snoke.

The company also develops custom products that meet individual state regulations. For example, he explained, a lab in Oregon may have different calibration require-



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The Emerald Test helps labs ‘quantify excellence.’ Anonymous samples are submitted and tested by an advisory panel in order to help evaluate the performance of a lab.

This helps to set proficiency standards. Top performers are awarded a badge, which comes with a one-year license and permits the receiver to use the badge on websites, or in

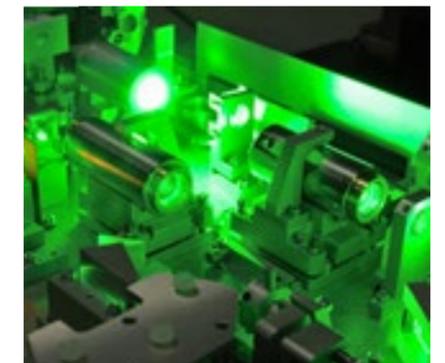
other marketing materials. In addition, participating labs are listed on the Emerald Test’s website, [TheEmeraldTest.com](http://TheEmeraldTest.com).



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ments for pesticides or residual solvents (such as ethanol) than a collective in California.

“Traditional suppliers aren’t accustomed to the state-by-state needs,” he said, giving Emerald Scientific an advantage. In the future, the company hopes to continue to fill this gap.

According to an article published in National Geographic, titled “High Science,” the science of cannabis is experiencing a rebirth. More and more are turning to the plant for its medicinal value. As California voters recognized in 1996, and again in 2016, the field has much to offer. Emerald Scientific is here to build bridges, meet demand, and provide scientific standards.

“We saw [that] nobody else was providing these products and the needed technical support. The way our industry came out of the black market resulted in the development of a large industry without support,” Snoke added, “With legalization, it just blew the doors open. In most other markets, regulations developed along with the industry. For the cannabis industry, best practice in the lab and in production has been a big challenge. A lot of critical products were not available – we were in a position to spearhead, so we did.”

“We started originally selling exclusively to analytical test labs all around the country, and then more recently, selling to extractors and cultivators.” Snoke added that access to scientific materials for cultivators is essential for sex determination, strain identification, cloning, pathology testing, etc.

While all material must be tested by a third party lab before sale, there are some instances where cultivators and extractors can gain critical information with in-house testing. “For example,” he said, “If a cultivator is trying to choose the best harvest time, lab results may take a week or more.” In the meantime, the grower can miss ideal harvest time. With Emerald Scientific’s 420 Gas Chromatograph, the cultivator or extractor can determine potency information in just minutes.

Aside from their inventory, Emerald Scientific has developed the Emerald Test which consists of proficiency testing and interlab comparison. “These are programs that almost all other industries use to help labs increase their performance, and develop best standardization methods,” said Snoke. At first, approximately 10 labs participated. Now that number is up to more than 50.

The test, determined by an advisory panel, is conducted twice per year; once in the spring time, once in the fall. According to the website, labs submit samples for testing, then “receive their individual results, and once analysis is complete, will receive the overall test results, so as to see how they performed in relation to their peers.” All data collected is confident, however the site added that “cumulative (anonymous) data of all participants will be used for a variety of analyses, and may be published in appropriate journals and on websites. Labs that perform within a specific toler-

ance will be awarded an Emerald Test Badge, and all participants will be listed on the Emerald Test website.”

Through this, Snoke stated, “We can see which methods work best, or which labs aren’t performing well.” Those who perform well often help others improve.

In correlation with their commitment to industry advancements, Emerald Scientific launched the Emerald Conference in 2015 -- another first for the industry. The annual event gathers professionals from all fields. “Because there is no federal oversight, the best way to [set standards] is to bring people in our industry together [with] people from parallel industries,” such as those who specialize in food science, Snoke added. These experts offer experience and knowledge, and by learning from them, better practices can be integrated into the cannabis market. “We don’t have to re-invent the wheel for this,” Snoke said.

The team at Emerald Scientific believes in the cannabis industry, and in their contribution to it. “We can’t develop successfully without safe and dependable products,” he said, “Those are just basics that we need to assure.”

For More Information, visit [EmeraldScientific.com](http://EmeraldScientific.com), [TheEmeraldTest.com](http://TheEmeraldTest.com) or [TheEmeraldConference.com](http://TheEmeraldConference.com)

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We are now having to enter a time where standards are required. We want us all to succeed, not just our business.

Several decades ago, Hunter S. Thompson penned the phrase, "When the going gets weird, the weird turn pro," as a highlight of what the uncertain and perilous times ahead would demand of its citizens.

Several weeks ago, I scheduled an interview with one of the heads of Northern Emeralds, Cody Stross, to discuss the company's process in cannabis cultivation via Skype. It was illuminating and refreshing to hear about a business that reflects such professionalism with an emphasis on quality and control of the product at large. At Northern Emeralds, I learned that not only is every strain lab tested for consistency and reliability, but also, in the event that a distributor is unhappy with their product, they offer refunds. It's a measure of accountability that this writer has yet to hear from any cannabis company that's looking to expand its foothold in California. However, due to a less than desirable internet connection, we were forced to cut our interview short and postpone our next conversation for several weeks.

In those weeks that followed, several rather unbelievable things occurred in our nation and in our state: Donald Trump became our president elect, and Proposition 64 passed in California. The going got weirder.

The landscape of the United States had an ominous cloud of unknowing cast over its future, while state level progress (or regress depending on your position) was reformed and enacted in California and several states across the nation. It was after all of this news had settled on our collective consciousness that I met back up with Stross for a second interview.

I became interested in learning about how, in light of such a dizzying array of recent events, Northern Emeralds' business model could help pave the way for others to follow. In my time reporting, I have yet to come across a more well oiled machine than Northern Emeralds; the insights they could provide would not just be fascinating, but a helpful standard bearer and atlas stone for the economy of Northern California and its future foothold in the years ahead. Here is what Stross had to say.

**Emerald: With the passing of Proposition 64, how do you intend to handle the transition with regard to your preexisting standards?**

**Cody Stross:** We have always wanted to do distribution and cultivation, so Prop 64 opens the door for us to pursue that. When we started this business, exploration was needed from the grower, the dispensary, and the consumer dynamic -- we realized that consistency, professionalism, and real honesty and transparency with our quality was something that nobody was getting. The basis for us to create a niche was to [distribute] and have that one-on-one relationship. Essentially, I designed this busi-

ness to forge those direct lines of communication between the distributor and their clients. We didn't invent anything as far as the business model is concerned, but we just followed all of the signs that the future was pointing us towards.

**Emerald: Which then, naturally, leads back to...**

**CS:** Prop 64, of course. We had to do all of our stuff indoor, because that's the only way that we could keep our product consistent: any change in the environment will radically change the terpene profile and the ratios between THC's and CBD's.

**Emerald: Can you provide an example?**

**CS:** The only actual proof that a strain boasts what it claims to is a lab test. You can do some genetic tracing but nothing too thorough. When you get down to it, if you treat one strain a certain way it's going to come out completely differently while it's growing. It can have different effects on the patient, and may differ from the requests of the clients and customers. So, with a focus on consistency, which is something, ultimately, Prop 64 will require, we focused only on indoor, which put us in a good place to distribute. Long story short, Prop 64 works out well for us, because we were looking to foster a new sense of reliability and consistency in products for some time before this bill came into play.

**Emerald: How do you feel about the initiative?**

**CS:** It's both a good and a bad thing. It's great that there's something in place...

**Emerald: What are some of the facets of the bill that you don't care for?**

**CS:** Many of my friends who are doing outdoor may find themselves... well...

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### Emerald: Screwed?

CS: In some ways, yeah. Outdoor is more environmentally friendly, but not [in] relation to the bill, and I don't like how that affects our community. With respect [to] the overall industry, I think it'll be fine, but the gray area is disappearing, and the gray area has provided our community with a

tremendous boon over the years. It's going to force a lot of people who can't make it in the legal industry to go black market, which is an unfair pigeon hole to put some people in. I'm afraid for some of the legal tenants and how much power the state wields over the crop.

**Emerald: The bill states that, for the next five years, no grower is allowed any larger than an acre of land to grow on. This is done with the intention to allow local farmers to get a foothold in their community. Do you feel that this will allow Humboldt to keep its autonomy from big business?**

CS: I thought that was generous. Truly. You have to look at it for what it is. If you're not willing to engage with your environment and the evolving landscape, you're going to get left behind. Laziness in all things is ultimately the enemy of any prosperous business. The legal mindset is happening, and in our minds it's an extremely lengthy time for any business to get their act together. We want to be just as much a part of our community's roots as we are for its future, and we want to work with anybody in our community to help make us stronger. We are now having to enter a time where standards are required. We want us all to succeed, not just our business.

The theme that I noticed throughout this interview, and the focus that I wish to impart onto you, our readers, is quality control. This next era of our lives will require a diligence of both spirit and practice. A diligence of work ethic and the details therein, and a resolve to seek the best versions of ourselves as both a community and a burgeoning super economy for the rest of the nation.

It's getting weirder out here. It's up to all of us to turn pro. 🌿

For more information, visit [NorthernEmeralds.com](http://NorthernEmeralds.com)

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THE EMERALD OF  
MANITOU SPRINGS, COLORADO

JAMES PRIEST

# EMERALD FIELDS



Emerald Fields in Manitou Springs, Colorado is one of only two dispensaries that serve the Colorado Springs area on a recreational or retail level. The experience you get when you visit Emerald Fields is one that can only be described as a boutique cannabis experience. You don't get the feeling that you're in a doctor's office or waiting room. A very comfortable atmosphere of neutral wood tones and a gift shop welcome you after your identification has been verified.

Once you enter the dispensary, you will be able to view all the fine flowers they sell before purchasing. They have sample containers made from plexiglass in which you can pick up and examine the flowers, and by opening a small ventilation hole on the top of the container you can smell their aromas. They also have computers with complete listings of all available products for you to choose from. Their attention to detail helps make your selection easy, as all their products are clearly labeled with prices, quantities, and cannabinoid profiles.

Once you've made your decision, you can place your order with one of the attendants holding an iPad and mingling amongst customers, answering any questions that may arise. They will verify your ID again and then will enter your order into the system. All you do is tell the budtender at the counter your name, or number after showing them your identification one final time, and they will have your order prepared.

There's also an excellent selection of incredible cannabis-infused edibles and topicals. One of my favorite edibles they carry is the cannabis-infused candy bars called the Affogato Bar. This chocolate is heavenly with bits of toffee and flavors of delect-

table herb that tantalize your taste buds, leaving your mouth salivating for more. Emerald Fields also carries a great selection of smoking and vaping accessories such as glass, e-pens, globes, papers, screens, silicone containers, dab tools and more.

