

Emerald

CANNABIS STYLE

LIZ CARMOUCHE

One of the UFC's First Female Fighters
Talks Adversity and Advocacy

RED WITH PASSION

System of a Down's
Shavo Odadjian
Launches His Brand

WOMEN OF CANNABIZ

Using the Power
Of Information to
Elevate Women
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PIONEERING THE EMERALD TRIANGLE

Tim Blake on Growing with the
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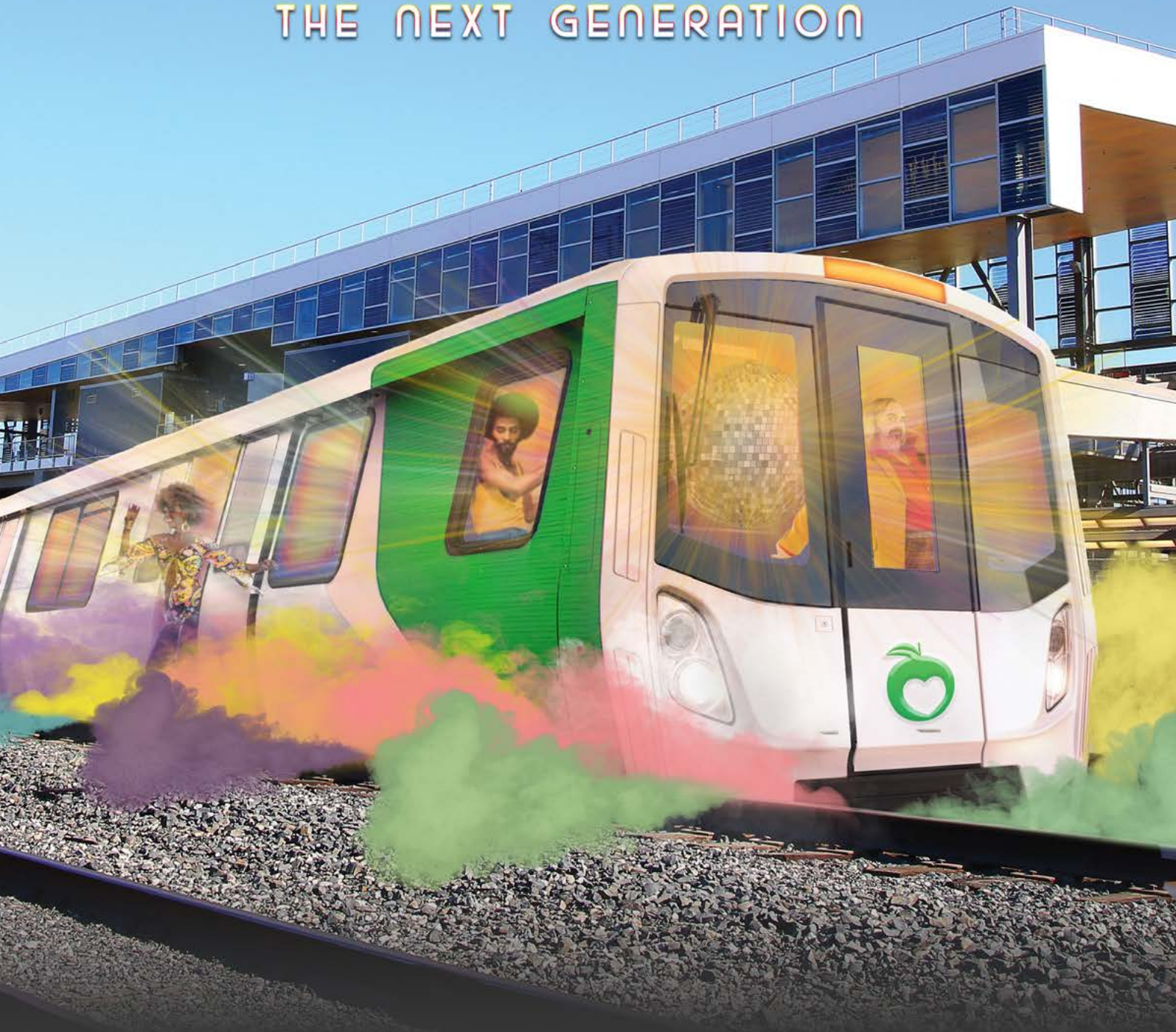


