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### Garden Remedies

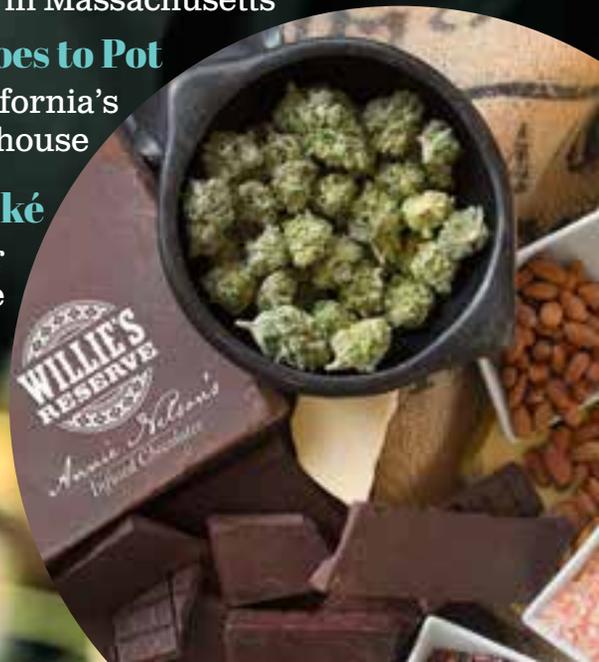
Dispensing Compassionate Relief in Massachusetts

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## LETTER *from the* PUBLISHER

*Dear Reader,*

Thank you for picking up the May issue of the *Emerald Magazine*. This month we take you on a coastal tour of cannabis.

Activists, actors, and artists alike have found common ground through this herb and have become a force in the movement. With determination, many have made it their mission to reinvent its reputation. American country singer, Willie Nelson, is one of those people with a mission. Through his experience farming as a youngster in Texas, he's sympathetic to the plight of the cannabis farmer. That's why as his brand -- Willie's Reserve -- expands into California, he has decided to source his products through small farmers in the Emerald Triangle, delivering the reputable flower the world has come to know. Read more about Willie, and his reserve, on page 40.

Like Willie Nelson, through music, medicine and more, cannabis can start to take shape in areas where it was once challenged. In "Will A Port Go To Pot?" we take a look at the Southern California town of Port Hueneme, the green oasis of Ventura County.

While cannabis is a staple crop in the Golden State, there are many other places rockin' it too. From coast-to-coast, cannabis is budding all over. It should come as no surprise that the craft is flourishing on the island of Hawaii. This May, learn more about Mana Artisan Botanics, and how they're changing lives with CBD on page 14.

For our cuisine lovers out there, satisfy your seafood appetite this month with some wild caught, seared Atlantic salmon and Canna-Poké from Los Angeles-based Jeff the 420 Chef, and Jason Harley of OG KITCHEN.

Join us in June as we travel the globe in our International Issue. From all of us here at the magazine, we wish you safe and happy planting this season!

*Cheers,*  
*Christina De Giovanni*  
*Publisher*

California's First  
Recreational 4-20 at  
Golden Gate Park in  
San Francisco, CA.  
Photo by Dean Sofer

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# Garden Remedies

Dispensing Compassionate Relief in Massachusetts

**THEY'VE SERVED THEIR** country in Iraq and Afghanistan. They've survived cancer. They've experienced the worst kinds of injuries and addictions. They've tried every conventional treatment for chronic pain and found nothing that can alleviate it.

They are the hundreds of thousands of men and women in Massachusetts who may be in need of medical cannabis. And they're the clients that Garden Remedies, an up-and-coming dispensary emphasizing "compassionate relief," aims to help.

This is a transformative time for cannabis treatment, in more ways than one. The last twelve months have seen major legalization victories at the state level. They've also seen new denunciations of the pharmaceutical industry for its role in America's opioid epidemic, a crisis disguised as a way of eliminating chronic pain without the dangers of addiction. According to an article published in *New York Magazine* earlier this year, habit-forming narcotic pills, many of them originally prescribed by doctors to treat cancer and injury, will kill more than 50,000 Americans before the start of 2019.

All of which suggests that Americans are embracing the reparative powers of medical cannabis. At the Fourth Annual New England Cannabis Convention in March 2018, a record number of medical dispensaries gathered in Boston to network and advertise their goods. It's no coincidence that many of these companies' founders and employees have personal experience dealing with serious injuries. They've seen what Big Pharma has to offer in the way of alleviating pain, and they're not impressed.

Dr. Karen Munkacy, the president and CEO of Garden Remedies, is no exception. A certified anesthesiologist with 30 years of experience, her involvement with medical cannabis began after she was diagnosed with breast cancer and forced to undergo more than a year of intense chemotherapy. It didn't take Munkacy long to reach the conclusion that cannabis was by far the most effective substance to treat her pain and nausea. But because of the laws on the books in Massachusetts at the time, she had to make the —literally— agonizing decision to stick with conventional, comparatively ineffective treatments.

This was before 2012, the year 63 percent of Massachusetts voters threw their support behind the Massachusetts Medical Marijuana Initiative, which permitted the use of cannabis for patients with cancer, glaucoma, and other serious conditions.

Indeed, Dr. Munkacy was instrumental in achieving this key victory for cannabis. She gave her support to the initiative, using her experiences as a breast cancer survivor to communicate a powerful point: cannabis use isn't irresponsible, but denying it to patients is, at best, pointless and, at worst, cruel.

Dr. Munkacy was an especially important figure in the fight to pass the initiative because of her connections within the medical community. In the end, more than

“...2012, the year  
63 percent  
of [state]  
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their support  
behind the  
Massachusetts  
Medical  
Marijuana  
Initiative...”

1,000 doctors and physicians signed a statement supporting the legalization of medical cannabis in the state of Massachusetts. Their professional opinions made it clear that cannabis was a legitimate painkiller, one that had the potential to be far more effective than common prescription drugs since it lacked any serious withdrawal risks. This two-pronged approach — compassion for patients combined with expert knowledge of treatment strategy — proved successful in 2012, and it's been equally successful in grassroots movements across the country.

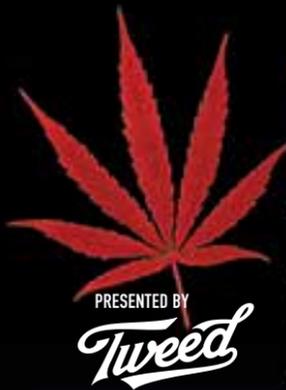
It also continues to inform business operations at Garden Remedies, which opened its doors in November of 2016. Since that time, the company has offered significant discounts to veterans, recognizing that they're often in desperate need of safe, effective treatments for pain and anxiety. (Jeff Herold, the company's Chief Operations Officer, is a veteran himself, having served in the Navy.)

The Department of Veterans Affairs is still required to follow the federal government's lead — in other words, it considers medical cannabis an illegal drug. By offering affordable healthcare to men and women who've served bravely in other countries but remain prisoners to their own pain, Garden Remedies does the job the federal government should be doing already.

When asked what differentiates Garden Remedies from other dispensaries in the state, Gene Ray, an associate formulation scientist with the company, points to his colleagues' humility and emphasis on controlled research. While it's true that cannabis has been the subject of thousands of peer-reviewed studies in medical journals, the fact remains that doctors' knowledge of the product is set back by decades of prejudice. The cannabis industry needs more research, not just more customers. With this in mind, Ray continues to pay close attention to new developments in the field. In the meantime, the dispensary's staff works closely with its patients to determine proper dosage and consumption methods, avoiding the shoddy, one-size-fits-all approach that's become disturbingly common in opioid-based pain treatment.

The company also aims to provide the most convenient service to the greatest number of people, recognizing that, for some, simply walking to and from the dispensary can be a painful undertaking. Since October of last year, when it earned the approval of the Massachusetts Department of Public Health, Garden Remedies has offered home delivery services. Now, with the legalization of recreational cannabis in the state of Mas-

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sachusetts, it's poised to open two more locations by the end of the summer, expanding its scope and cutting down on waiting time.

With the legalization of recreational cannabis in Massachusetts last year, the landscape is changing fast. At least two dozen retail stores are slated to open in Boston this July, at which time demand is expected to skyrocket along with price. Garden Remedies, and any medical dispensary in Massachusetts, faces a big question: how to respond to these developments?

Doctor Munkacy's answer would seem to be doing what Garden Remedies already does, only better. The legalization of recreational cannabis doesn't change the fact that a huge number of Massachusetts residents suffer from chronic pain, for which cannabis is a safe, sensible, affordable treatment. There were more than 40,000 people like this in 2017, judging from the number of registered medical patients, and there must be tens of thousands more who have yet to register. Garden Remedies aims to help them, with a degree of success and sensitivity that few can match.

FOR MORE INFORMATION, VISIT GARDENREMEDIES.ORG

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Here at Cover Cannabis we are asked 100s of questions every month about how to properly insure a cannabis operation. Here is a question we received recently:

**Rich (Business Owner):** I am in the process of opening a dispensary in the Los Angeles area, with hopes of opening a second location after. Can you please provide me with more information on what the bond requirements are and if this is something you guys can help with?

**Theresa:** Thank you for your question Rich. Cannabis Surety Bonds are starting to become more and more common, with multiple states using them as a pre-requisite to get licensed and conduct business. The amount and requirements for the surety bond will vary by state and local authority and are dependent on the state.

In California, a \$5,000 surety bond is required of all cannabis business licensees before they are issued a license to conduct business in the state. This applies for both medical and adult use cannabis.

In addition, certain local city and county governments are allowed to pass their own regulations requiring additional surety bonds. These regulations need to be followed as long as they comply with the state's requirements. In your specific case, the city of Los Angeles, requires a Cannabis Surety Bond of \$5,000 on top of what the state requires.

The type of bond that you need depends on your specific business and your location. We can definitely help you with all of your cannabis surety bond needs as well as your cannabis insurance needs. Let us help you get covered, with over 10 years serving cannabis businesses we can ensure you have the best risk management available. Call us today and let's explore your options.

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# COAST-TO-COAST

WRITTEN BY JAMES PRIEST



## A LOOK AT CANNABIS PATIENTS

**THE GREEN SCENE ON AMERICA'S EAST COAST IS AT A CRAWL. FROM EAST TO WEST AND EVERYWHERE IN BETWEEN, MEDICAL CANNABIS PATIENTS EXIST.**

**CANNABIS IS MAKING** the news every day. Stories of advocacy and legalization are everywhere. The West Coast has opened its arms to cannabis consumers. California, Oregon, Washington, Nevada, and Colorado all have adult use cannabis laws in place -- but, go to the East Coast of the U.S. and unfortunately, it's a different story.

The green scene on America's East Coast is at a crawl. From east to west and everywhere in between, medical cannabis patients exist.

Many times, these individuals become driving forces for legalization in their states. They are sick, and their families tired and worn down -- yet -- they advocate. They rally for change from the streets of their hometowns to the steps of capital buildings. Here's a different look at cannabis in America from coast-to-coast.

Jill Swing lives with her daughter, Mary Louise Swing, a little girl who suffers from epilepsy, in South Carolina. Jill is the founder

of the South Carolina Compassionate Care Alliance. She organizes events and shares updates and news about cannabis. Her daughter is very responsive to cannabis treatments, like so many others. The challenge now for Jill is to reach the eyes and ears of the elected officials in South Carolina and beyond.

Andy Hull, Florida resident, wouldn't be able to walk if not for Full Extracted Cannabis Oil (FECO). When he broke his back,

cannabis helped when other medications failed. Andy is the founder of The Hope Grows Foundation where he advocated in states like Colorado and Louisiana, helping to bring awareness to medical cannabis. He created the Dabsolute Pen and sells Holy Anointing Oil (in Colorado) -- the same products he uses every day to treat his medical conditions.

Seth Green has cerebral palsy (CP) and lives in Tennessee. There are no laws which allow medical cannabis use in his state. While on a trip to Colorado, Seth found that FECO oil helped control his seizures and the chronic pain associated with CP. He finds some relief from CBD products, but said nothing is as effective as FECO oil.



**AUNT ZELDA'S**  
AuntZeldas.org

Aunt Zelda's medical protocols involve only sublingual consumption of its proprietary cannabis oil, not smoking, vaping, or ingestion of edibles. The company employs ethanol extraction and also produces an infused olive oil topical. According to the founder, Mara Gordon, sublingual administration produces the highest bioavailability of all consumption methods.

*Read Mara Gordon's exclusive interview at [TheEmeraldMagazine.com](http://TheEmeraldMagazine.com)*



**PHOENIX TEARS**  
PhoenixTears.ca

Following a severe head injury in 1997, Rick Simpson turned to cannabis after traditional medicine failed him. The oil he created proved beneficial; not only did he find relief in the plant, but he also found its topical use to help cure his skin cancer. Since then, he's become a household name. His extracts, known as RSOs, have helped countless people worldwide find hope and healing in the plant's properties.

