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The *Emerald Magazine* is a consumer-based publication for culinary, recreational and lifestyle trends. Founded in the Emerald Triangle, the magazine features cannabis events, travel destinations, rising trends, and product reviews.

Emerald

# Emerald

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## LETTER *from the* PUBLISHER



The 2018 Cannabis World Congress and Business Exposition in New York City.  
Image by Mary Vaccaro, CWCBExpo Staff Photographer

Dear Reader,

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

I will never forget the time I overdosed on edibles.

I was 19 years old and a sophomore at Humboldt State University.

I obtained a bag of trim from a neighbor and submerged it, along with two pounds of "I Can't Believe It's Not Butter" on the stove.

"You want to get it nice and green!" my friend said from the other room. So, down I went, smashing the trim into the fake butter with a wooden spoon.

Once drained, I added the butter to a box of knock-off Duncan Hines brownie mix.

There was so much butter, the brownies didn't even bake. But that didn't stop me from enjoying my creation!

I took a spoonful of the raw mix and was high for three days. Unfortunately, the very next morning I was boarding a shuttle bus to Colorado to compete at state level for Logging Sports.

Long story short, and many pit stops later, once we arrived in Colorado, I got on the first flight back to California. To this day, my mother still believes pesticides were to blame.

Regardless of what, or how much of the problem there was, it's crucial to have products properly grown, manufactured and tested for safe consumption. Gone are the days we no longer put gunk in our bodies.

With over \$180 million in California edibles sold last year -- before recreational laws went into effect -- it's undeniable that this part of the industry is about to burst like a waistband -- gaining an extra 25% annually.

The demand for edibles is bound to grow beyond the current supply. Residents of New England and other parts of the country are helping edibles gain traction. Many Americans have already begun to infuse cannabis into their laws and lifestyles, let alone food.

This month, we take our first bite out on the streets of Brooklyn with Ron Silver. Silver is sweetening up the east side with his Azuca CBD extract and its patent-pending process. Mix the Azuca into a cocktail or some lemonade, and shortly thereafter the effects may be felt.

Enjoying a treat is always delightful, and cooking with cannabis at home has become a custom for many consumers. Learning how to properly dose yourself is step one to enjoying cannabis at its fullest. Learn more about how to properly calculate your edible's dosage on page 16.

While the desire to consume cannabis in a smokeless way is beginning to take shape, cannapreneurs like Karin Lazarus of Sweet Mary Jane Co. in Colorado have grown and adjusted with the edibles market. Many know this fun and friendly baker for her wildly successful, wonderfully sweet, original desserts. Learn more about Karin and her company on page 20.

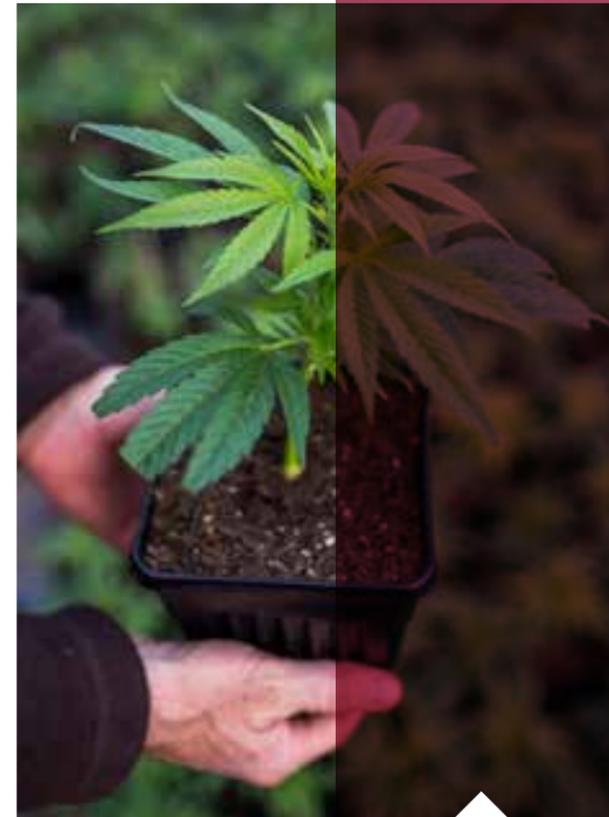
Join us next month as we step into the green light with our *Entertainment* issue. From all of us here at the *Emerald*, we wish you a safe and happy July!

Cheers,  
Christina De Giovanni  
Publisher



**BEST OF CANNABIS AWARDS 2018**  
Voted Best Marketer in the Best of People category  
Christina De Giovanni

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# The Sweet Science of AZUCA

They say timing is everything and, for Ron Silver, the time to shake up the edibles market is now.

 ERIC DANVILLE

**IN MUCH THE** same way as tobacco smoking has declined over the last few years, smoking dried cannabis flower has also fallen out of favor. At the same time (and possibly as a consequence) the edibles market has exploded in popularity. *Forbes Magazine* notes that sales of edibles are rising in states where cannabis is legal. Californians consumed a whopping \$180 million worth of edibles in 2016, accounting for more than 10 percent of overall cannabis sales, and this was two years before recreational herb was

even legal! Washington State saw a 121 percent rise in edibles sales in 2016, while sales of infused food in Colorado tripled from 2014 to 2016.

The idea of ingesting cannabis orally actually dates back thousands of years. The Chinese brewed cannabis as a tea as far back as 1500 BC. Hindus were drinking bhang, which blended cannabis with warm milk and spices, around the same time. Using hashish as a sort of improvised add-on for coffee was popular among Parisian intellectuals in the 1800s, and canna-

## ▼ AZUCA CBD SUGAR

Azuca can be made from demerara cane sugar, maple sugar, coconut sugar, stevia, date sugar or agave.



“Azuca is an idea that stems from both my career as a chef and entrepreneur...”



bis tinctures were available in America from the late nineteenth century, until prohibition became the law of the land in 1937.

Ron Silver, chef and owner of a pair of popular, family-friendly eateries in New York City called Bubby's, has taken his cue from early cannabis edibles history and added his own unique twist. Instead of concentrating his efforts on creating just another line of candies, cakes or cookies, Silver has introduced Azuca sweetener in his restaurants as a way to soup up coffee, tea and lemonade. (Those drinks are also available without the CBD additive.) “Azuca is an idea that stems from both my career as a chef and entrepreneur,” he says, “as well as my recognition of the cannabis industry’s critical need for trustworthy edibles, both for medical and adult-use purposes.”

By concentrating on a single, stand-alone ingredient instead of a wide range of prepared food or pre-packaged candies, Silver gives the consumer not only a choice about the way in which they use it, but also the ability to control their own dose. “Edibles are notoriously unpredictable in their effects,” he says. “You can never tell how long they will last, when they will hit, or what their overall effect will be. We developed a way of resolving these issues so that the market finally has high-quality, artisan products.” When selected as a prepared add-on at Bubby's, it comes in at a respectable 25 mg of CBD per teaspoon. When purchased on its own, you'll be able to add as much or as little as you want.

In order to stay compliant with federal law in states like New York, where cannabis remains illegal, the CBD used in Azuca is sourced from non-psychoactive hemp plants rather than the mind-altering cannabis plants. As Azuca hits the shelves in states where cannabis use is legal, a THC-laced version will be introduced, to be sold through licensed dispensaries, with its roll-out starting in the now cannabis-friendly state of Massachusetts.

Silver uses several different types of sugar to create his product, each with its own distinct flavor and appeal to consumers. You'll find Azuca made from demerara cane sugar, maple sugar, coconut sugar, stevia, date sugar or agave, and it will be sold in granular

◀ **RON SILVER**

Chef and owner of Bubby's.

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# 2018 NORTH COAST WINE & WEED SYMPOSIUM

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The 2018 Wine & Weed Symposium, featuring experts from both industries, will present and update attendees on the latest rules and regulations as they are unfolding and examine what impact they may have on wine.

The interactive conference will also explore the collaborative opportunities that exist between the two industries. In addition, this year will feature dedicated sessions for cannabis industry attendees to learn from their wine counterparts, specifically on direct to consumer marketing as well as distribution strategies and distributor management. Additional topics will include information on *Wine & Weed Events*, *Who Is the Cannabis Consumer*, and *Emerging Cannabis Trends*.

FOR MORE INFORMATION ON SESSIONS, SPEAKERS OR TO REGISTER, GO TO: [WINE-WEED.COM](http://WINE-WEED.COM)

form and as a simple syrup. The syrup's flavor range currently includes almond, ginger, pomegranate, grapefruit and vanilla, which can also be combined to create your own special-taste treat. Predictably, as the brand grows, so will the variety of flavors you'll be able to experience.

Azuca is hardly Silver's first exposure to the cannabis plant. An out-and-proud cannabis supporter, his personal history with cannabis is long and hands-on. He entered the growing game long before it — and he — was legal. "I liked the idea that you could grow marijuana yourself, that it wasn't something that just came out of a bottle that a pharmaceutical company gave me. The day I graduated high school was the day that I hitchhiked to Mendocino to grow weed. I really put a lot of effort into that. I was more adept at growing than others, even at an early age. At seventeen, he best grower that I knew was me," he laughs.

His ability to work the plant, and the effort he puts into it, extends to his current project, too. The pat-

I drank the lemonade during a fairly long crosstown walk and, almost like clockwork, about 15 minutes later, started to feel the CBD. I felt calm and relaxed; even taking the typically frantic ride on the subway back to the Lower East Side wasn't enough to raise my stress level. I'm no stranger to edibles, so I was pretty surprised when, after getting back to my neighborhood, I was so mellow that I sat down in my local park for almost an hour, people-watching and having a good time. The fact that the watermelon lemonade was some of the best I've had in a long time made the experience all the more enjoyable.

A fast-acting safe food additive that relieves stress and actually tastes good? When you think of it, it's really a pretty sweet idea.

FOR MORE INFORMATION ON AZUCA, VISIT [AZUCA.CO](http://AZUCA.CO).

FOR A TASTE OF WHAT BUBBY'S HAS TO OFFER, LOG ONTO [BUBBYS.COM](http://BUBBYS.COM).

The patent-pending technology behind Azuca is a respectable advance in culinary science and easily sets it apart from other edibles products on the market.

ent-pending technology behind Azuca is a respectable advance in culinary science and easily sets it apart from other edibles products on the market. By changing the shape of the cannabis molecule, it becomes more water soluble and is processed by your digestive system instead of your liver. The coating allows for more CBD to be metabolized — most edibles hover around the 2 percent to 6 percent range, while Azuca's unique makeup will deliver 18 percent to 22 percent of CBD into your system. This technology also gets CBD into your system faster, taking as little as fifteen minutes to do its thing instead of the 60 to 90 minutes most people experience with baked goods and candies.

And the effect? Outstanding. Wanting to steer clear of any interaction between the soothing effects of CBD and my usual caffeine pick-me-up, I avoided coffee and tea and chose the watermelon lemonade. Pink lemonade is on the menu as well. I'd also sidestepped my usual morning coffee so I'd be as clear-headed as possible.

### Azuca-Infused Lemonade

With the Azuca infusion, the CBD effect can be felt within 15 minutes.



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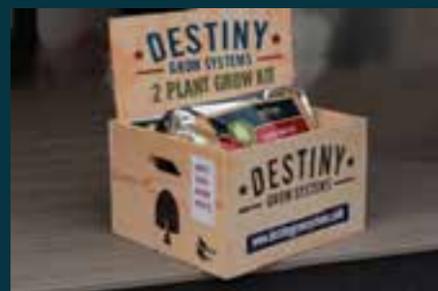
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# MAPLE PLUS

CONNOR DERMODY



#### ▲ MAPLE PLUS PACKAGING

Organic maple sugar packaged in a state-compliant box, which lists dosages.

#### ▼ MAPLE PLUS LEAF

The maple and cannabis leaf are combined to complete this Vermont company's look.

**THIRTY YEARS AGO**, in the Green Mountains of Vermont, the foundations for Maple Plus began. Derek Mercury, the founder of Maple Plus, hoped to build an innovative product while remaining in touch with two of his greatest interests: culinary arts and cannabis. Graduating with a Bachelor's in Environmental Science from the University of Vermont and receiving certifications from the Vermont Institute for Artisan Cheesemaking, Derek had aspirations to combine his two areas of expertise. His interests in ecology and herbalism intertwined in the creation of Maple Plus's product: full-spectrum, CBD-infused granulated maple sugar.

Derek described the Northeast Kingdom of Vermont as a flourishing “hemp bed” and said that the cannabis industry will have a far greater enterprise as of Vermont's legalization on July 1.

Sweet Trees of the Green Mountain State



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### THE MAPLE STANDARD

Promoting wellness and sustainability and fostering support for the local farmer is the primary mission of Maple Plus.

It was as a snowboarder at Smuggler's Notch Ski Resort, a favorite spot for native Vermonters, that Derek came to meet many of his colleagues who have entered the maple industry. Derek receives maple sap directly from the source and boils it himself to produce the sugar in Maple Plus products.

Over the past 30 years, Derek has tried countless ways to ingest cannabis for health practices, including smoking, concentrates, tinctures and oil extracts, before eventually discovering the Maple Plus trademark creation, full-spectrum CBD-infused maple sugar, which has the desired health benefit with a taste of Vermont's finest maple syrup in every product.

### MANUFACTURING

All hemp used by Maple Plus follows strict, 100 percent organic farming practices that ensure the purest form of consumption. Their grower and supplier out in Colorado have certification for their practices under the Colorado State Department of Agriculture. Maple Plus receives full-spectrum hemp oil from a process called CO2 extraction. Derek chose this method for the Maple Plus product as it removes all THC from the hemp oil, leaving a range of cannabinoids, terpenes and other compounds.