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PUBLISHER
Christina De Giovanni

EDITOR-IN-CHIEF
Dave Johnstone

MANAGING EDITOR
Adolph Ward

COVER SHOT
CMW Media

ADVERTISEMENT DESIGN
Nathan Wells

GIFT GUIDE DESIGN
Vero Avant

RECIPE DESIGN
Yedah Merino

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ADVERTISING
Advertising@TheEmeraldMagazine.com
Jody Tessler, Jody@TheEmeraldMagazine.com
John Knecht, John@TheEmeraldMagazine.com
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LETTER *from the* PUBLISHER

Dear Reader,

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

It's no secret that the cannabis industry has historically lingered in the shadows. For nearly a century, activists have been targeted for using and advocating for this medicinal plant, and have been cast aside as criminals, degenerates and outlanders. In fact, the *Emerald Magazine* itself was conceived in a jail cell as a direct result of a cannabis raid and civil rights violation.

As I knew back in 2012, and still believe today, the pen is mightier than the sword, and with that in mind, we set out this December to highlight some heavy hitters in our industry. Our cover story this month profiles Liz Carmouche and her breakthrough in the cannabis industry. This "Girl-Rilla" is not only an advocate for cannabis, but she has served her country overseas in the Marines and is the first openly gay UFC fighter in the ring. She is a hero across the board.

Cannabis pioneers such as Tim Blake, founder of the Emerald Cup, have curated a way for small farmers to connect with consumers. With the longest-running cannabis cup under his belt, Blake has opened the floor for brands to grow beyond the Emerald Triangle.

This December, we are dedicating this issue to you, the Outlanders. From the cannabis-savvy soccer moms to the discreet grandparents, we give thanks to everyone who has made a contribution to this industry. By taking a toké or a taste, you are actively standing up for your beliefs, and for that we are grateful.

Happy Holidays,

Christina E. De Giovanni

Publisher

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Paddling and Perseverance

LIZ CARMOUCHE

ONE OF THE UFC'S FIRST FEMALE FIGHTERS TALKS
ADVERSITY AND ADVOCACY

MELISSA HUTSELL

LIZ CARMOUCHE IS known for her record-setting battles inside and outside of the Octagon.

She is one of the first two women to bring mixed martial arts (MMA) into the Ultimate Fighting Championship (UFC). In 2013, Carmouche competed against Ronda Rousey in the sport's first-ever women's title fight—the UFC 157—and became “the first openly gay fighter to compete inside the famous cage,” reported MMAMania.com.

After solidifying herself as a pioneer for female fighters, she's ready to make her mark on another industry: cannabis.

Carmouche, aka the “Girl-Rilla,” currently fights in the UFC women's flyweight division, where she is ranked sixth and holds a record of 12-6-0 (wins-losses-draws) as of November 2018. Her most recent fight was July 14th, when she claimed a unanimous victory over Jennifer Mala.

Being an out, female fighter, she said, has a positive impact on her life, though she's faced adversity along the way.

Carmouche was drawn to MMA after a five-year career in the United States Marine Corps. She worked as an aviation electrician and served three tours of





- Carmouche is a spokeswoman for Hemp-Meds, a CBD hemp oil company.
- She is a Jiu Jitsu brown belt.
- She is a former bantamweight fighter and currently competes in the UFC's flyweight division.
- She earned an A.A. degree in liberal arts and sciences from San Diego City College.
- She was born in Louisiana and grew up in Okinawa, Japan.
- She served three tours of duty with the United States Marine Corps in the Middle East.

duty in the Middle East. After she left the Marines, she searched for a way to stay active and maintain physical readiness but found other forms of fitness methodical and boring.

“I needed a different outlet. Some people suggested MMA. I completely opposed it at first,” she explained, but she quickly learned that there was more to the sport. “I fell in love with it.” That was nine years ago.