*Read the full interview with Rick Simpson, and learn more about his Cannabis Extract at [TheEmeraldMagazine.com](http://TheEmeraldMagazine.com)*



**JACKS EXTRACTS**  
Instagram.com/JacksExtracts

Jack's Extracts is a cannabis company with a concentration on medicine. As the cultivator and founder Erin Reed didn't always believe people who talked about the medical side of cannabis. The more she met people in need of help, the more Reed felt she couldn't turn away from the growing need.

*Read Erin Reed's interview at [TheEmeraldMagazine.com](http://TheEmeraldMagazine.com)*

Cannabis saved her life. Today, Lisa advocates for medical cannabis acceptance as The Green Life Granny.

Genevieve and Mike Robinson live in California. Genevieve suffers from epilepsy and autism. Mike used cannabis in the past to combat cancer, epilepsy, and opioid addiction successfully. Today he uses cannabis to help combat epilepsy, and a recent diagnosis of squamous cell carcinoma (skin cancer).

Mike has a compassion alliance that re-gifts CBD when donated and available. This is how he came into Genevieve's life. Today Genevieve and Mike have found drastic relief from cannabis -- not to mention, each other. Mike is also the Director of Operations for the American Academy of Cannabinoid Medicine. Check out their full story on MikesMedicines.com titled "Genbug: The Cannabis Love Story of 2017."

Cannabis knows no borders. From the East Coast to the West, there are millions of patients that stand to benefit from this plant medicine. It's time to make that change globally, not just coast to coast.

**FOR MORE INFORMATION ON THE ORGANIZATIONS MENTIONED ABOVE, VISIT: [THEHOPEGROWSFOUNDATION.COM](http://THEHOPEGROWSFOUNDATION.COM), [GREENERPASTURESTN.COM](http://GREENERPASTURESTN.COM), [LISA-HIGH.COM](http://LISA-HIGH.COM) OR [MIKESMEDICINES.COM](http://MIKESMEDICINES.COM).**

WRITTEN BY SHARON LETTS

**THE GRATEFUL DEAD** may have introduced Steve Sakala, Hawaiian farmer and co-founder of Mana Artisan Botanics, to increased “levels of conscious awakening” -- but it was his interest in environmental science that catalyzed his advocacy for hemp.

“I realized environmental work was going to be my dedicated passion,” Sakala shared. “Through that path, I took what I knew about cannabis, and realized the huge potential that hemp had for industrial uses – which really addressed so many of the environmental challenges that I was studying.”

#### HUMBOLDT AWAKENING

Sakala became a hemp advocate in 1992. He worked on some of the first failed legislation for medical cannabis in California, he said. But, the experience didn’t deter him. In 1995 he moved to Humboldt County in Northern California, and enrolled at Humboldt State University (HSU) to study natural resources with a focus on sustainability.

“Humboldt in the 90s was a hotbed of cannabis activism, as well as just pure immersion in cannabis culture, with focused efforts to break stigmas,” he explained.

Another take-away from Humboldt was his new-found awareness of the black market; specifically, the clandestine grow operations in national forests, who littered and polluted with only profits in mind.

“It was during that time that I saw how much awareness it would have to take to get these growers to dedicate themselves to organics,” he said. “I was already an activist prior to moving to Humboldt, but I became more informed and impassioned by having amazing teachers – one of which was Melanie Williams, a political science teacher at [HSU].”



# MANA ARTISAN BOTANICS



Humboldt sparked more than a passion for advocacy, as he met his partner, Melinda, while working at the Campus Center for Appropriate Technology (CCAT) -- the first completely sustainable, student-run institution on campus -- where he eventually became co-director.

After Sakala graduated from HSU in 1999, he spent four years in Africa in the Peace Corps where he applied the farming and gardening methods learned at CCAT.

“I realized the indigenous people were the ones with wisdom surrounding sustainability, and that agriculture is the foundation for all culture,” he waxed poetic. “Upon my return [to] stateside, I further realized that my work was in agriculture,” he said. In order to play an active role in policy and politics, he said, “I needed to actually know what it was like to be a farmer facing challenges farmers face in the developed world.”

#### FINDING MANA

Twelve years ago Sakala fulfilled a lifelong dream; he bought a farm on the big island of Hawaii with some friends. Now, he said, he needed to learn what it took to be successful and sustainable.

The recognition of cannabis as medicine helped Sakala and his team redefine what their intentions were with the farm – specifically, they didn’t want to focus on the popular “high” from the THC, but in developing additional formulations for increased benefits.

“A friend of mine who was a doctor, now legislator, mentioned to me that he believed all cannabis use is medicinal use, and anybody who uses it is self-medicating in one way or another – be it physical, mental, psychological, or spiritual,” said Sakala. “So, my journey became a question of ‘how can we take advantage of the healing properties, with less emphasis on the high?’”

Eight years ago, cannabidiol (CBD) only strains came onto his radar, and with encouragement

from partner, Melinda, the farm went a new direction.

“The health and wellness aspect really fuels our passion for the industry, so we offer healthy, cannabis-based products, minus the psychoactive effects,” he declared. “CBDs are changing people’s lives, and we’ve witnessed and received positive feedback from hundreds of clients. It aligns and enhances everything else we already do – from teaching about sustainability, organic farming, and a holistic approach to wellness that includes exercise, and having a spiritual path.”

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##### IS CANNABIS LEGAL IN HAWAII?

Medical cannabis is legal in Hawaii. A law was passed in July 2015 allowing dispensaries to open. In February 2017, the state began cultivating cannabis for sale.

If you are not a patient, possession of cannabis is classified as a misdemeanor.

##### CAN I GET MY MEDICAL CARD IF I AM NOT A HAWAII RESIDENT?

No, you cannot get your medical cannabis card if you are not a Hawaii resident.

##### WHAT TYPES OF CANNABIS WILL THE DISPENSARIES SELL?

You will see a number of different flower strains available. Dispensaries will also sell edibles and products such as creams, lotions, massage oils, along with seeds and clones.

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**MAD RIVER - \$995,000**  
±40 Private acres w /timber, creek, pond, custom home. Permit app for 4,050 ml and 17,950 outdoor.

**WILLOW CREEK - \$950,000**  
±160 Sunny acres w/spring, pond, well permit, flats, roads, shed. Interim permit for 6,896 sf od & 4,380 sf of ml.

**LARABEE VALLEY - \$1,850,000**  
±20 Acres w/ creek, water storage, poser nearby. Permit app for 1 acre od; 22,000 sf ml; 5,000 sf in.

**DINSMORE - \$1,000,000**  
±120 Acres w/ home, 2 ponds, creek, spring, ag sites, cabin. Permit app for 14,000 sf od.

**WEITCHPEC - \$2,900,000**  
±320 Acres south-facing w/ spring, creeks, pond, nice home Permit app for 1 acre od & 22,000 sf ml.



**WILLOW CREEK - \$1,599,500**

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**MAD RIVER - \$849,000**  
±40 Acre turn-key farm w/ spring, pond, well permit, barn, cabin. Permit app for 21,750 sf ml.

**MYERS FLAT - \$749,000**  
±80 Ac w/PG&E, timber, garden sites, outbuildings, cabin. Interim Permit for 19.600 sf outdoor.

**WILLOW CREEK - \$579,000**  
±160 acres w/ water system, AG sites, timber, 2 cabins, roads. Permit app for 27,500 sf od.

**WILLOW CREEK - \$750,000**  
±21 acres w/ PG&E, well, pond, water storage, gardens, shop. Permit app for 43,560 sf od.

**SHOWERS PASS - \$330,000**  
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**WILLOW CREEK - \$425,000**  
±2.5 Acres w/ 200-amp PG&E service, community water, AG building. Interim permit for 5,000 sf of ml.

**HAWKINS BAR - \$439,000**  
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±147 acres w/ NCTHP, mixed timber, good road system, 10gpm well, cabin, shop, existing ag operations. Permits for 10k sf.

**WILLOW CREEK - \$450,000**  
±120 Acres w/800,000 BF timber, JTMP, well access, cabin. Permit app for 15k sf. Cultivation. OMC.

**HAYFORK - \$2,200,000**  
±30 acre turn-key w/ well, pond, house, geodesic dome. CUP & permit for 10k ml/10k nursery.

**WILLOW CREEK - \$525,000**  
±80 Acres w/year-round creek, flats, mountain views. Permit app for 17,500 sf outdoor and 2500 sf mixed light.

**PETROLIA - \$650,000**  
±80 acres w/privacy, creek, river views, gardens, shed, outbuilding. Permit app for 20,198 sf.

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## BALANCE THE INTERNAL MECHANISMS OF THE BODY

### SYNERGISTIC FORMULATIONS

Sakala began to add other beneficial flora into his formulations five years ago, namely from the plants readily available on the island.

“Turmeric is one of the canoe crops that came with the Hawaiians from Polynesia,” he explained. “It’s easy to get excited about the fact that it’s one of the most widely studied plant medicines on the planet, backed by over 7,000 empirical studies, showing it’s more effective than 15 Western pharmaceutical drugs. Many of the chronic diseases we face here are not prevalent in India, where turmeric is widely used.”

Sakala and team found that other combinations of plants work well together and with the human Endocannabinoid System (ECS). For instance, the Passion Flower (Passiflora), when combined with CBD, ups the efficacy in dealing with sleep disorders and anxiety.

“Two years ago we discovered a study showing that curcumin plays a role in the ECS, which translates to better efficacy and synergy by combining them,” he concluded. “Comfrey and plantain are other beneficial plants we combine that are good for our bodies, and are also good for the soil they grow in.”

Sakala echoed what many in the cannabis community already know; our bodies may be deficient in the plant compounds needed to provide homeostasis – or a stable, healthy environment in the body. Hence the need for additional plant-based concentrates, and combinations thereof.

“Part of our focus surrounding education, is the realization that cannabis – and hemp - are dietary essentials and preventative plant medicines,” he continued. “For instance, cannabis and turmeric are adaptogens, and not just used as an analgesic or working on inflammation – they work together to balance the internal mechanisms of the body.”

In other words, Sakala said, “you may see benefits in cholesterol and blood pressure levels, insulin production, and other basic bodily functions, that hopefully, lead to a system that is working more optimally overall.”

Thankfully, Sakala said, more doctors are educating patients about the role of cannabis in the human diet, which has existed for hundreds, if not thousands, of years. He feels that some of the autoimmune and degenerative diseases prevalent today are due to a lack of cannabinoids in our diet, combined with exposure to toxins in the environment.

Products from the farm include: turmeric hemp oil, herbal hemp salve and honey, and tinctures for sleep and daytime use. All products are made with organic, “carefully cultivated” materials from the farm, made in small batches, with its “Mālama” mission intact; “The value of stewardship, to protect and care for.”

### ISLAND FARMING

Farming on Hawaii’s high-humidity coastline has its challenges. Sakala said. Patrolling for powdery mildew, other molds, and fungus is ongoing -- and not reliant on just one product or approach.

“A diversified approach is what I believe to be the key to success, as it doesn’t allow for those spores to become resistant to certain treatments,” he said. “There are two main products I use: one is Serenade, and the other is Nuke’em – which is essentially citric acid. In addition, I use Dragonfly Earth Medicine products as a base for microorganism spray. I usually add additional sources of microorganisms, like lactobacillus.”

Additionally, Sakala prunes heavily to ensure ample air-flow.

“If I stay proactive with these three sprays mentioned, I almost never see powdery mildew in the garden,” he concluded.

### PERENNIAL ACTIVIST

Ever the activist, Sakala was invited to join the Kona chapter of the Hawaii Farmer’s Union, a state chapter of the National Farmers Union – the oldest agricultural union in the U.S.

“This has given me the opportunity to provide education and advocacy at the state legislative level,” he shared. “I’ve also been able to visit Washington D.C. twice, advocating for family farms, with positive experiences.”

Advocacy for the environment, sustainable farming practices, supporting the families who farm, and the health and well-being of a community – this is what Sakala and company bring to the sustainability table via farming. Add cannabis and hemp, and there’s more healing, albeit, with an additional dose of advocacy.

“I have remained an activist instead of going more deeply into politics, because I believe it’s important to keep pushing from the outside,” he surmised. “Whether it’s by building a successful business and having influence at that level, or letting our presence be known as constituents and advocates.”

Hawaii’s own philosophical mantras from Mana’s website explains its mission: “Ohana: Those who are family, and those we choose to call our family. An essential part of our values, ohana, emphasizes our interconnectedness, co-existing in consideration and with respect for each other and those we serve. As such, meeting our ohana is key to understanding what we are about.”