Emerald Fields is the premiere cannabis-boutique in the Front Range region thanks to the people's vote. Residents can join their Loyalty Club, where they save 10 percent on every purchase as well as an additional 5 percent off for the first 30 days of their membership. You also get a birthday discount of 50 percent.

The company also offers tours. You can learn how it all happens behind the scenes. Stop in the next time you're in the Manitou Springs area and visit Emerald Fields. Tell them you heard about them in the *Emerald Magazine*. 

Emerald Fields is open daily from 8 a.m. to 7 p.m. and can be contacted at (719) 375-0554 for more information. Visit their location in Glendale Cherry Creek at 4182 East Virginia Ave Glendale, Colorado where they're open every day from 8 a.m. till midnight. The phone number for the Glendale Cherry Creek location is (303) 377-1501.



An inside view of Emerald Fields. This posh dispensary puts it high on the list for boutique cannabis experiences. Patients and visitors immediately feel relaxed and at ease upon entering.



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When you throw in some cool unexpected items you didn't even know you wanted, it's easy to see how the CannaBake Box is a hit!



Get your CannaBake Box today and have a great holiday gift on the way, whether it's for you or a gift for someone else. Check out this incredible code for some holiday savings courtesy of Cannalance and the *Emerald Magazine*.

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## Emerald Trade Alliance

INDUSTRY-WIDE TRADE GROUPS PROVE THEIR VALUE DURING THE CANNABIS GREENRUSH

GOOEY RABINSKI

Based in Eugene, Oregon, the Emerald Trade Alliance is a good example of what may be in store for the California cannabis industry now that voters in several states have passed legalization. Although currently serving mostly the Central Oregon region, this progressive and unique group offers membership to an eclectic group of canna-preneurs.

The group counts amongst its members professionals who are engaged in cannabis cultivation, manufacturing, testing, distribution, retail sales, and quality control. This differentiates it from similar trade groups that focus on a particular segment of the market, such as cultivators or manufacturers. Examples include the California Grower's Association and the Association of Cannabis Breeders and Growers in Seattle.

Members of the Emerald Trade Alliance include OG Analytical -- one of Oregon's leading testing labs, Top Shelf Concentrates -- an extract producer based in Eugene, Oregon, and Herban Tribe -- a manufacturer of edibles, concentrates, and clones (also located in Eugene).

The organization charges members a monthly fee of \$50 and works "...with representatives from all sectors to identify common goals and seek consensus on issues that affect the industry as a whole." Members must currently own a cannabis or hemp business or be an employee of such a company. They are expected to "work constructively" within the group.

The goals of the Emerald Trade Alliance include advocacy, protection of Oregon-based cannabis businesses, and the establishment of industry standards (such as common trade practices and safety protocols). Another aim of the group is regional economic stimulation and the creation of jobs.

Trade associations of this type are especially

beneficial to members during times of disruption and uncertainty. The emergence of cannabis regulations in West Coast states like Washington, Oregon, and California has made the value of membership in such groups significantly greater.

The rollout of complex and conditional laws and regulations has made navigating the emerging legal market for cannabis confusing, cumbersome, and sometimes cost prohibitive. When populated by participative, experienced members, trade associations can be a powerful tool for entrepreneurs and serious professionals. It goes beyond mere networking to expose members to some of the most innovative, creative, and resilient companies in America.

"This is a great example of a group comprised of a wide range of professionals within the cannabis industry, not just growers," said Cara Cordoni, a cannabis industry business consultant based in Humboldt County. "California needs groups like the Emerald Trade Alliance to help its members navigate an extremely dynamic regulatory landscape that is confusing, even for many professionals," she added.

Passage of California's Proposition 64 and a plethora of new regulations at the state level equals a business environment in California that is both frenetic in its pace of disruption and perplexing for even the most seasoned attorneys, accountants, and business consultants.

"With 40 million citizens and the [sixth] largest economy in the world, California is poised to create a robust and globally influential cannabis market," said Cordoni. "But without the clarity that can, theoretically, be provided by trade groups like Emerald Trade Alliance, cannabis businesses in the Emerald Triangle will remain confused and may flounder due to making poor strategic decisions during their critical startup phase."

For more information, visit [EmeraldTradeAlliance.org](http://EmeraldTradeAlliance.org)

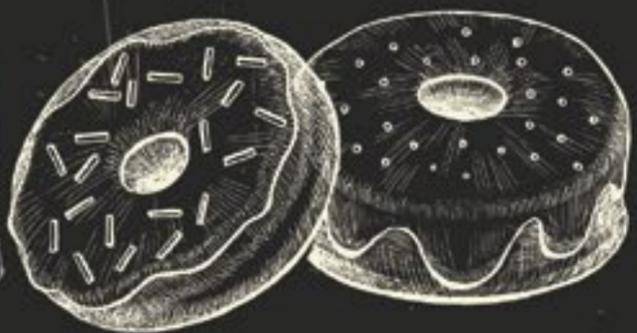
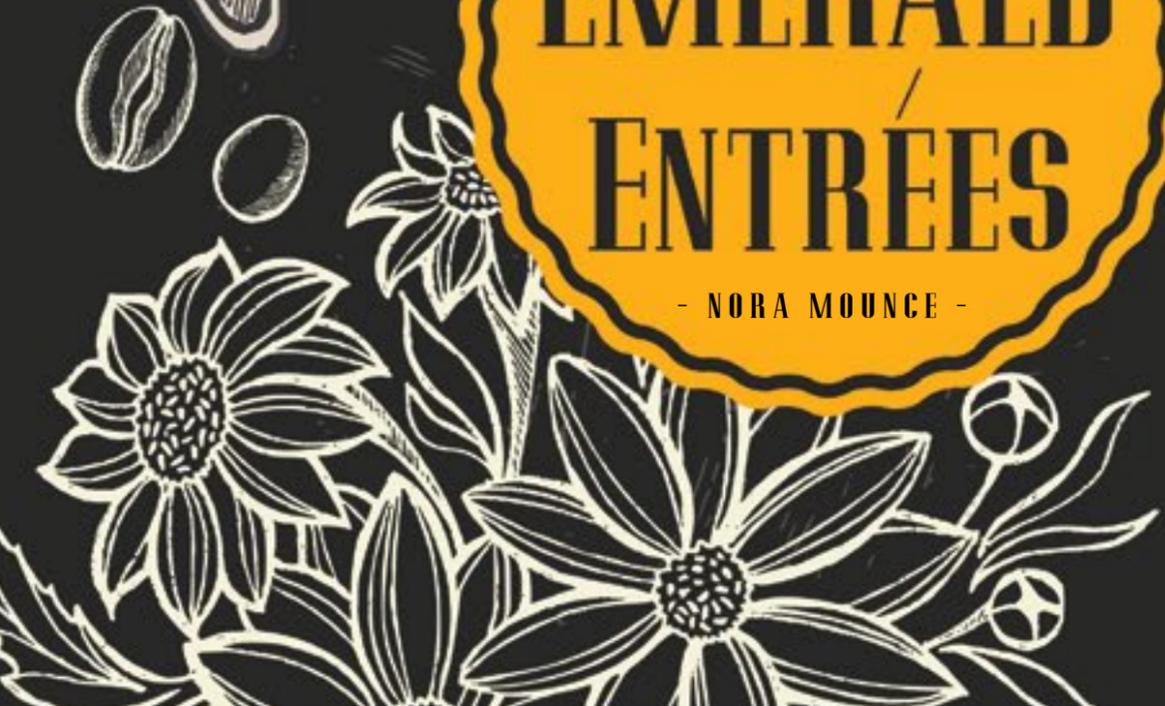


*Good days start  
with the Emerald  
Magazine*



# EMERALD ENTREES

- NORA MOUNCE -



## PECANNABIS

### Spicy Cannabis Pecans

- 1 pound pecans  
(or nut of your choice)
- 1 teaspoon sea salt
- 3/4 teaspoon ground cumin
- 1/2 teaspoon cayenne pepper
- 1/2 teaspoon smoked paprika
- 1/4 teaspoon ground cinnamon
- 2 tablespoons unsalted butter
- 2 tablespoons cannabis butter
- 1/4 cup packed brown sugar
- 3 tablespoons water



## • DIRECTIONS •

Tear off a large piece of parchment paper or aluminum foil and spread out on counter.

Mix spices in small bowl. Set aside.

Toast nuts in skillet set over medium heat. Toss gently or stir with a wooden spoon frequently for about 5 minutes or until a strong roasted aroma is released.

Watch carefully and don't leave the room - nuts can burn in seconds!

Stir in the spices until just fragrant.

Cut cannabis and regular butter into pats; add, stir to melt.

Add sugar, then water, stirring after each.

Stir until the sugar has completely melted and the nuts look glazed, (3 minutes-ish).

Sprinkle with sea salt & remove from heat.

Spread the nuts evenly onto the parchment or foil, taking the time to separate each nut so that they don't stick together.

Allow to cool completely.

Fill a half-pint Mason jar with pecans and adorn with a red or green ribbon.

And most importantly -- be absolutely certain you label these goodies as cannabis-friendly!





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### STARTERS



#### Savory Goat Cheese Tart with Cannabis Pesto

The holiday season calls for a gauntlet of soirées and dinner parties – some naughty, some nice, depending on the relatives invited. This savory cheesecake tart is a wonderful showpiece to share with foodie friends. As the tart can easily stand in as an appetizer or dessert, your host will appreciate its versatility (and your thoughtfulness). This version highlights two of Humboldt County's most famous agricultural provisions – cannabis and chèvre from Cypress Grove, an artisan producer of goat cheese sold across the country. A bonus to sharing this dish with mixed company is that the THC is contained in the optional cannabis pesto topping. We recommend serving it on the side.

#### CREATE YOUR OWN PESTO



- 2 large cloves of garlic, minced
- 2 cups lightly packed fresh basil leaves
- ¼ cup extra-virgin olive oil
- ¼ cup cannabis olive oil
- Sea salt, to taste

#### Directions:

Whiz garlic, basil, pinch of salt and drizzle of olive oil in food processor. While On, add remaining ¼ cup of olive oil and ¼ cup cannabis olive oil in slow stream. Adjust olive oil ratios for desired cannabis strength. Serve each slice of tart with a generous dollop of cannabis pesto and enjoy!