To date, they have only released their signature CBD-infused maple sugar product, but Derek aspires to create THC-infused products after Vermont's legalization.

### DISTRIBUTION

Currently, Maple Plus is a store-based product. Its distribution spreads across Vermont, New York, Maine and even one retailer in Monterey, California. For a full list of locations where Maple Plus may be purchased, visit them online at [Maple-Plus.com](http://Maple-Plus.com).

Maple Plus is still very young, but Derek is passionate about expanding the company across the United States to provide an innovative product for people seeking a holistic benefit from cannabis.

### MAPLE PROCESS

Native Americans revealed maple sap, sugar and syrup to colonial settlers as an unrefined, natural sugar. At the base of the maple tree, sugar stillers extract maple sap using a tap system. It takes about 40 gallons of maple sap to produce one gallon of maple syrup. While we may like to imagine syrup dropping right out of the tree, the process takes a few more steps. Stillers boil down the maple sap to receive the concentrated, natural syrup we all know and enjoy on savory foods.

Derek receives his maple sap from local stillers in Northeast Vermont.

### BENEFITS OF MAPLE

Beland Organic Foods has noted maple syrup as a superfood for its range of health benefits. In maple syrups and sugars there are 24 beneficial antioxidants, including benzoic acid (beneficial for healthy skin), gallic acid (once used as a relaxant by Native Americans for child birth), cinnamic acid (known for its antimicrobial activity) and various flavanols such as catechin (disease-fighting compounds often found in tea), epicatechin, rutin (which strengthens blood vessels) and quercetin. Phenolic compounds commonly found in plants and agricultural products such as blueberries, tea, red wine and flax seed are also present in maple sugar and syrup. Unlike many processed, refined forms of sugar, maple sap is entirely unrefined and is only altered via the process of boiling the sap. The simplicity of the process ensures the preservation of antioxidants and other health benefits from the original source.

### PRACTICAL USES

Interested in the many ways in which you can implement Maple Plus into your everyday consumption or cooking? Here are some suggestions:

“It takes about 40 gallons of maple sap to produce one gallon of maple syrup.”

Beverage sweetener — as a healthier alternative to cane sugar, which is often processed, maple sugar has its own unique flavor. Similar to brown sugar and caramel, maple sugar is an excellent substitute for cane sugar as a sweetener in coffee, tea and other beverages.

Maple Plus suggests that, in using their organic maple sugar, lower heat and prolonged temperature preserve the maple taste, antioxidants and phenolic compounds.

Some ice cream stands in Vermont roll their soft serve ice cream (or what natives call “creemees”) in maple sugar, in a similar manner to the many vendors that use sprinkles. It's a delicious topping to ice cream and is less processed than add-ons such as rainbow sprinkles.

Maple frosting — if you're following any traditional buttercream frosting recipe, substitute maple sugar for confectioners sugar. In order to have the same consistency as confectioners sugar, blend the maple sugar at high speed for several minutes longer than recipes calling for powdered sugar.

Seeking a spin-off on cinnamon sugar on toast or French toast? Replace granulated sugar with maple sugar in your cinnamon-sugar combination for a delicious, creative twist on this classic, savory breakfast option!

TO LEARN MORE, VISIT [MAPLE PLUS ONLINE AT MAPLE-PLUS.COM](http://MAPLE-PLUS.COM) TO SEE A WIDE RANGE OF INFORMATION ABOUT THEIR PRODUCT, PROCESS, CANNABINOID LAB TESTING AND MUCH MORE.

### REFINED MAPLE SUGAR

Each 1.4 oz jar of Maple Plus comes with zero THC and 200 mg of CBD.






**RANDI BOICE**  
 Follow the photographer's work on  
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# CALCULATING YOUR EDIBLE'S DOSAGE


**DR. PEPPER HERNANDEZ**

When creating edibles, the exciting but sometimes challenging part of the process is making sure each edible has the correct dosage. Many of us want them to be consistent in strength across the batch. Here are some tips and tricks that may help beginners ensure they're calculating the correct amount for themselves.

## NO THIN' BUT BUTTA'

There are a few choices consumers have when infusing with cannabis. Some of the more popular options are: butter, avocado oil, coconut oil and olive oil.



**FIRST THINGS FIRST** - make sure you know the percentage of THC in the strain you plan to cook with. Many recipes call for strains that are about 10 percent THC. Strains that have 15-20 percent THC are above average, and those with 21 percent THC or higher are exceptionally strong. If you can't find plant breeding information or cannabinoid lab tests

"You don't actually  
 have to bake with  
 your cannabis butter  
 or oil; you can melt it  
 and drizzle it on top  
 of a finished food item."

for your strain, estimate at 15 percent THC to be safe. You can always eat more later.

For every gram of cannabis, the flower has 1000 mg of dry weight. If a strain has 10 percent THC, then 10 percent of 1000 mg would be 100 mg. For cooking at home, it's safe to assume that one gram of cannabis contains at least 100 mg THC.

Using this dosage measurement method, calculate THC per serving. Take the amount of ground cannabis, convert it to milligrams, and divide it by the recipe yield to determine a per-serving dose of THC. A starting dosage for beginners is 5 mg per serving (this is the California-mandated serving size for cannabis-infused edibles as of January 1, 2018). Three grams of ground cannabis equal 300 mg THC. Three hundred mg divided by the recipe yield (if a cookie recipe makes 60 cookies) equals 5 mg per cookie. If



## LAUGHY TAFFY

Cannabis edibles resemble all types of traditional candy.

you want to be even more cautious with your homemade cannabis butter or oil, use half the dosage (2.5 mg per serving).

There are various options for adding your cannabis butter, coconut oil or even concentrate into your edible for easy dosage. In this writer's opinion, below are three of the best ways to add THC with the proper dosage for cannabis butter or oil.

### 1. TRY IT YOURSELF

Personally sampling the cannabutter to figure out the effects is the best way to start. Typically, I'll try about half a teaspoon of my cannabutter on an evening or day when I don't have anywhere to be. I usually put it in a turmeric tea or coffee, but you can use it on whatever type of dish you'd normally garnish with butter. I find this to be a really good gauge of strength.

### 2. THINK ABOUT YOUR SERVING SIZE

This works in combination with tip number one. Once you've determined how much cannabis butter or oil makes an effective dose, you can easily figure out how much to include in a recipe. For example, let's say I'm making brownies and want nine servings. If I've determined that 1.5 teaspoons per serving is a good dose, then I need to use 13.5 teaspoons, or about 4.5 tablespoons, for the entire recipe. In this case, I'd use five tablespoons of cannabis butter or oil. If the recipe calls for more fat, I'll make up the difference with regular unsalted butter or coconut oil.

### 3. APPLY INDIVIDUALLY

This tip is particularly helpful if you're making a "mixed" batch of goodies – i.e., some infused, some not. If this is the case, I suggest apportioning your cannabis butter or oil individually. Let's imagine you're making cupcakes. First, make the batter according to the recipe (without fat). Then, once the batter is apportioned into the individual cups (but before baking) spoon a portion of cannabis butter or oil into the center of as many of the cups as you like. Bake according to the recipe instructions, and you'll end up with some cannabis edibles and some plain cupcakes. You don't actually have to bake with your cannabis butter or oil; you can melt it and drizzle it on top of a finished food item. If you've made an amazing pineapple turnover that you just know could be improved with the addition of THC, you can simply drizzle it on at the end.

Whatever you choose, make it with love. Try it out, and remember that everyone has different tolerance levels, so making the perfect batch for you is what you're going for.

# The Healing Rose

 PATRICK WAGNER | UPDATED BY EMERALD MAGAZINE  
REPRODUCED WITH PERMISSION BY MARIJUANA VENTURE

## ◀ HEALING ROSE OIL

Roll On Blends were created to be used on joints, temples, forehead, back of the neck and pressure points. They are great for on-the-go relief, and are made with only fast-absorbing oils that won't leave any greasy residue.



The Healing Rose, a family-owned topical manufacturer based in Andover, Massachusetts, has recently expanded its line of hemp-infused CBD salves. The company has five different lines of salves containing three different doses of CBD (150 mg, 300 mg, 600 mg): orange lavender with chamomile, juniper mint with chamomile and a raw cocoa formula for sensitive skin.

The company also manufactures an extra-strength peppermint spice salve that ups the dosage to 300 mg of CBD.

The salves contain a mixture of organic materials, including shea nut butter, olive oil, cocoa butter, beeswax and other soothing ingredients that moisturize skin and relieve itches and pains. They also ship products anywhere in the U.S.

"98 percent of the ingredients used by the company are organic, with only federal regulations barring the cannabis-based 2 percent from being certified."

UP UNTIL NEARLY two years ago, Laura Beohner had never heard of cannabis topicals.

Today her company's CBD-infused salves, body oils, bath bombs and lip balms can be found in 45 stores across 13 states.

"Right now, CBD topicals are how we meet the most people, but we want to go for licensing in Massachusetts and be able to provide full-spectrum products," that contain THC and other cannabinoids, says the soon-to-be 27-year-old co-founder and president of The Healing Rose.

In December 2016, Beohner helped start the company, which manufactures almost entirely organic topicals; 98 percent of the ingredients used by the company are organic, with only federal regulations barring the cannabis-based 2 percent from being certified. While the hemp extract comes from organic-style farms in nearby states, Beohner sources the rest of The Healing Rose's organic ingredients without leaving Massachusetts.

"We actually have an organic distributor right in Boston that we go to," Beohner says. "It's one of the best in the country, and we don't have to pay for shipping, since we can just go pick it up."

Beohner explains that because The Healing Rose only uses hemp-derived CBD extract, which contains zero THC, the company feels safe shipping across state lines without trouble from federal enforcement.

As a medical patient for five years, she decided even before graduating from college that her career would be tied to cannabis.

"I graduated when I was 24, so I pretty much went into this straight out of college," Beohner recalls. "All my business classes, all my marketing classes, all my consumer behavior classes, I would think: How does this apply to the cannabis industry?"

But it wasn't until she suffered a dislocated knee that she found her entrepreneurial muse. Within six months she had launched her business, starting out with just a handful of loans from family members and adding new products and sales accounts only when she was certain she could consistently meet her own lofty expectations. Maintaining organic standards is particularly important for Beohner, because so many beauty and wellness products come with unwanted side effects.

"When you use all organic ingredients, you're not going to get those pesticides and heavy metals that are on so many cosmetic ingredients," Beohner says. "A lot of people don't think about that, but when we got into organic skin care formulation, I just couldn't believe that these products were out there, and everyday people were putting them on their skin. It was kind of creepy."

The next step for Beohner is to expand The Healing Rose's product offerings to include tinctures. And if the company secures the appropriate license, it will eventually move into THC-infused products.

"We still have friends and family calling to donate, but we're pretty self-sufficient," Beohner says. "As we look to grow, we have those friends and family there, and they are pretty passionate about our company."

 TO LEARN MORE ABOUT THE HEALING ROSE, VISIT [THEHEALINGROSECO.COM](http://THEHEALINGROSECO.COM).

## ◀ HEALING ROSE HERSELF

Entrepreneur and founder of The Healing Rose, Laura Beohner.

## ▶ HEALING ROSE SALVE

The 2.25 oz Peppermint Spice Extra Strength CBD Herbal Salve (300 mg CBD) is made with mindful ingredients designed to relieve and soothe pain.





▲ **LOVE AT FIRST BITE**

Handcrafted, dark chocolate hearts bursting with creamy butter-scotch, salty potato chips, crunchy pretzels and a pinch of espresso.

▼ **SALTED CARAMEL COOKIES**

These cookies come in a 100 mg multi-serving pack for a controlled consumption experience.



in the 2017 documentary *Mary Janes: The Women of Weed*. She is also the author of *Sweet Mary Jane: 75 Delicious Cannabis-Infused High-End Desserts* and has been featured in *National Geographic*, *The New York Times*, and *Newsweek*.

While the baked goods have enjoyed great success, there are still many challenges Sweet Mary Jane faces as a cannabis company operating in a non-federally legal environment.

Most banks in the United States are federally chartered, meaning they are restricted from doing business with cannabis companies. Not having access to a bank account causes concerns around safety and logistics for transporting and handling cash. Furthermore, cannabis companies don't have the same tax-deductions benefits as other businesses, and are scrutinized by high rates, making it much more difficult to turn a profit.

potato chips, crunchy pretzels and a pinch of espresso. These edibles were awarded first place in the 2017 THC Classic Competition.

Salted caramel cookies are another local favorite with a nod to the traditional chocolate chip cookie but with the added bang of sea salt and caramel. These cookies come in a 100 mg multi-serving pack for a controlled consumption experience.

Currently, Sweet Mary Jane products appear in over 300 dispensaries in Colorado, serving both medical and recreational consumers, with future plans to expand into the California market.

**CHALLENGES IN THE INDUSTRY**

Karin has been a well-respected woman entrepreneur and an advocate in the cannabis community for over nine years. Her valuable work in this space was recognized



▼ **WAKE AND CAKE**

Birthday cake brownie with white chocolate and rainbow sprinkles.

# SWEET MARY JANE CO.

Vibrantly Infused Desserts

LUCY DAGNILLO | GREEN LOVE MEDIA

**BAKED GOODS HAVE** always been a passion for Karin Lazarus, Founder of Sweet Mary Jane Co., based in Boulder, Colorado.

In 2009, Karin won the Tutti Foodie-Scharffen Berger Chocolate Adventure contest for her chocolate-filled pandan dumplings. After receiving the prize money, she saw an opportunity in the cannabis industry and decided to test her luck with infused baked goods.

With little prior experience of baking with cannabis, Karin started using cannabis-infused butter to familiarize herself with different ratios and flavor profiles in order to determine the best pairing for her treats.

After years of trial and error, Karin now uses high-quality distilled tetrahydrocannabinol (THC) in her edibles.