When she first became a pro fighter in 2010, she recalled, “my management team wanted me to downplay that I am a lesbian. At the time, I wasn’t willing to do that.”

Carmouche served in the Marines under the Don’t Ask, Don’t Tell era, which lasted from 1994 to 2011. The experience, she told GLAAD.org in 2013, was negative. “I had to be very guarded all the time. It was a very worrying, stressful environment, and I couldn’t even be open about myself even with my best friend in the Marines.”

She vowed to never hide who she was again. When she went pro, she held to that promise. The UFC and her fans embraced her.

In December 2012, the organization’s president, Dana White, publicly expressed his support for Carmouche and encouraged others to feel comfortable enough to do

the same. “It takes a brave person to come out ... I love what she did,” said White, “I hope more do.”

Carmouche currently serves as a representative for the UFC and LGBT community, a role she said allows her to give a voice to others. She’s previously helped to establish the LGBT Center in Las Vegas and has joined forces with UFC Hall of Famer Forrest Griffin as a spokesperson for the “Protect Yourself at All Times” campaign. The campaign, a partnership between the UFC and the Gay and Lesbian Center of Southern Nevada, was aimed at raising awareness of the realities of HIV among young people.

Now Carmouche is helping to raise awareness about cannabis. Cannabis, she said, became part of her journey as a UFC fighter two years ago.

“I wanted something that wouldn’t have side effects like traditional [prescription medications do],” Carmouche said. She’s always preferred to put “natural things in my body, [in order] not be weighted down with prescriptions,” she added. “But when it comes to fighting, it’s inevitable.”

At first, Carmouche was hesitant to try CBD. She’d heard the myths about it. But once she tried it, she said, “I fell in love with it.”

Carmouche uses a mixture of products, including topicals and MCT oils (medium-chain triglycerides) to aid in the healing process—particularly after intense practices. CBD is Carmouche’s go-to treatment for inflammation from training. “When I am in and out of practice, sparring and hitting, topicals [provide] instant relief to the sites directly. MCT oils do as well,” she said. “I absolutely love HempMeds Active Relief Roll-On and use it every day before and after my training.”

This year, the World Anti-Doping Agency (WADA) and the UFC officially removed CBD from their lists of banned substances. THC and other cannabinoids, however, remain prohibited. “CBD is not considered a recreational drug. It’s one of the few things we can take and not have to worry,” said Carmouche.

Joe Rogan—MMA commentator and host of *The Joe Rogan Experience* podcast—reported that cannabis use is quite common in the UFC. Many fighters, including Nick and Nate Diaz, Joe Jones and Jake Shields, advocate for its use.

Combat athletes are prone to injuries, which range from bruising to muscles tears, to bone breaks, to brain trauma. Carmouche said that CBD use has become increasingly common in her sphere in the last few years.