### Tart Dough Ingredients

- 1 ¼ cups all-purpose flour
- 1 teaspoon sugar
- ½ teaspoon salt
- \*6 tablespoons very cold unsalted butter, cut into bits
- 1 large egg
- 2-4 teaspoons ice water, separated

### Directions

Put the flour, sugar, and salt in food processor and pulse to blend. Scatter butter over the flour and pulse several more times, until butter is incorporated in small pea-sized chunks. Beat the egg with 2 teaspoons ice water and pour into the bowl of the food processor while on. Stop as soon as wet ingredients are incorporated. Proceeding carefully, continue to add 1 teaspoon ice water as needed, pulsing after each addition. As soon as dough begins to come together, stop food processor and turn out onto large cutting board. Gather dough into a ball, flatten it into a disk and wrap in plastic wrap. Chill for at least 3 hours. \*If you can plan ahead, put stick of butter in freezer for 10-15 minutes prior to mixing



COOK MORE  
EMERALD STYLE



### Ingredients

- 5 large eggs, separated, at room temperature
- Pinch of salt
- 2 tablespoons sugar
- 9 ounces Cypress Grove chèvre
- 3 tablespoons cornstarch

### Tart Directions

- 1) Preheat oven to 400° F. Generously butter an 8-inch springform pan.
- 2) Sprinkle flour across cutting board and roll out dough into an even circle about 11 inches in diameter. Carefully lift dough with rolling pin and place into the springform pan, pressing crust up along the sides. Dough may fold in on itself, but ruffles and ridges will bake into cheese filling. The finished product will have a rustic look, so don't sweat it! Place crust in refrigerator while preparing the filling.
- 3) Using stand mixer or electric beaters, whip egg whites with pinch of salt until soft peaks begin to form. Still whipping, add 2 tablespoons of the sugar and beat until the peaks hold their shape and have a glossy sheen.
- 4) In another bowl, beat egg yolks, goat cheese and cornstarch until smooth. Using rubber spatula, stir a generous scoop of the egg whites into yolk mixture, then continue gently folding in remaining egg whites. Scrape the filling into the crust and place on center rack in oven.
- 5) Bake for 15 minutes and decrease oven temperature to 350° F. Continue to bake for 30 minutes more. The top should be caramel-colored brown and may have cracks. If uncertain, check with a toothpick – it should come out clean. Allow tart to cool for 10 minutes, before carefully removing perimeter of springform pan. Cool completely.



## Dark Chocolate Peppermint Bark



### Ingredients

- 12 ounces semi-sweet dark chocolate chips
- 1/2 teaspoon peppermint extract
- A few candy canes
- 3 to 6 grams kief

### Directions

- 1) Place a large piece of parchment paper or foil on the counter.
- 2) Place candy canes in a ziplock and wrap loosely with a dishtowel (to minimize the mess). Using a rolling pin, hit, roll and crush candy canes into small chunks.
- 3) Set metal bowl over a pot of water to a low simmer. Don't allow water to directly touch the bottom of the bowl - this could scorch your chocolate. (Alternatively, use a double boiler).

For a balance of elegance and taste, Dark Chocolate Peppermint Bark has become a stylish holiday classic. No one needs to know it takes less than 10 minutes to prepare! For the right friends, incorporate cannabis using finely ground kief to minimize the cannabis flavor.



- 4) Pour chocolate mixture onto prepared baking sheet and spread evenly with a spatula. Immediately sprinkle with crushed candy canes.
- 5) Allow bark to cool until hardened. Break into pieces for a rustic look. Package in small gift boxes or wrap in holiday-colored cellophane. As to not spoil anyone's holiday - be sure to label as cannabis-friendly!



Treat Yourself to more amazing recipes by Nora Mounce at [TheEmeraldMagazine.com](http://TheEmeraldMagazine.com)

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# WINE & SPICE

## VINUM, ET AL

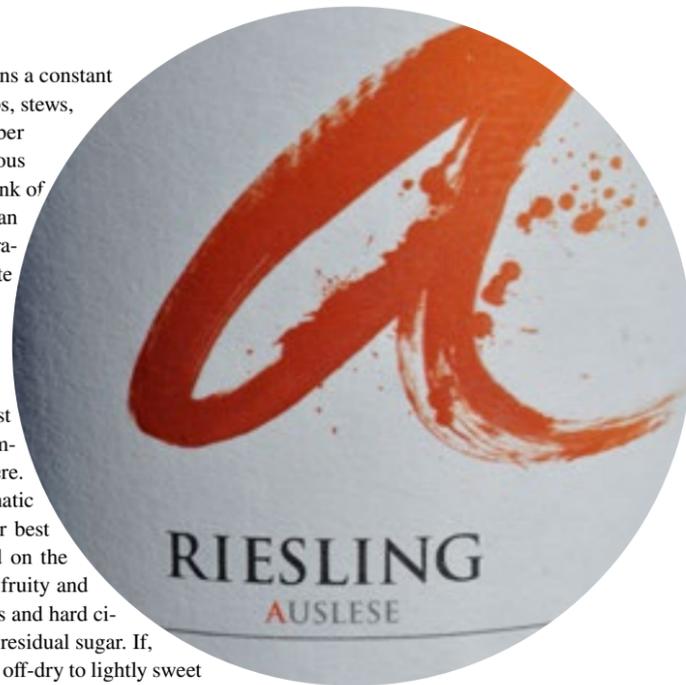
Winter cuisine in my house means a constant parade of spicy concoctions – soups, stews, and goulashes made with any number of foraged fridge, veggies and various leftovers that are usually on the brink of heading to the rubbish bin. What can I say? My mom was a WWII generation Scott and nothing went to waste in her busy kitchen. She was an accomplished and thrifty culinary technician. I began taking mental notes at a very young age.

The spices I tend to use the most are chilies, curries, coriander, cumin, cardamom and Ethiopian berbere. All of these spices infuse an aromatic heat. Alcoholic beverages that pair best are those that are light, fruity and on the sweeter side: Not sticky sweet but fruity and off-dry sweet. With regard to wines and hard ciders, you may have heard the term residual sugar. If, for example, you are looking for an off-dry to lightly sweet wine, you will want something in the 1.5 to 3 percent residual sugar range.

Most good restaurants with Indian cuisine have a Riesling or Gewurztraminer on their wine list. These wines have heavenly aromatics when they are made in an off-dry style. Served very cold, they pair perfectly with spicy dishes. The bit of sweet in the wine highlights the more subtle tones of stronger-flavored spices and herbs. Other than wine, lighter-style pilsners and ambers work well. Hard ciders are a fantastic choice when finding the right beverage pairing with any number of warm cuisine: Indian, Mexican, Central American, Argentinean, Thai, Vietnamese, etc.

Here is a quick lesson on figuring out what is dry and what is sweet on the wine aisle: U.S. wine labels will usually specify the sweetness or dryness on a label – especially in the case of Riesling. European labels are a bit more mysterious. German wine labels always indicate sweetness levels. Kabinett is dry. Spätlese is off-dry. Auslese is medium-sweet. Beerenauslese is sweet, as is the case of Eiswein (ice wine). Trockenbeerenauslese is very sweet, late-harvest dessert wine. Sec means dry in French. Demi-Sec is off-dry. These terms are usually specified on labels of Chenin Blanc aka Vouvray wines.

When in doubt, ask the wine clerk or download a good wine app like Delectable or Plonk.



**PAM LONG**  
is a wine educator, consultant and writer. Consider a career in the Wine and Beverage industry and earn your Wine Studies Certificate through HSU's eLearning and Extended Education. Email Pam: [thewinedummy@gmail.com](mailto:thewinedummy@gmail.com).

## CANNA-BANANA BREAD WITH BLAZED PECANS

I find that most banana breads tend to be rather dry, but this recipe produces a seriously tasty, moist, and medicinally powerful banana bread. And who doesn't like saying "canna-banana"?



Cooking spray or oil to grease pan  
1½ cups all-purpose flour  
1 teaspoon baking soda  
½ teaspoon salt  
¼ cup creamy canna-butter, softened (or canna-coconut oil), plus ¼ cup grass-fed butter, softened (or extra-virgin coconut oil)  
1 cup raw cane sugar  
½ teaspoon vanilla  
2 eggs, beaten  
4 ripe bananas, mashed  
1 cup Blazed Pecans (page 78)

- 1 Preheat oven to 340°F. Grease and lightly flour a 9-by-5-inch loaf pan.
- 2 In a small bowl, sift together flour, baking soda, and salt. Set aside.
- 3 In a large bowl, cream the canna-butter mixture, sugar, vanilla, and eggs with a wooden spoon until fluffy. Add in the mashed bananas and pecans. Stir in the dry ingredients.
- 4 Pour the batter into the prepared pan and bake for 1 hour, or until a toothpick inserted into center comes out clean. This may take an extra 10 minutes or so.
- 5 Remove the banana bread from the oven and let cool for 30 minutes, then turn the pan onto a wire rack to release. Serve and enjoy!

*\*Approximate dose per serving is based on infusing 5 grams of cured/dried/decarbed cannabis into 1½ sticks of butter.*

### SERVINGS

10

### PREP TIME

15  
minutes

### COOK TIME

1  
hour

### APPROXIMATE THC PER SERVING\*

10%: 5.7 mg  
15%: 8.6 mg  
20%: 11.4 mg

## SEQUOIA ANALYTICAL LABS

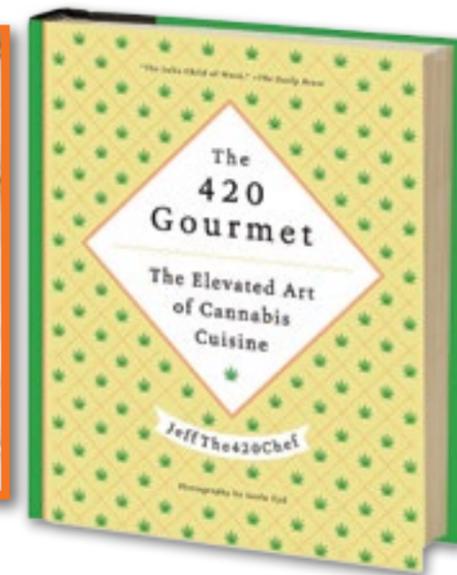
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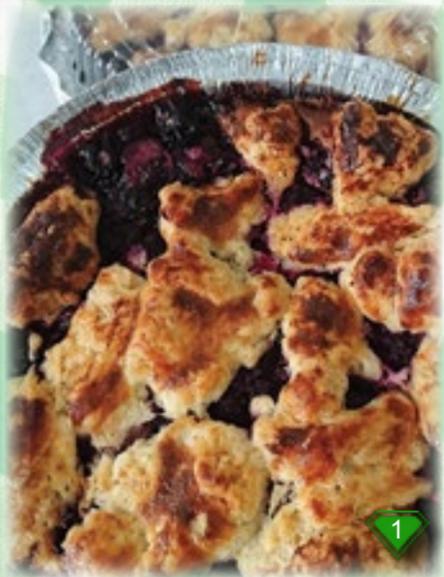
## The Emerald

## Gift Guide

The Emerald Triangle is filled with all things green. The vast landscape of towering trees inspires all to live up to the Emerald name. This month's gift guide highlights some of the best Emerald products on the market. We also take an in depth look at Baked in Humboldt's line of handmade goodies – just in time for the holidays!



