

Emerald

CANNABIS LIFESTYLE

BULL RUN

The Story of Love, Friendship,
and Some Damn Good Herb

THE CONSUMER'S GUIDE TO CRAFT CANNABIS

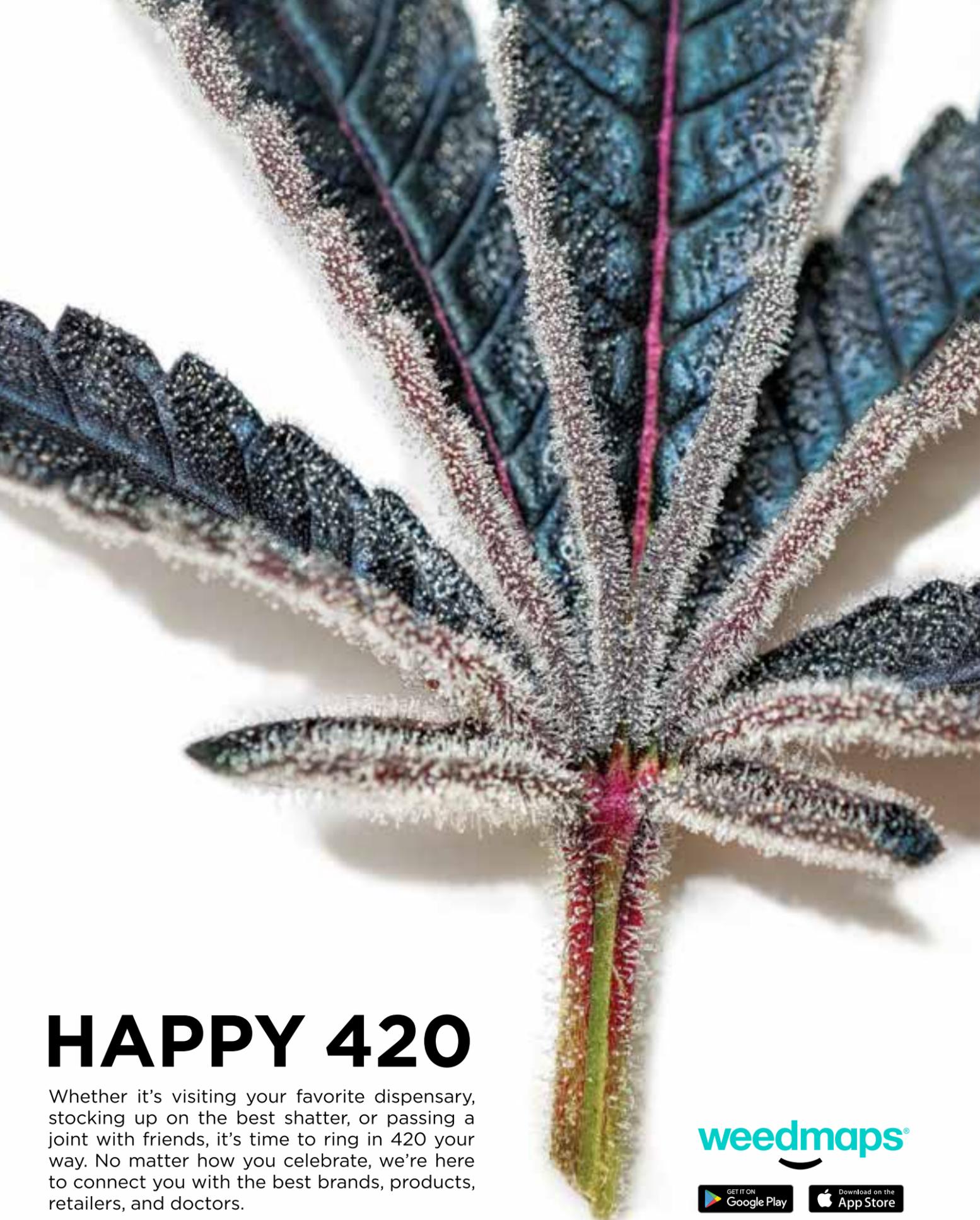
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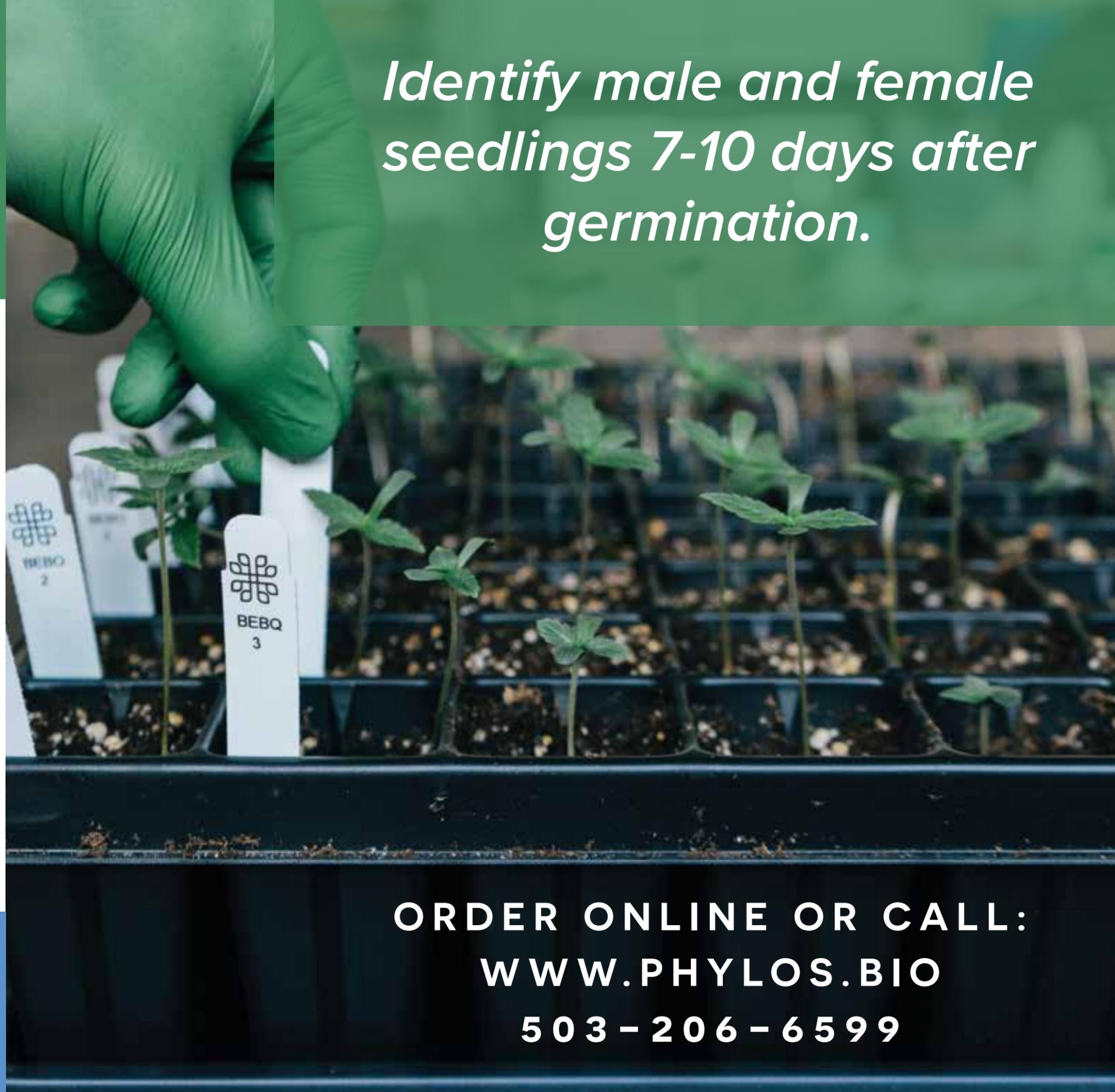
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Emerald

CANNABIS LIFESTYLE MAGAZINE



Dear Reader,

Thank you for picking up the April issue of the *Emerald Magazine*.

California takes the lead in the craft cannabis sector, and this year the *Emerald* is sharing the stash with readers on the road as we head to conventions nationwide.

This April we've brought you hand-selected content in our Craft Cannabis issue. Artisan farmers like the folks at Bull Run Craft Cannabis, and The Grow Sisters (our cover story) work tirelessly to bring you handcrafted batches of grade-A herb.

Edibles have also made their way into the craft circle. Companies like To Whom It May, an infused chocolate company, raises the bar higher with their exquisite bundles of delectably dosed desserts.

The Los Angeles-based Jeff The 420 Chef brings his well-crafted infused cannacaramel corn recipe to readers this April -- perfect for a Netflix N' chill night.

Good herb starts with the roots. This month we feature Michigan resident, Michelle Saye -- who after a terrible boating accident -- used cannabis root therapy to help regain her independence.

Join us in May for our Coastal issue. When it comes to cannabis, and the coast, how can the two align? Find out next month!

From all of us here at the *Emerald*, we wish you a safe and happy spring!

Cheers,

Christina De Giovanni
Publisher



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Hezekiah Allen,
ED / California Growers Association

Hilary Bricken,
Partner / Harris Bricken

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Erin Gore,
Founder & CEO / Garden Society

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Rebecca Stamey-White,
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Aaron Smith,
Co-Founder & ED / NCIA

For more information or to register,
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CRAFTING FREEDOM

The Chorus of Cannabis

THE GROW SISTERS

ON THE COVER

CRAFT CANNABIS

“[...] We are working to educate the community that the emerging legal cannabis industry is contributing to society, not taking from it.”

-- Siobhan Danger Darwish

WRITTEN BY MELISSA HUTSELL

PHOTOGRAPHY BY SHANNON PARAS, THE FLORAL LENS

Siobhan Danger Darwish and Sloan Reed

AFFECTIONATELY KNOWN AS the Grow Sisters -- have combined back-to-the-basics, sustainable farming methods with modern technology to build a brand, and empower others.

The sisters co-own and operate their family farm, Blessed Coast Farms -- the first to receive a cannabis cultivation license in the state of California.

The farm, located in Humboldt County, is licensed for 10,000 square feet of mixed lighting cultivation, and associated processing. Products include soon-to-be released items, such as pre-roll packs of 20:1 (THC:CBD) ratio *Sour Diesel* Sativa Hybrid, and 40:1 Bubble Hash Dusted *Sour Diesel* Hybrid.

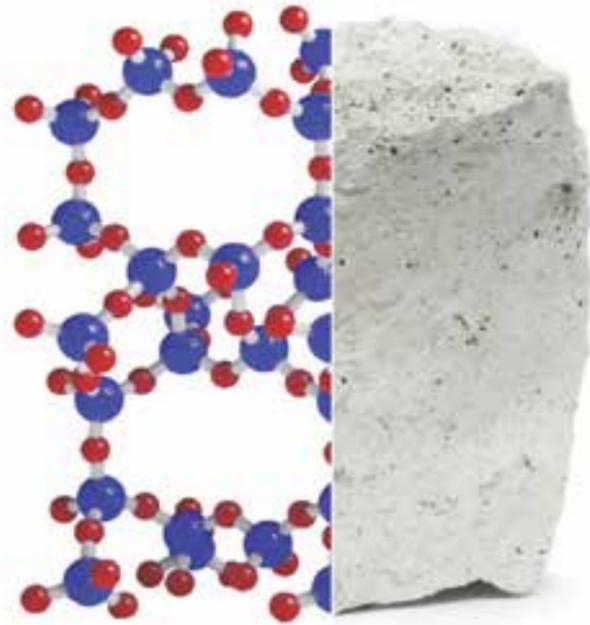
The *Emerald* spoke with Darwish about their craft farm, YouTube channel, and upcoming project, “Sister, Grow Your Own.”

Here’s what she had to say:



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THE GROW SISTERS CONTINUED

EMERALD MAGAZINE: How did the farm come to be; how did you, and your sister, start farming?