FOR MORE INFORMATION ON MANA ARTISAN BOTANICS, VISIT [MANABOTANICS.COM](http://MANABOTANICS.COM)





The New Era of Craft Cannabis in California is Centralized, Immersive, and Supportive of Small Farmers



### The White House

The main house on the property will welcome guests beginning May 18th, and every Friday after, from 3:30-5:30 p.m.

# The Future is Flowing

WRITTEN BY MELISSA HUTSELL | PICTURES COURTESY OF FLOW CANNABIS INSTITUTE

**LEGALIZATION IS DISRUPTIVE** -- in order to compete in California's cannabis market today -- farmers need a disruptive business model.

Enter Flow Kana's Flow Cannabis Institute (FCI) -- the Wonka factory of weed -- an 80-acre site, which hosts nearly 85,000 square feet of industrial space.

The FCI is located in Mendocino County. The property is the former home of Fetzer Winery. It was purchased by Flow Kana for \$3.6 million in 2017, according to "Business Insider."

Flow Kana is the first sun-grown, craft cannabis brand of its kind. The company partners with artisan farmers in two of California's most prestigious microclimates which are located in Mendocino, and southern Humboldt, counties.

These regions help to make up two-thirds of the legendary "Emerald Triangle," a triad of Northern California counties known for cannabis cultivation and culture. It is



### FETZER WINERY

THISCANNABLIFE

The site is the birthplace, and former home of Fetzer Winery. The winery produced its first vintage here in 1968, according to Wine Inspector. The company later switched operations to North Coast Winery in Hopland, California.

*The Sacramento Bee* reports that, "The property was the original home ranch for the Fetzer family and, in its hey-day, produced one million cases of wine a year and operated a popular tasting room that closed in the 1990s."

The site is currently home to several historic buildings, including the Big Dog Saloon. The saloon, according to Steemit.com, was built during the prohibition era, and will find new life as a tasting room.

these microclimates, and the small farmers who cultivate in them, that have become synonymous with sustainable cannabis.

Flow Kana embodies this ethos, and puts it on display at its newest site, The Flow Cannabis Institute.

In accordance with the company's pioneer spirit, the FCI is the first operation of its kind. The eventual goal is to host seminars, tours, and leisure activities. Plans also include the renovation of the property's "infamous" Big Dog Saloon.

The company holds state and local processing and packing licenses -- and is currently only open for commercial operations, and private tours.

Though the institute opened this spring, the campus (and the experiences its promises to deliver) will be unveiled to the public in stages, described Amanda Reiman, vice president of community relations at Flow Kana.



Manufacturing Equipment



“In California, because we do have a history -- a story behind our growing regions -- we’re looking for tourism that’s a little more like wine.”

Also like wine, a tasting experience allows visitors to meet the makers. “It’s not only about consumption -- it’s about connection,” Reiman added. The campus will provide that same experience.

“It’s really important that consumers want to understand and have that connection to the product -- it’s something we never had under prohibition,” she noted. “Coming up to Mendocino, meeting the farmers, and understanding [growing] methods [allows consumers to] make decisions to support brands or products that are helping the earth, not hurting it.”

The institute will showcase sustainability, regenerative farming techniques, and other issues related to cannabis production.

Infusing education with the experience allows for more mindful consumption, Reiman explained: it lowers the likelihood of overconsumption, and bad experiences.

Working with small farmer is what drew Reiman to Flow Kana. As a former UC Berkeley professor, she taught students about substance abuse -- even taking them on field trips to dispensaries.

“I wanted them to associate the reality of dispensaries with what they saw and felt, not what they heard from the media or friends,” she added. The visual, immersive experience is what FCI is trying to accomplish.

Premium Hand-Rolled Joints



Co-Packaging at Flow Kana



“There are lots of people using cannabis regularly who’ve never seen plants in the ground -- only dried in baggies,” said Reiman. “To me, that completely negates the first half of the plant’s life. Without that connection -- it’s harder to decipher good conscious consumerism.”

Immersion is important because people change their mind with their hearts, not their heads, said Reiman. Facts and figures won’t alter their beliefs... how they feel -- seeing it just might.

While this is a chance for consumers to learn where their cannabis comes from -- it’s also an opportunity for farmers.

The FCI will help small farmers compete with “Big Cannabis,” reported *WIRED Magazine*.

The rise of legal, recreational markets has catalyzed competition. It’s caused prices to plummet, and left small farmers to cope with bureaucracy and a drastic change in the supply chain, added *WIRED*.

The market will adjust -- but if Flow Kana has anything to do with it -- not at the cost of



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→ The FCI will welcome the public beginning May 18th, and each Friday after, from 3:30-5:30 p.m., she said.

“Visitors will eventually tour the facilities where small farmers test, dry, cure, trim, process, and package [cannabis] for distribution; learn about the plant in seminars and pairing dinners; and stay at an on-site, pot-friendly bed and breakfast,” reported Business Insider.

Additionally, the company’s website confirms, there’s a pool, spa, and a number of historic buildings on site.

The company hopes to build a tourist destination; one that’s focused on education, not just consumption.

Places, like Colorado, embraced legalization with a 4/20-type mentality -- which Reiman calls the “the spring break tourism model.”

It’s important to break from that model, she explained.

“I think once cannabis became legal -- there was a lot of curiosity [...]. First, tourism focused on consumption, taking people to dispensaries, letting them buy products,” she explained.

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the small farmers of Northern California.

Like other industries -- take coffee or beer, for example -- craft brands will separate the Bud Lights from the Lagunitas.

This is, in part, why Flow Kana transformed the former winery into a craft cannabis super-center. The existing infrastructure -- and similarity between storing and curing wine and cannabis -- made the acquisition of the property a no-brainer.

In yet another similarity to wine, cannabis must be stored in light, temperature, and moisture-controlled environments, Reiman explained. The site has temperature and humidity controls; centralized processing systems; and security, she added.

The institute’s location means Flow Kana can come to farmers, “instead of them coming to us,” Reiman said.

“We obtain [dried and cured product] from farmers,” she explained. “Here, it’s sorted, graded, and jared.” All of this -- and packaging and labeling -- is done in Redwood Valley.

Cannabis is sorted according to size. Larger, nicer, “triple A grade bud” is jarred, and sold as full-flower. Smaller buds are trimmed down, and used in hand-filled pre-rolls. Reiman said, the product “heads downstream to Oakland, where it’s offloaded, and sent to dispensaries, and our delivery service.” Goods continue downstream to Southern California.

To clarify, cannabis won’t be grown on site. Rather, it will be brought to the FCI. Flow Kana then processes, packages, and distributes products to their various statewide locations -- effectively removing the farmer’s need to balance it all.

This way, farmers can “focus on what they do best; farm,” said Reiman.

“One thing we realized,” she said, “there are actual geographic barriers to bringing [product] to larger cities.”

For starters, most farmers live in remote areas, Reiman noted.

With current state rules and regulations (licensing, testing, labeling, dis-



“... Flow Kana transformed the former winery into a craft cannabis super-center. The existing infrastructure -- and similarity between storing and curing wine and cannabis -- made the acquisition of the property a no-brainer.”



Big Dog Saloon

Flow Kana comes with its very own party saloon, where events are hosted and guests can congregate.

tribution), small farmers can’t do it all. By centralizing this process -- Flow Kana can.

Centralization is valuable because it allows these farmers to scale operations, and effectively reduce overhead costs. Without a consolidated system, cultivators are responsible for the entire supply chain, or they have to find someone to do it, which results in higher prices -- for the producer and consumer.

Because of Flow Kana’s established statewide supply chain, said Reiman, “we’re able to do the work [...]”, down to the shelf positioning.

This business model is the answer to big money, said Reiman. “I feel that small family [farmers], polyculture, regenerative practices, [...] is the answer to big ag.”

Northern California is a shining example of that. And although attention, money and change are abound -- the ecosystem of small farmers will contend by doing what they do best -- setting a sustainable example.

FOR MORE INFORMATION, VISIT [FLOWKANA.COM](http://FLOWKANA.COM)



# Will A Port Go To Pot?

Southern California's Little Green Lighthouse

WRITTEN BY PAUL POT

**PORT HUENEME, A** small but significant port city located in Ventura County, California wants to become their region's little green lighthouse that could.

The city is located halfway between Santa Barbara's posh confines (an hour's drive to the north), and Malibu, (a similar distance to the south along an incredibly scenic stretch of California Highway 1). The city's name is derived from Spanish for "resting place," a rather serendipitous term for a budding, canna-business haven.

Though its recently earned the nickname, "Pot Hueneme," this city isn't necessarily bonkers for cannabis. There is, however, an exemplary spirit of cooperation among its open-minded city council, eager to find new revenue for a small town of about 20,000; a family-owned-and-operated debut collective who are doing it for all the right reasons; and a chief of police who works hand-in-hand with the community. Together they are determined to set the right example for medical cannabis businesses before rolling out recreational cannabis sales this summer.

The Port of Hueneme was completed in 1940, and is the only deep-water port on the coast between Los Angeles and San Francisco. It is also the only Navy controlled harbor between San Diego Bay and the Puget Sound in Washington.

A wide variety of imported goods arrive here, destined for all parts of California and beyond. Some common products coming through are automobiles, bananas, strawberries, and flowers. Now they are ready to add cannabis to the local cash flow. Known as the "Friendly City By The Sea" they are surrounded by the Port Hueneme Naval Base and the city of Oxnard, California. But they are determined to carve out their own identity.

City councilman, Jonathan Sharkey, was a supporter of the city's action to permit licensed collectives and businesses. "Port Hueneme is limited in the types of revenue we can generate. We've had some interesting characters show up here (since passing the local legislation) making all sorts of promises about the revenue they could generate," he added, "I regarded these with some skepticism."

Sharkey believes "the applicants who have made it through our permitting system are quality operators. Right now, being early out of the gate we are in a boom phase," he explained. "I expect things to settle down. I



am not looking at cannabis as a magic bullet." Rather, he said he sees it as an industry that wants to come to town and be a stable part of the community.

He finds the other city council members somewhat divided. "From what I've seen we've got a spectrum of opinions from adamant opposition to unequivocal support," he stated.

The city opened the doors on its first licensed cannabis collective on February 3, 2018 -- SkunkMasters -- a true family-run establishment. Located behind a strip mall at 2675 Ventura Road, the business is owned and operated by the Tatum family. Bob Tatum, entrepreneur and manager, is the mastermind, while his son, Mark, is the resident expert in goods and services. Bob's wife, Pat, takes care of bookkeeping and Mark's sister, Laura, handles inventory control. Each brought prior skills to the table along with some real dedication and persistence to become the city's first licensed collective.

For those who think this process is easy, Bob said that, "Port Hueneme put a comprehensive ordinance in place that exceeded state regulations. We had to work through both state and local regulations and we had to provide a mountain of applications," which he described as a 4,000 page document. "It's a highly de-

tailed process plus employing accountants, lawyers and the like," he explained.

But the Tatum family has dealt with tough issues before. Cannabis inspired Bob after his brother became seriously ill and dependent on opioids. Mark suggested CBD products, which helped him through some serious pain management. It freed him from the opioids, making him present again. Although they eventually lost him to cancer, he told them how much their efforts had helped him and made his final years more endurable. So for all the right reasons they wanted to bring medical cannabis to their community.

SkunkMasters, whose corporate title is Freedom First Association, gives five percent of its gross sales to the city by agreement. They have also given money to various funds like a \$5,500 donation to Reach programs and police department's "Toys for Tots" programs locally. They are intent on being good citizens.

Inside the city's first dispensary, customers are met with a security guard and a smiling and friendly staff. Mark reports, "Each patron is individually treated and guided to what they need." Once a new patient is signed up,

## Port Hueneme Rivals

**Santa Barbara.** There, where the city and the town of Goleta are joined at the hip on the north side of Santa Barbara, is where a cluster of cannabis collectives can be found. Out near the SB airport is Organic Greens Collective at 5902 Daley Street in Goleta. They have a large menu, heavy on edibles, vapes, tinctures and teas. Also in the Goleta district is the Santa Barbara Care Center, boasting over 134 menu items at 5814 Gaviota Street.

**Malibu Beach.** Where Sweetwater Canyon sweeps down to the sea, and just south of the Malibu Pier is 99 High Tide Collective at 22775 Pacific Coast Highway. It has become established as the only location in the area, and has plenty of extras to offer. They feature top shelf flowers, vapes and edibles, most locally and organically grown, local art, crystals, sound healing and even free massages in the "healing cove."