# Baked in Humboldt® Holiday Cookies



1



2



3



4



5



6



7



8



9



10

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1

## BLACKBERRY COBBLER

Just when you thought blackberry cobbler couldn't get any better! If you love the classic, you will want to get your hands on this cannabis infusion. Cobblers contain 500mg of THC per dish.

2

## ASSORTED BOX OF INFUSED COOKIE

This box of cookies is surely a treasure chest of delicious goodies. Each cookie contains between 8-10mg of THC. You can order these treats in increments of two dozen, or four dozen. We recommend the ultimate size known as the "deluxe box" for your next party.

3

## PEANUT BUTTER FUDGE

It is not the holidays until someone breaks out the fudge! This year, skip grandma's recipe and give these a try. A one-pound pack contains 420mg of THC.

4

## MIRROR GLAZED LEMON BUNDT CAKE

This cake delivers the ideal balance of sweet and sour. Perfect for parties, they come in two different sizes; a four-inch cake with 500mg of THC, and the 10-inch cake that delivers 2000mg of THC.

5

## COCONUT CHOCOLATE CRUNCH BALL

These little treats are available for sale in the assorted handmade chocolate boxes. The entire chocolate line is Baked in Humboldt's own blend of chocolate containing 70% cacao. Each crunch ball contains 25mg of THC.

6

## POUND CAKE

Pound cake is a traditional holiday staple, and a great addition to any spread. Everything from Baked in Humboldt is hand made from scratch. A lot of time and energy goes into every dish. This pound cakes contains 500mg of THC.

7

## CHOCOLATE HAZEL NUT CRUNCH BALLS

Another great offering from the assorted chocolate boxes. All products, including this one, contain the highest quality cryogenic organic extraction from their own dry farmed organic cannabis. These are the highest quality chocolates you can get.

8

## PINK CHOCOLATE DIPPED MARSHMALLOW

These light and fluffy marshmallows are carefully dipped into Baked in Humboldt's organic chocolate blend. Each beautiful treat contains 50mg of THC.

9

## CASHEW BRITTLE

We all know someone who has a profound love for cashew brittle. Make their smile even bigger with this incredible batch of organic brittle. Each batch contains 150mg of THC.

10

## CHOCOLATE GUINNESS PECAN BABY PIE

Baked in Humboldt takes this overly sweet classic and infuses it with Guinness and cannabis. This combo helps break down the sweetness just enough to offer a lovely bite sized treat. Each baby pie contains 25mg of THC.



1



2



4



5



3



1

2



3



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Peace In Medicine - Santa Rosa, California - Price Varies

**EMERALD ESSENCE  
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This strain is a formidable cross of the classics *Sensi Star* and *Sour Diesel*. The oil from this season's *Death Star* took first place at this year's HempCon, with its whopping 9% terpene content packing a level of flavor and aroma that went virtually unmatched.

Oakland Organics  
Oakland, California  
\$30 an 1/8th

**EMERALD EXTRACTS  
BLACKJACK SHATTER**

This shatter created by Emerald Extracts is purged to perfection for 96 hours. The product has been SC Labs Tested with results showing a total of 83.5% THC levels. Potent and clean, this shatter is worth checking out.

Central Coast Wellness Center Santa Cruz,  
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**EMERALD X GUMMY CANDIES**

Heart shaped gummies contain approximately 15-17mg of THC each, or roughly 100mg of THC per pack of six! Flavors include;

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Haze Dispensary  
San Jose, California  
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**EMERALD PEAKS CRAMS**

Emerald Peaks provides cannabis infused confections for your sweet or savory side. They use all natural, non-gmo & organic ingredients when possible. Emerald Peaks is the height of satisfaction.

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OriginalEmeraldsEdibles.com  
\$75 per dozen

**EMERALD TWIST OMEGA**

*Omega* is an exclusive indica-sativa hybrid strain made by Emerald Twist. *Omega* has been lovingly crafted to deliver an effective, all-day experience for even the most discerning cannabis aficionado.

EmeraldTwist.net  
Price Varies

**EMERALD FARMS PREMIUM VAPE OIL**

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1

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[EmeraldSpiritBotanicals.com](http://EmeraldSpiritBotanicals.com)  
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2

**EMERALD VAPE KIT**  
This kit is a perfect gift for someone special, or maybe yourself. It includes a USB charger, battery pen and other features such as a flat case design that is easy to store in your pocket. The pen is made of stainless steel and includes child resistant features.

[EmeraldVape.com](http://EmeraldVape.com)  
\$30

3

**EMERALD HEALTH BOTANICALS - THC:CBD OIL**  
These oils are diluted in medium chain triglycerides (MCT) carrier oil derived from coconut oil. MCT is a clear, odorless, and flavorless edible oil. This oil contains approximately 25 mg per ml of cannabinoids with a balance of 1% THC and 1.3% CBD.

[www.Emerald.Care](http://www.Emerald.Care)  
Price Varies

4

**EMERALD HEALTH BOTANICALS - SHISHKABERRY**  
With over 60 years of growing experience, these guys put extra care into growing, drying and curing their cannabis. Shishkaberry is an indica-dominant strain. Every batch is independently lab tested and has a potency of 17% THC.

[www.Emerald.Care](http://www.Emerald.Care)  
Price Varies

5

**EMERALD GROWN FARMERS CO-OP HANDY BALM**  
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[Artifact Nursery](http://ArtifactNursery.com)  
Laytonville, California  
\$30

"WE ARE FARMERS, AND PROUD OF IT."

HOW THE EMERALD GROWN  
CO-OPERATIVE AND A  
VISIONARY DOCUMENTARY  
FILM PROJECT ARE  
CHAMPIONING THE DIGNITY  
OF CANNABIS FARMERS IN  
MENDOCINO COUNTY.



# EMERALD GROWN

MOLLY CATE

## Emerald Grown Co-operative

How can we protect small-scale, sustainably oriented, organic, craft cannabis farmers now that Proposition 64 has passed? For that matter, how can Emerald Triangle farmers cope with the piles of paperwork and stipulations generated by the California Medical Cannabis Regulation and Safety Act (MCRSA), passed by the legislature in September 2015. It takes long hours to work a farm and these folks also have to stay up-to-date with the legal requirements that increasingly bind our beloved "controlled substance." Some good folks in Mendocino County have found a great solution, Emerald Grown Co-operative.

Not surprisingly, the hub is Laytonville, California. Long before the passage of the Compassionate Use Act of 1996 (Prop. 215), folks coming into town from their outlying, often off-the-grid farms could get together and share knowledge as time permitted. Out of that small town climate has come Emerald Grown Co-operative. The Co-op tackles the big questions -- complying with new and changing county and state laws, marketing, and the best farming practices for what they call "regenerative agriculture." To help accomplish all this they have forged relationships with some *expert partners*: local legal professionals, the software company Meadow, Flow Kana for marketing, plus Pure Analytics, The Ganjier and the California Growers Association (CGA).

According to Executive Director, Amber O'Neill, the Co-op has been holding monthly informational meetings since March 2015 and coordinating closely with the local CGA chapter. "It takes all of us working together," says Amber. She and husband Casey co-own HappyDay Farms, a founding member of Emerald Grown Co-operative. Amber volunteered for the Co-op from its inception and two months ago was hired for the interim Executive Director post.

Amber credits True Humboldt and the Humboldt Sun Growers' Guild as innovators in the world of cooperative cannabis. Both the Guild and Emerald Grown band small farmers together and bring them state-of-

Emerald Grown Co-Operative is built up of over 40 compliant farms

- Fired Up Ranch -  
Twitter @FiredUpRanch

- Guerilla Farms -  
GuerillaFarmsOnline.com

- Happy Day Farms -  
HappyDayFarmsCSA.com

- Love Tree Farm -  
EmeraldGrown.com

- Mendocino Medicinals -  
MendocinoMedicinals.org

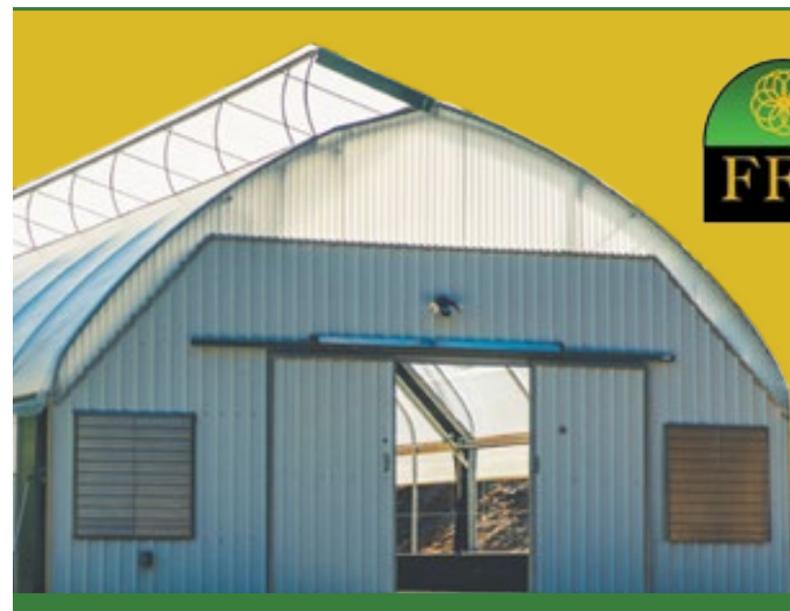
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the-art information. In the Co-op model, each farm retains its own brand name and logo, though all use the term Emerald Grown in common. You can read inspiring blurbs about some of their member farms on the Co-op website, [www.emeraldgrown.com](http://www.emeraldgrown.com).

The Emerald Grown Co-op's mission statement reads in part, "Emerald Grown is an agricultural cooperative of independent California Cannabis farmers who stand together in solidarity to preserve quality, craft cannabis production... We strive to support small farms, improve our communities, and be exceptional land stewards. Our goal is to increase abundance for all."

The website also explains the reasons for joining together. "As individuals, farms are at the mercy of market forces and large contract buyers...



Cooperatives are the tool given to small businesses to compete... Our diversified farms have ventured forth into an unknown world of be-

ing public... If we do so alone, we face great risk and peril. We seek to band together with like-minded farmers and business people, to stand up, to proclaim proudly



that small, diversified farms are important for our communities and our environment... We are farmers, and proud of it."