SIOBHAN DANGER DARWISH (SDD): I started farming alongside my father. He believed in sustainable cultivation practices and his knowledge was passed on to myself, which I was honored to pass to my younger sister. Our simple, back-to-the-basics way of cultivating was helpful when going through the permitting process. Sustainable, clean farming practices made the permitting process easy, and along with Adram Darwish of Darwish Building and Consulting being savvy to the new rules and regulations, we stood out in front.

EMERALD: This launched a business and brand – how did it foster your relationship as sisters?

SDD: Once our family's cannabis farm started running we realized we would need help, and no one better than your family to help [...]! So I invited my sister, Sloan Reed, to come learn the family business. [This was] a great opportunity to educate her on cultivation and [...] spend the summer together!

EMERALD: How did the "Grow Sisters" come to be?

SDD: [We're] honored to get the first permit, and found that once we had it, we had no extra funds to pay someone to market our farm or products. This was how the Grow Sisters was born! While educating Sloan on how to cultivate, I realized that we could document our process and share it with others. In addition, this was a way to influence others in growing their own medicine organically, all while promoting our farm and encouraging us all to know where our cannabis comes from. [...]

As sisters, this brought us closer together as we planned, recorded, and shared our videos.

EMERALD: Tell us about Blessed Coast Farms; what makes it stand out?

SDD: We received a commercial cannabis cultivation permit here in Humboldt County in June of 2016. This is the first official permit of its type here in California.

We at Blessed Coast Farms love talking about sustainability! First and foremost, growing with the sun will forever be the most sustainable. We use organic amendments and supplements -- like compost tea -- and do not use synthetic fertilizers or pesticides.

We track water usage closely and utilize efficiency measures. When possible, we practice permaculture principles, and use local resources as often as we can. We believe that sustainability extends to setting a high standard for conduct and we are working to educate the community that the emerging legal cannabis industry is contributing to society, not taking from it.

EMERALD: Do you consider yourself a craft farmer? What does it mean to be a craft farmer in today's market?

SDD: Yes we are craft farmers. In today's market it's more important than ever to produce clean medication. Craft to us means truly connecting with the plant, the environment, and respecting the medication that cannabis truly is. Through education we hope that consumers will continue to educate themselves on what is in their cannabis and who is producing it.

EMERALD: You have built an impressive online and social media presence, creating an instantly recognizable brand. Why use, and embrace, mainstream media to get your message out?

SDD: The Grow Sisters' launch into mainstream media was quite scary for me. I am a second generation farmer and social media or photos of our lifestyle were never allowed in my family or community. Oh, how times have changed! I still have a bit of anxiety around the attention we receive as the Grow Sisters, but on the other hand I am very grateful that our viewers are interested and show us the love that they do.

We decided to join Instagram and Youtube as a way of sharing our knowledge and cultivation style. We believe that cannabis is a medicinal herb and the more knowledge we get out into the mainstream, the more we remove the stigma.

EMERALD: Speaking of Grow Sisters, do you have a favorite episode(s)?

SDD: Oh that's hard! I really love our bloopers videos and we had such a fun time making "The Legend of Soil Bae" video. I loved the time we got to share with Dennis Peron, the author of Proposition 216, and the video we got to produce with him. Our video with The Humboldt Seed Company was so incredible to make and [to] get to spend time with that team! Sloan and I have such a great time making these videos and inspiring people to grow their own [while providing] insight behind the scenes of the cannabis revolution.



PHOTO BY SHANNON RICKE, LIFE UNRULY

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WILLOW CREEK - \$950,000
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PETROLIA - \$650,000
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WEITCHPEC - \$2,900,000
±320 Acres south-facing w/ spring, creeks, pond, nice home. Permit app for 1 acre od & 22,000 sf ml.

DINSMORE - \$699,000
±40 Acres with home, well, septic, 3 ponds, barn, flats. Permit app for 18,800 sf ml.

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. Permit app for 30,000 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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±120 Acres w/ 2 creeks, well, 2 cabins, timber. Interim permit for 18,634 sf od & app for additional 10k sf.

WILLOW CREEK - \$560,000
±165 Acres w/ views, permitted well, water storage, flats and permit app for 10,000 sf od.

WILLOW CREEK - \$549,000
±80 High elevation acres w/ views, 2 cabins, fenced in barn, good water. Interim permit for 1,650 sf od.

HAYFORK - \$599,000
Remote ±40 acres w/ 2 ponds, 2 springs, well, water storage, outbuilding, cabin. Permit app for 10,000 sf ml. OMC.

WILLOW CREEK - \$425,000
New Listing!
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MAD RIVER - \$995,000
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WILLOW CREEK - \$450,000
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HAYFORK - \$2,200,000
New Listing!
±30 acre turn-key w/ well, pond, house, geodesic dome. CUP & permit for 10k ml/10k nursery.



EMERALD: The first season of Grow Sisters features product reviews, topics like “When to Harvest,” and “The Legend of Soil Bae.” What will the Grow Sisters cover next season?

SDD: [...] As the [...] industry grows, so [do] the Grow Sisters and we hope to cover more facets of this exploding industry. There’s so much happening outside of just cultivation [...].

Season two for the Grow Sisters’ multimedia educational platform [will feature] our silly, fun, educational videos, of course, including a couple [of] new Sisters.

What we’re most excited about is the launch of our “Sister, Grow Your Own” Summer 2018 Campaign. We want nothing more than to empower and share our cannabis cultivation knowledge, so we are selecting one lucky Humboldt County sister for personalized cultivation training in her garden. From sprout to harvest, we’ll be by her side, providing her the plants, amendments, knowledge and support as she grows her own.

We’re still seeking that sister, so reach out to us if you live in Humboldt County and are ready to grow your own. We’ll also be inviting others to join us in the Grow Your Own adventure, and send in pictures of their gardens as they flourish and grow.

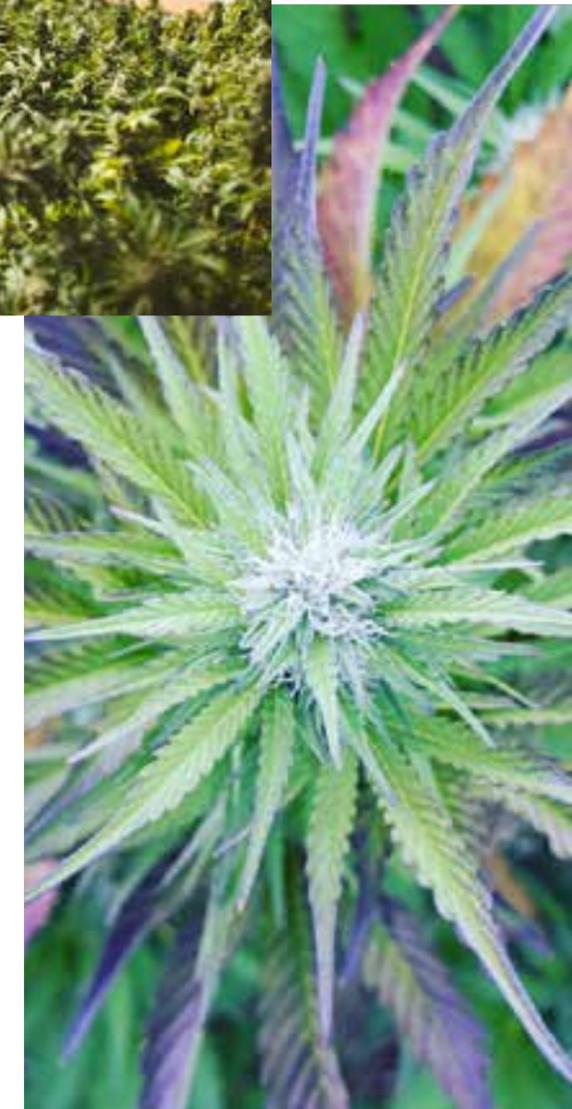
EMERALD: You’re involved in so many projects, as well as doing interviews and speaking engagements. How do you maintain your work/life balance?

SDD: [...] Coming from the black market, I could never share my passion for cannabis cultivation and now I can. [...] I am very energized and love speaking, attending events, promoting events, promoting products and companies that deserve recognition. How I am able to balance all this is thanks to my team of sisters! I have sisters who believe in the Grow Sisters’ mission to educate and they are extremely instrumental to the Grow Sisters’ success - including ensuring I get down time when I need to recharge, helping me say “no” to some events, and celebrating our successes!

EMERALD: Lastly, a fun one -- what are your favorite cannabis self-care products?

SDD: My absolute favorite cannabis self-care product is Bosm. I love the ritual it’s become for me. It smells fantastic and its medicinal properties are so [good] that this product should be on everyone’s nightstand.

FOR MORE INFORMATION, VISIT THE GROW SISTERS ONLINE AT THEGROWSISTERS.COM, OR VISIT THEIR INSTAGRAM @GROW.SISTERS



SISTER, GROW YOUR OWN SUMMER 2018 CAMPAIGN:

The Grow Sisters will select one lucky Humboldt County lady for personalized cultivation training in her garden. “From sprout to harvest, we’ll be by her side, providing her the plants, amendments, knowledge and support as she grows her own,” said Darwish.

HISTORICALLY, PARTAKING OF a fine cigar that's hand-rolled with tobacco leaves was considered the height of sophistication. Add cannabis, and the experience is not only more healthful, it adds a new level of refinement to the cannabis industry's high-end offerings.

Handmade by skilled craftspeople, the cigar became a trademark of celebrities and politicians alike. A private club, a smoking jacket, and a pricey cigar are still considered status symbols, implying privilege and power.

According to Madehow.com, the earliest hand-rolled cigars came from Cuba, with factories established in Spain, France, England, and Germany by the late 1700s. By the end of the 1800s, cigars were largely made by machine. Hand-rolled versions were pricey and rare; and fine Cuban cigars were banned for import for decades, due to politics.

The skill can take up to a year to master, and is often handed down through generations. Completely crafted by hand, the process consists of layering one leaf over the next. Wrapping is said to be the most difficult task, with a special rounded knife called a "chaveta," for trimming the filler leaves.

It's interesting to note that not all cigars made from tobacco are rolled in the same leaf they are filled with. Often, there's a lower quality of plant material found inside. With the new trend in cannagars, the fan leaves that are typically tossed from the same crop are used as wrapping.

Leira Cannabis Cigars of Washington state includes samples of the flowers the cannagar is made from in its wax-sealed glass tube.

COTTAGE CRAFTING

The recreational cannabis market has spawned a supply and demand situation not many could prepare for -- a need to automate in warehouse space.

In legal states, that medible previously handmade in a rented industrial kitchen for the medical market, is now a recreational edible. It's likely manufactured in bulk with automated machines and a Sous Chef overseeing staff, as grandma's recipe is now increased to make batches in the thousands.

We often think of the "cottage industry" as a small company, with the owner and extended family sitting around the kitchen table, garage, or a small rented space -- all chipping in for the benefit of the family and town they live in.

The truth is, prior to the Industrial Revolution, small manufacturers were actually the norm around the world, keeping profits in the family and close to home. They were the backbone of rural America, keeping families and communities afloat, and Main Street U.S.A. prosperous.

According to the website, How the Market Works, this type of industry was initially called the "Putting Out System." Large orders were filled, and many contractors produced the same product to specifications.

This system ensured that many hands in many towns were employed, rather than one large manufacturing facility reaping all the funds and depleting resources in one region. It was a sharing of the wealth system that worked for decades.

FINE CANNABIS COTTAGE INDUSTRY

Cannagar cigars, referred to as "cannagars" or "magars," are just one example of a product that cannot be automated. Each cannagar can take one person an hour to make.

Cannagars are filled with ground flower that's pressed around a thin wooden dowel for air passage, which is removed prior to packaging. Fan leaves are then wrapped around the ground material, secured with a string for curing, then removed prior to smoking or packaging. Variations include adding rosin, hash or concentrated oil to the ground plant material inside.

Depending on the size of the cannagar, the partaker could have up to five hours of enjoyment or medicating.

WRITTEN BY SHARON LETTS

HANDCRAFTED HIGH-END AND

"HIGH-END, HANDCRAFTED SMOKING WAS INEVITABLE WITHIN THE BURGEONING RECREATIONAL MARKET. THANKFULLY, THE PROCESS IS BEING UNDERTAKEN BY PEOPLE WHO BELIEVE IN QUALITY OVER QUANTITY..."