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Light soil blend, wood and juice terpene availability



## POT HUENEME



Owner Bob Tatum right and son Mark, left outside SkunkMasters in Port Hueneme.

they enter a 1,300 square foot facility with glass display cases and more friendly staffers. They offer more than 160 menu items, which altogether total approximately 500 different choices. That includes flower. About 60 percent of sales are comprised of flower, while vape pens and refills comprise another 20 percent. The remaining 20 percent in sales is split between edibles, concentrates, beverages, and oils. It all comes with plenty of guidance and information. Seniors and the military receive a discount.

Bob said that, "About 87 percent of our customers so far are from within Ventura County. The average age is in their 40s. The others have

come from more than 177 other cities and towns in California." Part of that customer base has been created through their delivery service that began in December. That would indicate an underserved population in the region and one Port Hueneme is looking to support.

"So far there are seven other businesses in the pipeline looking to sell, grow and manufacture the product," reported City Manager Rod Butler in a recent interview with the *Ventura County Star*. Two are reported to be collectives and have been approved to open their doors in the near future. Others are in different stages of the process.

"One may be a bed and breakfast," conjectured Bob. Butler was impressed with SkunkMasters security and community concerns and how open Tatum's group was to accepting feedback and "working with us

rather than challenging the other requirements and the ordinance."

The other major element in this story of cooperation is local police chief, Andrew Salinas. "He helped us design from a safety aspect. He was very open to work with us," said Bob.

Chief Salinas reports, "The relationship with SkunkMasters has been extremely positive as both parties realized the importance of making the first medicinal dispensary in Ventura County a successful one. While legalized by California voters, the public is still skeptical about having a dispensary in their own backyard," he said. "The public doesn't know what to expect so we are trying to work together to be as transparent as possible. SkunkMasters has been very open and available to giving city, county and dignitaries tours of the facility."

A skeptical mayor was reportedly encouraged by one such visit. The Chief continues, "Since their opening, I have been providing reports to the city council on the status of the dispensary." Since opening, he added, "there have been no complaints from adjacent businesses or the nearby neighborhood. We have received no complaints regarding odor, noise or vagrancy. The homeless that had frequented the area have moved on... most likely due to increased security." This would square with recent reports from Colorado that show rather than creating problems in the neighborhoods, property values are going up around dispensaries.

When asked if legalization had created special problems or how it competes with the black market Chief Salinas said that, "We have not had an increase in marijuana use in public or along our beaches. The 15 percent state tax and the 5 percent city gross sales tax still makes it difficult for a dispensary to compete with the black market. I know the state is considering temporarily lowering the state tax to help with this problem which is being felt statewide."

Now that adult-use has been approved by California voters, how will The Friendly City by the Sea deal with the legal market? To that, Chief Salinas said, "In late June the city will start allowing the sales of recreational-use cannabis. We expect this to run smoothly as the businesses selected to sell medical and recreational cannabis have been thoroughly vetted with a number of rules and regulations that each must follow," he added, "I have met with every single owner and made my expectations very clear."

As for the nickname, "Pot Hueneme," opinions vary. Bob thinks it's a negative. "We are here for a service. It's not willy nilly. It's something people have wanted here for a long time."

But there remains a special spirit of working together for a better community that pervades the Port Hueneme effort. Recent city improvements include a grand new promenade along the beachfront. The city will use early proceeds from cannabis sales to reduce their deficit of almost \$1 million. Then they can begin to use the money for additional resources. Chief Salinas says, "The money will be used to enhance such city services as additional police officers." And they will be under the direction of a chief who understands how to help his community.

Bob adds, "If cities continue to do this in an organized process, having regulated cannabis in a city can actually improve the quality of life."

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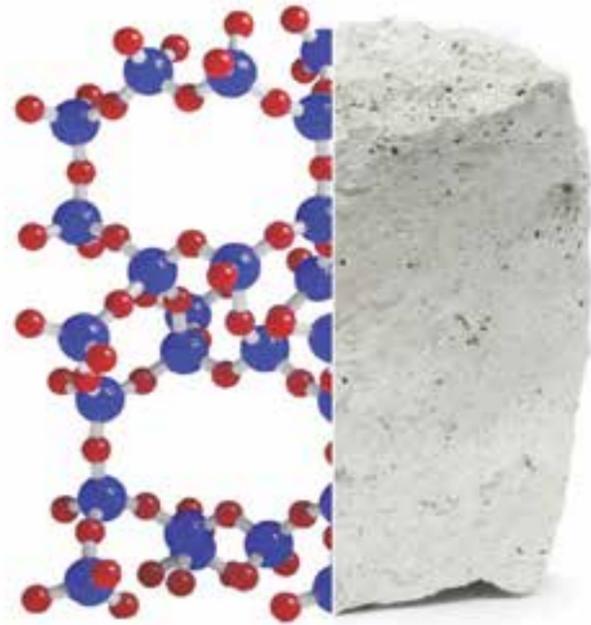
After visiting SkunkMasters, drop back in history and take a one hour boat ride from the coast out to The Channel Islands from ports in Santa Barbara, Ventura, Oxnard and Port Huaneme to this amazing national park. It has five unique islands, isolated for centuries and offers the visitor a look at coastal life as it was eons ago. Hiking, camping, snorkeling and kayaking are among the activities that abound just off the central coast.

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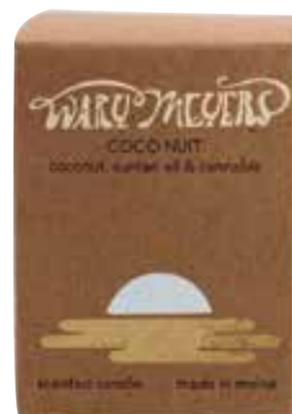
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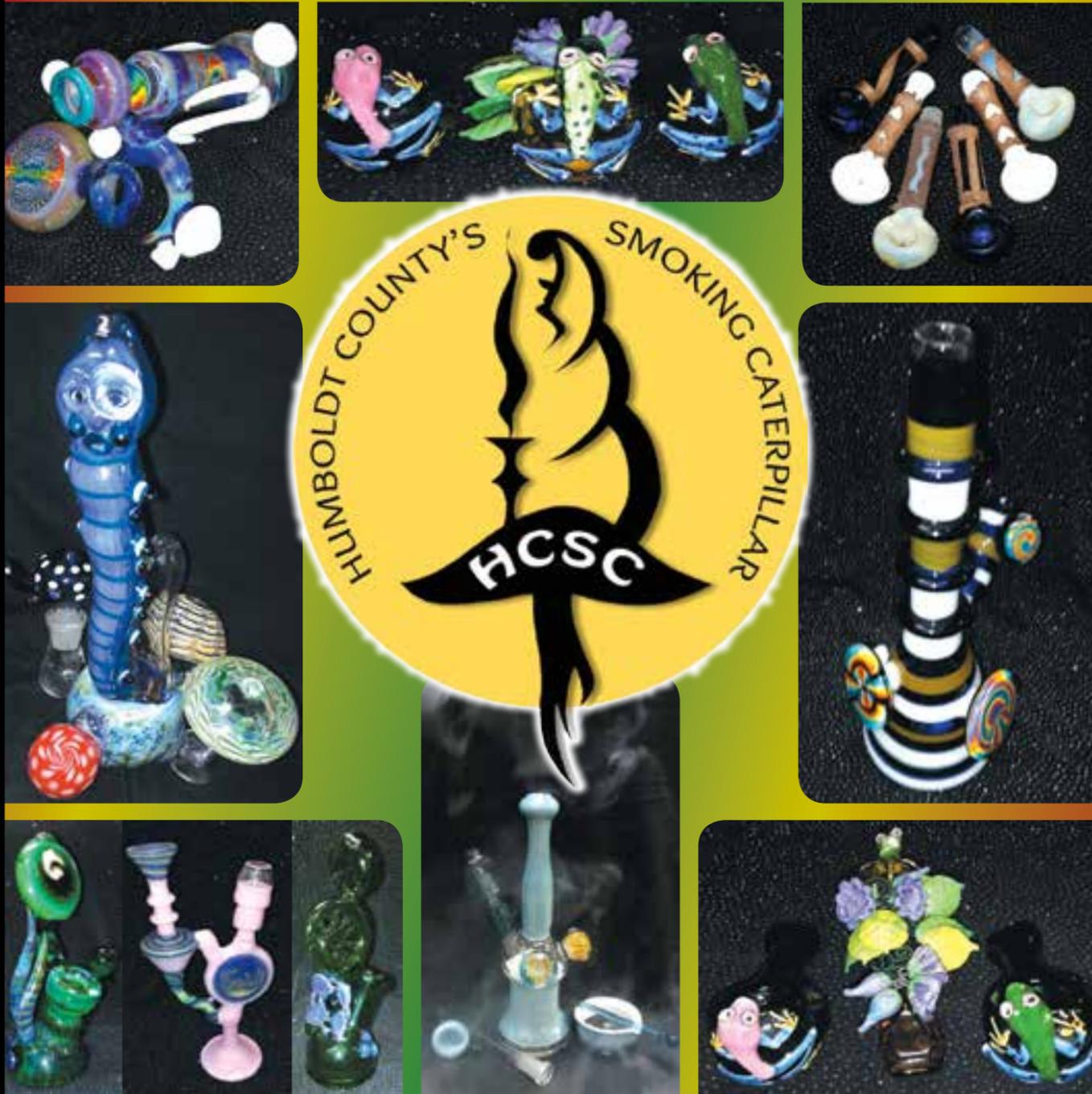


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21



22



23



24



25





WRITTEN BY SHARON LETTS

&gt; THE

# WEST COAST WELCOMES WILLIE'S RESERVE

A HIGH-PROFILE BRAND THAT SUPPORTS, AND  
SECURES NORTHERN CALIFORNIA'S SMALL FARMERS

**LEGENDARY SINGER-SONGWRITER,** Willie Nelson, is no stranger to farming or the plight of the migrant worker. As a child, he picked cotton alongside his grandparents in rural Abbott, Texas. Beside him were migrants hailing from Mexico and Africa.

In his autobiography, "It's a Long Story," Willie writes of being aware he and his fellow laborers were "[...] exploited with tiny pay for heavy labor."

Included into the "Agricultural Hall of Fame" in 2011 for his work as founder of Farm AID, a concert series supporting the small farmer in America, Willie said, "If you eat, you're involved."

Honoring the small farmer is important to Willie, with not just a nod to his childhood or his advocacy, but for the future of craft cannabis, and, more importantly, the future of the small cannabis farmer. For just as he supported the mainstream farmers of America in their time of need, his brand, Willie's Reserve, is now supporting the generations of farmers in Northern California who have met supply and demand of the world's favorite herb for decades – in the face of great persecution and loss.

## WILLIE'S RESERVE CONTINUED

### PARTNERS FOR THE GREATER GOOD

Willie's Reserve is partnering with Flow Kana (see page 18), a California company that specifically sources from small, grown-in-the-sun, organic cannabis farmers. Willie's Reserve strains and products in California are produced with some of the finest flower in the state from the regions of Mendocino and Humboldt counties, historically known for the hybridization of cannabis, within the Emerald Triangle of Northern California – which also includes Trinity County.

Flow Kana's CEO, Michael Steinmetz, recently penned an Op-Ed for the *Huffington Post*, stating, "The future of cannabis is in the hands of independent farmers and growers who must overcome their fears and work together in full transparency."

Transparency in the once covert farmlands of Northern California is difficult enough, but working together is crucial to the survival of small cannabis farmers as corporate interests step in with big money and a larger footprint, with many being left behind in the newly regulated market (see "Plight of the Small Farmer," *Emerald Magazine* Jan. 2018).

"Our independent farmers care about the efficacy of their medicine, and making great efforts to craft high-quality cannabis that is free of mold, mildew, insects, and harmful chemicals," Steinmetz shared. "They are the keepers of rare genetics and hard-earned trade secrets, and they are vital stewards of our land, standing for sustainability and community."

### LAS MAN STANDING

The launch of the brand is simultaneous with the release of Willie's new album, "Last Man Standing." The release on April 27, 2018 comes just in time for his 85th birthday on May 29th, and a signature strain honoring the man by the same name, by Sol Grow of Mendocino.

"It comes from this huge plant with beautiful buds," Shane Osburn of Sol Grow said of the strain. "It's so expressive of its characteristics, when you walk past the plant it smells like an orange tree."

*Last Man Standing* was bred using some of the Emerald Triangle's most legendary

strains, including *Blueberry Pie* and *Purple Urkle*. "Its oversized crystal structure and light foliage color can be traced back to the *Big Wreck* strain [aka *Trainwreck*], with its distinctive citrus aroma derived from *Orange Tree*."

Shane's wife, Amelia, who helped him cultivate the strain, added, "Willie is a soldier for the cannabis community. We have total respect for how he's told the world about what we do, through his music and through who he is."