Distillate is her preferred application of infused cannabis, as it contains no residual flavors or aromas, making it much easier to combine in her products without compromising taste.

**THE BAKED GOODS**

Sweet Mary Jane Co. aims to source high-end, fresh, vibrant ingredients for their small batch, custom made, artisanal desserts.

The process starts with premium cannabis, quality chocolate, pure vanilla and organic oils to produce various infused cookies, truffles, chocolates and caramel corn. The company also takes special care to source natural preservatives in order to bring the shelf life of these products up to six months.

One of the best sellers is the True Confections bite-size peanut butter filled pretzel confection wrapped in chocolate and drizzled in white chocolate. Each custom-made, 150 mg multi-serve package contains 37.5 mg in each confection.

Love At First Bite chocolates are handcrafted, dark chocolate hearts bursting with creamy butterscotch, salty

“...Sweet Mary Jane products appear in over 300 dispensaries in Colorado, serving both medical and recreational consumers, with future plans to expand into the California market.”



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**Zachary (Business Owner):** Can you provide some clarification on crop coverage? What types of crops are covered? What is the coverage against? And How do you calculate coverage?

**Theresa:** That is a great question Zachary, and I am happy to provide more information for you. First and foremost, it is important to clarify that currently only crops grown indoor and in approved greenhouse facilities can be covered. Unfortunately, outdoor crops cannot be insured at the moment, this is across the board with cannabis crop insurance but we are working on a solution for outdoor crops.

Now I want to give you a little more information on what is covered when we refer to crop coverage. Crop coverage refers to protection from damage or loss of cannabis crop during all covered cycles of cultivation. Crop insurance may provide coverage for the following:

- ✓ Seeds
- ✓ Seedlings/Clones
- ✓ Vegetative Plants
- ✓ Flowering Plants
- ✓ Harvested Plants
- ✓ Finished Stock

The coverage can cover loss due to the following circumstances:

- ✓ Theft
- ✓ Fire
- ✓ Explosions
- ✓ Vandalism
- ✓ Equipment Breakdown
- ✓ Environmental Control/Monitoring System
- ✓ Automated Pumps & Compressors
- ✓ Interruption of Service

Now for your last question, coverage will be calculated depending on information you provide. We take into account your estimated number of harvests per year, how many ounces you produce per plant and the average wholesale value of the plant as well as the number of plants in the different growing stages. Based on this information we will calculate coverage. Your premium is based on the maximum value you have in each stage at any given time.

It is important to note that the crop coverage is dependent on several safeguards that must be in place. Here at Cover Cannabis we have been insuring Cannabis Operations for more than 10 years. We'll walk you through the entire process. Call us today and let's explore your options.

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**GENERAL LIABILITY – PRODUCT LIABILITY – CROP COVERAGE – WORKERS COMPENSATION**



#### KARIN LAZARUS

Founder of Sweet Mary Jane Co.  
Boulder, Colorado.

#### PEPPERMINT CHOCOLATE TRUFFLES

Coated in thin mint cookie crumbs.



Despite having to change banks on at least nine occasions, Sweet Mary Jane remains positive about the future of cannabis. The company has been working more creatively with its staff to cut labor costs in order to retain the high-cost, high-quality ingredients needed to provide consumers with that special experience.

Karin credits the success of Sweet Mary Jane Co. to her staff, stating that they are “incredibly impressive and passionate about what they do. They motivate and inspire one another. They are invested in our company, and we feel blessed to have them.”

She also touts the support she receives from her daughter, Lucie, who joined the company in 2016 after graduating from George Washington University, making Sweet Mary Jane Co. a family affair.

#### FUTURE OF INFUSED TREATS

As states continue to legalize, expect more infused cannabis products to pop up on the market. Many consumers are opting for edibles as a discrete, smoke-free way to enjoy cannabis.

Enthusiasts will now have the ability to make a choice about what types of products they want to consume, with ever greater consideration to ingredient lists and the quality of production.

Companies such as Sweet Mary Jane Co., which are specializing in small batch, high-quality products, will continue to enjoy success as a result of this increased demand for a more healthy, conscious form of consumption.

LEARN MORE ABOUT SWEET MARY JANE'S PRODUCTS  
AND WHERE TO PURCHASE IN COLORADO HERE  
[ILOVESMJ.COM](http://ILOVESMJ.COM).

#### KARIN CREDITS THE SUCCESS OF SWEET MARY JANE CO. TO HER STAFF...

**“[THEY ARE] INCREDIBLY IMPRESSIVE AND PASSIONATE ABOUT WHAT THEY DO. THEY MOTIVATE AND INSPIRE ONE ANOTHER. THEY ARE INVESTED IN OUR COMPANY, AND WE FEEL BLESSED TO HAVE THEM.”**

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“More people want smokeless options and more precise dosages, and infused foods offer effective alternatives...”



## BILLIONS BAKED IN

 MELISSA HUTSELL

**SPENDING ON LEGAL** cannabis is projected to reach \$57 billion by 2027, according to BLS Analytics and ArcView Market Research. Considering that only 5 percent of the world’s population lives in regions where it’s possible to purchase legally, how will the world consume billions of dollars worth of cannabis? The answer is edibles.

Canna-cuisine has come a long way from homemade magic brownies to become a multi-billion-dollar market. Chocolate-dipped strawberries, iced coffee, fettuccini Alfredo, Buffalo-style vegan wings, breath mints... there is hardly a recipe that can’t be infused nowadays. For the first time since legalization, this market is enticing high-end foodies and food makers and is making its way onto mainstream menus.

These imbued goodies are dominating not just the cannabis industry, but foodie trends all over. This year, the Specialty Food Association (SFA) declared infused edibles to be one of the top 10 major food trends of 2018. Other foods that made the list include algae and other meat substitutes, Filipino cuisines and goth food.

Product diversity gives the edible market a leading edge. While the brownies-to-bourgeoisie evolution is trending, candy — including cookies, gummies and baklava — remains a favorite among U.S. consumers. Per the BLS’s “Roadmap to a \$57 Billion Worldwide Market,” candy (40 percent) and chocolate (21 percent) sales far outnumber the sales of other edibles, such as beverages and baked goods, in dispensaries on the West Coast and in Colorado.

### ▶ EXPERIMENTING WITH EDIBLES

Cooking with cannabis at home is a popular go-to option for many consumers. Learn more about proper dosing on page 16.

### ◀ BAKING WITH DELIGHT

Brownies and cookies rank high on the edibles list in regards to popularity amongst consumers.



### Top Consumers, According to Eaze Insight’s 2017 State of Cannabis Data Report:

1. Generation Xers
2. Generation Zers
3. Millennials
4. Baby Boomers

### Most Popular Products in Each State:

California: brownies, baklava, chocolate chip cookies  
Oregon: gummies, taffy  
Washington: mints, hard candies  
Colorado: gummies

The *Emerald* wants to know — what are your favorite edibles or medibles? Tell us or show us on Instagram @TheEmeraldMagazine.

# The World’s an Oyster for Infused Edible Consumers

Infused foods are particularly popular in California; residents spent more than \$180 million, or 10 percent of total state cannabis sales, on edibles in 2017 alone.

According to Forbes.com, that number is only expected to rise — and not just in California. “Sales of pot-infused treats increased 121 percent last year in Washington state [...] And since Colorado first allowed recreational cannabis use, sales tripled from \$17 million in the first quarter of 2014 to \$53 million in the third quarter of 2016.” The international edibles market is only expected to grow as more countries legalize, and more application methods become available to more people.

The popularity of the market can be, in part, attributed to the availability of CBD-only infused products and micro-dosed goods. More people want smokeless options and more precise dosages, and infused foods offer effective alternatives for medical and recreational users alike. The BLS cites research that shows that products with 5 mg of THC or less are the top sellers in legal states, and also finds that one-third of consumers seek low-dosage options.

According to Eaze’s “2017 State of Cannabis Data Report,” people “reach for edibles because the effects are stronger, and longer lasting than other methods,

without any kind of smoking or inhalation.” The report also found that these products — also known as “medibles” — are commonly used as alternatives to sleeping pills or anxiety medication.

Just as humans seek alternatives for themselves, they want it for their pets too.

It’s no wonder that cannabis infusions caught the attention of the pet supplies industry which is another multi-billion-dollar market. Americans last year spent nearly \$70 billion on their furry friends. The amount spent on hemp-based or CBD-infused animal goods rose more than 1,000 percent last year, according to the trader’s blog, INO.com.

Whether it’s for the two or four-legged, infused goodies are driving commercial cannabis into the future and introducing more consumers along the way, making it possible to break bread, and stigma, together.

 VISIT THE EMERALD MAGAZINE’S ENTRÉE SECTION FOR EXCLUSIVE RECIPES ALL YEAR ROUND. IF YOU’RE NOT IN THE MOOD TO MAKE YOUR OWN, CHECK OUT THE EMERALD’S GIFT GUIDE FOR A LIST OF TASTEFUL GOODIES.



PLANTS GROWN IN LIVING SOIL HAVE HIGHER BRIX SCALE READINGS, WHICH CORRELATE TO OVERALL PLANT HEALTH AND RESISTANCES TO PESTS AND MILDEW INFESTATIONS.

# Digging the Global Dirt

26 WITH DESTINY GROW SYSTEMS' FOUNDER, JAMIE MORRISON

 DIANA TRIMBLE

IT'S HARD TO believe that this year marks the 40th anniversary of Bill Mollison and David Holmgren's massively influential book *Permaculture One* (Corgi, 1978). In that relatively brief period of time, the notion has traveled from Australia's eco-philosophy fringe to the cutting edge of worldwide land management and design theory. Those who live in the Emerald Triangle can testify to the widespread knowledge and implementation of permaculture techniques, in settings from home gardens to farms, that has become commonplace in California. In the beginning, Bill and David described their new concept as being an "integrated, evolving system of perennial or self-perpetuating plant and animal species useful to man." True to type, permaculture itself has evolved and so, therefore, has its definition, as evidenced on the website for David's permaculture design firm, Holmgren Designs, which gives a more modern description of "consciously designed landscapes" based on mimicking nature's own interdependent patterns, applicable to human culture as well.

It's this last part — that permaculture not only inspires the creation of real-world sustainable farms and gardens, but is ripe with equally rich metaphors for fine living — that this writer finds particularly fascinating.

With those ideas in mind, I put some questions to Jamie Morrison, founder of Destiny Grow Systems, a Canadian company applying permaculture principles to the creation of a complete kit of high-end, integrated products, from specialized soils to a pH-balancing "water conditioner" that is engineered to the needs of the cannabis plant at different stages.

I wanted to know Jamie's view of the connection between the living soil movement in the cannabis scene and the global permaculture movement. Just a fad, or here to stay?

**JAMIE MORRISON:** I think the living soil trend is driven by people that just simply want to know what goes into producing their own food and medicine. The industrial food supply chain is not exactly trustworthy! They are also the people that are growing their own food or at least looking into what they're consuming in their daily lives. For how much fun my generation pokes at the millennials, I've noticed a great number of them adopting organic/vegetarian/vegan lifestyles, and they are very aware of what they are consuming. I think there is going to be a continuing trend of global permaculture methods: small scale home gardens right up to community efforts. If we can keep the younger generation's hands off their phones and into the soil, the future just might be alright.

While this writer agrees with Jamie that there is more widespread awareness among millennials, I also find that they can be guilty of spreading nutritional misinformation used to bolster philosophical theories that are not scientifically sound (such as "veganism = categorically better"). So, I can't help wondering whether cannabis smokers will really be able to tell the difference between chemically pumped-up bud, grown under lights in a warehouse, and the sun-grown, organic bud, or if it's all just hype and "woo woo" marketing. Jamie firmly rebuts this.

**JM:** There is a noticeable difference between organically produced (living soil) cannabis and salt-based nutrient-feed programs. Not only are the terpene/flavonoid profiles enhanced (due to the plants (having been) taken care of by organic growers, but [myself] and a lot of my colleagues over the years who have produced organically, can walk you through a garden and show you one particular branch out of thousands that is just a little bit more special. It's this type of involvement that makes for an end product that you can just tell is of a higher quality. It's not just hocus pocus, it's backed up now with science. Plants grown in living soil have higher Brix scale readings, which correlate to overall plant health and resistances to pests and mildew infestations. (Brix scale is a hydrometer scale for measuring the amount of sugar in a solution at a given temperature which is crucial in order to max out terpenoid production.)

Jamie says that settling arguments about which is better is "now as easy as laying down a lab test result for comparison."

This newfound access to science means that DGS can back up its claims with data. For exam-

ple, for large growers DGS tests soil samples over the duration of their grow cycle, and adjusts the soil recipes for the individual genetics they are working with, "tuning the soil" to maximize the desired genetic expression.

As interdependence and symbiosis underpin permaculture philosophy, I wanted to know Jamie's thoughts on collaboration in the cannabis scene and how it's changed over time, especially in the era of decriminalization.

**JM:** Years ago, it was very difficult to learn new tricks of the trade without doing things by trial and error. No one would talk about what they were doing, because that was just how it was back then. We didn't have labs that we could send our soil off to for analysis. We would just adjust based on results. Very time consuming. When things started to open up legally, the knowledge started flowing freely, and there was collaboration and sharing of information that I believe moved the industry forward immensely. I learned more about analyzing soil in a year from my good friend David Perron (M.A., agronomy) than I had in the previous twenty of doing things the old-school way.