Emerald Grown Co-operative represents some of the many courageous, salt-of-the-Earth, family farmers that are committed to restoring soil and the reputation of cannabis. Just calling themselves farmers rather than growers heralds a big, positive change. Cannabis farmers have long been honorable, contributing members of their communities, but they had to be silent about it during the prohibition decades. Now they can hold their

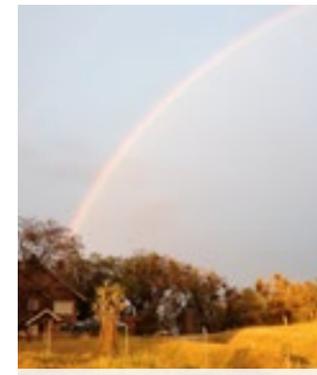
heads up, speak out and be counted. Like small farmers everywhere, they are important contributors to the health of rural communities and deserve to be proud of that.

Amber emphasized the Co-op's continuing exploration of new social terrain for cannabis farmers. For the Emerald Cup in Santa Rosa, California December 10th and 11th, they are preparing a catalog of their members to distribute at their booth. There's also talk of buyer's clubs, Meet the Farmers events, and Cannabis Farmers Markets. Keep your eyes on these folks for more innovations to come.

### Rusty Shovel Ranch

Co-op member Will Porter of Rusty Shovel Ranch confirmed the value of membership, citing a recent informational session on tax laws. Few people in any business want to navigate those waters without some help. Will spoke of an exciting future with the Co-op's support; agricultural education, purchasing essential supplies in bulk, and the evolution of industry standards.

Will joined his father and brother on the farm two years ago, after completing his education at Evergreen State University in Washington State. Rusty Shovel Ranch demonstrates regenerative agriculture to the max. Will described the farm as a "mini-superfund" pollution site when they took over. After hauling away trash such as rusty generators and reconditioning the soil, they switched to no-till farming and careful water management using rain catchment only. They use less than 1/8 of an acre for cannabis and 10 acres for their alpacas. The ranch is inno-



vating in social ways too. They recently hosted some Brazilian growers, sharing the skills that make Emerald Triangle cannabis farmers the most expert in the world. Will also mentioned the idea of developing a way to auction off whole, mature plants.

### The Family Trees Project

"We are farmers, and proud of it" could be the slogan for another mostly Laytonville creation, "Family Trees: A Serial Documentary Project." Project director

Michael Waldon has local logger and fishermen ancestors, and director of photography Jove Mandzik comes from Laytonville back to the landers. They and James, the producer from NYC, wanted to document what they expected would be the last illegal season.

He remembers folks telling stories of local growers as far back as his high school days. He spoke of how the friendly climate around Laytonville became more strained as the locals dealt with federal retaliation after Prop 215 passed. The Family Trees Project provides a platform for interested cannabis farmers to "come out." It is no accident that he used the term. Just



as individuals in the LGBTQ communities have negotiated the minefields of public disapproval and, in the past, illegality, now cannabis farmers are claiming their day in the sun too.

The objective of the Family Trees Project is to showcase these farmers as the good people, "just like you and me," that they have always been, and to showcase their value to struggling rural communities. "We are making it known that we are here, that now is the time to stand up proud," and that a painful history is changing. The film project is not sponsored other than through crowdfunding. He mentioned their gratitude for the "outpouring of love" from local cannabis farmers.

Meet some of these gutsy farmers at FamilyTreesDoc.com and watch the 4:20 long trailer. Still in production, and a ways off from figuring out distribution, the Family Trees Project plans to bring the true heart and soul of Emerald Triangle cannabis culture to the world at this year's Emerald Cup. Look for them there. 🍀

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Joey Burger (left) with Todd Franciskovic (right)

# POT TALK

With Emily Hobelmann

## RESIN RANCH

Welcome to the December edition of Pot Talk.

Todd Franciskovic is the Dry Sift Jedi of Resin Ranch Extraction. Joey Burger, aka the Humboldt Local, is the man behind the Mendo Hideout, a farm in Northern Mendocino. They provided *Berry White* flower and dry sift hash for this holiday edition.

*Berry White* is a delightfully classic cross: *Blueberry X White Widow*. The flower was grown at the Mendo Hideout. And Franciskovic from Resin Ranch made the dry sift hash from some of the trim.

According to Franciskovic, dry sift is a solventless extraction, a “separation,” really. Technically, it is isolated resin heads collected by sifting cannabis trim or flower through a series of silk screens. Resin Ranch is all about the solventless extractions -- they make ice water hash and rosin too.

When making dry sift, Franciskovic uses four silk screens to separate the resin heads from the “contaminant,” where the word “contaminant” in this context refers to “the leaf itself, decapitated stalks, pistils or hairs, and even dirt and dust that’s sometimes in [the trim].”

So he sifts the trim or flower through the first screen, refining resin from the material. He repeats this process with the second and third screens, and the silk screen mesh gets tighter as he goes. Franciskovic refers to the fourth and final screen as the “refining screen” because it has the finest mesh: 196 lines per inch, or about 70 micron. Sifting the material through this final screen effectively cleans any remaining contaminant from the resin heads.

And what’s left is the dry sift, a fine, powdery and remarkably pure concentrate (on the order of 60-75 percent THC, Franciskovic says) that can be pressed into a patty and dabbed.

Burger from Mendo Hideout got the two *Berry White* plants for his garden at an Emerald Grown Cooperative plant swap with “all small, sustainable farmers.” The two source plants he got at the exchange were seed starts, and Burger says they “came out great, nearly identical.” In other words, these were “stable seeds.”

The two *Berry White* plants were organically grown in no-till soil, full-term in full sun -- “no lights used.” He says the plants stood out because they ended up with a great nose. “They smell great, they smoke great, and they’re really frosty. Incredible bag appeal. I mean, the plant wasn’t anything special, honestly... It wasn’t a monster yielder. Just really good genetics.”





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Jessi Rockenbach of Terravida Farms  
Preps the Rig for a Dab "Tasting Flight"

# The Emerald Exchange

SHANNON PERKINS

PHOTOS BY JULIA MATTESON AND DEANNA VASIPOULOS KANE

The Emerald Exchange hosted its second ganja farmers market at a private ranch in Malibu, California on November 12th. Our team left from downtown Los Angeles that Saturday afternoon with our 215 recommendations in hand. Our first mission, was to fight through the mobs of presidential protests. The 101 freeway was gridlocked in both directions. Cops blocked the on ramps. Cars sat surrounded by "Not my president" chanters. Determined to shop this fall's crop, we skirted through side streets and made our way to the secret location. There it was, above the City of Angels. Heaven-sent like God's Gift.

There were the familiar farmers market moments: the sun shining on free samples, the smell of fresh-cut flowers, and homegrown, handcrafted goodies for sale. The best addition to the mix, of course, was all the weed. Buds, dabs, rosin, shatter, salves, bath bombs, vapes, infused beverages, edibles, clothes, and direct connections to small farmers in Northern California were just some of the treasures.

In one beautiful location, the Emerald Exchange gathered the best of the best of Northern California's organic, outdoor growers to connect with Southern California's cannabis community in a farmers' market setting. The event also included a speaker series, cocktail hour, and dancing until midnight to celebrate recreational legalization. Portions of the proceeds were contributed to CanaKids, a consulting group dedicated to helping patients find medicine and proper dosage. Every detail from the outdoor decor to food, refreshments, informational materials, and parking was organized and fun, with thought provoking designs and delicious flavors around every tree.

Tables were full of fresh harvest. True Humboldt represented with jars of top shelf nug, generous *Girl Scout Cookie* samples and classic packs of Indica pre-rolled joints. Chrystal Ortiz, Operations Manager for True Humboldt, confirmed they also have several CBD dominant strains this season, like *Sour Tsu* and *Trident*. Big Rock Farms set out jam jars full of take-away samples. The *Golden Strawberry* called to me with

trichomes glittering in the sun, too pretty to smoke just yet. Mendocino County pride was strong with StarSong Farms and Shine On Farms. Honeydew Farms beautiful branding made their crystalline and dense ganja even more inviting and memorable.

From Humboldt County, Emerald Gate doled out free samples and discussed their unique dry-farming methods. Mendocino Generations showed off Arcanna Flowers with names like *True Berrymore* and *Keep Tahoe Blue* for their artisan, proprietary strains. Opening jars and breathing in the pungent pot smell, I imagined those buds in my possession, the way I have imagined tomatoes or sunflowers at food farmers markets.

My sweet-tooth was pleased to find Peace Pops, 100 mg THC cherry lollipops that taste like real cherries. The candies have five simple ingredients, and last long enough to be saved for smaller dosing.



Free Flower samples provided by  
Emerald Gate Farms

A standout product for my candy pallet was *Sensi Stars*, *Blue Dream* hybrid infused, star-shaped gummy candies. The pack of five stars contains 100 mg THC made from shatter, with a luscious candy watermelon or key lime flavor, and subtle aftertaste of dank herb.

Absolute Xtracts shared their 40mg THC honey straws, made with just honey, cannabis oil, and coconut oil; perfect in tea. Fruit Slab had a healthy alternative with tasty cannabis infused fruit leathers.

Wholesome, good-for-you beauty products can be hard to find in stores, but The Emerald Exchange had some gems. Count on Fleurish Farms from Sonoma County for a moisturizing, cannabis-based face cream made from their own rosin. Infuzions had CBD and THC infused bath bombs for a medicated bathing experience, as well as infused essential oil roll-on fragrances. For the ladies, Foria Pleasure provided cannabis suppositories and sensual sprays for healthy, sexy times.



Fleurish Farms cannabis salves and flowers

Down to dab? This is the place. Vape and dab setups accompanied many of the flowers from where they came. Evuxe Laboratories featured vapes with combo cannabis and essential oil infusions. Terravida Farms made happy campers with free dabs, smiles, and knowledge drops. For the couture dabbers, check out Deviant Dabs -- their rosin, shatter, and wax will keep you high in mind, body, and fashion.

Many of these farmers and products will be at the Emerald Cup December 10th and 11th at Sonoma County Fairgrounds in Santa Rosa, California. Some of the other incredible companies attending were: Terroir, Legion of Bloom, Green Goat, Papa and Barkley, Canna Sierra, Jetty Extracts, Pacific Wholesale Network, @PopMedia, Malibu Gold, Care By Design, Greenwise consulting, MBox, Merry Jane, and Dessert Medicine.

The experience was as therapeutic and educational as it was fun. All the reps were nice and knowledgeable. The products were all organic, and everyone there was united under the same green flag. For those of us concerned about Prop 64 passing, this event proved to me that legalization can be positive and profitable, even for small, organic farmers.

For more info visit @emeraldexchange or contact emeraldexchange@gmail.com



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# Mellow Brick Road

## A Journey to the Emerald City

SHERAE BROWN

Oh, the weather outside is weather! Happy holidays, Emerald family. This is the first holiday season I will spend outside of the Golden State and inside of Seattle where it is uncomfortably cold. Fortunately, this is the time of year when it's completely acceptable to do less, eat more and quit shaving above the knee.