### BACK TO THE LAND, INTO THE FUTURE

Simon Evers and his fiancé, Jenn, are some of the farmers sourcing to Willie's brand. Jenn grew up in Mendocino County on the property they currently farm under their shingle, Elysian Fields, just outside of Redwood Valley.

"Jen's parents were part of the 'Back to the Land' movement in the early 1970s," Evers shared. "She's been steeped in the cannabis culture of the Emerald Triangle all her life, and has been cultivating cannabis for more than 12 years. We feel we are carrying on a family tradition, not only with our sustainable practices, but also with the genetics that were bread in these hills, passed down to us," he added.

Evers, who has farmed for the past ten years -- the past six spent cultivating cannabis -- made the transition from organic mainstream farming in Washington State, after a personal awakening when his father was helped greatly with symptoms from multiple sclerosis (MS).

Willie chose *Pineapple Rising* for his brand out of 30 strains tested, with just 16 strains included, and eight strains chosen all for the California launch.

"We were elated to be included," Evers explained. "Of course, Willie would choose the *Pineapple Rising*, no wonder – because it's the one strain with the richest history and the deepest roots we currently grow. It's one of a handful of strains that were bred in the very hills where we currently live and farm, by the first generation 'back to the landers' that came here, along with Jenn's parents, in 1974."



### SMALL FARMS, BIG VOICES

With celebration aside, Evers said the conundrum of legalization is in the burden of regulations and inflated fees – barriers for many on entering the new emerging industry.

"We are aware larger forces are at work – big 'marijuana' capitalizing on this plant," he continued. "If they are to be successful, they could put small farmers like us out of business. When you consider the rich culture of the many thousands of small farmers growing amazing cannabis in small batches here in California, and particularly in the hills of the Emerald Triangle, it is painfully obvious there is a lot at stake."

With the future of many small farmers in California on the line, Evers said he and Jenn are honored to be included in Willie's brand.

1

"Besides being a legendary musician, he has been such an inspiration – having been an ambassador for this sacred plant and all small farmers, for so long – he truly is an icon for our industry," Evers surmised. "We are aligned with Willie in our values, and we are proud to say he is doing what we believe is the right thing by working with small, organic and sustainable, heritage cannabis farmers."

### WILLIE EATS HIS WEED

Community and family mean a great deal to Willie. Though his personal community and extended family are global, he chooses to live in rural regions, including a family farm in Abbott, Texas; and a home in Hawaii, where sons, Micah and Lucas, grew up – albeit, when they weren't on the road again with dad.



3

"WE ARE AWARE LARGER FORCES ARE AT WORK – BIG 'MARIJUANA' CAPITALIZING ON THIS PLANT," .. "IF THEY ARE TO BE SUCCESSFUL, THEY COULD PUT SMALL FARMERS LIKE US OUT OF BUSINESS. WHEN YOU CONSIDER THE RICH CULTURE OF THE MANY THOUSANDS OF SMALL FARMERS GROWING AMAZING CANNABIS IN SMALL BATCHES HERE IN CALIFORNIA, AND PARTICULARLY IN THE HILLS OF THE EMERALD TRIANGLE, IT IS PAINFULLY OBVIOUS THERE IS A LOT AT STAKE."

2



1 Annie Nelson's Edible Line from Willie's Reserve. Photographed by Meredith Louie.

2 *Orange Tahoe Cookies* cannabis strain from Willie's Reserve that is processed and packaged at the Flow Cannabis Institute (see page 18).

3 Single pre-rolled joints from Willie's Reserve come in multiple strain flavors. Photographed by Meredith Louie.

Willie's wife, Annie, hails from Humboldt County in Northern California, though the two met in 1986 while she was an A-List hair and make-up artist on set during the filming of "Stagecoach" – where she sided with Willie when producers asked to cut off his braids. They were married in 1991, with his trademark braids still intact to this day.

Annie has spearheaded the edibles faction of the brand, helping to create "Annie's Edibles," a line of chocolates and hard candies.

It took whiskey-loving Willie years to give up the spirits and partake of the herb, with edibles historically a sore spot after a few bad trips years ago. Specifically, after eating a bunch of cookies he knew were laced with activated THC, then realizing he overdid it, "... I was laying there, and it felt like the flesh was falling off my bones," he commiserated with *New York Times* columnist, Maureen Down, after her equally bad trip in Denver involving a chocolate bar.

"It'd take years before I'd understand the beneficial properties," he explained. "As I moved closer to the Woodstock Nation, as I bore witness to their music-loving, life-loving, peace loving ways, I saw the key role played by pot. Pot was a communal experience. Unlike cigarettes, you didn't smoke a joint alone. You shared it. You passed it around. Pot was a plant, a natural substance whose positive uses, I would soon learn, were varied."

Over time Willie was able to quit alcohol and cigarettes altogether, with his appreciation and understanding of the herb increasing. Unfortunately, the too-many-cookies experience kept him from ingesting edibles or tinctures for years. With the launch of the edible line, he was now ready to try it again with his wife's infused candies.

"I'm a big fan of Annie's Edibles," he shared. "They are good for aches and pains, but mostly I use them for rest."

Annie uses organic dark chocolate with Himalayan salt, consciously sourced, with a low-heat process to sustain the raw qualities of the cocoa. Whole plant extraction of stems, leaf and flower is used for the base, with each dose measured at 5 milligrams of activated THC (tetrahydrocannabinol).

"I make my infused chocolates for people who want to enjoy gourmet cannabis chocolate in a controllable way," Annie shared. "It's important that my chocolates are suitable for those with dietary restrictions

– whether someone is vegan, has Celiac Disease or gluten allergies, requires a low or balanced sweetener diet, or if they have a low tolerance to cannabis, they can still enjoy the benefits of my infused chocolates."

## ZERO CRAP POLICIES

Annie is adamant the edibles be pure, stating she has a "zero crap policy." Kind of like the way Willie has lived his life. After all, this is the man who allegedly snubbed his nose to the powers that be and smoked a joint on the roof of the White House. This is the man who began an entire movement in defense of the common man; the often faceless, silent providers of our food – our small farmers.

"We've come pretty damn far from the point where they'd put you in prison for life for a seed, to where we are now," Willie surmised. "It's a lot of progress."

Legalization in California has brought stifling ordinances for our cannabis farmers, threatening a way of life few understand in the hills to the north. Thankfully, high-profile crooner, Willie Nelson, has stepped up; with his advocacy and his brand, Willie's Reserve; a high-profile umbrella offering safety for a few farmers facing the approaching storm – the last men and women standing.



1 Willie Nelson, photographed by David McClister, is playing his love for music on the guitar.

2 Willie Nelson and his boys, Micah and Lukas, recording Willie's Stash, Vol. 2. Photographed by Greg Giannukos.

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WRITTEN BY BRANT HARTSELL

**BREAK OPEN THE** packaging of a Fronto King cigar wrap, and the sweet aromatic smells of all-natural, tobacco leaf prepare you for a one-of-a-kind experience.

The scent is subtle, unlike other synthetic, processed brands.

The Fronto King made my mouth begin to water as soon I began to unroll it. Something that definitely surprised me was the size of this wrap, which extends to approximately 21 inches -- great for cannabis connoisseurs who prefer to cut their own blunts.

The Fronto King provides customers with a product that allows the consumer to determine the size of their smoking experience, and does not force you to discard leftovers. Convenient, considering I never find myself utilizing the entire blunt wrap from other companies because it just takes too much cannabis.

The Fronto King provides airtight packaging, which keeps your wrap fresh. If you find your wrap sitting around for a long time, simply mist it with a small amount of water until it reaches the preferred moisture. This is one of the benefits of utilizing 100 percent natural tobacco.

Smoking this was a treat, and honestly, made me feel somewhat classy. Each inhale was incredibly smooth. The tobacco flavor was perfect and complimented the taste of the cannabis. Overall, Fronto King's 100 percent natural tobacco leaf cigar provides cannabis consumers with more control over their blunt smoking experience, and will have you feeling like true cannabis royalty.

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# POTTALK

## LUCKY CHIEF GOLD LABEL



WRITTEN BY AMY C. WITT SMOOKESIGNALS  
PHOTOGRAPH BY JAMIE CHANGALA

**ON THE EXHALE** the smoke is clean, smooth and light, with a strong pine and *OG* bang that stimulates the palette. A deep aroma of *Kush* will accommodate the senses. Within moments, Lucky Chief's *Silver OG* sugar will prickle your skin and alleviate stress as it motivates your mind to do anything positive and inspiring.

One hundred percent organic, the Gold Label *Silver OG* sugar is one of the tastiest and most fulfilling concentrates I have ever dabbled with. It's flowery and sweet, and holds some spicy and earthy notes. Pairing it with coffee intensifies the flavor and tingle of euphoria.

The hybrid strain, a cross between *Super Silver Haze* and *OG Kush* is thought to originate from Afghanistan, Colombia, India, Mexico and Thailand. *Silver OG*, also known as *Super Silver OG* is known to target depression, anxiety, pain and lack of appetite. Lucky Chief creates their Gold Label based off of quality and experience. The buds used are typically smaller in size or popcorns. With no chemical inputs, the flower used



for the *Silver OG* sugar is light deprivation grown which is cleaner, holds less dirt and pollen. Although it is sticky, I observed that this sugar is easy to manage in the event you drop your tool or get the dab on something.

Deep golden and crispy, Lucky Chief's lab tested *Silver OG* sugar has a high terpene content, heavy pinene, linalool and humulene which all hold an abundance of medicinal benefits. With one dab, I noticed this strain made me kinder and bettered my communication and listening skills. But what I enjoyed most was how focused, motivated and clear-headed I became. While it definitely provided me with a heavy body high that alleviated my joint and muscle pain, the mental aspects of this sugar were impressive! Attracting positive energy, it allowed me to be completely focused on the task I was involved in while tuning out all distractions.

But beware – once distracted, you will be fully immersed in that distraction.

The *Silver OG* sugar expanded my mind and helped me explore ideas and options relating to my career. It's almost as though taking one dab of this sugar ignited a stick of dynamite in the superior temporal gyrus of the right side of my brain. Not to mention, I appreciated how much it impacted my level of stress and anxiety. It literally allowed me to worry less and made me feel confident in handling and overcoming any situation.

Two dabs, and I no longer wanted to focus or work on anything but rather, be involved with my phone, relaxing or simply doing nothing. However, it maintained my continuous good mood. As a daily and heavy joint smoker, I only dab two-four times per week. With that said, three dabs in one day is too many and I was no longer able to keep my eyes open. I headed to bed for a late evening nap which put me into a three hour coma. Make sure you have some ice water handy and some eye drops because both your mouth and eyes will become extremely dry, quickly. It can be a little overwhelming if you're not prepared.

With a balanced nature, *Silver OG* Sugar by Lucky Chief is an ideal option for seeking relief from depression and anxiety. Encouraging you to explore your personal boundaries and depths, this delightful sugar provides a sexy and exciting experience for both day and nighttime pleasures.

P.S. I just took a dab before I wrote this – maybe that will help you determine if you want to take a dab before doing something awesome!

FIND LUCKY CHIEF ON LUCKYCHIEFCA

From the Canna-Curious to the Cannasseur, A New Era of Cannabis Culture Has Emerged.

# Cannabliss Retreat

WRITTEN BY SARAH BUGDEN  
PHOTOS COURTESY OF CANNABLISS RETREAT

IT'S APRIL 20TH, 2018 and I'm on a luxury bus headed towards an estate in Malibu, California where an educational health and wellness retreat is taking place: Cannabliss. Dylan Boucher, a young and talented videographer sits across the aisle from me. Roughly 13 people in their 40s-50s accompany us.

We arrive at the estate in Malibu and it's enormous: there's a greenhouse, a large yard lined with trees, a dirt path that leads to parking and bathrooms, and vendors. In attendance were Fiddler's Greens, Erbanna, Medicine Box, Bloomfield, Pot D'Huile, and Breaking the Grass Ceiling to name a few.

This is the first 4/20 celebration where both medicinal, and adult-use cannabis are legal along the entire West Coast.

I meandered into the middle of the yard and took a moment to gather the confidence to talk to strangers. Deep breath in, deep breath out. I'm surrounded by palm trees. One waves in the wind. Sunlight cuts through its slits and it dances in the air while a shadow mirrors its image directly onto the ground. It's noon. I'm surrounded



by booths, logos of brands, hashtags, business owners in matching t-shirts, pamphlets, branded tablecloths, and the welcoming smiles of vendors.

From across the yard I see a giant green cake with an orange cannabis leaf on top of it. Three candles lay beside it: two, zero, four. Are they giving out cake?!!

"Hi I'm Sarah." I volunteer to a man standing behind the Viscous booth.

"Welcome."

"What do you guys do?" I ask.

Chris Lewis of Viscous indulges me.