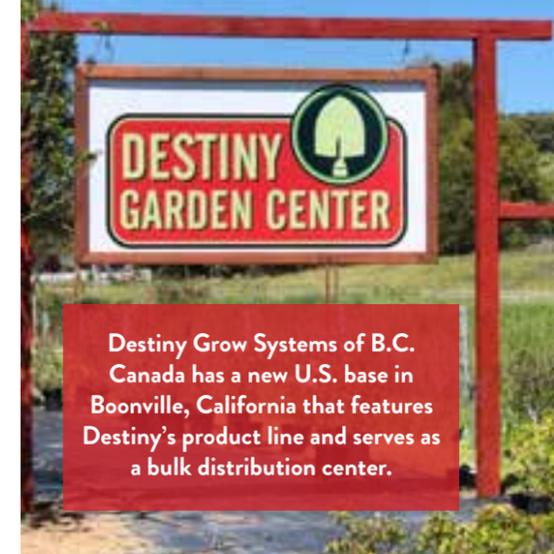
Unfortunately, it's now swinging back the other way, not because we're worried about people finding out what we do, but because no one wants to give up a competitive advantage or be bound by a non-disclosure or non-compete contract. Welcome to the new world of cannabis cultivation!

As I've noticed in other articles and interviews with Jamie, and on the DGS website, he's eager to spread the praise around and give credit to others.

**JM:** I owe a lot of the success of our company to all the friends and colleagues that I've worked with over the years. I've been very lucky to have had some great people involved that have gone on to become successful in other fields and some that are moving forward into the new era of this industry.

I wanted to know what other difficulties, besides new codes of secrecy, he thought some people from the "old-school" might be facing in this transitional phase.

**JM:** The business of cannabis has evolved dramatically in a short period of time. It's been tough for some people to accept where it's going, be-



cause they've spent decades building the foundation of what is now a massive industry and feel as though they're being left behind. It's harder than you would think for someone that has lived in the shadows for decades to walk into a government building and fill out an application to legally do what they have already been doing for years and, arguably, helped to create. There is a lot of room in the industry for people that want to continue—they just need to adapt and find their niche. Just like growing back in the day, there will be challenges.

Ever the optimist, Jamie concludes on a positive note that "growers in general are resourceful, are used to hard work and find ways to get it done."

This same optimism marks his response when I ask him one of my favorite questions: Do you think that ethical cannabis cultivation has a connection to other progressive developments taking place worldwide in terms of social justice, consciousness-raising and cultural innovation?

**JM:** There is a connection between the ethical cannabis cultivators out there and the idealism leftover from the '60s and '70s. The folks producing this way are either from that era or the children of them and have been instilled with that freedom-fighter spirit that, hopefully, we can pass along to our children. There will always be that spirit in some circles of cannabis production. That is my tribe! I would love to think that being an ethical producer would translate into every aspect of one's life—doing the right thing becomes contagious and just feels right. This attitude breeds consciousness as to what is going on worldwide.

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

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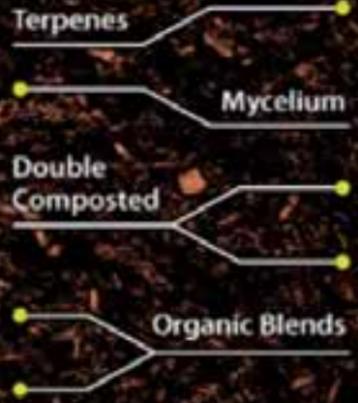
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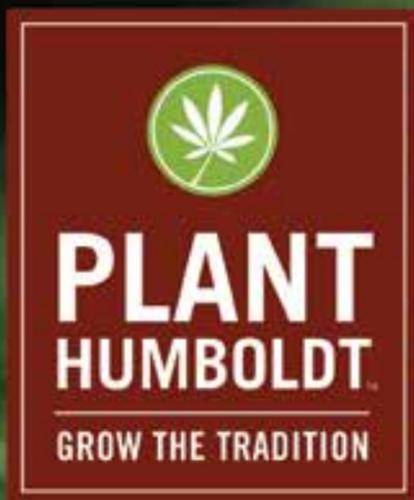


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±80 Ac w/PG&E, timber, cabin, garden sites, outbuildings, Interim Permit for 19,600 sf OD



**WILLOW CREEK - \$1,500,000**  
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New 4,500 sf building zoned C-2 w/ hwy 299 frontage, 2 addresses, ADA compliant. OMC.

**WILLOW CREEK - \$579,000**  
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**WILLOW CREEK - \$750,000**  
±21 acres w/ PG&E, well, pond, water storage, gardens, shop. Permit app for 43,560 sf od.

**WILLOW CREEK - \$675,000**  
±160 Acres w/ water, PG&E, lg flats, greenhouse. Interim permit for 24,500 sf OD.

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

**HAWKINS BAR - \$419,000**  
**Reduced Price!**  
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**WILLOW CREEK - \$1,599,500**  
STAMPED PERMIT for 20K ML. ±10 Acres w/ solar, pg&e, public water, ADA process shed.

**HAYFORK - \$2,600,000**  
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**WILLOW CREEK - \$525,000**  
±80 Acres w/year-round creek, flats, mountain views. Permit app for 17,500 sf outdoor and 2500 sf mixed light.

**ORLEANS - \$800,000**  
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**DINSMORE - \$525,000**  
±40 Acres with 2/2 home, well, spring, septic, 3 ponds, barn & outbuildings, flats. Interim permit for 10,800 outdoor.

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**Reduced Price!**  
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**Reduced Price!**  
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**BERRY SUMMIT - \$499,000**  
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# Emerald

12

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13

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14

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15

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# Emerald

16

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17

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Kreaky Honey \$20  
Kreaky Olive oil \$20  
Kreaky Maple Syrup \$20

18

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**“IN THE CHAOTIC, EVER-CHANGING WORLD OF CANNA-BUSINESS, WORKING WITH MEG AND BRETT IS AN EASY CHOICE. THEY ARE EXTREMELY ORGANIZED AND KEEP THEMSELVES UP TO DATE ON CHANGING TAX LAWS. THIS ALLOWS ME TO STAY TOTALLY FOCUSED ON WHAT I DO BEST, GROWING.”**

**- CHRISTOPHER METZ, CEO GREEN BEAR FARMS**



# ROLLING HILLS

— BOOKKEEPING —



1. Brett and Meg Gonsalves officially opened the doors to Rolling Hills Bookkeeping in October of 2016.

2. Meg Gonsalves, right, prepares financial records for clients of Rolling Hills Bookkeeping, who work within the cannabis industry.

3. Giving back to the community is extremely important to the team at Rolling Hills Bookkeeping. They donate their time to fundraising and volunteering at the San Andreas Rotary.

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**IN OCTOBER OF 2016**, Brett and Meg Gonsalves officially opened the doors to Rolling Hills Bookkeeping, a family-operated firm specializing in the California Cannabis Industry, with their main office located in the heart of Calaveras County.

Both Brett and Meg came from corporate backgrounds and hated the distant feeling they often came with. They wanted to focus on building relationships based on mutual respect and honesty with clientele as there were services out there for cannabis farmers and dispensaries, but most were remote and hands-off. At RHB, getting to know each client and determining their needs and how best to set them up for success has become a way of life.

Within nine months of opening, RHB went from 23 clients to a whopping 160. Not wanting to grow too fast and lose touch with clients, RHB brought on

### Services through Rolling Hills Bookkeeping

- Full-service bookkeeping; data entry, reconciliations, expense allocations, state and federal form preparation assistance
- CDTFA sales tax filings
- Monthly personalized financial statements and report preparations
- Online cloud-based accounting platform through Xero
- Payroll assistance through Gusto
- State and federal tax return preparation and assistance provided through our independent - CPA consultant team
- Client training to give you the tools needed to take an active role in your business's finances

**“You guys are amazing at the work you do. You are genuine, helpful, respectful, inspiring human beings. You have been a blessing to this entire community. I’m honored and blessed to have made such friends through common interests, work and activism.”**

**- Sarah Hodson,  
CEO Blazin’ Trails Inc.**

FEATURE ADVERTISEMENT



2



additional support staff, Alea Christensen and William Davies, to balance the influx and make certain that everyone who walked through their doors got the dedicated, personal time that they deserved.

Over the past two years, RHB has become a hub for the commercial cannabis industry in Calaveras County. Brett and Meg have been very active members of their community, serving as board and staff members of the Calaveras Cannabis Alliance in 2016 and 2017, donating their time to fundraising for the local food bank and volunteering as San Andreas Rotary members. Meg has helped to fight an impending local cannabis ban by serving as treasurer for not one, but three political campaigns. Giving back to the community is extremely important to the team at RHB. They devote substantial time to maintaining and improving the ability of their clients to do business on local and state levels in every way possible.

3



From dispensaries to farms, every aspect of the cannabis industry is well cared for and educated when they become a client of RHB.

“Our focus has always included educating our clients on proper accounting and solid business practices. Most farmers are just that; farmers. They know how to grow, and that’s how it should be. There’s never judgment from RHB if you don’t know what a profit and loss report is. That’s our job; to teach you and work with you. Watching our clients become successful is the biggest reward possible for us. Getting to be involved in a new business from the ground up and working to make that company fruitful, it doesn’t get much better than that.”

*- Brett and Meg Gonsalves, co-founders RHB*

**“On the day my farm suffered the shut-down of all its bank accounts, Rolling Hills Bookkeeping immediately called my CPA and lawyer and took point on creating a new business entity to handle all banking for my business. They then spent most of the day on the phone with me, walking me through how to make my finances work for vital transactions that couldn’t wait. I had a new business and bank accounts within 24 hours and didn’t miss a single payment. Rolling Hills Bookkeeping have built a service structure that can not only handle the unique challenges of the cannabis business, but expects them, turning what constitutes an emergency for most bookkeeping companies into just another day at the office for them and their clients.”**

**- Caz Tomaszewski, Executive Vice Chair  
California Growers Association; President Sevro, Inc.**

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# Babinka Treats

Glittered Ganja, Cannabis  
Cakes and Dank Doughnuts  
- Medicine Never Looked So Good!

A doughnut a day keeps the doctor away? While the need for medicinal cannabis research persists, Babinka Treats takes doughnuts and other baked goods to task, delivering compliant cannabinoids and smiles.



 SHANNON PERKINS  @BABINKATREATS



# LOS ANGELES

1. Vegan, mini, non-medicated doughnuts baked for a unicorn party.
2. Celebrate your special day with a 500 mg strawberry butter cream covered chocolate cake.
3. Circus Animal Cracker doughnuts.



1

**MICHELLE ARANETA**, a Texas transplant to Los Angeles, officially started Babinka Treats in 2015, though the baking was born as an outlaw. “It was something I would do with my best friend as an annual thing. We made [cannabis-infused] edibles for this 4/20 reggae festival for personal use and for friends,” Araneta explained during a phone interview. “I’m from Texas, so I was making these edibles in Texas,” she said, adding that it was not exactly legal. Spurred by requests, Araneta started to sell small batches to friends during college. After graduation, she was a social worker for four years. “It’s such a depressing job,” recalled Araneta, “I drank more than anything. Every weekend [I] was like, ‘I need a drink.’ I would wake up in the morning hating my job, and at 29 [years old], I was thinking, I shouldn’t be feeling like this. Something inside of me said, ‘Go ahead. Quit your job. Move to LA.’”

After Araneta dedicated years of college and career to social work, her mother responded to the cannabis career change with, “Follow your dreams!”

So, Araneta packed up and made her move to the City of Angels.

Originally, Babinka Treats were made with cannabis-infused butter which Araneta made herself in a lengthy process, followed by the baking and decorating phase. Now she infuses coconut oil with *San Fernando Valley (SFV OG)* as shatter from Sticky Fingers Caregivers, a Southern California cannabis collective. Sticky Fingers Caregivers create concentrates from their own harvest of organic, sun-grown cannabis plants. With Shatter’s 80 percent cannabinoid content, it has a higher potency than

## “[BABINKA TREATS] INFUSES COCONUT OIL WITH SAN FERNANDO VALLEY (SFV OG) SHATTER FROM STICKY FINGERS CAREGIVERS COLLECTIVE.”



2



3

cannabis flowers which, when smoked, carry 5 percent to 18 percent cannabinoid content, according to Yasmin Tayag in the *Huffington Post* article “What Is ‘Shatter’ Weed and Is It the Future of Marijuana?”

In a 2017 paper from the U.S. National Library of Medicine (NLM) entitled “Tasty THC: Promises and Challenges of Cannabis Edibles,” the collection of authors concur that reliable clinical studies on the medicinal or healing effectiveness of cannabis and its components are sparse or nonexistent, largely due to the U.S. Drug Enforcement Administration’s (DEA) classification of cannabis as a Schedule I drug, defined as having “no medical use.” The paper goes on to project that the momentum of cannabis legalization at the state level “for medicinal or recreational purposes-

es may serve as an impetus for funding additional high-quality studies on the effects of cannabis on health and in treatment of disease.”

Until these studies are conducted, and results released, one way to see whether Babinka Treats edibles work for you is to treat yourself to one ... or more! Babinka Treats edibles range in potency, custom fit for each order. Whether it’s 100 mini doughnuts with 5 mg of THC in each or one, truly unique, glitter unicorn birthday cake with 500 mg, the high is reliable. Friendly reminder: Consume responsibly! Start small, even with mini-sized treats. These potent edibles are accurately measured. Even the 5 mg mini doughnuts and cookies may leave the most experienced of cannabis foodies feeling happily high. Babinka’s non-medicated treats are worth mentioning, and devouring, for the non-cannabis treat-lovers. There’s something special about these tiny Babinka Treats doughnuts, with or without the weed.

Araneta’s skills put Babinka Treats at top-shelf quality; every baked goody looks and tastes delicious and dank. With Babinka Treats, cannabis cookies taste like cookies, not chlorophyll. The idea for infused doughnuts started in none other than a doughnut shop itself!