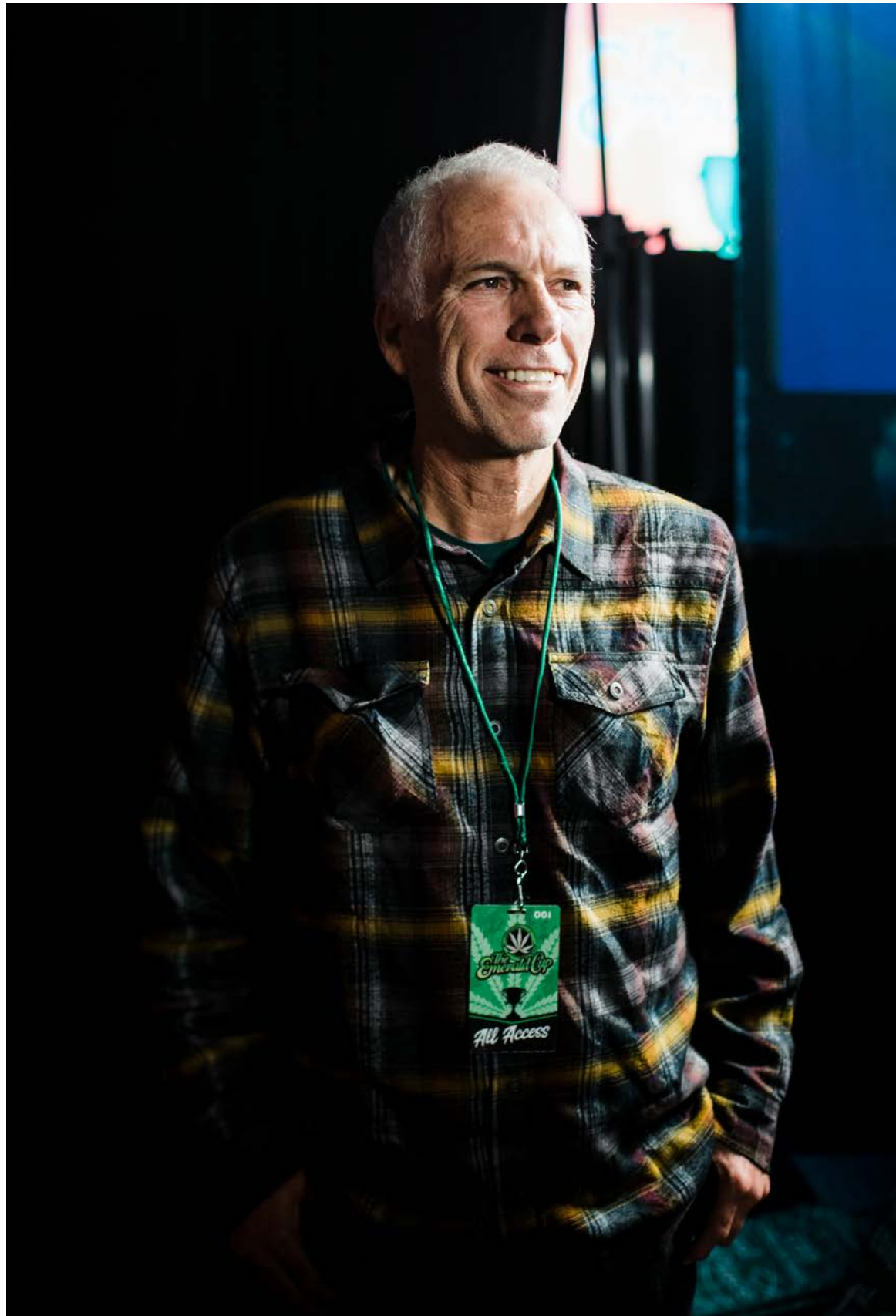
Many are too quick to take cortisone shots to reduce swelling (and therefore pain). The injections have too many negative side effects, explained Carmouche, and other medications can damage the liver or cause stomach pain.

“I think many are turning to cannabis because it has little to no side effects,” Carmouche said. “I don’t understand why someone wouldn’t use it.”

More and more research shows that cannabinoids—CBD in particular—act as neuroprotectors, are effective at relieving pain and have significant antispasmodic and anti-inflammatory properties. One such study, published in the *Journal of Bone and Mineral Research* in 2015, suggests that CBD may help heal bone fractures, too.

Carmouche believes that more combat athletes should consider using cannabis to aid in the healing process, but she suggests everyone do their research. “Understand the good and the bad of what you’re putting into your body.” Another word of advice from Carmouche to aspiring athletes, “Anything is possible when you keep your nose to the ground and focus on your dreams ahead of you,” she said.

🍀 **FOR MORE INFORMATION ABOUT LIZ CARMOUCHE, VISIT: 10THPLANETSANDIEGO.COM/UFCCOM/FIGHTER/LIZ-CARMOUCHE.**



PIONEERING THE EMERALD TRIANGLE

Tim Blake on Growing with the Industry

ZOE JON ALEJANDRA

TIM BLAKE GREW up in the 1970s, when people smoked cannabis from stems, to leaves, to buds, to seeds. Television and films were rich with people representing the cannabis industry, such as the comedy duo Cheech and Chong, whose hippie-themed shows and films made them posterboys of the cannabis culture. For Tim, it was his earliest jab at being an entrepreneur.