Viscous makes vape cartridges to use in vape pens. Their cartridges feature supercritical CO2 fluid to extract the initial crude canna in a viscous state before distilling it down to a golden oil. The oil is then flavored, suspended in cartridges, and the use of a vape pen activates the oil in the cartridge without burning it so there's never any smoke or secondhand smoke. Viscous makes a hybrid cartridge, a sativa cartridge, and an indica cartridge.

While Lewis explains the product to me, I eye the cake. He notices me looking at it. To distract from my obvious interest in the cake, I aggressively blurt out, "Can I take a picture!?"

Nyle Clemente, Viscous head of sales, introduces himself. I ask how the change in regulations has impacted their business.

He explains "We've already passed regulations so if they get steeper it'll benefit us."

Next, I find myself talking to Levi Storm of Awakened Tropicals. Levi makes non psychotropic, raw cannabis balm and CBD tinctures. His products target muscle pain as well as anxiety, PTSD, depression, and insomnia. He offers me a sample of his sublingual CBD tincture. I've never tried CBD before.

Levi is one of those people who's so simultaneously knowledgeable and enthusiastic about what he does and that it's captivating. He entered the business after a serious

surfing accident left him in pain and cannabis became integral to his healing process. While talking to him I hear words like terpenoids, flavonoids, and decarboxylation.

I ask if he's afraid corporations as big as Monsanto will push out the small farmers. He tells me he hopes thoughtful consumers will support businesses like his, even as the industry scales.

I realize I'm thirsty and find myself walking towards a pile of sodas.

Parched, I grab one of the sodas labeled SPRIG. SPRIG is one of the event's sponsors. Before thinking, I blurt out to the first person I see, "Is there weed in these SPRIG beverages?" After the words leave my mouth, I notice the pink and white can is labeled, "cannabis-infused, 10 mg THC."

Dylan the videographer and I chat about what we gathered so far and what we need to get. As we talk I take note of the feeling in my body. The CBD tincture has calmed my nerves. My typically racing thoughts have slowed a bit and my muscles feel so relaxed I imagine I could touch my toes. Dylan notices an elder couple behind me pulling everyone's attention. They are in their late 70s, and they're dancing like they're young and limber—like they're, medicated.

While the elder couple dances before me, I can't help but reflect on how the crowd at Cannabliss might differ from other 4/20 crowds across California, and how crowds celebrating 4/20 post-legalization will continue to change.

A cluster of women wearing sunglasses, sitting on a quilted blanket surrounded by large purses, observe the couple slow dancing. The elder woman and elder man lock fingers.

A middle aged man in a crisp white collared shirt and khaki shorts lays on a blanket with his hands propping up his head just enough to watch the elder couple through his aviator sunglasses.

Levi Storm observes this from behind his booth, smiling. Another vendor is talking with two women about his products and is too involved in conversation to notice the couple.

To get more information about what this community and this particular 4/20 celebration is all about, I check in with Cannabliss' founder, Sarri Gabay. Sarri explains, "Cannabliss retreats is a community we're creating based on education, and advocacy for cannabis and medicinal healing through plant medicine," she added, "It's so not the typical stoner vibe, at all."

Her business partner, Dr. Ira Price, who developed the K.A.R.E. (Kannabis Accreditation Regulation and Education) certification program offered at Cannabliss, elaborates, "You don't find this anywhere else. You go to 4/20 parties and it's about getting high. You go to 4/20 parties and they're outside protesting. We're not protesting, man. We're just building community—that's all we're trying to do," Price added. "And we're trying to do that in a mindful way. Know what you put in your body. Your body [is] your temple."

I watch as the elder couple finish dancing and take a seat.

The Cannabliss sound bath begins. Everyone in the yard finds a place to stretch out.

Save for vendors, journalists, and four men and one woman who sit upright to watch the crowd, everyone lays down. A woman begins walking around shaking an instrument. She makes her way through the crowd. A man follows her and distributes drops of a THC tincture, called Equanimity, donated by Medicine Box, to all who'd like to try. A peace falls over the yard as everyone listens. After a few minutes the shaker is changed out for a circular instrument that makes a calming, "ommmmm" sound.

When the sound bath ends, a panel discussion on "Destigmatizing Cannabis" begins. The panel features professionals who've found the healing qualities of cannabis in a variety of ways. It includes Len May, President of EndoCanna Health, an innovative company specializing in personalized medicinal cannabis using DNA sequencing; Anya Cravitz, a founder of Olive Kind Agency; Ariel Clark, one of California's longest-serving cannabis business attorneys; and Eben Britton, a retired NFL offensive lineman.

While everyone on the panel makes compelling statements, Britton's remarks most



directly call into question abuses of pharmaceutical drugs to overmedicate and mistreat injuries and ailments. His account of how the NFL abuses opiates to treat of injuries that then leave players addicted highlights one of cannabis' more compelling qualities: it's non-addictive.

Virgil Hollins welcomes me to the TSTY Farms booth. He's friendly but does not want to disclose his last name. He's excited about the assortment of disposable vape pens TSTY offers, which include three strains of indica, three strains of sativa, three hybrid strains, and three CBD-dominant strains. The brand targets working professionals and senior citizens.

I ask Virgil how he feels about the stigma attached to cannabis as it relates to the demographic at this Cannabliss gathering. He affirms, "The presentation of the product will be integral to erasing it's stigma. I think the demographic here consists of people who will redefine the perception of cannabis. They have the passion necessary to change how it's seen in the eyes of the masses."

I spend a few more minutes chatting with Virgil until I realize I'm starving and excuse myself. Dinner is served so I make my way over to the grill. Cannabliss cooks a mean beans, rice, baked potato, and fresh salsa. I almost stuff myself on complimentary barbecued deliciousness.

As the sun sets, the beautiful sounds of Stellamara fill the yard. A few people begin to dance. A few wrap themselves in blankets and watch.

I'm drowsy and ready to head home. I make my way to the bus, but not before pausing for a moment to take in the beauty of the sunset, 4/20, legalization, the overwhelming kindness and optimism here at Cannabliss, and the positive vibe.

Thank you, Cannabliss.



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# CANNA

## LISTEN UP!

# TUNES

WRITTEN BY DIANA-ASHLEY KRACH

“THERE ARE A WIDE RANGE OF TECHNIQUES THAT UTILIZE SOUND AS A TOOL FOR CHANGE. THE MOST COMMON AND BASIC USE OF SOUND IS FOR MEDITATION AND RELAXATION,” REPORTS THE SOUND HEALING CENTER, WHICH ADDS, “CHANTING, TONING AND OVERTONE SINGING ARE SOME OF THE MOST POWERFUL METHODS FOR RESONATING SOUND THROUGHOUT THE BODY. THE USE OF NATURE SOUNDS AND NATURAL INSTRUMENTS, SUCH AS CRYSTAL BOWLS AND TUNING FORKS, HAVE SPECIFIC HEALING FREQUENCIES AND HARMONICS.”

“SOUND HAS BEEN USED AS A HEALING OR CALMING TOOL FOR THOUSANDS OF YEARS. HIMALAYAN SINGING BOWLS (STANDING BELLS THAT “SING”) HAVE BEEN USED THROUGHOUT ASIA FOR THOUSANDS OF YEARS IN PRAYER AND MEDITATION, AND ARE NOW USED TO PROMOTE RELAXATION AND WELLBEING,” REPORTED “THE GUARDIAN.”

**LORETTA HORD, FOUNDER** of Cannatunes™, takes the concept of plant appreciation to new heights by creating music from flora.

Using special instruments to pick up on a plant’s frequencies (a visual can be found on YouTube), Hord draws melodies from plants and orchestrates tours that educate. The result: a multi-sensory experience described as “sound healing.”

Sound healing has been around since the beginning of recorded history: the first person to use it was Pythagoras, circa 500 B.C., when he used the flute and lyre for curative purposes. Using harmonious melodies help soothe the mind and body, creating a healing impact on a cellular level.

With a background in environmental law and education, Hord found ways to generate real relationships with plants, making

it possible for cannabis users to learn, listen and communicate before consuming.

**Emerald: How did your background in environmental education and reiki healing lead to creating soundscapes with plants?**

**LH:** When I was studying environmental law in college, I was introduced to a number of researchers who had been studying plant sentience since the late 70s. Their work germinated some ideas in my mind about the extent to which we can fully understand and communicate with the wisdom of plants through language. While on tour years later as an environmental educator, I became aware of the possibility of creating soundscapes from the electrical data [gathered from] plants. My previous research into sound healing and cymatics, combined with this new ability

to make soundscapes from landscapes and individual plants, blossomed into my company Cannatunes™.

**Emerald: Do you have a favorite strain to make music with, or a favorite song you have made?**

**LH:** While working with cannabis, as opposed to other plants, I find that this species reflects more often the personality and character within. For example, sativa strain soundscapes tend to be more busy and fast, while indica’s tones are more mellow. The “Trainwreck Groove Pulse” is one of my favorites for this [reason.] (Listen to the song at TheEmeraldMagazine.com)

**Emerald: How would you explain the technology you use to make the soundscapes?**

**LH:** Much like an electroencephalogram (EEG) machine, the electrical data is received and then translated into musical

notes. Two nodes are placed on the plant and the biorhythmic impulses are turned into data that can be translated into music.

**Emerald: How do soundscapes allow for deeper connections with a cannabis plant?**

**LH:** Back when I was a cannabis farmer, I used to daydream of a world where people could have the intimate connections to the cannabis plant that I was experiencing. There was a relationship there, and I wanted to share it.

Cannatunes’™ goal is to be a conduit and translator between people and the healing knowledge within the plant world -- sound vibration and frequency.

It is what holds together the very existence of our reality and by showing the cannabis plants use and relationship with these laws of nature, more tangible relationships with the plant can be created. The idea of having a conversation with



a tree or a flower has been relegated to dream states or hallucinogenic experiences. As an interpreter of plant consciousness; Cannatunes™ allowed the transmission of the idea of tapping into the data of cannabis plants while using music as a language.

**Emerald: What is your typical process when creating a multimedia experience with cannabis?**

**LH:** [It] begins with spending time with the cannabis plant and the grower first. Understanding the characteristics and personality of the strain through its genetics, growth cycle, and environment is crucial to my process as well as finding out from the grower their experience and relationship with the plant.

These factors help me interpret the musical data to reflect the integrity of the plant and the complexity of the strain profile. When the plant is happy and healthy, you can hear it in the content being produced. In those situations, the music tends to be consistent and complex, however when the plant is not at its best, the tones vary in erratic ways and can be less consistent.

I often use sound healing instruments, like singing bowls, to prompt the plants

into melodic environments where they may feel more comfortable to be creative. These interspecies collaborations between me and the plants do at times seem like jam sessions, where we are getting to know each other’s style of play and coordinating with harmonious overlaps.

**Emerald: In what ways can a brand in this industry incorporate Cannatunes™ with their products?**

**LH:** From the very beginning, I’ve been intrigued with the notion of being able to listen to cannabis strain profiles before purchase in dispensaries. Not to mention listening to the frequencies while consuming the cannabis as well! I want to live in a world where we can receive healing from cannabis through sound and frequency and the brands have an incredible opportunity to create strain specific musical libraries of past harvests. By working with a brand’s farmers to highlight notable strains of theirs, we can offer new paradigms for experiential marketing.

**Emerald: What is the most surprising element for people experiencing the soundscapes for the first time?**

**LH:** Being part of events like “Immersion Denver” was a wonderful opportunity to share my knowledge on cannabis plant

sentence. The reactions and questions from the participants only made it more exciting by engaging with the plants one-on-one. We had people rubbing crystals on the plant to extract different tones out of the plant as well as caressing the fan leaves.

Instinctively, the participants know the plant holds wisdom inside of it and they come to find a new respect for the plant's integrity and life essence. Whether through touching, singing along, or allowing the sound to wash over them, everyone wanted to know more on how they could continue this new paradigm of cannabis interaction.

**Emerald: Where can people find your public installations?**

**LH:** This summer and fall, Cannatunes™ will be collaborating with cannabis farms to create more live events as well as producing a web series to delve deeper into the process. Check us out on twitter and Instagram @Cannatunes for updates!

FOR MORE INFORMATION -- AND TO HEAR CANNATUNE'S SOUNDSCAPES -- VISIT [CANNATUNES.WIXSITE.COM/MYSITE](http://CANNATUNES.WIXSITE.COM/MYSITE)



WRITTEN BY BRANT HARTSELL | PHOTOGRAPHY BY DANIELLE NUTT

# ENLIGHTENING A PATH TO WELLNESS

**The dispensary features over 500 cannabis products and are growing their offerings every day. Exclusive items that are specific to their facility include Prana line products, one of the first cannabis products with 100 percent bioavailability.**



**THE CARVED, WOODEN** logo, and redwood imagery that line the windows of Satori Wellness, located on Nursery Way in McKinleyville, California are a welcome -- and intriguing -- addition to the town that's surrounded by the natural beauty of the coastal redwood forest.