“I would go to California Doughnuts in Koreatown and stand in line thinking, ‘Man, these doughnuts are so awesome. They should make these medicated...’ and that’s when the light bulb went on,” recalled Araneta. When asked about how legalization has affected Babinka Treats as a business, Araneta explained, “It hasn’t really slowed me down, but it has given me obstacles as far as not being able to get into as many shops as I would like.”

As Babinka Treats continues to navigate the ever-evolving world of legal cannabis in California, wild dreams fold into realistic goals. “I want to open a little Babinka bakery, where people can come in and pick non-medicated [and] medicated [treats]. If someone places a custom order or cake order, I don’t have to meet them at a coffee shop, I can meet them at my bakery.”

**BABINKA TREATS CAN BE FOUND IN SELECT SOUTHERN CALIFORNIA DISPENSARIES, AT SOCIAL CANNABIS EVENTS, ON FACEBOOK AND INSTAGRAM AND VIA E-MAIL: BABINKATREATS@YAHOO.COM.**



## RAW CHOCOLATE

# Cannabis Butter Spheres

👤 DR. PEPPER HERNANDEZ

### INGREDIENTS

- 1 cup of 100 percent raw nut butter (smooth)
- 4 tablespoons of raw agave syrup, for taste
- 2 tablespoons coconut flour
- ¼ teaspoon of fine grain sea salt, for taste
- ¾ cup raw dehydrated cranberries
- ½ cup cannabis infused coconut oil
- ½ cup raw cacao powder

### DIRECTIONS

Stir the jar of nut butter well before using. In a large bowl, mix together the nut butter and agave syrup vigorously for 30-60 seconds, until it thickens up. It will go from runny to thick during this time.

Stir in the coconut flour until combined. We're looking for a texture that isn't too sticky, but not too dry either. Let it sit for a couple of minutes to firm up, as the coconut flour will continue to absorb moisture with time. Add a touch more coconut flour if necessary. Or, if it's too dry, add a touch more syrup.

Add salt for taste, and stir in.

Shape into small balls.

You can do the next part in various ways. Either mix the cannabis coconut oil and cacao powder together (optional ½ cup raw agave for taste) to make a medicated raw chocolate that will cover the ball. If you're planning to use specific dosages, set that aside and make another batch with coconut oil and cacao only for dipping.

With a fork or toothpick, dip the balls into the melted raw chocolate of your choice. Tap off excess chocolate on the side of the pot, and place the ball on a plate or cutting board lined with parchment paper. Repeat for the rest. Save any leftover melted chocolate.

Place balls in the freezer until firm.

Dip a fork into the leftover melted chocolate or designated cannabis oil mixture, and drizzle it on top. (If you want to measure your dosage this is the time to add your medicated raw chocolate.)

Freeze the balls for another 10-15 minutes until the chocolate is set.



Preparation Time  
**25-30 minutes**



Portion for  
**4 People**



Served  
**Cold**

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HUMBOLDT/MENDOCINO COUNTY LINE

GINNIE MATHEWS, ESCULENT OILS

## SWEET CHERRY COULIS

With sweet cherries in season, here is a healthy, quick and easy, lick-the-bowl-clean seasonal recipe at your finger tips.



Preparation Time  
**30-45 minutes**



Portion for  
**6 People**

### INGREDIENTS

2 pounds of fresh sweet cherries  
½ cup granulated sugar  
¼ cup water  
1 tablespoon of high-quality balsamic vinegar  
3 teaspoons Organic Canola Cannabis Oils (O.C.C.O.) (15 mg THC per serving)

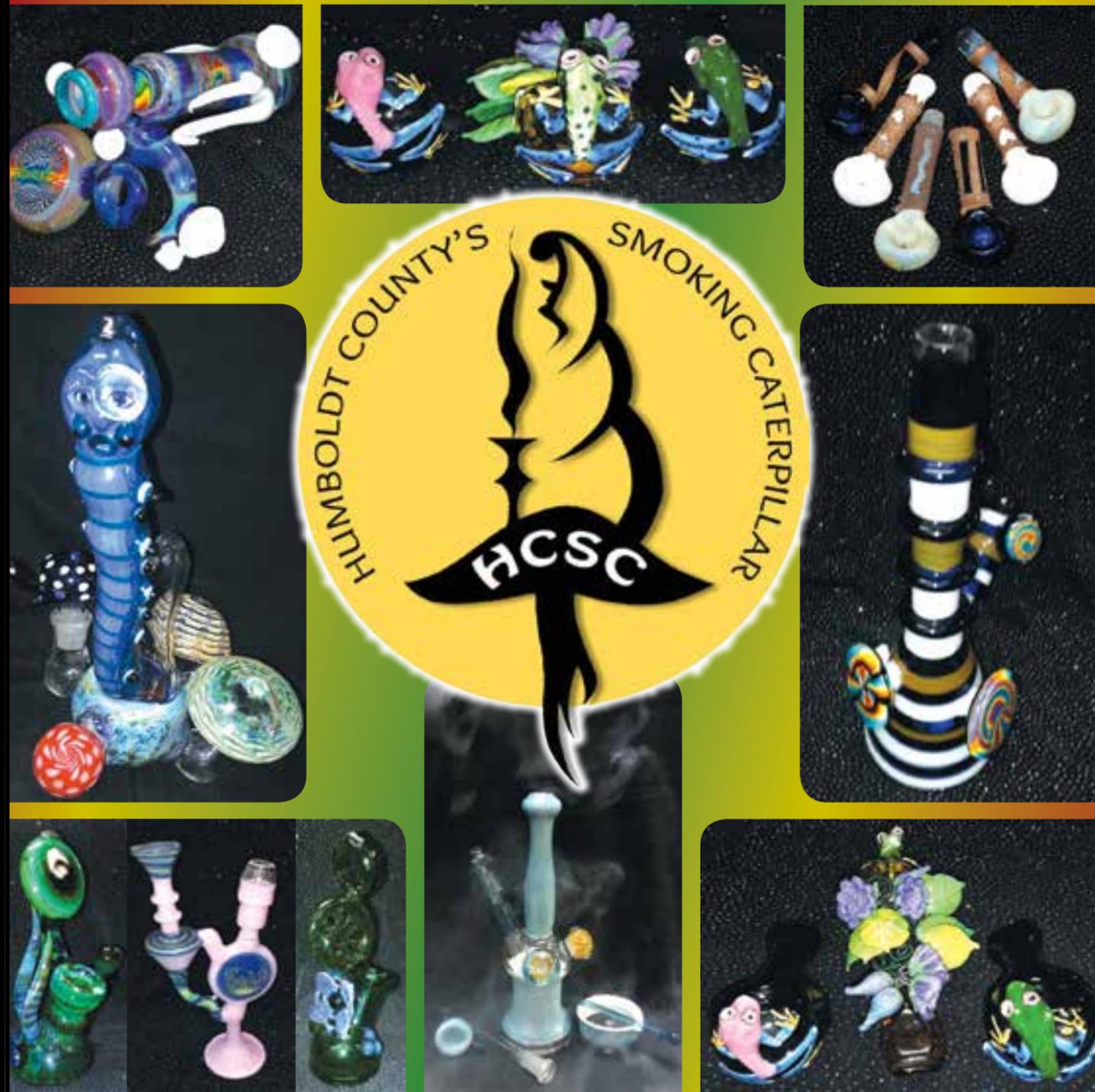
Balsamic vinegar has been produced since the Renaissance, and is highly valued by chefs and gourmet food lovers. The good stuff from Modena, Italy has been aged for at least 12 years and is pricey but worth every penny. It's used sparingly and can be stored indefinitely in a cool, dark place away from heat. Treat yourself or someone you love. I promise you won't regret it.

### DIRECTIONS

Pit the cherries using a pitter, or cut the cherries in half, and place in a saucepan. Sprinkle sugar and water over the cherries. Mix well, cover and bring to a very slow simmer for around 30 minutes, or until the cherries release their juices.

Remove the cover, and simmer to slightly thicken. Gently mash any remaining cherries with the back of a large spoon. Let the liquid cool completely, then add the balsamic vinegar and O.C.C.O. while stirring. Keep refrigerated until serving time. You could also serve this coulis warm, which is a divine contrast to the cold panna cotta (recipe on page 49). It's also fabulous over French or regular vanilla ice cream.

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# PERFECT PANNA COTTA

GINNIE MATHEWS, ESCULENT OILS

This Italian dessert is made with sweetened cream, which is thickened with gelatin.



Preparation Time  
**30-45 minutes**



Portion for  
**6 People**

## INGREDIENTS

- 4 cups of half and half
- ½ cup sugar
- ½ teaspoon high quality vanilla extract
- ½ teaspoon almond extract
- 3 packets unflavored powdered gelatin
- 6 tablespoons cold water

## DIRECTIONS

Lightly oil six custard cups with neutral-tasting oil, or one quart-size mold.

Add water to a bowl and sprinkle in the gelatin until completely dissolved, then let it stand for five to ten minutes.

Heat the half and half and sugar in a pan until the sugar is dissolved, but do *not* let it come to a boil.

Remove from heat, and add vanilla and almond extract.

Add the cool, dissolved gelatin to the pan, and stir until the spoon has no trace of gelatin or sugar on the back.

Pour the mixture into the prepared custard cups or jello-type mold, and chill in the refrigerator until firm, which will take at least four hours.

Run a sharp knife around the edge of each panna cotta, and unmold onto plates or serving bowls with generous amounts of cherry coulis, or serve right in the custard cup with a generous serving of coulis on top.

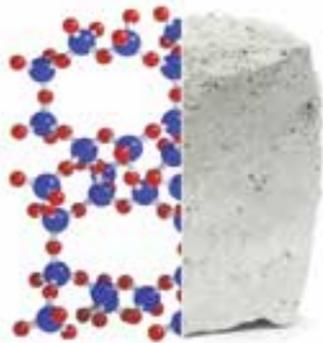
## NUTRITIONAL INFORMATION

Fresh cherries are nutrient-dense treasures and good sources of vitamin C, carotenoids, fiber, melatonin, potassium, phytochemicals, which are linked to inflammation control, and anthocyanins, which are linked to insulin control and neuronal cell protection.

The powdered, unflavored animal gelatin we use in our panna cotta is a great source of protein and collagen, frequently linked to healthy hair, skin and nails. Vegetarian gelatin is made from seaweed and sold as agar.



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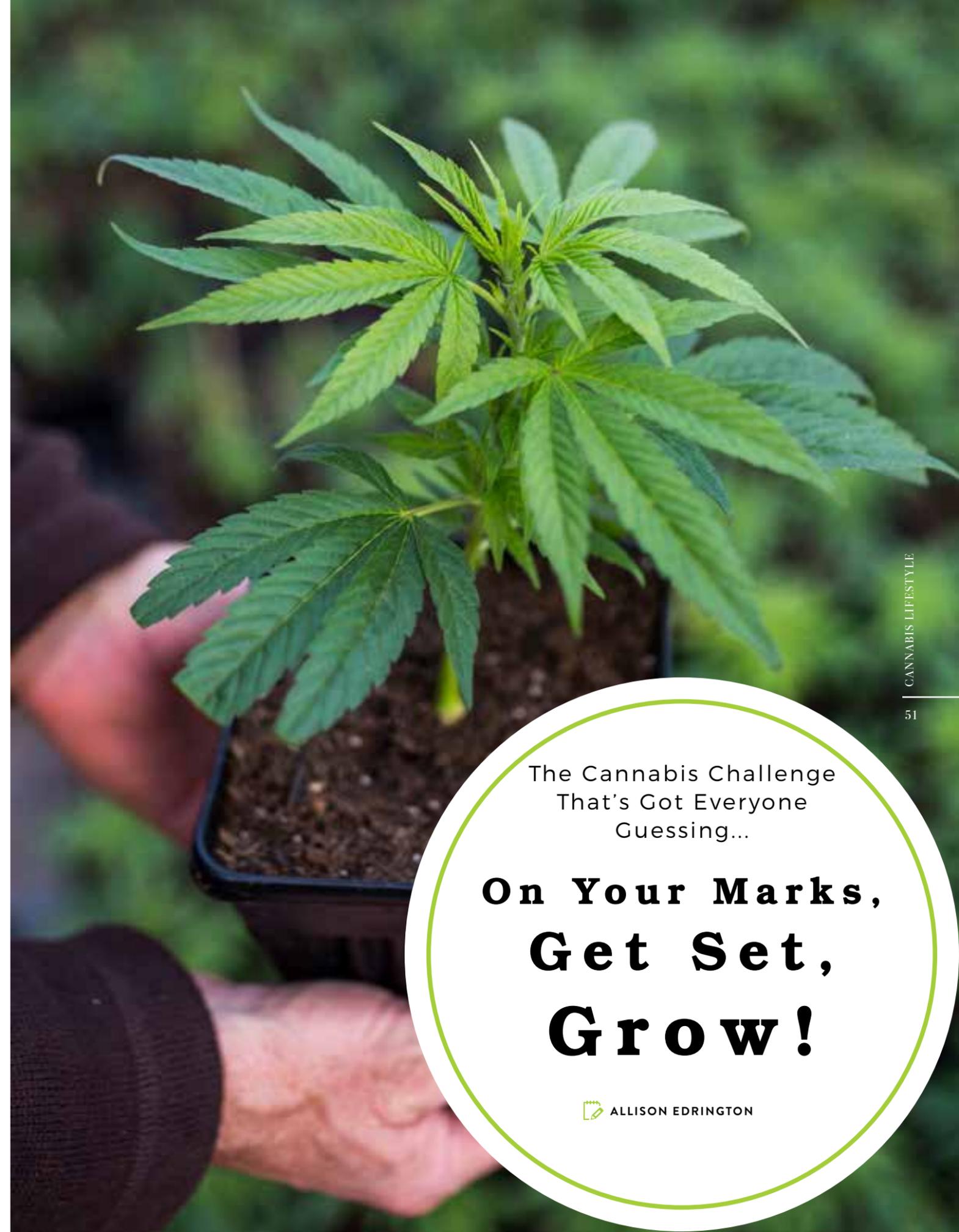
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Grow!**

 ALLISON EDRINGTON

▼  
**JAKE BROWNE**

The Grow-Off co-founder poses for a picture with his family.