Cannagar producers include Acme 420 Magars in Denver, Colorado; Artisan Canna Cigars in Southern California; Leira, in Washington state; and Jean Carlos Magar, which is based in Los Angeles.

CANNAGAR ETIQUETTE

Ariel Payopay, owner of Liera, demonstrates the proper way to smoke one of its hand-rolled cannagars on YouTube. He cuts off the end with a "double blade guillotine," then lights it with a "torch lighter."

Cigar smoking has its own language, protocol, and tool set. The torch, Payopay implores, is not to be confused with a butane torch, which is used for smoking dabs or concentrates.

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Light soil for small pots, wood and juice terpene availability.

Good Stuff

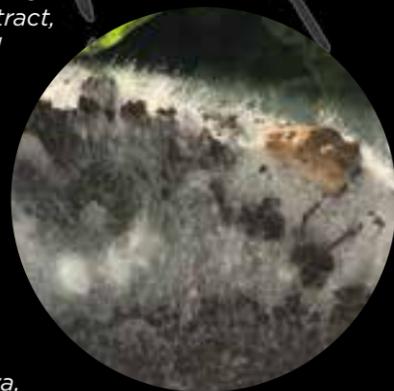
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Medium-heavy outdoor soil blend, wood and juice terpene availability

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Light soil blend, wood and juice terpene availability



The only difference noted between smoking a tobacco-laden cigar and a cannagar is inhaling deeply – rather than just puffing tobacco for the flavor. It's a more purposeful partaking -- either for medicating or recreating -- to relax or play.

Leira currently offers two styles of cannagars on its website: \$100 gets you a Cannarillo, filled with 4 grams of cannabis and an estimated flight time of one hour, and the Corona, filled with 12 grams of cannabis, with an estimated four-five hours of smoking pleasure at \$420 retail value.

The Leira comes in a glass tube that's sealed with wax. It also comes with a few samples of flower added inside as an example of what it's filled with.

BOUTIQUE SOURCING

Roger Hinkley and Nathan Zeeb met in December of 2016 during The Emerald Cup in Northern California where each showcased their individual hand-rolling skills in competition. The two fine-tuned their skill sets, inspired by past hand-rolling guru, Afgoo Head, who co-founded the Southern California-based Artisan Canna Cigars in 2017.

Initially, Hinkley said, they had a tough time convincing retailers to carry its pricey, labor-intensive product -- until they were featured on Viceland's premier episode of "Bong Appetit" in December 2017.

"After that episode aired, everything changed, and our product is now available in 30 stores in California, in many regions," Hinkley shared. "Everything we produce is small batch, averaging around 250 cannagars a month."

The beauty of the cottage industry is the ability to source from equally small farms, or what Hinkley calls, "boutique gardens."

"We both have an appreciation for handcrafted items – from woodworking to welding, something made by hand just has a certain feel to it, you can tell it was made with care," Hinkley explained. "In the cannabis industry we have extremely talented small batch, craft cannabis farmers to work with; and we feel they bring a quality to our product not found in large-scale commercial grows."

CANNABIS CONNOISSEUR

Philip Wolf is a cannabis sommelier, and founder of high-end event company, Cultivating Spirits, in Colorado. He pairs fine dining with fine flower and fine libations in beautiful settings. Wolf is extremely pleased to see the cannabis smoking experience elevated to a higher standard.

Wolf also co-founded the Cannabis Wedding Expo in Denver with Bec Koop, of Irie Weddings and Events. The two have revolutionized the use and presence of cannabis within a mainstream, multi-billion dollar wedding industry, and have witnessed the high-end weed accoutrements that now surround the occasion.

"It's extremely satisfying to see fine cannabis products presented in this way," Wolf said. "Cannagars would be a perfect fit for any number of parties surrounding a wedding – including the bachelorette party. It would also make a fine wedding present."

High-end, handcrafted smoking was inevitable within the burgeoning recreational market. Thankfully, the process is being undertaken by people who believe in quality over quantity, and they will continue to provide the old-fashioned way – winning over patients and partakers alike, one painstakingly rolled cannagar at a time.

VISIT , ACME420.COM, LEIRACANNAGARS.COM, OR CULTIVATINGSPIRITS.COM FOR MORE INFORMATION.



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-ROLLING STONE MAGAZINE

The Consumer's Guide to Buying Cannabis

California legislators have made moves to protect the regional pride of cannabis producers by requiring companies that claim their cannabis comes from a particular county be truthful. Where your cannabis is grown can definitely impact what the harvest is like, Casali said. This year he's growing three different varieties, but it took him decades of sifting through genetics to develop them.

"I've tried hundreds of different strains, and I particularly believe that every piece of property has a certain strain that it grows better than any other. Depending on your elevation, depending on your climate," Casali said. "Someone who grows *Fruit Loopz* on my property as opposed to somewhere else that's 3,000 feet in elevation, it might be totally different. It might look different, it might taste different but *Fruit Loopz* is a strain that I found grows really well [at] Huckleberry Hill Farms."

De-Mystifying the Labels of Craft Cannabis

WRITTEN BY ALLISON EDRINGTON

IF YOU'RE A savvy shopper, you're used to meandering the aisles with a keen eye. Spot a new, enticing flavor of cookie, and you're soon inspecting the ingredients, searching for labels like "Fair Trade Certified" or "Certified Organic," and raising an eyebrow to claims like "all natural."

You won't see many of those familiar certifications when you browse the aisles of your local cannabis dispensary, as they're federally regulated. How can you be a savvy cannabis shopper if the familiar terms and labels don't apply? Keep reading -- we'll break down the most common mysteries you'll find on a craft cannabis package.

NAME OF THE STRAIN

Going by the name of a cannabis strain on a dispensary menu is only the beginning, said Jeremy Plumb, owner of the Farma dispensary in Portland, Oregon.

"Most people assume that *Blue Dream* is *Blue Dream*," Plumb said. "I can greatly influence the chemotype of *Blue Dream*. If a plant is grown in different environmental conditions, they would all have a different phenotype and the same genotype."

But that isn't to say the name has no meaning. Heritage and small-batch producers often work with carefully cultivated libraries that they know well, Plumb said. "If you took coffee, wine, and

beer and put them in one category, cannabis is more complex. THC and CBD, Indica and Sativa, and now people are talking about terpenes," Plumb said. "I've been working with chemists internationally and there is so much more to the story."

You may not always hear the word "strain," either. Medical director of PHYTECS, Dr. Ethan Russo, said the word "strain" has no real meaning; the more accurate term is "varietal." You might also see the term "cultivar" from farmers and breeders, like Kevin Jodrey, owner of Wonderland Nursery in Northern California.

GOOD PRACTICES

Whether it's a package of flower, oil, vape pens or infused edibles, the cannabis inside has to be grown somehow -- that "how" can make all the difference. If you see "sungrown" or "outdoor" on a label, that cannabis is grown with real sunlight. Huckleberry Hill Farms founder and lead cultivator, John Casali, is a dedicated sungrown farmer in Northern California, and one of many farmers who use both full-term and light deprivation cycles for his outdoor garden. "Light dep" means that farmers trick the plants into thinking it's always late summer by manipulating the plant's light cycle, which produces harvests faster. Sometimes this means farmers use artificial lighting in their greenhouses, though Casali does not.

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As you browse flowers in a dispensary, you might see “regenerative farming” pop up. This refers to an approach to farming that facilitates a diverse, healthy ecosystem in the soil and on the farm. Dia Damon of Nomad’s Landing has always taken that approach, first on her own farm and now as creator of natural farming inputs. “We use a whole farm approach that creates an intricate web of micro-biodiversity,” Dia said. “Ecosystems must be in balance on the farm.”

“Dry farming” is another eco-friendly indicator; a sign of a water-conscious product. Cultivation expert, Kevin Jodrey, said dry farming is a technique “where you plant on alluvial soil plains alongside a river, and as the water table drops throughout the season, the roots chase the water,” he added. “Every night, the soil re-moistens through capillary action from the bottom. What that means is you have this unbelievably balanced system where the plant has just the right amount of what it needs and the minerals are so rich.”

CLEAN GREEN CERTIFIED

While cannabis farmers can’t apply for organic certification due to federal prohibition, there are other programs that certify sustainable and responsible farming standards.

Attorney Chris Van Hook said he founded Clean Green Certification in California in 2004 because he saw an opportunity to help responsible farmers prove they could meet a higher standard, even when no one was requiring them to do so. To create the program, he looked at the standards for the organic certification program and applied them to cannabis. He inspected farms and processing centers to certify those who met the standards. Since then, Clean Green Certification has expanded to seven other states. If the cannabis is sourced from a Clean Green Certified farm, you’ll see their logo on the packaging. Consumers can also see a list of certified businesses at CleanGreenCert.com.

DEMETER CERTIFIED BIODYNAMIC

The Demeter Certified Biodynamic logo may be familiar to some, as this program certified vineyards and farms since 1985. Elizabeth Candelario of the Demeter Association said that in an analysis of 74,000 California wines by the “American Journal of Wine Economics,” eco-certified wines averaged a higher score compared to conventional wines. “The same will be true of biodynamic cannabis,” Candelario said.

But what is biodynamic farming? According to the Demeter Association principles, “In day-to-day practice the goal is to create a farm system that is minimally dependant on imported materials, and instead meets its needs from the living dynamics of the farm itself.” All Certified Biodynamic cannabis is labeled on packaging.

Mike Benziger of Glentucky Family Farms in Sonoma County has been a Certified Biodynamic farmer since 2000. His farm is diverse; he grows 15 different crops, including cannabis. Being sensitive to the rhythm of nature is crucial, as is the attitude and intention of the farmer, he said.

“To craft is to create,” Benziger said. “The farmer and the plant work together.”

COMPLIANT FARMS CERTIFIED

Founded by watershed expert, Hollie Hall, and permaculture professional, Dan Mar, in Northern California, this certification program holds farmers to high standards.



State Universal Cannabis Symbols

Many states are creating their own universal symbols that compliant cannabis products must use. Here are a few:



California



Oregon



Colorado

CBD & EDIBLES



Washington



Washington



Farmers must go beyond being able to produce a clean harvest. The Compliant Farms Certification brings together adaptive watershed management and sustainable permaculture practices. What does that mean? That farmers must be responsible stewards of their soil and their local waterways. John Casali of Huckleberry Hill Farms is a proud Compliant Farms Certified farmer, and said he intends to set the standards for fish-friendly craft cannabis. Look for the Compliant Farms Certified logo.

DRAGONFLY EARTH MEDICINE PURE

Dragonfly Farm is a family farm that has set its own standards for the industry. The Dragonfly Earth Medicine Pure Certification is “sought after and given to gardeners that are already on the path of ecological regeneration, growing high quality healthy medicine, and food and education for the next generation of healthy cannabis growers,” according to their website. “Having a DEM Pure Cert recognizes that a farmer is utilizing solely regenerative and biologically intelligent practices.”

FOR MORE INFORMATION, VISIT: COMPLIANTFARMS.COM / SANCTUARYFOREST.ORG / DRAGONFLYEARTHMEDICINE.COM

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One-eighth of Sungrown Flower
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6



8



9



7



10

6 ARCANNA FLOWERS
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8 LOWELL HERB CO.
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TheGardenSociety.com
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10 TRUE HUMBOLDT
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TrueHumboldt.com
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13



14



12



15

11 SUNRISE MOUNTAIN
Flower and Hash Infused Pre-Rolls
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\$25 PER PRE-ROLL

12 ROYAL BUDLINE
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RoyalBudline.com
PRICE VARIES

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16 ALOHA HUMBOLDT
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Green Goat Pre-Rolls
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18 VIVANT
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THE NEW FRIDAY

Exquisitely Infused, Miro-Dosed Meals

WRITTEN BY DEAN SOFER

PHOTOGRAPHY BY



SAN FRANCISCO IS one of the greatest cities to explore food. If you're a foodie like me, you may have heard of the Naked Kitchen by the Opulent Chef. It's an amazingly refined dining experience, hosted at the home of creator Michael Magallanes.