“Our family moved from Sunnyvale, near San Jose, to Capitola in Santa Cruz County, when I was a freshman in high school. Santa Cruz was the second-most liberal county in the country at that time—1971—and cannabis was everywhere. I started out buying kilos of compressed Mexican and Colombian weed and selling them at high school every Friday. Outside of working a newspaper route and doing small odd jobs, my career began as a cannabis dealer at the age of sixteen.”

In retrospect, Tim was a hyperactive child. Cannabis calmed him down in his teen years, keeping him from being given Ritalin or other pharmaceutical drugs.

“Years later, I had my first of three rounds of skin cancer that metastasized into my bone. I have many serious health issues. I now use the wellness tincture from Rosette

(formerly Treatwell) daily. Harry Rose is the brilliant man behind that product, which I believe is by far the best in the world. Because of my personal health challenges and the miraculous healing and benefits I’ve received from using cannabis medicinally, I’ve gone from being the one who smoked everyone under the table to being an evangelist for folks like Mitch, Harry and the rest of the best dedicated medicine makers.”

Today, Tim is the founder and producer of the Emerald Cup, which is the longest running, naturally grown outdoor cannabis competition and celebration of the fall harvest. Tim grew up enjoying the sights, smells and sounds of local county fairs. The Cup idea came about when he and a group of friends started talking about organizing a cannabis-themed county fair.

“This year’s Cup will be our fifteenth,” Tim said. The first year, we only had a couple of dozen entries, and the first- and third-place winners didn’t show up to pick up their prizes ... and we were just grateful for not getting busted. At that time, we were the only cannabis competition and consumption event in the country.”

The Emerald Cup started out with only a flower competition. At some point, local hash makers asked to be allowed to have a hash contest. Back in the day, solventless concentrates and rosin were still in their earliest stages. Nowadays, they have developed into their own market.

With new categories added to the Emerald Cup every year, those who wish to participate may choose from 27 areas. The benefits of entering the competition are the award prizes and brand recognition, which has everyone wanting to join.

“Over the years of competition, one thing has held steadfast and true. The winners are always the finest cultivators and product makers who are dedicated to growing the highest possible grade of naturally grown flowers. The same folks often win or place year after year. Doug (back in the old days), Derrick (he prays over his plants as he waters them by hand with a bucket), Brandon, Jackson, Maya and Harry Rose, to name a few. They all treat their farms and craft with reverence and are beautiful souls. The judges only get a sample—no name, strain or identifying marks (at least until recently with the new laws and regulations), and yet the cream always rises to the top. We wouldn’t allow cannabis products that were produced with hydrocarbons until this year. We felt it was still technically illegal (everything was), but the penalties for making hydrocarbon products were stiff, and as long as people were using butane out of cans (nasty) and making their materials in

(RIGHT) CONTESTANT ENTRIES
TO THE EMERALD CUP
CANNABIS COMPETITION

(BELOW) TIM BLAKE SPEAKS
ON THE PODIUM AT THE 2017
EMERALD CUP IN SANTA
ROSA, CA



unsafe conditions in garages and other non-bombproof buildings, we had to stand down. Now that this is a legal aspect of our industry, with proper safety rules, we're welcoming in our brothers and sisters who toil to create the finest shatter, live resin and sauce."

The prizes began under \$5,000 but have gone up to \$80,000 for this year. Tim is ecstatic to announce that glass artists Banjo and Darby will be showcasing their crafts once again.

"We're going to honor Bob Snodgrass for his tremendous contributions in the field of stained glass. The best of the best will be working overtime to churn out one-of-a-kind stained glass creations worthy of honoring our winners. We spare no expense. These pieces are museum quality, and the artists are the finest in the world."