**A MYSTERY STRAIN** has taken root in dozens of farms across Northern California. Quietly growing alongside the rest of the cannabis crops, farmers have high expectations but don't know what to expect as these unknown plants begin to flourish. How much space will they need? How thirsty will they be? What colors will the final flower have? Will it sell?

"That's all part of the Grow-Off Competition — a no-judge, all-skill cannabis challenge," says co-founder Jake Browne. The Grow-Off began in Colorado in 2016, and now they're hosting their second California competition. Browne says they've given out nearly \$50,000 in cash prizes since the competition's inception, so the stakes are real.

"The mystery strain is part of the challenge. You need a breadth of experience," Browne asserts. "You can't just go to a message board and get a tip on what they think it should be. They need to understand how the plant works and diagnose based on past experience."

"..For many years, it was important that people not have their identity out there, because they didn't want to be behind bars. We can provide them a platform to grow openly and have a chance to see what their peers are doing as well."

"...We live on the coast, the way we water and the way we feed is minimal... We have to watch our moisture content..."

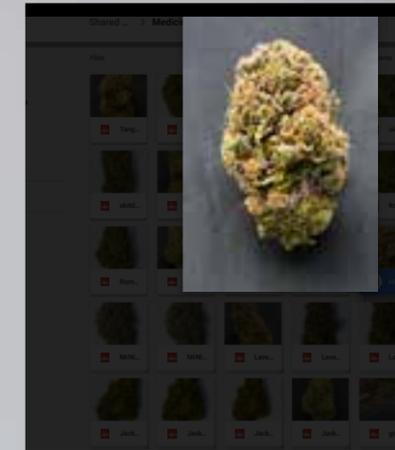
There's no public event, but you can see how competitors are doing if you search #thegrowoff on Instagram. Farmers will post their progress throughout the season (and you can add to the rampant speculation)!

**HOW THE COMPETITION WORKS**

All farmers who signed up received the same two cannabis plants. Competitors don't know what they're growing, but each day of the season reveals a little more. Lucienne Cabeen, co-founder of Forever Honeydew Farm and competitor in the NorCal Grow-Off, opines that not knowing is part of the fun for her and co-founder Paul Cabeen.

"We're really curious to know how it's going to turn out," Cabeen chimes. "When the time comes, we'll be making clones. It's exciting; it's a mystery." What she does know is how the Grow-Off clones are doing on their family farm in Humboldt County. "We treat them with a lot of love, and they love it on our farm."

When the season is done, Browne says every Grow-Off entry has a full lab analysis. Co-founder of Medicine Wheel Farm, Sara Trapkus, admits she's excited to see not only how their mystery clones grow but also how their final flower will stack up against the rest of the competitors. "The different climates and cultiva-



▲  
**PRIME SELECTION**

The Grow-Off challenge allows users to view flower submissions on a digital platform.

tion methods will change each farmer's harvest, even though they're all growing the same strain," Trapkus says.

"I have a lot of interest in understanding how strains act differently, depending on where they're grown and how they're grown," Trapkus enthuses. "I felt like participating in this competition would allow us to start that conversation and look at some data."

Whoever grows the flower with the highest total cannabinoids and highest total terpenes will become the new Grow-Off winner. In simple terms, cannabinoids are the compounds like THC and CBD that can provide relief for patients. Terpenes are what give cannabis flowers (and every other plant) their aroma and may impact how cannabinoids are absorbed by the body.

Wonderland Nursery in Garberville worked with the Grow-Off competition to provide this year's genetics to participants. Founder and Cultivation Director Kevin Jodrey said the growers will have to be flexible throughout the season if they want to take home the prize.

"What you'll really find out is what production methodologies work better — period," says Jodrey.

Where the farmer grows will also impact the kind of flower they harvest and maybe the prize they can win, Jodrey explains. "The highest cannabinoids will come from highest, dry places and the highest terps will come from places that are a little more moist. It doesn't favor anyone, because they're both a bit different in how they get driven."

**HOW GROWS IT?**

Browne says farmers are a few months into the Nor-Cal competition. Farmers should now have plants out of nurseries and into gardens but, beyond that, the cultivation practices vary widely among competitors, he suggests. Some farmers grow veganically (only vegan inputs), some use regenerative farming, and at least one is growing in an old 7-11, under eight-foot ceilings.

"We have this whole farm-to-table movement going on in the restaurant industry but in cannabis, so few people know who their growers are," Browne says. "That makes sense. For many years, it was important that people not have their identity out there, because they didn't want to be behind bars. We can provide them a platform to grow openly and have a chance to see what their peers are doing as well."

Just talking with a few of the competitors, there were already clear differences. At Forever Honeydew Farms, Lucienne Cabeen said her family works as a team to farm in an ecological way. From solar panels to natural inputs, she says ecological farming is the only way to go, because "you have to take care of your environment." Like many of their competitors, they're using light deprivation to grow. It's a method that manipulates the light cycle of the plant to increase growing speed. The Cabeens' plant is in hoop houses that they cover with tarps.

"This is our lifestyle. Work and life come together here. It's a magical place to live," Cabeen says. "It's close enough to the ocean, but not too close. Really sunny with nice, cool air and that's perfect for the plants."

Over at Medicine Wheel Farm, Trapkus says they take a holistic approach to growing that incorporates methods from several practices for building soil and feeding plants. Their Grow-Off clones are in planted bags like the rest of their crop. Trapkus tells us that co-founder Sean O'Connor uses a rainwater catchment system, solar exhaust fans and compost tea to keep their footprint small and their plants happy.

"We brew our own compost tea, and the amendments we add to our water are biologically alive, so we're seeding the soil and plant with all the beneficial



organisms to help strengthen the overall health of the plant,” Trapkus informs us. “Because we live on the coast, the way we water and the way we feed is minimal. Because we have to watch our moisture content, we microdose the plant, lightly feeding them a little bit with every watering.”

This coastal spot is more than just a farm to Trapkus and O’Connor. All three of their children were born there and still live there, “I feel really blessed that we get to spend time together, to be together and share meals together.”

Further south, in Mendocino County, the Redwood Remedies team have taken a more high-tech approach with a focus on organic practices. Director of Operations Elexa Richard says they brought the Grow-Off competition clones into their fully automated, all-season greenhouse using HID lighting and natural sunlight. So far, the mystery plants are thriving.

Richard confirms that Redwood Remedies is one of the only Clean Green Certified farmers in the Grow-Off this year. “It will be interesting to see how the implementation of our incredibly organic methods will shape up against other people’s methods.”

**WHAT’S THE STRAIN?!**

Owner Operator Derek Gambrel of Redwood Remedies has been raising the Grow-Off clones firsthand. He is a Purdue graduate of horticulture production and marketing with a background in forestry seedling production. He didn’t have any solid guesses on what the strain might be, but there are some indicators as to parts of its heritage.

The plant is very symmetrical and rounded in “almost a globular or Christmas tree kind of structure,” he says. He elaborates by stating that, as it grows, it’s forcing a lot of laterals and wants to go as wide as it is tall, which makes him think it has a heavy indica growth pattern. But beyond that, the truth of its genetics is anyone’s guess.

👉 **WHAT STRAIN DO YOU THINK IT IS? FOLLOW THE PROGRESS OF FARMERS, AND MAKE YOUR OWN GUESSES ON FACEBOOK, TWITTER OR INSTAGRAM @THEGROWOFF OR #THEGROWOFF.**

**HIGH TIMES**



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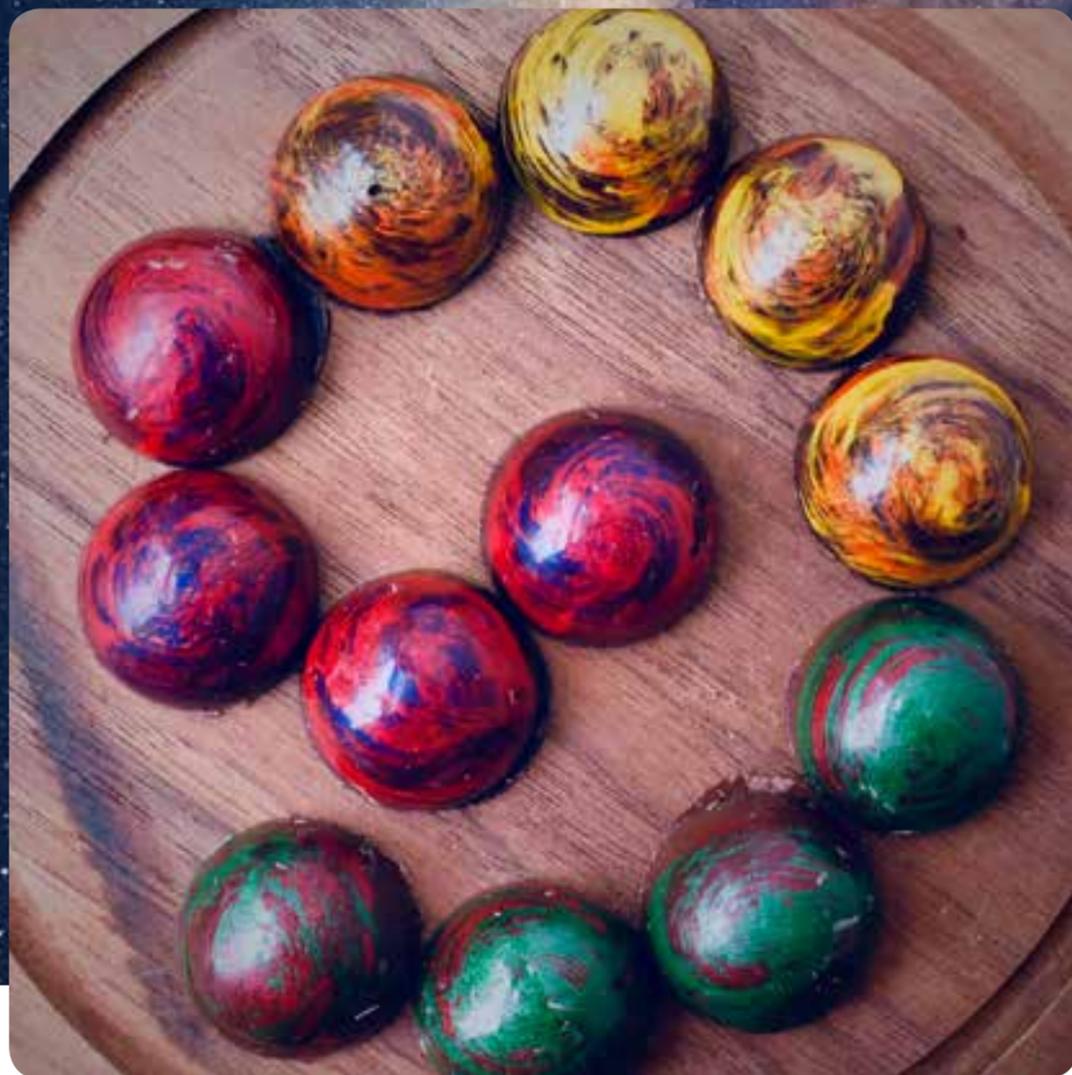
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# OUTER GALACTIC CHOCOLATES

FOR AN OUT-OF-THIS-WORLD EXPERIENCE

 NORA MOUNCE



“...each chocolate mold is hand-painted with green, red and gold swirls of colored cocoa butter.”

**WHAT IF KING** Midas’s magical power could have transformed everything he touched into a healing herb? Or chocolate? A Greek mythological figure, King Midas’s omnipotent fingers are metaphorical of man’s singular desire for wealth. Do such fantasies still dominate our reality? In 2018, evidence of a cultural revolution is everywhere. Cannabis is rapidly being legalized across the nation, and reports show that millennials place a higher value on wellness than on income. While legalization has pushed the herb into regulated systems of government oversight, the recreational market offers consumers the freedom to create their own gilded fantasy.

From deep within the Emerald Triangle, Outer Galactic Chocolates is a small company riding the tide of the evolving cannabis industry. Offering handcrafted cannabis-infused chocolate truffles, their products are deliciously old-school amongst a sea of infused water, tea and bath bombs. Like an Ella Fitzgerald song playing at a rooftop party, Outer Galactic Chocolates are timeless, elegant and fitting for nearly every occasion.

Outer Galactic Chocolates is the natural progression of a friendship between a chef and a farmer. A resident of Mendocino County and a cannabis farmer since 1982, Jeff Stewart is the former owner of The Chief Smokehouse (now known as The Big Chief) on Highway 101 in Laytonville. After hiring Jim Halpin as his chef at the barbeque outpost, the pair often stayed up late, talking about their passions and ideas. Before landing on the West Coast, Halpin trained at the Callebaut Chocolate Academy in Chicago and taught at culinary schools all over the country. Leveraging Halpin’s expertise as a chocolatier and access to premium, sustainably grown Mendocino cannabis, the pair launched Outer Galactic Chocolates, promising their customers “space travel from your couch.”

## MENDOCINO COUNTY

The county of Mendocino is located roughly five hours south from the Oregon border.

## THE OUTER BOX

See for yourself the magic on the inside.