This year has been a wild ride and it's coming rapidly to an end. We made it through the Rio Olympics and an election that made our brains hurt. We lost Prince and Ziggy Stardust. California legalized weed and the Cubs finally won the world series. We won some and we lost more. But the adventure isn't over yet! So grab your favorite slippers, your brainiest friend, your kindest pal, your most courageous bud and your little dog too because we're headed down the Mellow Brick Road to the Emerald City.

It is currently below zero and pouring icy rain here in Seattle. Personally, I don't care to be uncomfortable -- ever. I don't like to be too hot or too cold. In another life, I was probably that little blonde gal who broke into the home of a grizzly family and bitched about everything until she found her happy medium. This weather report means I will not be venturing outside anytime soon and susceptible to cabin fever. How will I endure? All work and no play makes Sheraz create chaos just to watch the world burn.

It has been unanimously suggested that I "pack a bowl and pick a flick." So that is just what I intend to do. This month I've compiled a short list of suggested films, strains and snacks to default to when you wanna be like me and stay in your robe. Thank you for accompanying me through the land of Oz and OG. I'll be seeing you in 2017, Emerald lovers. Stay green.



Film: "Cinderella" (2015)

Disney is finally venturing into a world of live action remakes with its animated classics and they are stunning. Sitting through a movie in theaters takes some effort on my part as I cannot pause it to pee or refill my wine glass. However, I was awestruck by this cinematic masterpiece starring Rob Stark and one of the ladies from "Downton Abbey." It kept true to many of the aesthetic aspects of its animated predecessor and spared us the dramatics of mice harmonizing. (I don't do musicals. Why are you singing a question at me? Stop.) My favorite part of this Cinderella adaptation were the subtle hints of frisky feminism. Anything you can do Cinderella can do better.

STRAIN: CINDERELLA 99

How fitting! This strain is highly potent so be cautious with your intake or risk fits of paranoia or deep slumber. This is a strain you won't need much of and boasts a tropical aroma and flavor palate that is sweet and earthy with notes of citrus. It's a parent strain for *Glass Slipper* and absolutely perfect for a movie night revisiting a new take on an old fairytale classic. And to tie it all together we suggest you drink champagne out of your favorite shoe. \*Results may vary after midnight\*



Film: "Krampus" (2016)

The idea of a Christmas themed, horror movie might sound nuttier than a Snickers bar but this cinematic treasure manages to produce an amusing mix of humor and mild scares. I laughed in high octaves in the theater.

STRAIN: JACK FROST

In keeping with the character driven, impish, Christmas theme we suggest this strain as it is especially uplifting and euphoric in its effects. It's been known to usher in the giggles and proven helpful in treating anxiety, stress and loss of appetite which will behoove you as we suggest you pair it with an ample batch of peppermint, fudge brownies.

Film: "The Nightmare Before Christmas" (1993)

Because it's all gothicky, Christmassy, romantic and Tim Burtony. It's an easy go-to when you wanna toke, veg and appreciate.

STRAIN: JACK SKELLINGTON

Again, how convenient. Named after the movie's charming protagonist, *Jack Skellington*, is a crystal coated, Sativa hybrid said to have a fruity, citrusy taste and an effect that is intensely psychoactive and creatively encouraging. There's a decent chance Burton was under the influence of something similar when he created T.N.B.C. Pair this with a piece of pumpkin pie fit for a Pumpkin King.



Film: "Happy Gilmore" (1996)

In this one, Adam Sandler plays a lovable but violent, profane, skirt-chasing hockey player trying to earn money as a golf pro. Chalk full of quote worthy ha-ha's, we recommend puffing to this flick with a little strain named after a pro.

STRAIN: TIGER WOODS

This is a sativa-dominant hybrid named after the famous American golfer. The buds are dense and ideal for beginners looking for a heady entry point. Although it contains a lower than average THC percentage, between 10-15 percent, which has been known to pack a punch in the form of mild paranoia which isn't uncommon for unseasoned smokers.

Film "Return to Oz" (1985)



It stars Fairuza Balk ("The Craft," "Waterboy") as Dorothy, a young girl struggling with sleep deprivation and nightmares since her return to Kansas. Aunty Em is having a tough go rebuilding after the famous tornado and a mentally ill child isn't making life on the farm any easier. The solution? Drop her off at the looney bin and zap her mind straight. Dorothy escapes from the asylum and gets carried back to Oz via natural disaster, only to find it in ruins. This time her band of merry misfits include a talking hen, a chubby wind up toy and a pumpkin headed bloke with MAJOR mommy issues. I don't

want to give away too much as I strongly encourage you to watch this; please note there's a lady who steals heads, dudes with really long limbs and wheels where their feet and hands should be. It's absolutely worth the trip down the mellow brick road.

STRAIN: EMERALD OG

Almost instantly after smoking *Emerald OG* you'll feel a deeply relaxing effect that inspires creativity and leads to soaring thoughts. This feeling slowly melts into a potent couch-lock with a high level of pain relief that leaves you blissfully lethargic and completely at ease. As you come down, you may feel sedated enough to ease into a deep and peaceful sleep that may encourage some Oz-like dream adventures of your own. Just try not to drop any dream houses on anybody's dream sister. It might start a WWII level dream munchkin war. Speaking of munchkins and, er, the munchies, I suggest you order a pizza and tell them to draw a flying monkey on the box because, frankly, I'm out of ideas.

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# Chris Carroll

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ENVIRONMENT, COMMUNITY AND CANNABIS WITH EMERALD GENETICS



**Emerald Genetics isn't just a cannabis collective,** it's a "revolutionary solution to major sociological and economic problems [that] many depressed communities face," explains founder, Matthew Smith-Caggiano.

In 2014, Caggiano established the hyper-local medicinal cannabis collective with the intent of creating a unified effort to support the Northern California economy. The company is a collaboration of professionals including veterans, doctors, real estate agents, biologists, business owners and educators.

"We're a collective of veterans and community members trying to help lead a new way of business. We have the knowledge and experience working in large teams to accomplish great visions," he added, "Not only do we strive for best quality products, but we strive for doing things right in all phases of business as well as giving back to our community."

In accordance with the company's motto -- "Environment, Community and Cannabis" -- Emerald Genetics works in coordination with individuals and organizations within and outside of the cannabis community. This includes regulatory and governmental agencies such as the Humboldt County Board of Supervisors, Eureka City Council, the Humboldt County Sheriff's Department, and the Humboldt County Department of Health & Human Services.



Rosin, stickers and other extract products from Emerald Genetics



Greenhouse Garden Hoop which houses a variety of cannabis plants from Emerald Genetics Collective.

EMERALD ENGINEERED



Several water tank reserves aimed at helping the garden during dry times.

Like many entrepreneurs that define the industry, the decision to found Emerald Genetics came to Caggiano after profound personal experiences.

He joined the cannabis revolution in 1992 while attending high school in Harrisonburg, Virginia. "Cannabis was highly persecuted in the southern states but its presence still remained, although in brick form with stems/seeds," he explained. "I was amazed how this wonderful plant could come from a seed, then started treating seeds like gold and experimenting with genetics at about 16 years old."

He soon learned how much safer cannabis was than alcohol when some co-workers wanted to camp out after work and teased me when I wanted to grab my herb, rather than get drunk. The next day, Caggiano awoke in the hospital, "lucky to walk again or be alive after falling down a cliff by a river. My Cannabis philosophies became convictions through this experience and I denounced alcohol for the last year of high school in favor of herb."

After high school, Caggiano joined the U.S. Air Force at age 17 with an enlistment date of 9/11/1996. "Despite all my friends consuming cannabis leading up to entry, I had to give it up for a better chance at life."

During his service, he again witnessed alcohol's potentially destructive effects, as "consuming alcohol was a huge part of relieving stress in the military," he said.

Just three months from his 21st birthday, "I was pulled over on base and blew a .07 which is under the .08 legal limit. Since I was not officially 21, and although I could have died for my country at 18 years young, the Air Force reduced my rank/pay [...]" he added. "I managed a \$40,000,000 test aircraft and was responsible for pilot's lives but could not have a beer." Soon after, he enrolled in college to study biology.

When offered reenlistment, Caggiano decided his "freedom was priceless," left the military exactly one year before 9/11, and moved to San Luis Obispo, California where he found his first connection to Californian cannabis. "It was one of the most liberating feelings of my life, besides driving off the military base," he said.



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**BERRY SUMMIT - \$425K**  
±40 Beautiful acres located between Blue Lake and Willow Creek. Parcel features timber, wooded meadows, views and hunting cabin.

**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'.

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

**ORLEANS - \$1,650,000**  
±320 Acre historical location overlooking the Orleans Valley featuring open meadows, amazing views, timber, spring, a 3 bedroom, 2 bathroom ranch house, and guest cabin.

**BENBOW - \$1,350,000**  
±155 Ridgetop acres 10 minutes from Garberville featuring river views and mixed timber.

**BLUE LAKE - \$895,000**  
Stunning ±40 acre parcel just 10 minutes Blue Lake! Located outside the fog line, this property boasts southern exposure, a very large pond, water tanks, mixed timber, views, and several buildings sites.



**NEW LISTING**  
**BRIDGEVILLE - \$600,000**  
±40 Acres just off Highway 36 featuring southern exposure, end of the road privacy, year round and seasonal creeks, a rustic house and shop.

**REDUCED**  
**SHOWERS PASS - \$425,000**  
±40 Acres between Blue Lake and Willow Creek featuring timber, wooded meadows, views & hunting cabin.

**BERRY SUMMIT - \$550K**  
±210 Wooded acres located between Arcata and Willow Creek just off of Highway 299. Parcel features lots of water and building sites. Owner will carry with 40% down.

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

**INDIAN ISLAND - \$170,000**  
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**FERNDALE - \$299,000**  
±9 Acres of completely flat pasture featuring an AG well, water tank, 60' x 80' building pad for a 40' x 60' pole barn that has already been planned, paid for, and construction has begun.

**RUTH - \$299,000**  
±38 Acres featuring terraced flats, pond, and well developed roads.

**BLUE LAKE - \$192,000**  
±.2 Acres featuring community water, 100 amp PG&E, mixed use zoning, and 1000 sq. ft. industrial building.

**FEATURED LISTING**  
**MYERS FLAT - \$1,350,000**  
Amazing ±32 acre parcel conveniently located 15 minutes from Garberville. Enjoy easy, year round access on this useable parcel. Improvements feature an unfinished 2 bedroom, 1 bathroom cabin, 30 x 30 metal insulated building on a slab, unpermitted well, several flats, and agricultural improvements.



**NEW LISTING**  
**BURNT RANCH - \$369K**  
±7.22 Beautiful acres perched above the Trinity River in Trinity County! Parcel features multiple cabins, easy access off paved roads, developed garden sites, and stunning views.