This Michelin-starred chef regularly showcases his artful, tasty creations at delightful pop-up experiences for a lucky group of invitees. If you didn't have a reason to check out The Naked Kitchen yet, you might want to now that Chef Magallanes has teamed up with Jamie Evans of The Herb Somm. Together, they've created "Thursday Infused," a series of THC-infused meal experiences that are classy, tasteful, and exquisitely delicious. The best part is that at only 5 mg total THC by the end of the meal, you won't find yourself glued to the chair when it's time to go home. Of course, more resilient diners can request a higher dosage. Not you? No biggie. This THC-infused, gourmet dining experience isn't just for potheads; it's for anyone who loves food inventiveness and experimentation.

The Naked Kitchen is located in the heart of the Mission on Valencia Street in a beautiful Queen Anne Victorian private residence. The minute I crossed the doorway, I was greeted with a glass of Champagne, a raffle ticket, and a goodie bag of samples from

some of the vendor partners of the month. As I admired the photographic decor of The Beatles, Bob Marley, Freddie Mercury and other iconic rock musicians, I realized you can buy these pieces right off the walls through the partnership between Naked Kitchen's and the San Francisco Art Exchange. I made my way into the kitchen, where I was wowed by modern stainless steel appliances and dozens of plates spread out on a massive, sprawling countertop. There were nearly one hundred plates of gorgeous food, all being meticulously prepared by the Chef's staff. Rarely do you get an opportunity to drink wine, nosh on delicious appetizers and schmooze with your fellow guests, all while watching brilliant, renowned chefs plate dinners right before your eyes.

A cornucopia of fruits, cheeses and cured meats sat on the dining table and patio. TSO Sonoma provided several strains of cannabis flower, which were paired with different wines from Ellipses Wine Company -- a small batch, artisanal winemaker.

After all the guests were seated, the evening's first plate was served; a rice cracker to end all rice crackers. We're talking infused avocado mousse, pickled Fresno chile, and cilantro with coconut powder -- and those were just the toppings. I have to say, for a rice cracker, this was my favorite dish of the evening.

The second plate delivered an unusual, who-woulda-thunk-it treat: coffee-roasted carrots with a chocolate spread, shaved fennel, candied sunflower seeds, carrot verjus purée, and fennel fronds. Although there were more sunflower seeds than I could handle, the balance of taste between coffee and the other flavors hit a spot I didn't know I had.

For the third course, we luxuriated in a berbere spice-roasted parsley root comprised of toasted oats, pickled huckleberries, parsnip chips, vanilla creme, brown butter gastrique, and red frill mus-

tard greens. Just writing those words together makes my mouth water again for the dish.

Dessert -- oh dessert: a sweet and flaky baklava drizzled with Felicity Chen's CBD Honey by HoneyPot Supply, an extra jar of which could be found in each of the goodie bags for us to try at home. For an evening described as just "small plates," I ended up going home extremely satiated, full of decadent deliciousness, along with 5 mg of THC to elevate my mood well beyond the end of the meal.

As the meal drew to a friendly, collectively-satisfied end, Jamie Evans -- our hostess and guide for the evening -- shared with us her mission to evangelize creative ways to experience cannabis products safely through cooking, food pairings, and wellness. Even better, brand partners gave us more insight into their company's missions and products, most of which we were lucky enough to experience in the days following the event thanks to samples in our goodie bags.

The unifying theme for everyone was a passion around breaking the stigma of cannabis consumption as a tool solely for recreational purposes. In fact, Mighty Health talked about their line of focus pills containing 1 mg THC / 1 mg CBD, which can be used to fine-tune your own microdosing and achieve the ideal state of mind for calm and focused productivity. I will even admit, those samples helped me complete this article without the cloudy head you sometimes get from stronger dosing.

If you're all about staying on top of the trendiest canna-activities then you're not going to want to miss this dinner. If you're looking for something romantic, delicious and unique in the San Francisco Bay Area, then do yourself a favor and sign up for the next Thursday Infused!

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Responsible Cannabis Consumption

Use for a Positive Change

WRITTEN BY LUCY DAGNILLO, GREENLOVE MEDIA

PHOTOGRAPHY BY KENESHA FACELLO, GREENLOVE MEDIA

THE LAWS

THE QUESTION OF responsible social consumption is starting to come up as more states begin to legalize cannabis. Whether you use it for medical or spiritual purposes, stress and anxiety, or to relax after a long day of work, understanding one's own consumption habits is important in order to maintain a healthy relationship with cannabis.

First, remember that cannabis consumption is only legal for adult users over the age of 21. Following all state regulated guidelines for consumption are important, whether that be in a private or public space.

Time and place is important, explained NORML.org's "Principles of Responsible Cannabis Use." Responsible users should always consider accepted public standards, and others' right to avoid cannabis altogether.

Do not drive or operate a vehicle when high. When the state of California approved the sale of recreational cannabis in January 2018, legislation also banned smoking and ingesting cannabis products when behind the wheel.

The law also regulates how cannabis can be stored in cars similar to open container laws for alcohol. If an officer believes you are impaired, the same guidelines as a DUI will apply if you are under the influence of cannabis. Knowing your rights as a consumer is important as states move through the grey areas of legalization.

The Cannabis Consumers Campaign recommends waiting at least 15 minutes after smoking before getting behind the wheel. Before doing so, "Perform a sobriety test on yourself [...] to determine if you are impaired or not." Don't use before work or school, unless you have a valid medical reason to do so, the site adds. Be aware of your surroundings, and remember -- cannabis has a synergistic effect when used with other substances, like alcohol.

TYPES OF CONSUMPTION

Cannabis strains affect each user differently; this makes responsible consumption tricky. It is important for each consumer to know their tolerance levels and be aware of how certain strains make them feel. If you are a new user, starting with very low doses in a safe environment is always recommended.

Users should never feel pressured to consume more than they are comfortable with trying. If at a consumption friendly event, it's best to bring your own product so you can control your individual high. Trying CBD-dominant strains is also helpful for first-time users as the CBD does not offer the psychoactive high found in THC-dominant products.

Smoking cannabis is the mainstream option for consumption, however vaping, tinctures, and topical salves are becoming more popular. Utilizing budtenders' knowledge in dispensaries is the best way to learn more about individual products and their benefits. Depending on one's intention, the budtender can recommend the best option for each individual.

Consumers should feel comfortable cultivating a relationship with their local dispensary. Ask questions about how the cannabis was grown -- it's important information to learn as a consumer -- especially if utilizing the plant for medicinal purposes. Many products are grown using organic, all-natural, live soil, whereas others employ more commercialized practices, which utilize pesticides and fertilizers.

Learning how to navigate product packaging is valuable. Many companies indicate sustainable practices, certifications and lab test results through labels on their products (to learn more about this, see "The Consumer's Guide to Buying Cannabis" on page 22).



EDIBLES

Edibles are in a special category of their own, and should be taken with caution. Edibles -- or medibles -- are cannabis-infused food or beverages. Often, these products are created with either cannabis-butter, oil or extract. The THC is transferred into the blood stream through the capillaries in the mouth making its way into the stomach where the nutrients are further absorbed. As a result of this slower absorption process edibles have a longer lasting effect in the body.



These infused consumables are becoming a popular option as many feel that they are a healthier, more enjoyable way to consume cannabis. They are discreet, and help users avoid the negative health effects of smoking.

While there are many benefits, one should always use caution when consuming edibles as they do offer a more intense experience. Doses are often broken down into 5 mg or 10 mg pieces -- but there are also products that offer lower dosages.

It's best to start slow and allow time for the cannabis to enter into the bloodstream before consuming more. Some feel very sedated after an edible, so plan on enjoying a night at home after eating that infused, chocolatey treat!

ROLL UP

- The DEA seized over 163,638 lbs of cannabis in 2014, which is equal to 72,226,196.8 one-gram joints.



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“**SMOKING CANNABIS IS THE MAINSTREAM OPTION FOR CONSUMPTION, HOWEVER VAPING, TINCTURES, AND TOPICAL SALVES ARE BECOMING MORE POPULAR.**”

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SOCIAL CONSUMPTION PRODUCTS

As social consumption for private events is becoming more mainstream, many companies are addressing overconsumption issues by offering micro-dosed and CBD-dominant products for a controlled experience.

One company that has become an innovator in tailoring their product to new users is Toast, a luxury cannabis brand out of Aspen, Colorado. Toast has introduced a pre-roll that is advertised for use in social settings, touting "Be Social. Be Mindful" as their slogan.



These pre-rolls are available in CBD to THC ratios of 2:1, and 4:1. Filtered pre-rolls are perfect for new users or those who enjoy the sensation of smoking without the head high brought on by THC.

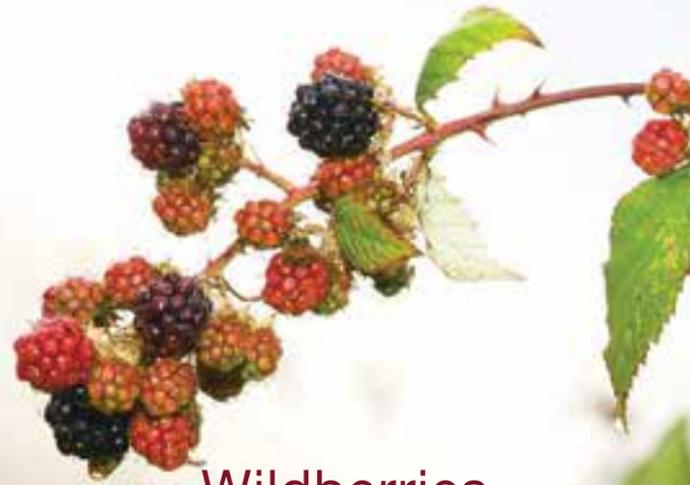
Mondo has also created an all-natural, dissolvable cannabis powder that can be applied to any food or beverage. With low doses of 5 mg per scoop, this is the perfect way to add that needed boost to your daily routine without the psychoactive effects of THC.

As the market expands, a wider array of products will become available. It is the responsibility of the individual to be accountable for their consumption habits and behaviors in order to showcase a positive mindset around cannabis consumption.

FOR MORE INFORMATION, VISIT NORML.ORG'S "PRINCIPLES OF RESPONSIBLE CANNABIS USE," OR CANNABISCONSUMERS.ORG

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FOR SALAD

- 1 pound medium asparagus
- 1 head red butter lettuce (about 10 ounces)
- ½ cup shaved Parmesan cheese

FOR GREEN ONION VINAIGRETTE

- 1 bunch green onions
- 3 tablespoons white wine vinegar
- 1 tablespoon Dijon mustard
- 2 tablespoons water
- 1 tablespoon honey
- ¼ cup olive oil
- ¼ cup Pot d’Huile
- ¼ teaspoon salt
- freshly ground black pepper

**A mandarin was the perfect size for plenty of zest and exactly the right amount of juice.*

PREHEAT THE OVEN TO 450 F.

Trim the hard ends from asparagus. On a baking sheet, toss the asparagus with a drizzle of olive oil, pinch of salt and a few grinds of pepper. Roast the asparagus for 8-10 minutes, just until the tips begin to brown. Thinner asparagus will only take 7 or 8 minutes to reach the perfect tenderness, but thicker stalks will need a few more minutes.

Remove from oven and using tongs, move asparagus to a cutting board to cool.

Chop off about 2 inches from each stalk; you’ll only use the tips for this salad (reserve remaining asparagus for an omelet or other use). Alternatively, if you have thin, delicate asparagus, use the entire stalk.

Make the vinaigrette. Roughly chop green onions, discarding stems and any white parts. Combine green onions, vinegar, mustard, water, salt and pepper in food processor or blender. Process until smooth. With motor running, slowly add both regular olive oil and Pot d’Huile. Continue blending 30 seconds more. Scrape dressing into a Mason jar.