Each colorful box of Outer Galactic Chocolates contains eight gleaming truffles. Following new state regulations, a chocolate truffle packs 10 mg of THC. While Stewart admits that the dose may fall short for serious medical patients, the potency is approachable for new cannabis consumers. Using a recipe and design refined by Halpin, each chocolate mold is hand-painted with green, red and gold swirls of colored cocoa butter. The finished product is a gleaming piece of edible art that reiterates the brand’s celestial vibes. When creating Outer Galactic, a book of Hubble Space Telescope photos helped to inspire the company’s vision. “If we could make chocolates like that, it felt like a connection between art and farming,” explains Stewart, whose wife is a dedicated Trekkie.

Outer Galactic Chocolates are available in three flavors – dark, milk and sugar-free chocolate – but Stewart and Halpin have plans to create CBD-infused chocolates and possibly caramels. “Whatever we do, we want to make the best,” explains Halpin, whose culinary mantra is “Quality, consistency, and cleanliness.” His work hasn’t gone unnoticed. The chocolatier was awarded with “Best Dark Chocolate Hybrid” and “Best Chocolate Truffle” by *Edible Magazine* and took home the prize for “Best Chocolate” at the Emerald Cup in 2017.

While Outer Galactic Chocolates rival the depth of flavor and quality of any premium chocolate, Stewart and Halpin are excited about the health benefits of edibles over smoking. Stewart, a longtime smoker, has personally cut way back since he started enjoying the small luxury of eating an infused dark chocolate after dinner. “We’ll see that increase as health awareness rises,” explains Stewart.

Looking to add a little sweetness to your life? Ask your local dispensary about Outer Galactic Chocolates. The chocolate truffles are carrying on the legacy of Mendocino County’s farming heritage and artisanal lifestyle with every bite.

# A New Medium CREATED WITH CANNABIS

 NORA MOUNCE  AMY KUMLER

**GROWING UP IN** Humboldt County, cannabis was never a big part of Sarah Lesher's life. Homeschooled until sixth grade, Lesher remembers being a fairly sheltered kid who wasn't exposed to cannabis until the more experimental years of high school. After graduation, Lesher followed in the path of so many restless teens before her and left home, spending time in Mexico and Santa Cruz before enrolling at the San Francisco Art Institute. After a few years defining her artistic identity, Lesher returned to Humboldt for a summer job on a farm.

"Until then, I didn't understand how much cannabis was part of the culture in Humboldt," says Lesher. She soon found farm life to be unexpectedly sweet. Lesher began saving money to support her art career and concurrently became a highly proficient trimmer. In 2012, she launched the design company Metropolis/Wilderness with fellow artist and former partner Michael Kahan. Eventually opening a studio together, the duo created a series of collaborative prints, launched a line of handmade home textiles and created logos for local businesses. The geometric pastel images in their printmaking projects are minimalist and feminine, hinting at the sharp edges of loneliness.

In 2015, Lesher and Kahan parted ways as creative partners. It was a painful separation but one that ultimately opened doors for Lesher's solo artistic vision. With her sophisticated style and knowledge of the cannabis industry, Lesher joined the creative team at Haiikuu Design, a Humboldt County cannabis marketing agency. Collaborating with the Haiikuu team on branding and logos for clients like Kiskanu and the Humboldt County Growers' Association, Lesher recalls a whirlwind period of projects as the cannabis industry was transformed almost overnight.

Last fall, Lesher exhibited a series of seven text-inspired prints at the Black Faun Gallery in Eureka. In each print, pink or metallic colored letters appear to hover above a blank canvas, telling viewers to *Panic* or *Do You*. With explicit meanings that appear as oversimplified as the application, each of the prints represents sequential stages of a break-up story. Recalling her own encounters with love and change, Lesher's prints express universal emotions by using everyday raw materials in the artwork.

In the leading image, *FixFixFix*, Lesher created the lettering by dismembering an iPhone. After pulling out the electronic guts, she crushed up the screen, mixing the remains with tobacco and coffee. "So much of our relationship stuff happens on the phone now," explains Lesher. Knowing only too well how an iPhone can painfully memorialize a relationship into a digital time capsule, *FixFixFix* flips the script by using the physicality of an iPhone. In *Break Up*, Lesher uses sugar only somewhat ironically; euphoria and sweet relief can often accompany a break-up. The sweetness of *Break Up* is followed by print number four, *Cry It Out*, which uses ink made from dried rose petals.

In the sixth print, a luminous green iPhone bubble can only manage one word – chill. At the time Lesher created the print, she was working on farm trimming premium *OG Kush*. "It took me all day just to get a pound and half," she remembers. For seasoned trimmers (or "manicurists," says Lesher with a laugh), one and a half pounds isn't a number you're proud of at the end of the day. To the outside world, trimming cannabis has always been a job shrouded in mystery and myth. While making several hundred dollars in cash per day was once a reality, it came at the expense of working 12-to 18-hour shifts, rarely standing to stretch, pee or eat. Lesher remembers being frustrated working on the *OG* buds – they were beautiful but simply couldn't be rushed. It was what it was. In *chill*, Lesher used ground-up trim from the *OG Kush* to make the earthy, lime-green colored ink.

At stage seven, the last print in the series, the image quietly reads, *crush in pale green*. Lesher created the signature ink by grinding up *Sour Diesel* trim from a farm where she trimming four pounds a day. The image represents closure and moving forward, much of which she credits to the cannabis industry. "Both farms were really great places and growing super good quality weed," remembers Lesher. "I worked there, so I could take time off to make art." The reward for clocking up so many 16-hour days was the financial stability that eventually allowed Lesher to relocate to Los Angeles. Aside from a decent wage, many have enjoyed the grounding, healing and meditative benefits from the repetitive process of trimming.

"Cannabis has been a huge part of my development as an artist," explains Lesher. Although she takes Humboldt Apothecary tinctures for wellness everyday, Lesher rarely smokes and was never a big cannabis consumer. But for an artist from Humboldt County, cannabis is inextricably linked to Lesher's personal story. "My life at that point was trimming," she says.

Today, the artist and designer lives in the Eagle Rock neighborhood of Los Angeles and keeps a studio at Werk Artz in Chinatown. The changes Lesher sees in the cannabis industry are different in the city, but overall she's positive about the potential for a healthier economy and new platforms for storytelling to emerge. "Obviously, things are going to change. The amount of money people will make is going to be different, but the tradeoff will be things being more regulated and safe. I don't think it was healthy for me to be working 16 hours a day without any benefits or health insurance. Trimming will be a normal job, not something you have to whisper about and hide from your friends and family.

Though living hundreds of miles from the beauty and hard work of farm life in Humboldt, Lesher is helping to share stories about her home through branding, packaging design and social media. In 2018 many cannabis farmers have gone public for the first time, sharing photos about their daily life, farm and families – a very personal process.

In her work for HumFarms, a leading brand of sustainable cannabis, Lesher spearheaded the Magic Maker campaign to showcase various Humboldt County artists on Instagram. It's widely known that Humboldt County is home to more artists per capita than anywhere else in California. By blending the region's talents with the cultural history of cannabis, Lesher's campaign is helping to bolster much-needed positive development for the region while at once showcasing authentic Humboldt stories.

As far as her own work, Lesher is still painting and creating art every day. Lately, she's been working on some bigger pieces and is picking up new projects through collaborations with other designers. "I'm finally in a groove," says Lesher.

 TO SEE SARAH LESHER'S WORK AND SHOP FOR PRINTS, VISIT HER WEBSITE AT [SARAHLESHER.COM](http://SARAHLESHER.COM) OR ON INSTAGRAM.



**“THE NEUTRAL GRAIN SPIRIT THAT SERVES AS GIN’S BASE CAN BE DISTILLED AND/OR INFUSED WITH A MYRIAD OF BOTANICALS, HERBS, SPICES, FRUITS AND EVEN VEGETABLES THAT CAN MAKE THE FINISHED PRODUCT SPICY, SWEET, BITTER OR DRY...”**

Tafoya explains that *Gin Lane* was created in tandem with another print called *Beer Street*, which shows happy Londoners lifting steins of beer with smiles on their faces, relaxing with their lovers and enjoying life. “Gin Lane was basically propaganda,” he says, commissioned by beer companies losing money during an epidemic of British gin drinking that was so rampant — estimates claim that the English drank over two gallons per person annually — that it became known as the Gin Craze. “There was a political movement to get rid of gin in London. There was a massive stigma against it. Gin’s been so demonized... it’s a lot like cannabis in that way.”

The similarities don’t end there. Juniper, like cannabis, has a history of medical applications as well. The first juniper-derived drink, jenever, was created in sixteenth-century Holland as a curative for the digestive and immune system problems. Soon enough, gin was adopted by the English, who used it for other health issues. “The gimlet [gin and lime juice] was created to treat scurvy in British sailors,” Tafoya notes. “Gin also masked the taste of quinine in the tonic used to fight malaria. It’s been a medicine for as long as anyone can remember, again, just like cannabis.”

Tafoya attributes today’s resurgence in gin’s popularity to several factors. It’s easily and quickly produced; whiskey distillers have to wait three to five years for their product to mature, but one gin distillery he’s visited has its product bottled and ready for market in just four days. The craft beer crowd has also inspired people to order something a little unusual or adventurous. He also credits the rise of Hendrick’s a few years ago. Hendrick’s shook up American palates by getting its trademark flavor (and biggest selling point) from cucumber. “A lot of companies have dropped down the piney taste to get rid of that London Dry style,” Tafoya says of the astringent quality that can be a dealbreaker for those on the fence about drinking gin.

Flipping the script on traditional gin taste is part of the strategy behind The Winslow as well. “There are so many more aspects to the drink. We wanted to reintroduce that wave of gin companies that have emerged over the past few years.” The success of introducing cucumber into gin demonstrates a versatile nature on a par with wine. The neutral grain spirit that serves as gin’s base can be distilled and/or infused with a myriad of botanicals, herbs, spices, fruits and even vegetables that can make the finished product spicy, sweet, bitter or dry — something you can’t do quite as successfully with other liquors.

One way The Winslow opens people up to the possibilities of gin is through its gin club: a 90-minute social event during which patrons receive a cocktail made from a sponsor distiller’s stock, learn some gin history, get some hands-on bartending experience by mixing two or more cocktails themselves, share hors d’oeuvres that complement the drinks and answer trivia questions for the chance to win a bottle from the evening’s sponsor. The gin clubs are only held on select Tuesday nights, so if you’re looking for a more immediate way to up your gin game you can do one of the bar’s gin flights anytime you visit.

The Winslow’s gin flight provides 1 oz. pours of four different gins served on ice in 5 oz. glasses and can be sampled with or without tonic at the customer’s request. Looking over the bar’s Ginventory — an impressive list of 40 gins bound inside upcycled hardcover book jackets — I consulted the menu’s Flavor Notes Key and went outside my comfort zone to choose ESP Smoked, distilled in Manhattan, and Brooklyn’s own Dorothy Parker brand. Asked to offer her own insight, the bartender Emma immediately poured Uncle Val’s Botanical Gin, a Tuscan inspired California gin, and Gin Mare from Spain. Emma also chose the tonic, 1714, from Argentina.

**ESP SMOKED**

FLAVOR NOTES | Bitter and citrus

BOTANICAL PAIRING | Orange slice, black pepper

RESULT | My instinct was right with this one. Dark and very enjoyable, its applewood smoke flavor comes through nicely before a peppery finish.



# GETTING IN THE SPIRIT

## THE NEW WAVE OF GIN

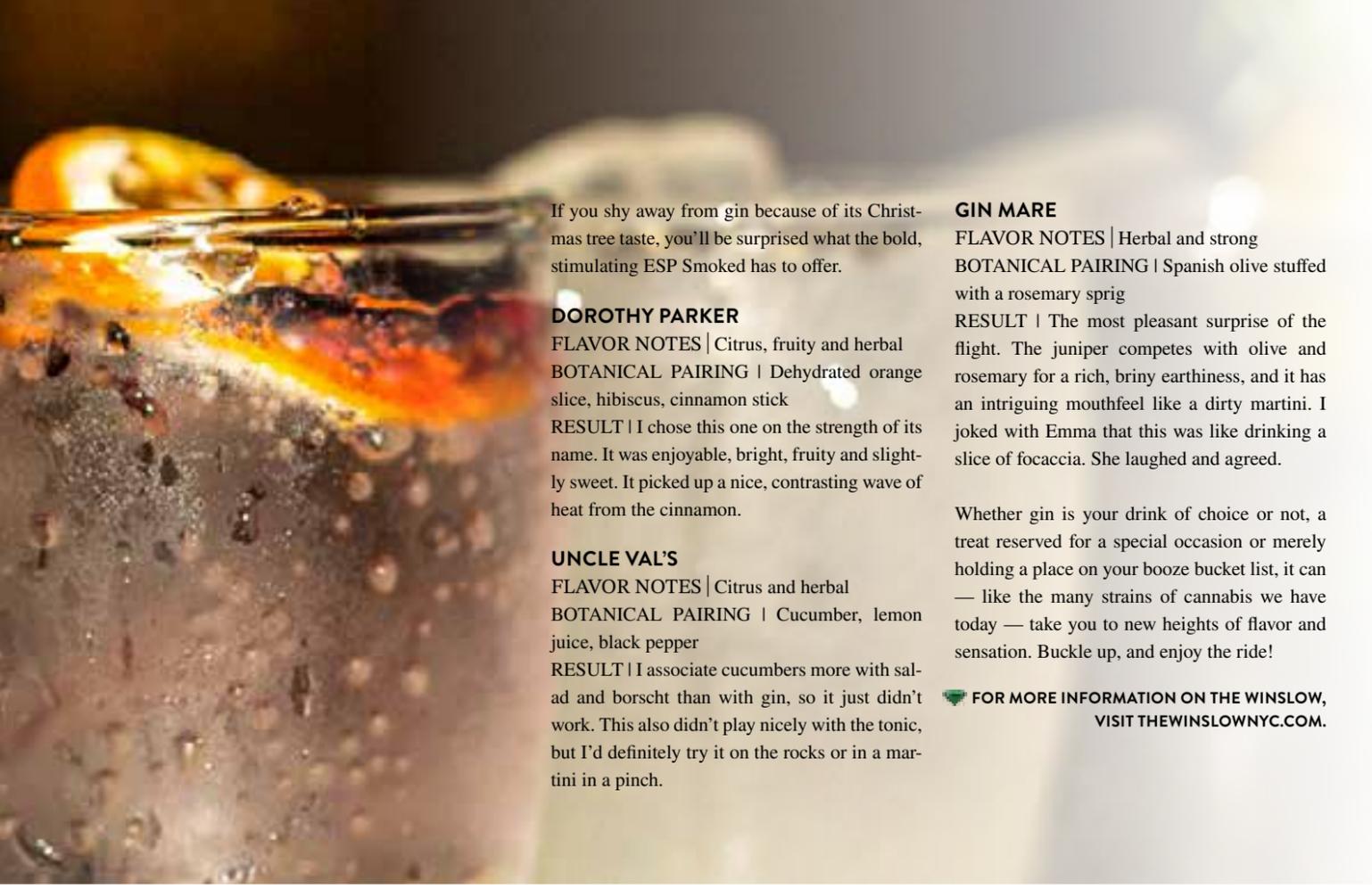
 ERIC DANVILLE

**IMAGINE A PLANT** so versatile that it can be used to treat ailments affecting your skin, heart and immune system. Imagine that it’s also a popular intoxicant, used recreationally for hundreds of years by millions of people around the world. Then imagine a massive, class-based smear campaign launched by companies whose bottom line it threatens, labelling that plant the drug of choice for low-lives, degenerates and criminal minorities. Then imagine it’s the rising star in a multi-billion-dollar industry with an ever-growing and increasingly positive public profile.