**REDUCED**  
**RUTH - \$529,000**  
±75 Acres featuring a wood frame cabin, sheds, 2 ponds, year round spring, seasonal creek, south-facing open grasslands, and agricultural improvements.

**BAYSIDE - \$299,000**  
±20 Acres located just outside Arcata City limits on Old Arcata Road. Property features beautiful views of the Arcata Bay, a mixture of Redwood and Eucalyptus trees, elevated building site, and grassland areas for cattle or other AG uses.

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

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

**PLATINA - \$129,000**  
±40 Acres near the Trinity-Shasta border. This remote parcel is surrounded by mostly USFS and features flats, oak woodlands, and springs.

**ARCATA - \$1,200,000**  
±7.6 Residentially zoned acres within Arcata City Limits! Great subdivision and development potential!

"I was now experiencing world renowned reggae music such as my first live reggae show with Black Uhuru's Michael Rose! [...]" he added, "Now fast forward to 15 years later and Mr. Rose is going to be the headliner this year at an event I founded, the Humboldt County Cup."

Caggiano moved to Northern California to attend Humboldt State University for wildlife management and then served with the U.S. Department of Fish and Wildlife. "At this time [...] there was a great divide amongst the environmental community and cannabis community," he added. Here, he discovered that people in the cannabis industry feared advocacy due to incrimination of cannabis cultivation (whether for medicinal or commercial use), losing their professional jobs (i.e. mental health professionals, doctors, healers), losing their livelihoods to big business, and environmental degradation.



"Although other groups were able to express their views about cannabis, fear hindered cannabis advocates from exercising their freedom of speech," said Caggiano.

As a result, his passion as an advocate grew; he founded Humboldt NORML and Emerald Genetics.

"Emerald Genetics is not only the plant, but it's the people and the reputation we must uphold as stewards of the earth and community. It's a social movement dedicated to giving back at least 10 percent through unified collective efforts."

"As a veteran, [and Vice President for the Humboldt Weed for Warriors Project], we strive for veteran employment. Some of our products are made by veterans. Furthermore, we donate some of these products monthly to 25-30 vets in need."

"We are a veteran owned collective based in a world renowned area containing the best product in the world -- [we're] good

people who want to give back," Caggiano said.

The company delivers cannabis and non-cannabis related products and services at near cost rates. These high-quality products are cultivated in a clean environment, free of pesticides or fungicides.

In addition to their award winning products, Emerald Genetics emphasizes sustainability. "My six-year experience working with the Fisheries Department provided great insight to our local water resources," he added, "My expert knowledge managing aquatic resources allowed me to make new recommendations for the cannabis community that were not talked about," such as considering streamflow based water diversions from December - February, "so that farmers could plan when to divert water during high precipitation events the USGS and NOAA models can shows us."

Through his correspondence with state and regional organizations, Caggiano has helped debunk myths about water consumption, he added, "Although cannabis and almonds got the bad publicity, wine and beef are much more costly to the environment on a single use basis."

"There's only so much water, so we must manage our resources wisely," Caggiano said, "All agriculture should abide by these rules if we want anything left for our community."

The company, said Caggiano, aims to be the rule, not the exception: "Emerald Genetics will strive to set the example, because it is the right thing to do and not because legislation makes cannabis the double-standard, while pesticides and water continue through other agriculture."

For more information, visit [EmeraldGenetics.org](http://EmeraldGenetics.org)

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**A JOINT EVENT ON MEDICINAL CANNABIS AND UPCOMING RECREATIONAL REGULATIONS**



## The Nitty Gritty

EMERALD BOOK REVIEW

MOLLY CATE

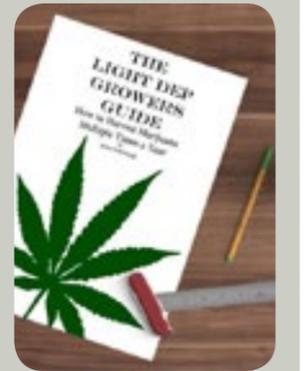
I gotta confess, when our publisher handed me *The Light Dep Growers Guide: How to Harvest Marijuana Multiple Times a Year* to review, I was sure she had picked the wrong person. I can kill any houseplant in a few weeks and have the track record to prove it. I love plants, all kinds, but have never gotten the hang of raising them. That's why I 'cultivate' gardeners for friends. (That was a joke, sort of.)

James Defenbaugh's self-published book won me over. It reads like a series of conversations with the author. Chapter after chapter he talks you through the pitfalls and possibilities of light dep growing, all clearly from the perspective of someone who has made and learned from the mistakes he writes about. So you don't have to.



A cloned cannabis plant intended for light deprivation from the garden of Emerald Family Farms

A Note From the Author via HumboldtLightDep.com



*I wrote this book with the intention of helping you to be able to do light dep so that you can avoid most of the obstacles & failures I've experienced. A few of them are obvious, some of them are not. Unfortunately, because you don't know the right questions to ask you'll end up experiencing the same obstacles & failures I did. I wrote this book so you can avoid those problems and have a bountiful harvest multiple times a year. This book isn't a bullshit compilation of a bunch of case studies. This is the real life experience I've had with light dep over multiple years.*

-James Defenbaugh



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## GET A HEAD START ON NEXT YEAR'S SHORT SEASON

to college, wrote what he said is the only book solely dedicated to light dep and set up his business. Now a very active dad, his focus has again deepened. When asked about his experience of fatherhood, James said right away his kids gave him two gifts. One, he likens to the Dr. Seuss story of the Grinch. Suddenly, his heart grew two sizes bigger. As for the other gift, James simply said, "Now I feel I'm a part of humanity."

James brings all that heart into the book, though sometimes in quirky ways. He decided to write like he speaks, leaving out fancy scientific language for the most part, and to reach people like himself just wanting to learn the nuts and bolts of successful light dep growing. His vivid, detailed descriptions read as if you are actually working on a light dep installation alongside him. Even I could picture what he was saying about different kinds of structures and individual plant idiosyncrasies. He also uses expletives

### LIGHT DEPRIVATION FROM THE GARDEN OF EMERALD ALCHEMY



CBD FROM THE GARDEN OF HUMBOLDT ORGANIC COLLECTIVE

James is a Humboldt County local and a 2011 graduate of Humboldt State University (HSU) with a degree in Environmental Resources Engineering. In 2015, he founded Humboldt Light Dep, LLC to develop and sell affordable light dep greenhouses and retrofit kits. He says his studies at HSU, "expanded my mind and my vocabulary" and sensitized him to the ongoing environmental damage caused by large, outdoor cannabis grow sites. A self-described wake-and-bake stoner without direction

in his youth, he got busted and served a 30-month sentence. James called this time and the probation that followed "a good experience" through which he got his feet on solid ground and found a life path. He still maintained his love for growing cannabis, but found new, sustainable ways of expressing it.

After working in a nursery in Santa Barbara, California and operating a lawn care business there, he came back north, went

freely, to convey the massive dismay of a failed harvest, for example. It's all meant to motivate the reader to follow his carefully laid out guide.

The six months James took to write the book will save you immeasurable time and headaches. You'll gain full confidence as you read chapters on choosing tarps and cannabis strains, hiring help, and working with soil, microbes, and plants with different, demanding needs. His mantras are "plan ahead" and "find out what the plant wants and provide it." When I asked him if he considers himself



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LEFT: A fan is used to help circulate the air flow inside a greenhouse hoop. Image by Kym Kemp.

BELOW: Greenhouse Hoops lit up at night help to keep plants in a vegetative state. Image by Pearl Sweetcakes.

Learn more about Light Deprivation in the July 2015 issue of the *Emerald Magazine*, or online at [TheEmeraldMagazine.com](http://TheEmeraldMagazine.com).

a “weed whisperer,” he said, “Absolutely not around here!” Though he qualified that by adding, “Anywhere else in the country, yes, I suppose so.”

As a CBD infusion user, I particularly appreciated his inclusion of some good information about the exciting and expanding medical uses for strains rich in cannabidiol. The CBD section is not as detailed as the rest of the book, though. James said he has not worked with any CBD-rich strains himself yet. In our conversation, he mentioned *Cannatonic*, *Harlequin* and the now famous *Charlotte's Web*, though he did not know which are eight-week versus 10-week (to flowering time) plants. Perhaps a second edition someday will have more to say on this. Right now, James says his life is quite full with kids to care for and a business to run.

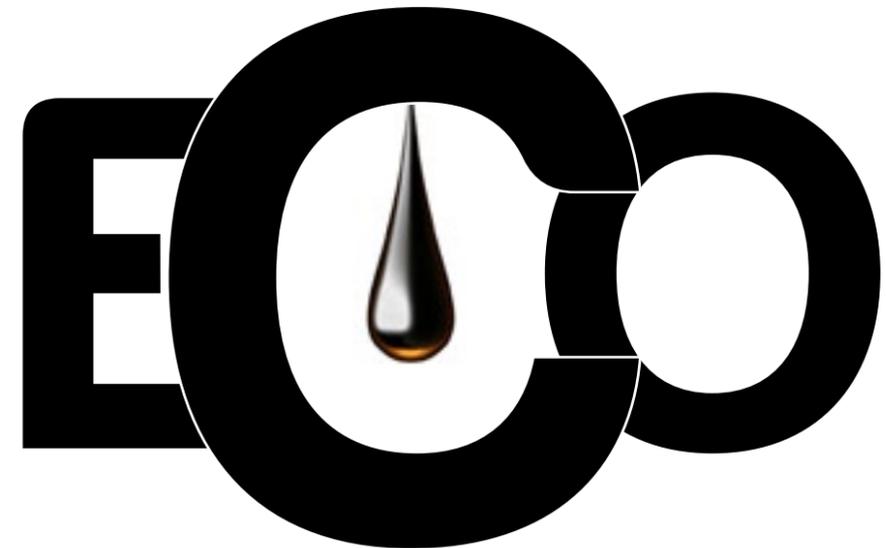
Crediting Kevin Jodrey, founder of Wonderland Nursery in Garberville, California as a mentor, James said he has been inspired by Wonderland's free gifts of CBD starts. James' fledgling business is already set up to “pay forward” too. You'll read at the business website ([www.humboldt-lightdep.com](http://www.humboldt-lightdep.com)) about the amazing work of Engineers Without Borders. Like Doctors Without Borders, these engineers take on

crucial, life-saving projects around the globe. There's even a student chapter at HSU. He also mentioned that the Humboldt Homebrew Festival in Arcata is a fundraiser for them. You can learn more about last April's Homebrew Fest at their website [HumboldtHomeBrewFest.com](http://HumboldtHomeBrewFest.com).

December is a perfect time to study up on James' carefully planned out light dep method and to organize your own light dep garden. He insists he learns as much from his customers, if not more, than he gives to them, saying his business has turned into “a hub of information sharing.”