Wash the red butter lettuce and spin dry; delicately, tear apart into large pieces. In a large bowl, toss the torn lettuce with the green onion vinaigrette (your hands are the best tools for evenly coated leaves). Arrange the dressed lettuce on medium sized plates. Top each with roasted asparagus tips and a sprinkle of Parmesan shavings.



SPRING GREENS SALAD

WRITTEN BY NORA MOUNCE

SPRING IS A bit of a culinary tease. The sun may be shining, but we’re still weeks away from putting plants in the ground and cruising the farmer’s market in a sundress. By April, we all want to move on from the hearty comfort food of winter, but the only produce in abundance is cabbage and potatoes. Rather than buying imported veggies from Mexico or eating out, I find it necessary to be more creative when cooking dinner in April. In Northern California, local

organic farmers are pulling up green garlic, bok choy, salad turnips and a rainbow of leafy greens. Though not always ingredients in everyone’s culinary comfort zone, learning how to prep and use seasonal veggies can really improve your attitude about spring. Especially while you’re making cannabis-infused salad dressing!

This springtime salad features asparagus and butter lettuce. I put an entire bunch

of green onions (aka scallions) to work in a simple and vibrant green salad dressing. Inspired by the flavor neutrality of Pot d’Huile’s cannabis-infused olive oil, this light and elegant salad gets elevated by an extra green dressing. The entire batch contains 60 mg of THC, putting it into the ‘use with care,’ category for many. Feel free to tweak the ratio of regular olive oil to Pot d’Huile if a higher or lower potency is preferred.

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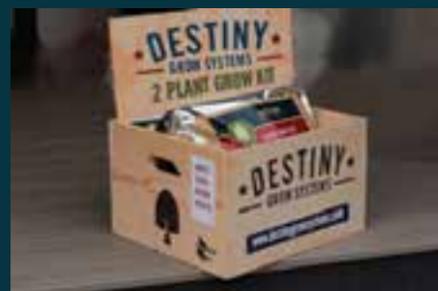
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GOAT CHEESE STUFFED BABY PEPPERS

IF YOU'RE MY friend, you've tried these goat cheese stuffed peppers. A simple appetizer hack, I can't recall when I first threw these delicious and colorful party snacks together. But I can't be the only one, as I see bags of baby bell peppers stocked at every grocery store in town. In Humboldt County, Cypress Grove goat cheese is also a common staple, a perfect pairing. I've added this brightly colored dish to brunch spreads and wine tasting parties. While making turkey burgers the other night, my boyfriend threw a few cheese stuffed peppers on the grill and layered them on our burgers – delish!

By incorporating 1 tablespoon of Pot d'Huile, the batch of a dozen peppers contains 15 mg of THC. If you use all the cheese spread, each pepper will have roughly 1.25 mg of THC each (account for variation in size!). Has micro-dosing ever been so delicious?

A warning, these peppers can be messy! I've tried them grilled and roasted and always lost some cheese filling in the process. Here's my advice: Be okay with messy! Not being a confident griller, I prefer roasting the peppers in my oven, where a baking sheet catches the oozy cheese. If you want to be diligent, save the tops when you're prepping the peppers; they won't close back up completely, but propping them against the cheese filled pepper helps contain the filling. They also look even cuter.

INGREDIENTS

- 12 baby bell peppers
(ideally a mix of orange, yellow and red)
- 6 ounces soft goat cheese
- 1 tablespoon Pot d'Huile
- Freshly ground black pepper
- ½ teaspoon orange zest (optional)

Preheat oven to 400 F.

Slice the top off each pepper. Using your fingers, pull out the delicate white fleshy interior. Turn the pepper upside down and gently tap on a cutting board to discard seeds. Repeat with each pepper and save the tops if using.

In a small mixing bowl, mix goat cheese, Pot d'Huile and a few grinds of black pepper. If you have citrus handy, I like the addition of some orange zest. Mix.

Fill each pepper with the cheese mixture. Pack completely, using your finger to push the cheese into the pepper cavity. Rest each pepper on a baking sheet, concave side up. Align tops to rest against each pepper as snugly as possible.

Roast in oven for 15 minutes. The peppers should be lightly charred. Remove from oven and allow to cool for a few minutes. Serve and enjoy! Leftover peppers are tasty straight from the fridge as well!

WRITTEN BY NORA MOUNCE

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Jeff the 420 Chef's

Perfectly Dosed Canna-Caramel Corn

PHOTO BY LEELA CYD
FOOD PHOTO BY THE CANNABIS COOKING CHANNEL

INGREDIENTS

- 10 cups popcorn
- 3/4 stick of butter
- 2 tablespoons clean, light tasting canna-butter
(visit JeffThe420Chef.com for recipe)
- 1 cup dark brown sugar
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 1/2 cup dark corn syrup
- 1 teaspoon vanilla bean paste
- Non-stick Cooking Spray

STEPS

Pop popcorn and set aside.

Preheat oven to 250 F.

Cover a baking sheet with parchment paper and coat with non-stick cooking spray.

Melt butter and canna-butter.

Stir in brown sugar, corn syrup and salt. Bring to a boil, stirring constantly.

Boil without stirring for exactly 4 minutes.

Remove from heat and immediately stir in vanilla and baking soda. Caramel will foam up.

Slowly pour caramel over popcorn, tossing with silicone spatula to coat evenly.

Transfer to parchment paper-lined baking sheet, and bake in preheated oven - stirring every 15 minutes -- for one hour.

Remove from oven and let cool completely. Break apart and enjoy!



TO WHOM IT MAY

cannabis chocolates

*Craft Chocolates with Heart,
and a Little Poetry...*

WRITTEN BY SHARON LETTS

TO WHOM IT MAY cannabis craft chocolate company is the love child of Tomer Grassiany. His fine, handcrafted chocolates are inspired by art, music, and poetry and muse with the universally familiar phrase “to whom it may” conceived for the customer’s desire for discretion, sophistication, and playfulness, as well as the brand’s commitment to battle the decades-long stigma of cannabis use.

“The removal of the word ‘concern’ that traditionally completes the phrase adds a layer of wit and open-endedness; the phrase is also a poetic interpretation of ‘to each his own,’ which reflects the brand’s battle cry for non-judgement about cannabis consumption,” Grassiany explained.

Grassiany began making chocolates in 2013, after a back injury caused him to look for alternative ways to treat pain, rather than using prescription medications. He considers everything about his chocolates medicinal, down to the pure -- and what he refers to as “minimalist” -- ingredients.

“I’ve heard a lot of positive feedback from patients with multiple sclerosis (MS), rheumatoid arthritis (RA), and insomnia who are using our products with success,” he added.

His signature hand-pressed infusion process does not involve butane, chemicals, or heavy machinery to make its base tetrahydrocannabinol (THC) activated cannabis oil. Organic flowers are hand-pressed with organic coconut oil, which is then distilled twice for maximum purity and flavor, then mixed with remaining natural ingredients to make the artistic handcrafted bonbons and truffles. This process also removes the

cannabis flavor that can take away from the taste of the chocolate itself, as well as other ingredients.

SWEET POETIC PERSONAS

The flavors of his creations, made with 70 percent dark chocolate, are chosen with as much care as the words he uses, pairing his chocolates with inspirations to spark thoughtful conversations and feelings – all done using minimal amounts of the freshest, finest ingredients.

“We launched the brand with four flavors, dressed to impress as unforgettable characters,” Grassiany shared. “Vivienne, Zak, Myra, and Ralph are inspired by a handful of iconic personalities from both recent and bygone history, who wooed us all with wondrous expressions in the arts, admirable entrepreneurial accomplishments, epic world adventures, and powerful reflections on society.”

Though the names hint of famed counterparts, Grassiany said he’d rather see consumers relate to the names and flavors in a personal way – with inspiration the key figure in the mix.

Vivienne is a bonbon full of cherries and slightly spicy cayenne; Ralph is said to take the partaker on a “dark chocolate adventure,” with the help of a house-made hazelnut butter and raw honey truffle; while Myra “dishes on a boozy bonbon, blending the hum of hazelnuts with a boom of

brandy, and a chorus of cocoa;” and Zak “showing us how to trifle with a tempting truffle that woos us with its maple-smoked almond butter, coconut, and honey.”

Each chocolate traditionally comes in its own little artful box; and includes a surprise poem on the soul of the confection, as it relates to the persona it’s inspired by. It’s the upscale version, if you will, of the Cracker Jack prize; a little gift from the maker.

“We chose to bring the flavors to life as elegant, ambitious, yet safely anonymous peers who infuse the experience with companionship, and enrich the journey with stories and lives of their own,” Grassiany surmised.

DELECTABLE DOSES

Dosing with delicious little chocolates can be dangerous, especially

when the bite-sized creations measure upwards of 10 to 15 percent or more, as found in many other cannabis confections.

“Our doses currently represent the widest range available in the U.S., beginning at 2.5 milligrams per piece, which is 75 percent lower than the broadly touted “low-dose” of 10 milligrams,” he explained. “Our chocolates start at 5 mg, which allow you to start low and scale-up. Boxes can be curated to the customer’s specifications.”

Grassiany said his chocolates are “metic-

ulously measured,” with recipes based on lab results. The percentage of CBD to THC is used to calculate the exact amount of oil needed for the intended dosage of every batch. As denoted on its website, “both the chocolate and fillings for each truffle and bonbon are weighed before and after adding the cannabis oil infusion to ensure accurate dosage.”

His new creations, using hemp flower grown in Colorado, measure in with a 10 mg. dose each. Unlike his THC infusions, CO2 extraction (supercritical) is used in its Hemp CBD infused chocolates. Because CBD is allowed to ship to all 50 states, he’s seen a demand for the non-psychoactive

creations.

His latest gift box, the “Party Palette” contains 24 chocolates in all four of his flavor combinations with CBD only infusions, curated to the customer’s specifications.

“After a few of our 24 piece boxes were ordered as a single flavor, we decided to add the ‘Party Palette,’” he said. “It’s a nice alternative to the typical hostess gift of alcohol. The party box is truly magnificent when you open it up – and is a sure way to make you the talk of the party.”

COTTAGE NOT INCLUDED

But, in light of all the goodness a dark cloud is forming, as California’s climate for cottage industry is changing.

“The recent regulations that came into effect in California have signaled the end of the hand-crafted edibles industry,” Grassiany proclaimed. “The high cost of lab testing, at nearly \$1,000 per batch, with the requirement that each batch must be tested, are favoring large batch sizes and long shelf-life, which unfortunately means highly processed and mass produced edibles.”

In addition, Grassiany added, the extremely high cost of city and state licensing for

both medical and adult usage, in addition to the fact that manufacturers are no longer able to share an industrial kitchen – as in the cottage industry and collective models – has made it virtually impossible for many of the small batch makers to transition into the regulated market.

“The California Department of Health just issued guidance for the Type S manufacturing license that allows manufacturers to share a facility,” Grassiany added. “While it does offer small manufacturers a potentially more affordable path to a licensed facility, it unfortunately does nothing to help with any handcrafted products, as the cost for lab testing is still very high.”

These factors are why Grassiany and others are having to switch to hemp, and/or CBD only infusions, in order to broaden their market share and stay in the game.

For now, Grassiany’s design team, VS Studio in New York, has successfully done away with the stoner stigma, with tie-dyed, fan-leaved images replaced by art and poetry. Though his flavorings and packaging have elevated the conversation of the edible, time will tell if the industry can or will continue to support small batch, handmade ingenuity.

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“His almond-encrusted coat
belies his inner technicolor.
Smokey eyes guide his hands
in the deep cocoa night. Dawn
breaks on the Berlin Wall – his
brushstrokes, raw, have melted
minds to butter.”
– Zak, To Whom It May

what's weed got to do with it?