The business mirrors its residents' passion -- not only for the cannabis industry itself -- but for the local community.

Satori Wellness is McKinleyville's first and only cannabis dispensary. With this success, comes responsibility.

Kate Haenni, executive director of Satori Wellness, explained that "our demographic covers everyone within the local community: elders, students, mothers seeking alternative medicines. We try to provide an environment that helps erase some of the existing stigmas around cannabis in an educational manner."

Visitors are met with warm, smiling faces and friendly staff who give immediate attention to customers when they walk in. Haenni illustrated the company emphasis on customer service, which she believes makes Satori Wellness stand out from other dispensaries. This was especially true with my experience there. I came out of the facility feeling like I learned about local products, and the connection the company has established with its growers.

Haenni said that Satori features mingling events so its team can build a more cohesive community by lessening alienation within the industry. "It is all a team: employees, growers, consumers and farmers," she explained.

Ultimately, Satori Wellness exhibits the very adaptive framework Haenni illustrates. Satori Movement began in 1988 as a lifestyle brand. The company understood the interconnectedness of the skateboarding community, reggae scene, and environmental sustainability. Cannabis is the glue that brings, and holds, these cultures together in one, complete vision.



Satori is now an internationally recognized brand that not only promotes education on cannabis but also helps create skateboarding clubs in countries like Jamaica. Haenni noted that the company also has plans to help build a skatepark in McKinleyville.

She also explained that the dispensary is working to start a recycling program for all the unnecessary, excess packaging now necessary due to legalization.

Satori's waiting room doubles as a retail storefront for their brand. The company's clothing line helps bring more people in, and allows patrons to browse while they wait.



The dispensary features over 500 cannabis products and are growing their offerings every day. Exclusive items that are specific to their facility include Prana line products, one of the first cannabis products with 100 percent bioavailability.

Satori also offers boutique cannabis, grown in small batches by Talking Trees Farms. Haenni's personal favorite, she confirmed, is their indoor pre-rolled *Gorilla Glue* joint.

Satori Wellness understands the importance of keeping members of the cannabis community in solidarity with each other, in order to combat the corporatization many fear will put them out of business.

"The cannabis industry has a lot of opportunity. Lets share, be adaptive, and stay consistent," Haenni said.

FOR MORE INFORMATION, VISIT [SATORIWELLNESS.ORG](http://SATORIWELLNESS.ORG)



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# PREPPING FOR THE 2018 CANNABIS SEASON

WRITTEN BY ROBERT BROWN | PICTURE BY IDAN COHEN

**AS CALIFORNIA'S LEGAL** cannabis market -- the largest in the world -- takes shape, it's easy to lose sight of communities in the Emerald Triangle, which have built a reputation for their cannabis culture.

"In order to be successful in this industry, there is really only one strategy," said John Garrett, a 20-year veteran grower. "Grow as much high-quality cannabis as you can, and do strains that will yield a lot of product, and will be something that people want to smoke."

Garrett has the typical look of a grower: he's dressed in flannel and Carhartts with

boots. He's got long brown hair, and a stubble beard. He exhales clouds of smoke from a joint as he loads up his truck and heads to the ranch.

"You coming up to the ranch?" Garrett asked. "Come on, you can ride with me."

We hopped in the truck and headed out. We turned off the main road just outside of Willow Creek, California, and continued to drive up the mountain. We passed through two locked gates, and drove on narrow, winding gravel roads. We climbed higher and higher.

We sloshed through puddles, and ruts worn from heavy, winter rains. I spotted several cabins and barn structures along the way -- some newer, some older, dilapidated and overtaken with brush and berry brambles.

"Looks like we've got a few spots to fix in the road this year," Garrett said. "We have gravelled this whole road several times with layers of different size rock that are supposed to lock together to create a stronger road, we put a bunch of culverts in, [and] cut trenches along the road to divert water [...]."

After meandering through tall trees, we came to a large clearing: a sprawling meadow full of 100 gallon SMART pots with grass and wildflowers peeking out from around them.

"As you can see, I have a lot of work to do," Garrett said. "My greenhouse fell down in the snow this winter. I haven't had a chance to fix it until now. There's been snow on these roads up until last week."

What is left of the greenhouse is a pile of twisted, bent metal, and ripped plastic.

"At least someone remembered to cover all of the pots at the end of last season," Garrett said. Each pot is covered with a black weed mat, put down to deter weeds or grass from growing in the rich, fertile soil. "You wouldn't believe how many days of extra work we save by doing things like that," he added.

"It's always such a nice feeling to be back out here again," Garrett said. "Growing out here for years, I look around at all of the structures and upgrades that have been built, it all sparks memories of specific times," he added. "I can think back on lessons I have learned -- about this business, about life, about myself -- and acknowledge how far I have come."

The garden is mesmerizing. It's easy to get lost in the countless shades of green, the mountainscapes that disappear into the distance, and the rolling hillsides scattered with blooming flora.

"On top of all of the work I have to do to get this thing up and running, I need to find some clones," Garrett said. "I lost all my mom's when the greenie collapsed."

Clones are baby cannabis plants, and are one of the most critical parts of success in this extremely competitive business. Each clone is taken from one plant, appropriately called a "mom." Some mom's can live up to five years, producing hundreds of clones every few months.

"I got a buddy who is doing this one strain, White Tahoe Cookies," Garrett said. "When I smoke it, I taste three different flavors. When I inhale I get OG, then Girl Scout [Cookies] comes through. When I exhale, I get a little bit of Gorilla Glue. It's so good!"

Creating strains is an artform. New trends are set every season. To really understand how strains got to where they are today, it's crucial to learn how they evolved.

"A lot of people are stuck on OG, but I can grow twice as much product from a different strain, and it will look better because it's easier to grow," Garrett said. "Sure I'll take a little less per pound for the stuff that's not OG, but I'll produce more product so it will actually end up being more profitable."

Profit is a major concern with today's cannabis farmer. The industry is used to high retail prices, averaging \$3,000 per pound of outdoor in 2010, but has steadily decreased to current prices around \$800 per pound. This is causing a lot of uncertainty, motivating some farmers to throw in the towel and sell their properties.

"My overhead is ridiculous," Garrett said. "Now because I lost all of my mom's that were in the greenhouse, I'm going to have to spend like \$10,000 on new moms."

Some businesses that sell clones in Humboldt County include: Humboldt Patient Resource Center (HPRC) in Arcata, Wonderland Nursery in Garberville, Satori Wellness (see page 55) in McKinleyville, and delivery services such as: Hendrix Farms, and Mom and Pop Gardens. Each offers different strains at different prices.

I visited the HPRC in Arcata to ask about the clone situation.

The countertop is filled with buds, candies, oils, and other infused products. Shelves behind the counter are stacked with tubs full of prepackaged cannabis. One shelf has cannabis plants growing under long grow lights. I ask Naomi Atkinson which clones are available.

"We only have [about] 50 of the *Key-Lime Pie* right now," Atkinson said. "We should have some *Oh Sour Head* next week."

The reason for the minimal selection, said Atkinson, "We are going through a remodel and also shifting our business model," she added. "The laws have changed, so we aren't really sure if we are going to continue doing clones. We should know for sure in a couple of months, then maybe we will have more of a clone selection."

"People are getting really serious this season," said Carol Nicolas, owner of Mom and Pop Gardens. "People realize they have to treat their operation more like a regular business in order to still be in operation five years from now."

In terms of strains, “People are going back to the classics [...],” Nicolas said. “I have seen quite a few folks getting our *Trainwreck* and *Granddaddy Purple*. Northern Humboldt people won’t go near our *Blue Dream*, they all say it’s played out,” she added. “Southern Humboldt people don’t want *OG* because they think the market is too saturated with that strain, so it’s not profitable anymore.”

I asked Dr. Diane Dickinson of North Coast Medical about the best strategy for choosing a strain.

“For years everybody has talked about indicas and sativas, but that’s outdated lingo that needs to go away,” Dickinson said. “Now studies are looking at terpenes. There are over 200 terpenes for cannabis, ranging from citrus that gives you energy, to mango that makes you sleepy, so we can really be much more accurate now with choosing strains that treat certain symptoms.”

Star Cookies’ genetics are a cross between *OG Kush*, *Durban Poison* and *Granddaddy Purple*. According to Allbud.com, this strain has an extremely high THC level of 27 percent. *Star Cookies* treats chronic pain, appetite loss, depression, muscle spasms, stress and anxiety.

Hendrix Farms is one of the larger clone suppliers for the North Coast. They have created a niche for themselves by offering many of the sought after strains that are popular in cannabis culture. They are also known for having some of the brand new strains, like *Star Cookies*.

“We are the only ones around this area with some of these strains, and some of our strains were developed just for us from master strain developers,” Daniel Hendrix, owner of Hendrix Farms said. “We have a two-three month waiting list, so if you are looking to get clones from us for this season, it won’t be until the middle of June until we can fill your order.”

Garrett needs about 93 more clones, and more importantly, he needs to prepare the property for the season.

“We have so much work to do,” Garrett said. “If you want to weed whack, we could keep you busy for a week straight doing that. Then we need to till all of the beds.”

For bigger farmers like Garrett, it has always been hard to find laborers, mostly because it isn’t like hiring someone off of



“Now studies are looking at terpenes. There are over 200 terpenes for cannabis, ranging from citrus that gives you energy, to mango that makes you sleepy, so we can really be much more accurate now with choosing strains that treat certain symptoms.”

- Dr. Diane Dickinson

craigslist to do an odd job. Now, labor has become more competitive. There are hundreds of thousands of dollars at stake, and an opportunity for less scrupulous people to prey on growers.

Only one year into legalization, and the Emerald Triangle’s cannabis culture is changing. The original vibe embraced by the hippies has evolved into an entirely different frequency, attracting new groups with entirely different motivations. Stories circulate about people in Humboldt from other areas of the world, here to take advantage of what is being referred to as, “The Green Rush.”

“We have had so many things happen over the years,” Garrett said. “From people stealing, to people getting hooked on hard drugs [...] It all ends up costing us thousands of dollars.”

While he speaks, he inspects equipment, taking things apart, fixing and oiling parts, and putting them back together. Somehow, he also manages to roll up a joint of one of his 50 flavorful strains.

Putting the perfectly rolled joint up to his lips with familiarity, Garrett lights it up and talks about some of the changes going on in his immediate area.

“The neighbors have had a couple of really bad years recently, the kid that was running the place last year did horribly, I felt bad for him,” Garrett said. “I think this year they are selling the property. The old lady that owns the place called me the other day, and while we were talking she asked if I ever thought about wanting to expand my property.”

This has become a more common occurrence in Humboldt County over the years. One farmer will be extremely successful and buy out others nearby, who struggle for one reason or another. Another thing that happens is farmers who have owned the neighboring properties for generations are ready to sell, allowing one grower to gradually acquire an entire mountain.

“It all depends on whether or not cannabis is going to be profitable in the next few years so we can pay off the property,” Garrett said.

“All we need is a couple good seasons, then we own it free and clear.”

This recipe may have worked well in the past, but according to Garrett, the cannabis market has gone down significantly over the last few years, and there is no sign it will be going up anytime soon.

“We were making \$1,200 per pound last year,” Garrett said. “This year we are lucky to get \$800 per pound. If I have 500 pounds to sell, that’s a decrease of \$200,000.”

With losses like that, combined with the headache and expense of licensing, the difficulty of growing a high-quality product, along with the risk of bugs, mold, or wildfires -- it’s a wonder why people even want to get into this business anymore.

“You gotta love what you do,” Garrett said. “I can’t see myself doing anything else and being this happy. I like working hard, running a farm, networking with other growers. I feel so much pride when customers tell me how the cannabis I grow helps them.”

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## WILD CAUGHT ATLANTIC SALMON SASHIMI WITH CUCUMBER SEAWEED SALAD

RECIPE BY CHEF JASON HARLEY OF OGTKITCHEN.COM

### Ingredients

1 pound Wild-Caught Atlantic Salmon, sliced paper thin

### For Ponzu Chili Sauce:

1 cup soy sauce  
1 lemon squeezed  
1 tablespoon chopped garlic  
1 tablespoon chopped ginger  
2 tablespoons chopped scallions  
2 tablespoons chilli sauce  
1 gram clear distillate, 94 percent

Warm Ponzu lightly on the stove, and mix in your distillate. Do not boil the sauce.

Slice the salmon very thin, and lay it in the center of the plate.

Mix together the cucumber seaweed salad ingredients, and place it nicely on plate.

Stir and serve the dish at room temperature.