And don't be shy if you're not a twenty-something. James says lots of his customers are 50- and 60-somethings. Whatever your age or knowledge about light dep, this book will have something to teach you. And, now that we've passed Prop. 64, perhaps more novices like me will follow James Defenbaugh's great leadership in light dep as “maximum return for minimal costs to you and the environment.”

Join the conversation! To visit (by appointment) his warehouse in McKinleyville or for more information call (707) 633-3786 or email [james@humboldtlightdep.com](mailto:james@humboldtlightdep.com).



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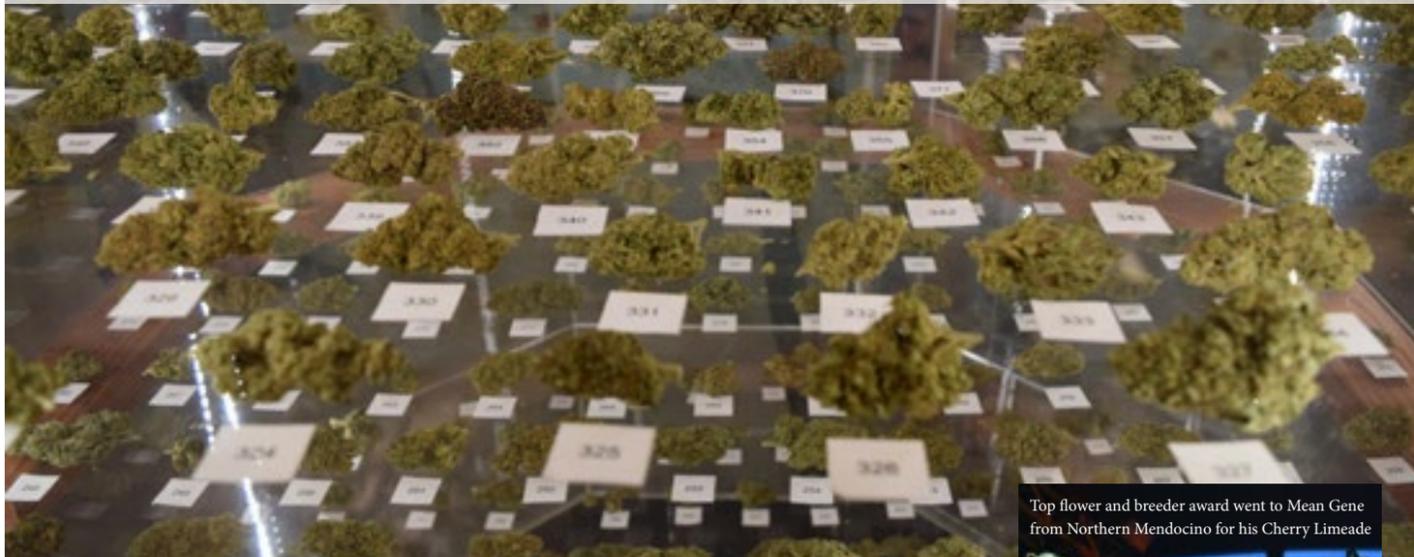
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# EMERALD CUP

SANTA ROSA, CALIFORNIA

MELISSA HUTSELL

PHOTOGRAPHY BY KERRY REYNOLDS



Top flower and breeder award went to Mean Gene from Northern Mendocino for his Cherry Limeade



The Emerald Cup, one of the world's premiere medical cannabis events, will again commence this December in Santa Rosa, California at the Sonoma County Fairgrounds from December 10th - 11th.

Each year, the event brings together the industry's top educators and experts for a celebration of this year's finest, organically grown harvests. The cup consists of a contest, speakers, vendors and of course, live music.

This year's lineup will include Damian Marley, Dirty Heads and Thrive among many others.

Featured speaker panel topics include; "Appellation Origin; Creating Terroir," "Veterans," "Exploring the Cannabis Genome," and "Testing Regulations and the Future Impact on Extracts."

Cannabis entered into the contest "is judged on color, smell, trichomes, crystals, taste, vibrancy, and finally how it chang-



es the consciousness," according to the event's official website, which adds that "judging gets harder every year" as the bud continues to get better and better.

In addition to flowers, contest categories also include; CBD, Topicals, Concentrates, and Edibles/Tinctures.

The contests -- and event -- focus exclusively on outdoor, sun-grown, medicinal cannabis. All entries are tested by SC labs for pesticides, potency and terpene levels.

For this reason, The Emerald Cup has come to set the industry standards for strains, seeds and cannabis-infused edibles and topicals.

TOP LEFT: Crowds gather to fill the Sonoma County Fairgrounds.

MIDDLE: Live music for the Emerald Cup last year included Rebelution, Beats Antique, John Brown's Body, Nahko and Medicine for the People.

TOP RIGHT: Nikki and Swami Select are a dynamic duo who help with the flower judging and announcing.

The Emerald Cup began with just 23 entries in the fall of 2003. Now, the number of entries has surpassed 100. The event draws tens of thousands of people from around the world -- last year, attendance reached more than 21,000.

The event is open to adults -- from any state or country -- over the age of 18. However, only those with a valid California 215 card can enter the cup's "outdoor medicating section."

As one of the largest gatherings of its type, it's no wonder Rolling Stone has dubbed it "the Academy Awards of Cannabis."

For more information about the events, contest requirements or to purchase your ticket, visit [TheEmeraldCup.com](http://TheEmeraldCup.com)

Want to learn more about the Emerald Cup? Log on to [TheEmeraldMagazine.com](http://TheEmeraldMagazine.com) to read Kerry Reynolds' full version of last year's experience in "The Emerald Cup Runneth Over."  
- Twenty-one thousand cannabis lovers poured into the Sonoma County Fairgrounds to get their taste of The Emerald Cup this year. Some say the sheer size has changed the event's character. But for me, The Emerald Cup will always be a family reunion and coming-out party for a long-hidden tribe of freethinking, earth-loving self-reliant outlaw farmers.



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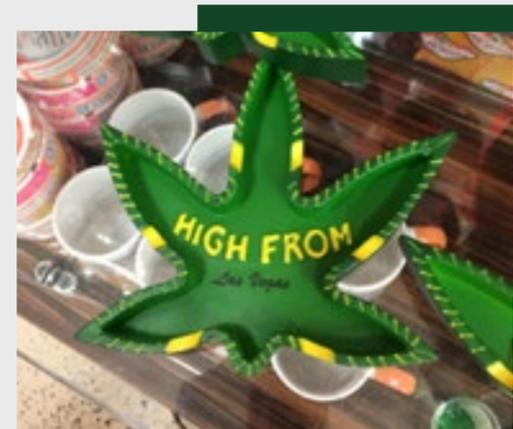


(above) Plastic Flowering Cannabis Plant on Display at the Business Convention.

## The Marijuana Business Conference and Expo

A LOOK INTO THE FUTURE OF THE INDUSTRY FROM LAS VEGAS, NEVADA

EMILY HOBELMANN



A plethora of lighting companies from far and wide made an appearance at the Las Vegas convention.

The 2016 election was a big shaker, a rumble felt throughout the world. Cannabis victories across the nation were somewhat shadowed by the presidential contest. But cannabis won big, with residents of California, Massachusetts, Nevada and Maine voting to legalize recreational cannabis and residents of Arkansas, Florida, Montana and North Dakota approving various medicinal cannabis initiatives.

This is no limits cannabis; the pot is huge, the stakes are high, and we're all just going to have to see where the chips fall. A majority of states in the U.S. have legalized cannabis use in some way, shape or form. And it's big business.

Big trade shows come with big business, and the *Emerald Magazine's* Publisher and I attended the biggest trade show of them all between November

17-20: The 5th Annual Marijuana Business Conference and Expo at the Rio All Suites Hotel and Casino in Las Vegas.

The three day event was packed with over 10,000 attendees and a slew of vendors that were spread out over the Rio's vast conference center complex. "Business-to-business" is how DeGiovanni described it, "There's a lot of extraction companies here and lighting companies." So most of the vendors -- which included staffing agencies, sticker and labeling machine vendors and marketing firms -- were not necessarily consumer-oriented. "I'd say it's about 75 percent business-to-business and maybe 25 percent end user, consumer-based businesses here," she added.

I walked around the event in a daze, and the daze was not from smoking weed. There was no cannabis allowed at

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The next Marijuana Business Convention and Expo will be in Washington D.C. at Gaylord National Harbor Hotel from May 16-19, 2017.

the event one vendor told me when I asked if his display of vape pens included any that were loaded and ready to sample from. Like DeGiovanni said, the event hosted business-to-business commerce, it was not directly geared toward end users like us.

The MJ Biz Con featured speakers and networking sessions in addition to the three conference halls filled with vendors showcasing everything from safes and electronic dispensary menu display systems to soil manufacturers and industrial farming equipment, including the biggest dehumidifier I've ever seen. (Seriously, the dehum was probably five times as big as the biggest I've seen in use on small farms in the Emerald Triangle.)

Every time I leave Northern California, I am reminded of how good we have it here in terms of access to cannabis -- mostly because a lot of people in these parts are growers. I talked with one woman that has hopes of opening her own medical cannabis cultivation facility and dispensary in Kansas City, Missouri. Too bad the Show Me State isn't on board

with the recreational/medical train quite yet. But, she's seen the green dream come to fruition: She's been to Denver, post-recreational legalization, and she hopes her home state will catch up someday soon.

Tim Couch is a Humboldt-based sales representative for Primordial Solutions, a company that targets cannabis growers with its line of liquid plant supplements. Couch has had profound experiences with the medicinal power of cannabis. He wants to see pervasive progress for the treatment of brain trauma associated with athletics, and for those who suffer from traumatic brain injury as a result of serving in the military. "People need this," he told me on the floor of the Rio Hotel Casino, "We need the education and the science."

Couch's overall conference experience since he arrived from Humboldt County is classic: "This shit is fucking insane, for lack of better words," he said. I agree. All of the extraction equipment, vacuum pumps (for extraction equipment), investment firms, staffing agencies, policy peo-

ple, milling and grinding products, testing labs, "aeroponic" growing systems, automated growing systems, pollination kits, seed-to-sale software tracking options, bioengineers, trimming machines, packaging companies, tax lawyers, insurance agents, edible edible labels... The conference was insane!

"That's why I love where I'm from..." Couch says of his home in Northern California. "We've been renegade style -- against whatever the government says about pot, against whatever ma and pa said about pot. We've been like, 'No, we're going to grow it, we're going to figure out how to do it best [in order] to suit each person.'"

More and more people are taking this sort of positive and defiant stance with cannabis: It is clear that the cannabis compass is pointing toward big biz.

To learn more about the  
Marijuana Business Convention  
and Expo, visit [Mjbizconference.com](http://Mjbizconference.com)  
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