GLUTEN-FREE WEED COOKIES AND EMBRACING CHANGE

WRITTEN BY NORA MOUNCE

IN THE CHANGING landscape of legalization, lots of folks are complaining about mainstream culture appropriating weed like it's a shiny new cookie (a cookie we now call cannabis). As a cannabis writer and Humboldt County resident, I hear these comments and discussions often. There's a fear on the hill that a longstanding underground culture is about to be gentrified by hipsters and investors. I feel this. I don't like hearing about corporate America dipping their toe in the cannabis pool, nor the threat of urban tech companies becoming the true profiteers of the industry. Cultivating cannabis has always required street smarts, a willingness to get dirty and an immeasurable degree of risk. Longtime industry folks feel understandably irked that slick new companies are entering the market now that everything is safe and cozy (legally speaking). Furthermore, acknowledgement for the gross injustices and embedded racism of our nation's War on Drugs is critical. For many, legal weed is hard to celebrate after being incarcerated for cultivation or possession. Lives have been ruined and families have been broken.

Yet, the widespread social acceptance of an herbal medicine that heals, not harms, cannot be overstated. Last week, I was shocked to see a "CBD for Seniors" workshop being advertised in an extremely conservative, suburban housing development near my hometown in the Sierra Foothills. While Starbucks isn't serving cannabis-infused lattes (yet), perhaps gentrification isn't looming, but has already arrived. How cool for those seniors! I happily imagined all the Deb's, Barb's and Greg's in their tract homes using CBD medicine to alleviate the many pains of an aging American body.

Vetting the joint processes of stigmatization, access, gentrification, displacement and legalization are complex. But for today, I'm gonna call a weed cookie, a weed cookie. I made these sugar cookies gluten-free, as eating gluten clogs my sinuses, sits in my belly like a stone and makes life feel impossibly hard. I'm pretty sure that feeling better is the entire point of cannabis-infused cuisine. Enjoy these cookies with an afternoon cup of coffee and contemplate the changes ahead.

INGREDIENTS

- 1 cup sugar
- 4 tablespoons butter
- 4 tablespoons canna-butter
- 1 egg
- 1 teaspoon vanilla
- 1 ¾ cup gluten-free flour
- ½ cup almond flour
- ½ teaspoon baking powder
- ¼ teaspoon salt
- ½ teaspoon xanthan gum

INSTRUCTIONS

Beat the butter and sugar together until fluffy. Add the egg and vanilla and stir until combined, making sure to scrape the sides of the bowl.

Assemble dry ingredients in a mixing bowl; stir with a whisk until evenly mixed. Slowly, add the dry ingredients to the wet just until the dough comes together. Pat dough into a round disk and wrap tightly with plastic wrap. Chill for an hour.

Preheat the oven to 350 F. Remove the dough from the refrigerator and dust a large cutting board or butcher block with gluten-free flour. Using a rolling pin, roll out dough to ¼ inch thick. Use your cookie cutter of choice (I found my weed leaf cookie cutter on Amazon) and cut out shapes. Re-roll excess dough and repeat 2-3 times. Place cutouts onto ungreased baking sheets. Bake cookies for 8 minutes. Remove from the oven and cool completely. Sprinkle with powdered sugar, take a picture, share and tag the *Emerald Magazine* on Instagram!



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WEDNESDAY - 9:15 P.M. - It's been a long day. I'm stressed from working; trying to meet deadlines; conducting interviews; writing; making everyone happy; and maxing myself out at the gym. My body is beaten.

Last night as well as today, I experienced extreme abdominal pain and associated it with ovarian cysts I've suffered from since I was 15 years old. On a scale from one-10, it was at a steady nine. The combined weight and anxiety began to overwhelm me. I felt myself spiraling through a night full of emotional agony.

As the sharp pains began to pierce my lower abdomen, and ignite the negative thoughts that haunt me, I decided to spark a JRollz XXX OG pre-roll. Suddenly, I started floating back to reality on a healthy, happy cloud. I decided to only smoke half of the joint and save the rest for later.

My mind and heart become soft and clear as I lay in bed. I notice my body completely relaxes, and a sense of motivation to write a personal poem invites me. The pain subsides and I finally feel as though I am settled in. I feel perfect actually.

10:30 p.m. - I smoothly write two poems and am delighted with what I have created. But, I am overwhelmed with the need for some ice water and chocolate... munchies are coming on hot and heavy! My body feels amazing and I feel no pain.

10:35 P.M. - My eyes are heavy, I feel zero pain; I'm content. It's time for bed.

Thursday - 7:00 a.m. - I slept hard completely through the night. I rarely stirred, nor was awakened. I feel rested. I remember very vivid dreams.

6:15 p.m. - Anxiety is thick today - I drove five hours, traffic contributed to two of those hours. I hadn't eaten, was in pain in my lower abdomen, hips, joints and legs -- not just from hitting the gym hard the day prior -- but because I sat for several hours. I had a work meeting in 30 minutes and a deadline to meet after that. I hated everyone and everything and just wanted to be home in bed with my dogs, eating chocolate.

I sparked the other half of the bud, kief, oil, wax, XXX OG pre-roll. Each inhale made me more loving, patient, understanding, and pain-free. My life changed in a few hits and I soon began to satisfy myself with a Reese's Fast Break and Sour Patch Kids, complimented by a big ice water.

Los Angeles-based company, JRollz's Premium Handcrafted XXX OG pre-rolls are next level. Tested by CW Analytical and known for #HOLDTHETRIM, JRollz takes pride in creating a pre-roll that is unlike any other. Not only are the joints rolled with perfectly ground top-shelf organic nugs, oil and wax surround the fine flower on the inside and are caked and decorated with oil and kief on the outside. On the exhale, the smooth smoke leaves a sweet, and tangy but piney taste on the tongue, while filling the air with pungent notes of damp woods and earth.

The XXX OG strain is known for heavy, bulky buds that are highlighted by cloudy white, oozing trichomes. Crossed between OG Kush and XXX, this potent and magical indica was awarded first place for "Best Indica" at the 2014 High Times' Cannabis Cup in L.A. It's known to provide relief to patients suffering from: ADD/ADHD, cancer, chronic pain, depression, fatigue, headaches, insomnia, PTSD and stress. As I do not take pharmaceuticals for anything I battle with, the JRollz's XXX OG pre-roll is now my go-to. When you're ready to find some comfort, get snuggled in at home - with loved ones, your pets, a book - have some munchies and water nearby and be prepared for an exhilarating ride.

VISIT JROLLZ AT JROLLZ.COM AND INSTAGRAM @JROLLZLA

POT TALK JRollz -XXX OG

WRITTEN BY AMY C. WITT

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Root Therapy

Full-Plant Spectrum, Down to the Ground

WRITTEN BY SHARON LETTS

Michigan resident, 42 year-old Michelle Saye, credits cannabis for saving her life; but she gives the most credit to the roots of the plant for her continued care after a devastating boating accident nearly caused her to lose her leg.



“I FEEL LIKE USING THE ROOTS HAVE GIVEN ME MY LEG AND MY LIFE BACK.”

— MICHELLE SAYE



“THE FIRST TIME A FRIEND FROM CALIFORNIA HAD ME TRY CANNABIS IN A TINCTURE, HE SAID I WOULD FEEL BETTER IN 10 MINUTES.” [...] “I WAS SO CERTAIN IT WOULDN’T HELP. IN FACT, MY EXACT WORDS WERE, ‘LOOK, I GOT RUN OVER BY A BOAT, AND I’M ALWAYS GOING TO BE IN PAIN.’ ”



“THE SUMMER OF 2008, I was out boating with some friends on a lake in Washington state, when a drunk driver in another boat came speeding up behind us,” Saye shared. “His boat went up on top of ours, carving out a piece of our boat, with the propeller carving out 18 centimeters of my tibia bone, muscle, fat, and skin, leaving a huge hole in part of my leg.”

It took years for Saye to have enough strength to walk again. Photographs taken after the accident, and during the myriad of surgeries thereafter, are hard to stomach. The pain she endured was unbearable at times, with little help from the many prescription medications offered.

“The first time a friend from California had me try cannabis in a tincture, he said I would feel better in 10 minutes,” Saye laughed, remembering her disbelief. “I was so certain it wouldn’t help. In fact, my exact words were, ‘Look, I got run over by a boat, and I’m always going to be in pain.’ But oh boy, was I impressed, when in fact, 10 minutes later my pain decreased substantially,” she recalled.

Saye said she was amazed at how fast the intense swelling she dealt with for years had subsided; and how quickly she was able to do away with numerous pain medications she had taken.

“That was when I became a tincture fairy – so I could share this newfound gift of healing with others,” she declared.

THE ROOT OF HEALING

Three years ago Saye’s leg took a turn for the worse. Metal pins caused pain and infection -- common to her condition -- which threatened the loss of her leg. Rounds of antibiotics were repeated, and she feared she would end up in a wheelchair by the time she was 40.

“I was scrambling to find something more to help,” she continued. “I’d already been smoking flower, eating concentrated hash oil, using tinctures and topicals; but it wasn’t until I started eating ground cannabis root in capsules, that I found consistent relief.”

Saye uses a coffee grinder to break down the root, then puts the powder into capsules. She said that within 10 days of ingesting the root of the plant via one capsule every day, her circulation issues were completely gone.

“I feel like using the roots have given me my leg and my life back,” she continued. “My activity level and endurance have increased, and my goal now is to share this information with as many people as I can, so that they can feel better too.”



Sourcing roots is an issue, as most farmers either toss them, or use them for compost -- not realizing they hold as many beneficial compounds as the plant itself.

“Farmers have always focused on the flower of the plant, and because roots have no tetrahydrocannabinol [THC], and don’t get you high, they laugh at me for wanting to ingest them,” Saye mused. “I’d like to give a shout-out right here to farmers, and ask them to please not toss their roots – they are just as valuable as the seeds, stems, and leaves!”

nabinol [THC], and don’t get you high, they laugh at me for wanting to ingest them,” Saye mused. “I’d like to give a shout-out right here to farmers, and ask them to please not toss their roots – they are just as valuable as the seeds, stems, and leaves!”

ROOTED IN HISTORY

According to Hemp-Eaze.com, a leading cannabis root therapy producer in California, “cannabis roots are high in many beneficial compounds,” including friedelin, said to have “anti-inflammatory, antipyretic, and analgesic effects.” The site states that cannabis roots also have “significant concentrations of alkaloids, including choline, an



amine essential for the integrity of cell membranes and atropine, a powerful alkaloid; and other alkaloid groups, known as phenolic amides and lignanamides, also having anti-inflammatory and analgesic effects.”

Historically, roots have been documented for use in Apothecary, the practice of making remedies from plants, for centuries. Cannabis roots, specifically, were documented as a remedy as far back as 1542, with German physician and botanist, Leonhart Fuchs, noting, “hemp root, boiled in water and wrapped – is good for gout.” French physician and writer, Francois Rabelais, noted “the root of this herb, boiled in water, soothes muscles, stiff joints, gout pains, and rheumatism.” In 1613, Polish botanist and academic, reported the use of hemp roots, boiled in water for “curved and shrunken body parts,” possibly referring to an arthritic condition.

In the ancient Chinese text, “Pen-ts’ao Ching,” cannabis root is noted to help with the cessation of hemorrhage after childbirth; not limited to the treatment of strangury, flooding, spotting, vaginal

discharge, difficult delivery, and retention of the placenta. Important to note, the juice of the root was said to be administered orally.

Many more physicians, botanists, and herbalists used cannabis root therapy for a multitude of ailments throughout the centuries, including burns, tumors, sexually transmitted diseases, gastrointestinal issues, and infection.

#NOTJUSTCANNABIS

Since Saye realized the power of cannabis root therapy, she’s developed her company Happy Tree Roots, and a variety of remedies with the roots of other beneficial plants, such as: dandelion, Echinacea, Comfrey, and more.

“Using cannabis roots has been a game-changer for me,” Saye said. “I’ve never felt as good as I feel now – they have been a Godsend. My goal is to be able to source enough roots from farmers to be able to help people in need, who may not be able to afford remedies from the flower of the plant – which can be expensive for the average patient.”

As trials and studies on the benefits of cannabis continue around the world, getting to the root of plant-based medicine often begins at home – by a patient looking for relief. As far as Saye is concerned, patients are doing their own trials, with great success, and healing is at the root of the conversation.