The plant is, of course, canna— Oh, no, wait. It’s juniper.

The small, round berries from the juniper tree — which are actually classified as a spice and not a fruit — that give gin its distinctive and dominant piney flavor have a lot in common with the flowering buds of the cannabis plant. Just ask Mark Tafoya, co-owner of The Winslow, a British-themed bar in the East Village of Manhattan. “Beer companies paid for that,” he says, pointing to a small print entitled *Gin Lane*, which hangs in a corner of the bar’s spacious back room. Created by William Hogarth in 1751, the morbid engraving shows Londoners living in poverty and squalor. On one side, a drunken woman is being carried away in a wheelbarrow, while in another a child fights a dog for a bone in the street — all the result of their penchant for gin.





If you shy away from gin because of its Christmas tree taste, you'll be surprised what the bold, stimulating ESP Smoked has to offer.

**DOROTHY PARKER**

**FLAVOR NOTES** | Citrus, fruity and herbal  
**BOTANICAL PAIRING** | Dehydrated orange slice, hibiscus, cinnamon stick  
**RESULT** | I chose this one on the strength of its name. It was enjoyable, bright, fruity and slightly sweet. It picked up a nice, contrasting wave of heat from the cinnamon.

**UNCLE VAL'S**

**FLAVOR NOTES** | Citrus and herbal  
**BOTANICAL PAIRING** | Cucumber, lemon juice, black pepper  
**RESULT** | I associate cucumbers more with salad and borscht than with gin, so it just didn't work. This also didn't play nicely with the tonic, but I'd definitely try it on the rocks or in a martini in a pinch.

**GIN MARE**

**FLAVOR NOTES** | Herbal and strong  
**BOTANICAL PAIRING** | Spanish olive stuffed with a rosemary sprig  
**RESULT** | The most pleasant surprise of the flight. The juniper competes with olive and rosemary for a rich, briny earthiness, and it has an intriguing mouthfeel like a dirty martini. I joked with Emma that this was like drinking a slice of focaccia. She laughed and agreed.

Whether gin is your drink of choice or not, a treat reserved for a special occasion or merely holding a place on your booze bucket list, it can — like the many strains of cannabis we have today — take you to new heights of flavor and sensation. Buckle up, and enjoy the ride!

FOR MORE INFORMATION ON THE WINSLOW, VISIT [THEWINSLOWNYC.COM](http://THEWINSLOWNYC.COM).

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**SPICY WATERMELON SHOOTERS**

**NORA MOUNCE**

At the apex of summer refreshment, fluorescent booze-spiked slushies shimmer like a vacancy sign on an empty highway. To keep sugar and alcohol levels at a happy medium, we zipped these refreshing watermelon margaritas in the blender with nothing more than watermelon, ice, lime juice and tequila. A hint of savory smokiness from the chili powder-salt rim elevates the flavor and complexity. Top each shooter with a micro slice of green jalapeño and a float of cannabis tincture for a spicy and medicinal bite of summer fun.

**RECIPE**

Makes eight 1 oz shooters

**INGREDIENTS**

- ½ small seedless watermelon or ¼ of a large watermelon
- 2 oz fresh lime juice
- 2 oz tequila
- 1 jalapeño, thinly sliced and seeds removed
- 1 teaspoon kosher salt
- 1 teaspoon chili powder

**DIRECTIONS**

Scoop red flesh from watermelon and process chunks in a blender for 30 seconds. Pour juice through a fine mesh sieve into a liquid measuring cup. Add tequila and lime juice.

Prepare the shot glasses: Combine kosher salt and chili powder (add more as needed, keeping 1:1 ratio) in a shallow dish. Run a wedge of lime around the top of each glass before dipping in the salt-chili powder combination. Fill each shot glass with watermelon margarita mixture. Top with a thin slice of jalapeño, being diligent to remove seeds. Finally, add 0.25 mg of your favorite cannabis tincture to each shooter. I always use a CBD tincture when combining with alcohol, but use your own discretion and be sure to appropriately label the drinks. Cheers!

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GINNIE MATHEWS, ESCULENT OILS

## DANK SPUD



Preparation Time  
**20-30 minutes**



Portion for  
**8-10 People**



Boiled New Red Potatoes tossed in a simple, yet delicious Dijon mustard vinaigrette with scallions and fresh herbs.

This potato salad can be served cold or at room temperature. The flavor further develops as it sits, making it an ideal dish to bring to a backyard potluck, picnic or park or on a mountain hiking trail, since it does not include mayonnaise or eggs.

### DIRECTIONS

Place the potatoes in a large stockpot, and cover with salted water. Bring to a boil, and cook until the potatoes are fork tender (20 minutes). Drain and allow to slightly cool. Cut the potatoes to a reasonable bite size. Combine the vinegar and mustard in a large bowl. Slowly whisk in the olive oil along with O.C.C.O.

Slowly add the vinaigrette to the still slightly warm potatoes to taste, and mix gently but thoroughly. Gently toss in the scallions, parsley, dill and any other fresh herbs you deem appropriate. Add salt and pepper for taste.

Have a thoughtful and fun weekend with friends and family!

### INGREDIENTS

- 3 pounds small New Red Potatoes cut in half
- ¼ cup red wine vinegar
- 3 tablespoons whole grain Dijon mustard
- ½ cup olive oil
- 1 tablespoon Organic Canola Cannabis Oils (O.C.C.O.)  
*(9 mg THC per serving desired)*
- 6 scallions, chopped, or to taste
- ½ cup chopped parsley or to taste
- ¼ cup chopped dill or to taste
- Salt and pepper

# High and Mighty Lobster Mac and Cheese

Adapted from "The 420 Gourmet" by JeffThe420Chef. Copyright ©2016 by JeffThe420Chef. Reprinted in part, courtesy of Harper Wave, an imprint of HarperCollins Publishers.

 Leela Cyd, From The 420 Gourmet: The Elevated Art of Cannabis Cuisine.

This is my favorite comfort food. This version is creamy and packed with flavor. The lobster version here also happens to be one of my most asked-for dishes. When mac and cheese is already a favorite, it can only get better with cannabis—and garlic buttered lobster and truffle oil!



Preparation Time  
**30 - 60 minutes**



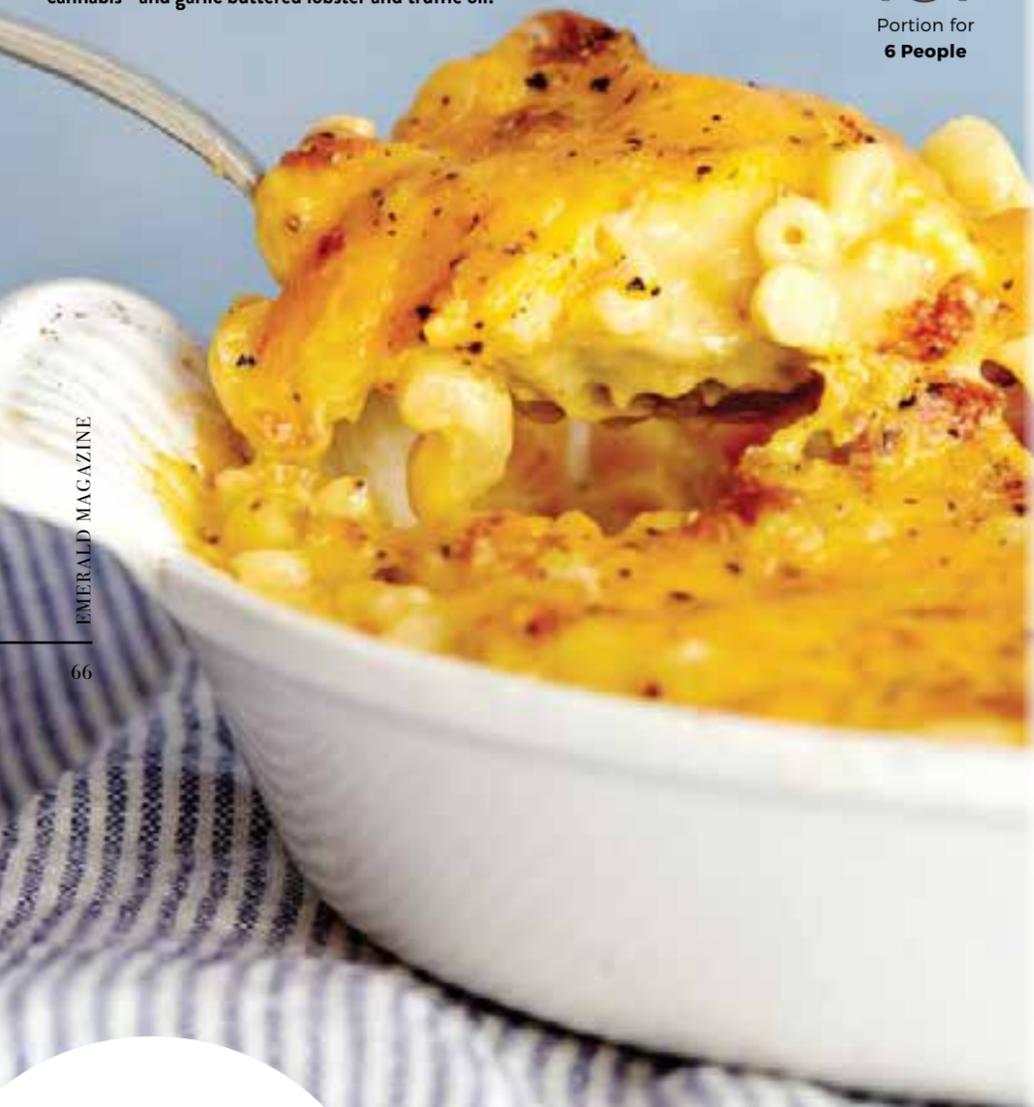
Portion for  
**6 People**

## INGREDIENTS

- 1 pound box Ziti Rigati or Cavatappi (corkscrew shape) pasta
- 2 cups milk
- ½ teaspoon Dijon mustard
- ¼ cup chicken stock, room temperature
- 3 tablespoons grass-fed butter
- 1 tablespoon olive oil
- 1 tablespoon canna-butter plus 1 tablespoon salted grass-fed butter
- ¼ cup all-purpose flour
- ½ pound Emmentaler Swiss cheese, cubed into ½-inch cubes
- ¼ pound yellow sharp cheddar cheese, cubed into ½-inch cubes
- ½ pound cooked lobster tail, cubed into ½-inch cubes and tossed in lightly salted garlic butter.
- ½ teaspoon salt
- ½ teaspoon black pepper
- ½ teaspoon garlic powder
- 1 teaspoon onion powder
- White truffle oil (optional)

## DIRECTIONS

- Boil the pasta according to directions until al dente (cooked yet firm), usually about 8 to 9 minutes.
- In a measuring cup, combine the milk, Dijon mustard and chicken stock.
- Over medium flame, melt the grass-fed butter and olive oil. Lower the flame and melt in the canna-butter.
- Slowly stir in the flour, one teaspoon at a time, until you form a paste.
- Slowly add the milk mixture to the paste and stir until creamy, about four to five minutes.
- Add in the cheese and continue to stir every minute or so until it melts.
- Add the salt, pepper, garlic and onion powder. Stir well to combine. Lower the flame and let it simmer. Stir occasionally, until the sauce starts to bubble and look thick.
- Immediately remove from the heat and stir.
- Preheat oven to 340°F and grease a large 9-by-13-inch baking dish.
- Drain the pasta and return it to the pot. Mix in lobster. Mix three-quarters of the sauce into the pasta.
- Transfer to the prepared baking dish and cover with the rest of the sauce.
- Bake for 20 minutes and then raise the oven temperature to broil. Watch carefully as you broil for five to seven minutes until the top is golden brown.
- Remove from the oven, sprinkle with truffle oil (optional), and serve.



Approximate THC  
Per Serving\*

10%: 3.8 milligrams  
15%: 5.7 milligrams  
20%: 7.6 milligrams



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