Place your salmon on the plate, and drizzle Ponzu lightly over the fish, then serve immediately.

Sprinkle with flying fish roe (aka Tobiko) for texture, color and flavor.

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### Cucumber Seaweed Salad:

3 small Persian cucumbers, sliced paper thin  
1/8 cup seaweed salad (mixed seaweed with oil and chili)  
2 tablespoons white vinegar  
2 tablespoons red pepper diced fine  
1 teaspoon sesame oil  
1 tablespoon black sesame seeds

### Ingredients

1/4 cup or small scoop sushi grade salmon  
1/4 cup or small scoop sushi grade tuna  
1/4 cup or small scoop spicy tuna (recipe below)  
1/2 cup sushi rice tossed with 1 teaspoon rice vinegar  
1/2 cup spring mix  
3-4 cannabis leaves  
1/4 cup or one small scoop avocado  
1/4 cup mango (diced)  
1/4 cup cucumber  
1 tablespoon scallion (minced)  
1 tablespoon Masago fish eggs  
Jeff's Poke Sauce (recipe below)  
spicy mayo (see recipe below)  
1 teaspoon toasted garlic  
1 teaspoon sesame seeds

### Authentic Spicy Tuna

1/2 cup sushi grade tuna  
1 teaspoon minced jalapeño pepper  
1 tablespoon Kewpie brand mayonnaise  
1 teaspoon Sriracha sauce

*Place ingredients into food processor. Pulse to desired consistency.*

### Jeff Canna-Poké Sauce

Soy sauce  
2 teaspoons sesame oil  
1 teaspoon Jeff's light tasting canna-oil  
Dash Ponzu Sauce  
Rice syrup

*Mix in a dressing carafe or measuring cup.*

### Spicy Mayo

1 tablespoon Kewpie brand mayonnaise  
1 teaspoon Sriracha sauce

*Whisk ingredients together in a small bowl.*

### STEPS

In a serving bowl, layer all ingredients starting with rice and spring mix.

Drizzle with Jeff's Poké sauce.

Top with spicy mayo, scallions and toasted garlic.

Sprinkle with sesame seeds.

Plating tip: Create your Poké in a scooped out pineapple or large avocado instead of a bowl.



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# CANNA-POKÉ



WRITTEN & PHOTOGRAPHED  
BY JEFF THE 420 CHEF

# AVOCADO TOAST *with* PICKLED RADISHES

WRITTEN BY NORA MOUNCE

A **FOOD TREND** worth exploring, spreading mashed avocado on toasted bread has opened the culinary doors to an entirely new cuisine – savory toast. “The world’s first avocado bar,” in Brooklyn, has a menu that looks sooo tasty. Called Avocaderia, the dishes read like a “Best of Your Friend’s Homemade Lunches,” but with a sophisticated twist. If I ever go, I’d order “The Great Pumpkin,” which features sourdough bread, avo slices, pumpkin, vegan chipotle mayo, spicy greens, and spiced seeds. They take their avocado toast

seriously. Over in foodie paradise, the Ferry Building in San Francisco, the Frog Hollow Farm Café, plates thick slabs of Acme green onion bread with layers of thin avocado slices, finished with olive oil, salt and pepper – only \$10.99. Luckily, tourists and the city’s well-heeled tech execs eat it up (literally). But for the everyman, it’s a little embarrassing paying so dearly for, you know... toast.

Rather than miss the fun, experiment with “fancying” up your avocado toast at home. You won’t feel any shame enjoying this hipster dish, which is chock-full of healthy fats -- a welcome change of pace for breakfast or lunch.

A poached egg, kimchi, charcuterie, sprouts, sundried tomatoes, diced olives, shredded beets and (as pictured), pickled radishes all make superior toppings for a properly gourmet avocado toast experience.

Popping into my local co-op for lunch this week, I was taken with the bright flavor of the radishes in my salad. Quickly remembering that spring is peak season for the snappy pink vegetables, I made note to add some radishes into my life. Inspired by a classic French appetizer of baguette slices smeared with butter, thinly sliced radishes, and salt and pepper, I gave the dish a Californian twist. Buy organic radishes, ripe avocados, and make sure to use a cannabis tincture rendered in olive oil (coconut oil is a good second choice), for that final touch of green flavor.



## Pickled Radishes

2/3 cup red wine vinegar  
1/2 cup sugar  
2 teaspoons salt  
1 bunch organic red radishes

## Avocado Toast

1 avocado, ripe  
2 slices bread  
1 mL dropper of of your favorite cannabis tincture  
Salt and pepper to taste  
Pickled radishes

To pickle radishes, combine red wine vinegar, sugar and 2 teaspoons salt in an 8 ounce Mason jar. Shake until the sugar is dissolved. Trim and slice radishes, reserving the greens for pesto, an omelet or that night’s salad. Add sliced radishes to jar, twist on the lid, and allow to rest for at least 30 minutes.

Take your favorite bread, perhaps even some rosemary focaccia, and toast lightly. Using a spoon, mash the avocado flesh in each halved peel, adding a pinch of salt. Smear avocado across toasted bread. Top with pickled radishes and salt and pepper to taste. Finish with a drizzle of .05 mL of your favorite cannabis tincture. Enjoy!



# ROSEMARY-GARLIC RACK OF LAMB

WRITTEN BY NORA MOUNCE

**I ALWAYS SUSPECTED THAT COOKING A RACK OF LAMB WAS SECRETLY EASIER THAN IT LOOKED. IN THIS RECIPE, ALL YOU NEED TO DO IS PREPARE A SIMPLE RUB AND ROAST THE LAMB. I MADE THIS DISH TO CELEBRATE MOVING INTO A NEW HOUSE THIS NEW YEAR'S EVE. IT FELT LIKE A SPECIAL OCCASION, BUT TRUTH BE TOLD, THE RACK OF LAMB WAS SUPER EASY TO MAKE! SHOP FOR CALIFORNIA RAISED LAMB, ALWAYS GRASS FED, AND ENJOY THIS DISH ON A WEEKNIGHT.**

During a year studying abroad in Prague, Czech Republic, Chrissy Bellman watched her fellow American exchange students struggling over a batch of pot brownies. Predictably, they made a big, stinky mess. You have a similar memory of college (or the 70s), I'm sure. But Bellman, smelling her destiny in the hashish fumes, thought there had to be a smarter way. After graduating from New York University (NYU) and putting in a few years in finance at IBM, Bellman's passion for natural medicine still tugged at her heartstrings.

By self-funding the business and personally overseeing product development, Bellman launched LEVO in 2016. She and her team of designers are relentless in their quest to perfect the sleek, yet coy, LEVO – an herbal infusion appliance for the home kitchen.

"Cannabis is just another plant we can use for food and medicine," says Olivia Harris,

LEVO's head of brand. By using controlled heat to extract flavor, scent, color, and nutrients into butters or oil, LEVO allows users to create unique products at home. Professional chefs often infuse proprietary oils to finish dishes with a vibrant and signature flavor. If you're in the kitchen for hours a day, keeping half an eye on infusions, this is plausible. But for everyday folks, infusing oils has always seemed mystifying enough to keep such luxuries beyond our reach. Herb-infused oils are things we shop for on vacation in Napa, or gift co-workers during the holidays. But by automating the process, LEVO strives to expand our culinary prowess by making home infusion seamless and reliable.



"LEVO can be one thing for someone and something else for someone else," explains

Harris. Users can easily create homemade lavender oil for body scrubs, or garlic-infused butter to melt on grilled salmon. The options are truly endless. The appliance offers the opportunity to create cannabis-infused oils and butter, without a detectable smell, for the first time.

As someone who makes cannabis-infused dishes on the regular, I was eager to try the LEVO. Unwrapping my box of goodies and accessories, all stylishly packaged, I was particularly charmed with how good the classy, pink LEVO looked in my old, Victorian house. While charmed, I took my time before cracking the instruction manual: My internal logic says that if reading instructions is required, I don't have time! But with LEVO, while reading the instructions is essential, it's only necessary for your initial go. I recommend watching the short video published on the LEVO website, where they explain the subtle operation of their pinch valve mechanism.

The silicon nozzle, which is removable and dishwasher safe, keeps the oil in the reservoir until you're ready to dispense. As you might imagine, an operational faux pas can make a mess! But

after understanding how the machine works, it's simply a matter of packing the Power Pod with your choice of plant matter, adding oil (or butter), setting it, and forgetting it. The LEVO team has experimented with fruits, nuts, seeds, roots, peppers, and of course, flowers.

"An herb is an herb is herb," says Harris. In the 29 states where medical cannabis is legal, home infusion is a great delivery system to safely consume beneficial cannabinoids. Offering cannabis users an accessible approach to DIY canna-butter and infused oils, the home appliance is also helping normalize cannabis use throughout the country.

LEVO is stylish, efficient, and however you choose to use it, is your business. To honor LEVO's versatility and create a new infusion for my home kitchen, I used LEVO to make a batch of rosemary-cannabis olive oil. The result was flavorful and vibrant, and the herbal blend quickly lent itself to a number of dishes. Using a blend of *Harle-Tsu* and *Skittles* for bud, I kept the CBD profile high and my oil mellow.

If you come across a LEVO, be fearless in experimenting! In the meantime, here are two recipes where my rosemary-cannabis olive oil shined with medicinal and delicious results.

## Ingredients

- 5 cloves of garlic, peeled
- 2 tablespoons rosemary leaves, finely chopped
- 2 tablespoons rosemary-cannabis olive oil
- 1 rack of lamb, frenched\* (1.5-2 pounds)
- Salt and freshly ground pepper

In the bowl of your food processor, combine the garlic, rosemary, and LEVO oil; process until the garlic is finely chopped.

Season the lamb rack with salt and pepper before rubbing the garlic and rosemary-cannabis oil mixture all over the lamb.

Set the rack, fat side up, on a rimmed baking sheet and let marinate for one hour.

Preheat the oven to 450°. Roast the lamb on the top rack of your oven for 15 minutes. If you like it rare, check the lamb now, noting that the USDA recommends a safe cooking temp of 145 degrees. Going with the pro's recommendation, I aim for a perfect medium-rare, which means cooking it longer. Flip the rack, so the fat side is down, and roast for 10 more minutes.

Transfer the rack to a carving board and allow to rest briefly before serving.

Using a sharp paring knife, cut in between each bone. Two or three "lollipops," a common nickname for the tender knobs of meat, are an ideal serving per person. Serve warm, but cold leftover lollipops are also a treat.



# ROSEMARY FOCACCIA BREAD

## Ingredients

1 package active dry yeast (¼ ounce)  
1 ½ cup lukewarm water  
2 ½ teaspoons salt  
5 cups unbleached all-purpose flour,  
plus additional for kneading  
¼ cup extra-virgin olive oil  
3 tablespoons rosemary-cannabis olive oil  
1 tablespoon fresh rosemary leaves,  
finely chopped  
1 teaspoon coarse sea salt

In the bowl of your mixer, \* combine water and yeast and allow to stand until a little bit foamy (at least 5 minutes). Add flour, olive oil, and salt. Beat with paddle attachment at medium speed until dough comes together. Remove paddle and replace with your dough hook attachment. Knead dough at high speed until soft, smooth, and sticky (3-4 minutes). Turn dough out onto floured countertop or cutting board. Incorporate a few more tablespoons of flour into the dough, kneading by hand, at least one more minute.

Lightly oil a large mixing bowl. Place dough in the bowl, turning once or twice to coat entirely with oil. Let dough, covered with plastic wrap, sit at room temperature until doubled in bulk (1-2 hours).

Generously oil a large rimmed baking pan and press dough evenly, pushing dough into corners. Let dough rise, cover with a slightly damp kitchen towel, until doubled in bulk (at least 1 hour).

Preheat oven to 425 F.

Stir together chopped rosemary and rosemary-cannabis olive oil.\*\* Make shallow indentations all over dough with your fingertips (see photo). Pour rosemary-oil mixture across dough, either spreading with a pastry brush or using your fingers. It will naturally pool

in indentations. Sprinkle sea salt evenly over dough and bake in middle rack of your oven until golden, 20-25 minutes.

Use a metal spatula to help focaccia from baking pan. Allow to cool, slice and serve.

*\*I'm assuming you have a mixer here, but actually, mine is currently on the fritz. I still made this bread, kneading it by hand. I can't promise it was just as good. My hand-kneaded version didn't have the same airiness. But it's definitely possible! There's no secret formula to kneading, and it can be satisfying and meditative.*

*\*\* If you have access to test the THC potency of your DIY infused oil, keep in mind that by baking the oil, you may significantly increase its strength as tetrahydrocannabinolic acid (THCA) is converted to THC. For consistency, be sure to always decarboxylate your flower before infusing it using LEVO or any other method.*

WRITTEN BY NORA MOUNCE



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