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A Story of Love, Friendship, and SOME DAMN GOOD HERB

THE STORY OF Bull Run Craft Cannabis started with the friendship between entrepreneur John Plummer, and master craft cannabis grower, Mike Scarborough. On their weekend sailing trips, it became apparent that Scarborough grew some of the dankest bud around. On the verge of legalization in the state of Oregon, Plummer proposed his friend take his skillset as a caregiver to medical patients into the pending recreational market.

HOW BULL RUN BLAZED INTO EXISTENCE

The next year consisted of planning, and recruiting Scarborough's next-door neighbor, Steve Bailey, master grower, and co-owner of Bull Run.



The day that Oregon started accepting applications for recreational cultivation businesses, the team submitted theirs for consideration. Within 24 hours of the state's acceptance of applications, theirs was approved -- making Bull Run Craft Cannabis one of the first recreational cannabis cultivation companies in Oregon.

IN-HOUSE OWNER-OPERATED QUALITY

Since before the birth of Bull Run, its team had cultivated cannabis utilizing all-natural methods and organic pest-prevention techniques. This is something they still take pride in today. Scarborough said that, "it's very important to us that we grow the best cannabis we can while [having] the least impact on the environment as possible. I don't think we'll ever stop striving to do better." Personal oversight helps to accomplish this, according to Plummer. "We're owner operated at every step. We try to keep as much of the work in-house as possible -- including trimming and sales -- so we're assured our customers [get] the best possible finished product," he said.

Bull Run products are extensively tested. Though it is not required, the team has everything tested for terpene profiles and pesticides, as they know there is much more to cannabis than just THC. The team at Bull Run grows cannabis for terpenes rather than THC.

A FOREVER FARM

Bull Run Craft Cannabis is located in Boring, Oregon near the historic Bull Run watershed. The property was originally a lily farm, purchased by a Dutch immigrant in the 1920s. It's also a certified organic fruit farm in addition to a craft cannabis operation. The team currently grows indoors, but they're working on a hybrid greenhouse that will employ LED lighting systems.

All Bull Run's cannabis is grown with organic techniques in a manner that supports sustainability and land conservation, from the custom living soil blended by hand on the farm to the slow cured drying process. "Quality is always the first thing on their minds," said Bailey.

EDUCATION IS KEY

It used to be that consumers had to use whatever cannabis they could find. In states such as Oregon, however, this is no longer the case. There's a big difference between cannabis that's cultivated with the consumer in mind, and a plant that's grown purely for profit.

It's essential that consumers and patients alike understand that there is much more to cannabis than just high THC concentrations. That is why the team at Bull Run Craft Cannabis strives to work with retailers that provide guidance and continued education to all.

It's essential that consumers and patients alike understand that there is much more to cannabis than just high THC concentrations. That is why the team at Bull Run Craft Cannabis strives to work with retailers that provide guidance and continued education to all.

TO LEARN MORE ABOUT BULL RUN CRAFT CANNABIS VISIT THEIR WEBSITE AT BULLRUNCRAFTCANNABIS.COM OR CONTACT OWNER AND HEAD OF OPERATIONS JOHN PLUMMER AT JOHN@BULLRUNCRAFTCANNABIS.COM.





Ellementa

Building Bridges Between Cannabis and Female Consumers

WRITTEN BY MELISSA HUTSELL

NARROWING THE GENDER gap, and gathering female minds, has never been more important than it is today.

As it stands, women make up 36 percent of leadership positions in the industry. When it comes to consumption – however – 56 percent of women, and 43 percent of men report using cannabis, according to the Cannabis Consumers Coalition’s (CCC) 2017 Consumer Report.

More women are using cannabis than ever before; as a result, more feminine products are becoming available. And while some companies focus on marketing to the female consumer, Ellementa is determined to educate and empower her.

Ellementa is one of the fastest growing, female-founded businesses of its type in the cannabis space. The nationwide company works by gathering networks of women in cities all over the U.S., including Los Angeles, Anchorage, Phoenix, Boston, San Francisco and regions like the Central Valley of California.

Ellementa events have occurred in more than 25 cities, and counting, since May 2017. The company even has plans to expand into Canada soon.

Gatherings, which range from five to upwards of 50 women per event, are often described by attendees as warm, intimate discussions. Sessions feature conversations on topics like “Cannabinoids for Pain and Sleep,” “CBD 101 for Women,” and “Cannabis and Spirituality.”

Each meeting focuses on sharing information and anecdotes, and connecting women to people and products.

Ellementa is the network and resource that many -- including the company’s co-founder, Aliza Sherman -- wish existed years ago. “Because it didn’t [...] we created it,” she said. Founders include Sherman, Melissa Pierce, and Ashley Kingsley.

“We create an environment where women [and those who identify as female] can speak candidly about very personal health issues,” Sherman said. “We realize that when you put testosterone into a room with estrogen, the chemistry and dynamic changes. It is no longer the same environment. Not better or worse, just different.”

In February 2018, several Ellementa events covered “Cannabis and Sex,” explained Sherman. “The conversations were lively, honest, even funny at times, but overall extremely informative. Many women were relieved to be able to talk about vaginal pain during sex and learn that cannabis and CBD could help.”

The most popular topics tends to be “Cannabis and Pain Relief,” said Sherman. “So many women are suffering in silence and cannabis [...] can help relieve their pain and, in some cases, help them heal.”

Sherman grew up in the “Just Say No” era. She was drawn to the cannabis industry shortly before co-founding Ellementa.

“I’ve been a digital marketer for 25 years and was looking for a way to expand my consultancy,” she explained, “I’m also a futurist and [am] paid by clients to identify trends and predict where things are going with technology and marketing.” A few years ago, she identified the cannabis industry as an emerging market, and began pursuing business opportunities.

“Little did I know how similar the cannabis industry was to the early internet industry,” she added, “Wild West, scrappy startups and all. The last two years have been an incredible ride. I love this industry and the people I’m meeting in it.”

Meeting others in the industry is how she came to embrace cannabis as medicine for herself.



PHOTO BY SUZANNE SUTCLIFFE PHOTOGRAPHY

“The first thing I did when I started exploring the cannabis industry was to interview women in the industry and publish Q and As with them on a site I created, Her Canna Life,” she said. After attending a few Women Grow meetings, she realized her “burning questions weren’t ‘how do I start a cannabis business?’, rather, ‘can cannabis help me with my chronic pain and insomnia?’”

Once she learned the answer was yes, she thought ‘why don’t more women know about this?’ So she built a platform where others could also learn.

“[I replicated] something I had done back in the 1990s -- bring women together to teach other women about the internet,” Sherman explained. She pitched her idea to entrepreneur, Melissa Pierce in Chicago, and shortly after that, brought Ashley Kingsley onboard.

The female-founded company works to build resources, and help people integrate cannabis into their lives safely, and comfortably.

Part of this model is gathering women at the local level. “because there is tremendous power when you put women in a room and provide them the forum where they can share stories and their innate wisdom,” said Sherman. “We want to bring Ellementa to as many women as possible - in both places where cannabis is legal but also where it is not.”



ELLEMENTA FOUNDERS (FROM LEFT TO RIGHT) ALIZA SHERMAN, MELISSA PIERCE, AND ASHLEY KINGSLEY -- PHOTO COURTESY OF ALIZA SHERMAN



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AnnaMaria Reidinger, Central Valley Ellementa organizer, said that “women are the gatekeepers of health within their families, nurturers by nature.” Those who care about health will lead the way toward change for good within a family or community, she added.

In the Central Valley, she said, the community “could use a strong educated group of women coming together to focus on the medicinal benefits of cannabis removing stigma caused by decades of misinformation.”

Reidinger lives in Turlock, California, a town with rural roots, and a steadily growing,

diverse population. The city recently banned commercial cannabis sales, and use, within its limits.

With opioid use and misuse at its highest, Reidinger noted, and the need for alternative medicine increasing, “it’s time for open conversation through education on self-care with cannabis, by women,” she added, “And by this conversation, I am hopeful Ellementa’s incredible educational platform will encourage change to local restrictive policies everywhere as we band together.”

An educated woman is a natural advocate and activist, said Sherman. “If you put better

information about cannabis into the hands of women, everyone benefits -- the women, their families and loved ones, their friends, their colleagues, their community.”

In the future Sherman said she hopes “Ellementa will be the brand women turn to in order to understand how cannabis works and how it can -- and should -- be a normal part of our lives.”

FOR MORE INFORMATION ABOUT ELLEMENTA, INCLUDING GATHERINGS IN YOUR AREA, VISIT ELLEMENTA.COM

RESERVE OG

WRITTEN BY BRANT HARTSELL

HUMBOLDT COUNTY INDOOR’s *Reserve OG* flowers are truly a cannabis connoisseurs dream when it comes to exploring high-quality, hydroponically-grown strains. HCI utilizes absolutely zero pesticides, wastes no water, and is powered completely by renewable resources. This makes them a standout in the industry and leads to a noticeable difference in the quality of their products. HCI is also aware of the dangers of plant growth retardant and seeks to educate their consumers about their potential presence in cannabis products.

The *Reserve OG* strain, which is one of their specially selected strains, delivers a smooth punch with 24.7 percent THC. The intense aroma fills the room as soon as you begin to break open the pristine packaging: a nice box, and a glass jar. The packaging displays test results, and even a QR code that, when scanned, leads to test results directly from the analytical laboratory.

HCI products are “consciously grown,” a terms used to describe their commitment to delivering the cleanest cannabis possible. The health of their consumers is their highest priority.

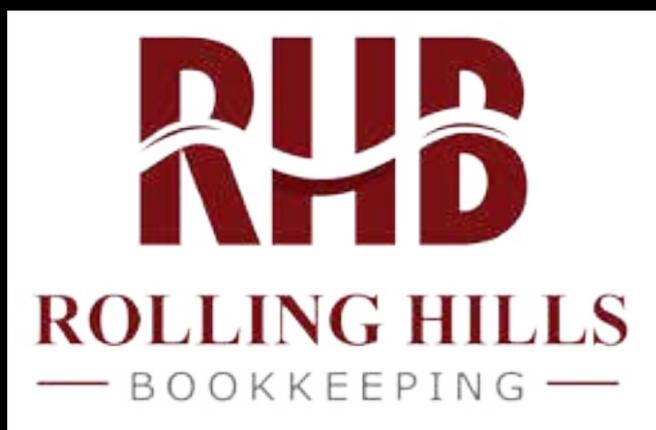
When you first inhale the *Reserve OG* you are met with a fresh, earthy kiss and a pungent sweetness that heightens your senses on exhale. Most cannabis strains make me very antisocial and introverted, but HCI’s *Reserve OG* provided me with one of the most cerebral highs I have experienced with a strain. As a decade-long cannabis consumer, this product really stood out. It provided me with confidence in my social reality, as well as the ability to better relate to people out in the world. Simply put, the strain’s high motivated me to get outside and socialize. Overall, HCI’s *Reserve OG* quickly became one of my new favorite medicinal strains. It exhibits a very clean and positive experience that I would recommend to any level of cannabis consumer because the high is comfortable.

HCI is an amazing company that thrives to provide the best quality product possible to the cannabis community, which they’ve always considered to be family.

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Spiking Soil with Dirt Martini

WRITTEN BY BRANT HARTSELL

SPIKED SOIL'S DIRT Martini offers a simplified approach to successful gardening that any level of grower can implement. The state-



NPK RATIO:
This stands for Nitrogen, Phosphorus and Potassium levels. The higher the number the higher the concentration of that specific nutrient in the fertilizer/amendment.

ORGANIC AMENDMENTS:
"An organic amendment is any material of plant or animal origin that can be added to the soil to improve its physical properties, including water retention, permeability, water infiltration, drainage, aeration and structure," according to Dole Sustainability.

of-the-art mixture of organic ingredients is guaranteed to make your plants so happy, you'd believe they were actually getting drunk from the Dirt Martini everytime you water them.

The company offers supreme nourishment for all your favorite garden varieties in a single bag of potting soil.

The complex soil concoction is made entirely of organic ingredients, which include peat

moss, coconut coir, and willow bark. Such elements allow the soil to hold moisture better, and include mycorrhizae and Azomite to assure proficient root health. Ingredients, like Trichoderma and bacillus amyloliquefaciens, also help to promote beneficial bacteria production. These benefits were obvious when I transplanted my Romanesco broccoli with ease into the Dirt Martini potting soil. They automatically started to reach for the sun the next day. Ultimately as an organic growing medium, this soil has everything you need for a beautiful harvest.

The company also offers a line of organic amendments, which add that extra boost to your plants' health and production. The benefits are extremely noticeable within approximately one week of watering, as the established leaves become a lush, dark green and growth size seems to double with vivid, new growth.

Utilizing this soil and the amendments with my Romanesco broccoli plants has been a full-

and building a lasting nitrogen supply required for lush, dark green foliage. Another Round includes ingredients such as: volcanic ash, bat guano, kelp meal, neem seed meal, mycorrhizae, molasses, and magnesium sulfate. This is best applied about 15 days after transplanting to avoid burning young plants. Simply apply as a top dressing, water, and watch your plants flourish.

Spiked Soil's blooming amendment, "Bloom Booze," is best applied during the start of the flowering phase of your plant's life cycle. Bloom Booze will increase fruit and flower production, and creates fuller plants. An NPK ratio of (1:8:1) means this amendment will not burn or cause deficiencies in your plants. This system has honestly been one of the easiest to understand and most simple soil programs I have used.

Spiked Soil's concoctions are recommended to those just beginning to learn the basics of growing/harvesting cycles. They provide a very adequate approach to easy gardening



filling process. Especially seeing how quickly my garden has become more lush, and resistant to pests with this cocktail. I found myself having to manage my garden less and less as Spiked Soil's Dirt Martini began to intoxicate my plants with healthy nourishment.

Spiked Soil includes both a vegetative amendment as well as a flowering option. The vegetative variety, labeled "Another Round," includes an NPK ratio of (4:3:1) -- a perfect balance for establishing healthy microflora

with organic amendments. This allows for new growers to get a grip on what NPK ratio is and how to utilize it specifically for each cycle. Spiked Soil also provides a system that is not intimidating to new growers like some complex soil nutrient systems. Overall, Spiked Soil provides a soil medium and amendment system that any level of grower can love and appreciate.

FOR MORE INFORMATION, VISIT SPIKEDSOIL.COM TO REVIEW THEIR SOIL PROGRAMS AND AMENDMENT CATEGORIES.

ROACH LIKELY CAME FROM THE CANNABIS LYRICS ADDED TO THE OLD SPANISH/
MEXICAN FOLK SONG “LA CUCARACHA,” THE COCKROACH.

1920s and 30s: Harlem Renaissance/ Jazz Age. 1940s: Zoot Suit Riots. 1950s: Beat Generation.

ONE THING ALL these have in common is resistance to persecution fueled by cannabis. Both the oppression and the defiance had cannabis at the core. According to the July 29, 2014 “New York Times” article, “Federal Ban on Marijuana Is Rooted in Myth and Xenophobia” and the Steven Watson book “The Harlem Renaissance: Hub of African-American Culture, 1920-1930,” so-called undesirables were put down as violent, lawless, predatory hopheads. That in turn sanctioned the passage of anti-cannabis laws designed to harass those communities. The first head of the Federal Bureau of Narcotics, Harry Anslinger, infamously said, “Reefer makes [black people] think they’re as good as white men,” reported The Modernism Project. At the same time, cannabis use down the decades was an honored pathway to creativity, just a hint of freedom, and some measure of short-term peace of mind.

Watson’s book makes clear that by the 1920s, Harlem was the major go-to spot for rural African-Americans fleeing the horrors of the South. Industrialized cities all over the Northeast and Midwest received this cultural infusion called the Great Migration. But no place blossomed more than Harlem. Swinging with blues and jazz, poetry and prose, the Harlem Renaissance remains a benchmark in creative brilliance. And what a triumph it was for those whose forebears had been told they were too stupid to learn to read. Though racism was and is all too alive in the North, a place like Harlem could function like a private enclave with its own newspapers, art galleries and many, many nightclubs and speakeasies.

Before The Great Depression pulled out the economic rug in 1929, Harlem was the place to be for black and white New Yorkers in search of great culture or a good time, says Watson. Since this was the era of alcohol prohibition, all forms of mind expansion were illegal. Bootleggers might sell near lethal homemade liquor out of one pocket and cannabis out of the other. While no research may exist to confirm this idea, clearly the safer choice would have been the natural plant over rotgut.

The clearest voices celebrating cannabis right into the 30s were musicians. Cab Calloway celebrated the “Reefer Man;” hear it on the CD “When Hemp Was Hip.” At The Modernism Project, listen to “The Man from Harlem” as Calloway sings, “Come on, sisters, light up on these weeds and get high.” The site also mentions the Buster Bailey Orchestra song “Light Up.” Tokinwoman.Blogspot.com celebrates Ma Rainey, who spoke and sang of reefer until her death in 1937. Here’s Anslinger again, from The Modernism Project, “Most [tokens] are Negroes, Hispanics, Filipinos, and entertainers. Their Satanic music, jazz and swing, result from marijuana usage.”

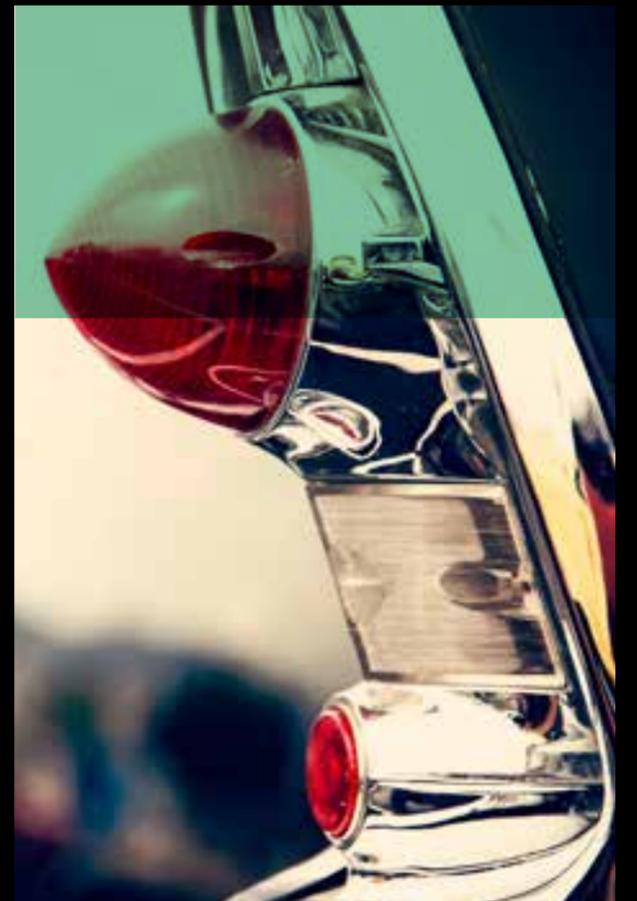
In June 1943, Los Angeles was rocked and not by good music. A May 30, 2013 article in the “Los Angeles Daily News” called “Zoot Suit Race Riots” explains that sailors in town waiting to be shipped overseas rioted through the city, invading movie theaters, Mexican neighborhoods, even private homes, searching for youths in stylish zoot suits that flaunted yards of expensive fabric in a time of national austerity (they called themselves pachucos), stripping them and beating them with baseball bats and fists. Fifty-five youths were treated at area hospitals. But the violence actually started the year before in area newspapers that equated Latino youths with violence, crime and cannabis use.

Find a good summary article, “Backgrounder: 100 Year War on Marijuana in California and Its Effects on Today’s Latino Community” at the CalNORM website. California had actually criminalized cannabis use in 1913. Racist news sources throughout the states bordering Mexico blamed Mexicans for introducing the evil weed to white kids. All that talk got superheated in Southern California after a 1942 pachuco party in Sleepy Lagoon in L.A. resulted in a murder. Twelve Latino youths were convicted (later it was overturned) on the flimsiest of evidence, but the story undoubtedly sold plenty of papers. In the summer of ’43, after a year of relentless racist press, the lid blew off in what is known as the Zoot Suit Riots, though Frank O. Sotomayor of the “Los Angeles Times” suggested in an October 25, 1999 article, “perhaps they should be called the “servicemen’s rampage” instead.

By the 1950s, American urban language had fully incorporated slang terms for cannabis – reefer, tea, roach. Roach probably comes from the cannabis lyrics added to the old Spanish/Mexican folk song “La Cucaracha,” the cockroach. “Huffington Post” blog writer Bob Schulman writes in a July 26, 2016 entry that the song became the favorite battle tune of Pancho Villa’s Mexican rebels in the early years of the 20th century and it was at this time that the following lyrics were added, “The cockroach, the cockroach [...] now he can’t go traveling/ Because he doesn’t have, because he lacks...marijuana to smoke.”

By the 50s, the white guys known as the Beat writers, disenchanted with the sterile American culture they saw all around them, exuberantly took up cannabis and a slew of other substances to fuel their writing. In a May 7, 2015 article in the “Los Angeles Review of Books,” Loren Glass wrote, “The Beats were the first generation of writers for whom cannabis was central, both to the experiences they recounted and to the prose style in which those experiences were rendered [...]”

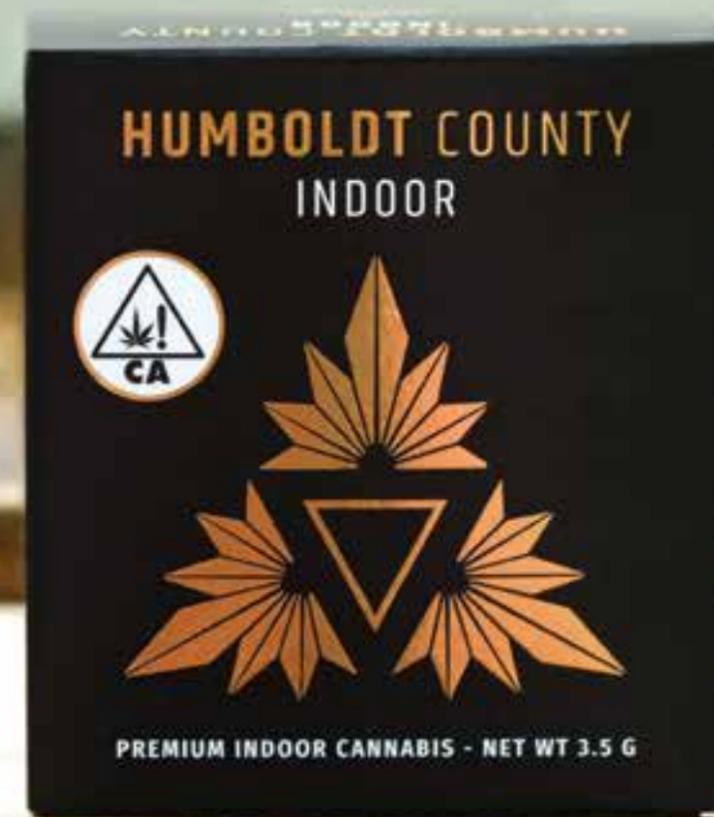
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Jack Kerouac is arguably the most famous of the Beats these days. His book "On the Road" is still widely read and was made into a film not long ago. Glass cites, from a letter Kerouac wrote that was seminal material for the book, "[...] did you ever see such a bomber as our boy Gregor rolled?" Allen Ginsberg, in his poem "Howl," found at Poetry Foundation.org, wrote of "returning through Laredo with a belt of marijuana for New York," "Howl" was widely banned as obscene until exonerated in court in 1957. Glass makes the case that the Beats were the bridge between African American and Latino communities and the larger white culture. "Cannabis was central to the [Beats] cross-cultural contacts, not only in Mexico but in the African-American community as well, that informed their countercultural sensibilities[...] Their cultural assimilation of cannabis is a crucial chapter in its passage to mainstream acceptance [...]"

We owe a lot to these pioneers, all of them looking for community of their own choosing, dignity and the freedom to express in their own terms "the pursuit of happiness" guaranteed by the U. S. Constitution. May their legacy of courage inspire us all to continue the struggle.



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