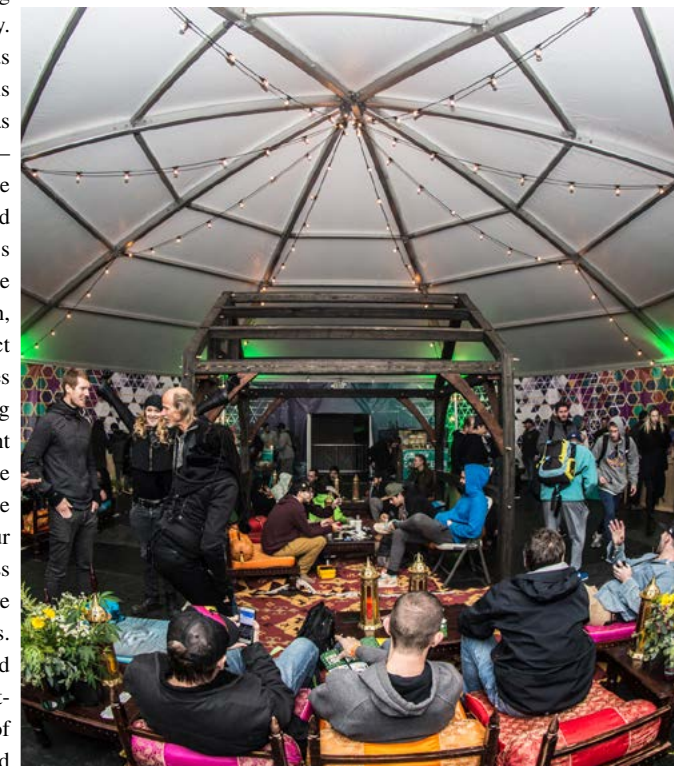
The Emerald Cup keeps a tradition of giving back yearly to local organizations in need through the Emerald Cup Charities. Cannabis-related nonprofit organizations are given booths during the contest. The Emerald Cup also advocates social justice and supports the release of all nonviolent prisoners who are currently incarcerated for cannabis offenses. Tim has maintained a personal correspondence with a cannabis felon who is serving a twenty-three-year sentence for transporting cannabis interstate.

"Eric McCauley left the Cup ten years ago and disappeared. I finally heard about his plight and have been in contact now for years. Everyone should choose a cannabis prisoner and take the time to write them. It means the world to them to receive a simple thing, such as a regular letter."

Tim also makes every effort to support cannabis-related events, but he emphasizes that they should showcase the industry in a positive light. The Emerald Cup is also creating a nonprofit cannabis-events trade organization to help establish best practices. "Red Light Management and Starr Hill Presents, my new minority partners in the Emerald Cup, are world-class event producers. We're happy to lend our expertise to other producers so that cannabis events maintain a good reputation in the business. This helps everyone."

This year's competition will include speakers and panelists on various topics. There will be comedy shows, musical acts and more art. The Emerald Cup will be bringing together the finest cultivators and product makers and elders of the industry. Tim aims to teach the rest of the world about regenerative farming, organic living and opening one's spirituality, leading to self-empowerment. He believes it's all inside of us. He believes in the fortitude of the cannabis community, which has been unfairly stigmatized by the War on Drugs. The competition is a way to show the authorities that cannabis is a natural healer and is here to stay.

Tim concluded, "It's been a challenging and trying year for everyone in our industry. We're finally completely legal in regards to cannabis. But as we are all aware, this newfound and hard-fought victory has brought in a whole new set of challenges—excessive taxation, too many restrictive regulations, the high cost of entering and competing in the legal marketplace—it's all been a tremendous burden on everyone concerned. Whether you're in cultivation, manufacturing, dispensaries, product making or distribution, the difficulties have been overwhelming. Just producing this year's Emerald Cup has been a giant intricate puzzle to piece together. The upside is that we're not being hunted on the roads anymore. We can freely transport our products, patients have much greater access to medicine, and the public is now more comfortable interacting with cannabis. Over time, things will settle down, and they'll rewrite many of the poorly thought-out laws and regulations, and in a couple of years the folks still standing will be in good shape."



TO LEARN MORE, VISIT THEEMERALDCUP.COM.



ABOVE
SHAVO ODADJIAN SLAYING IT

RED WITH PASSION

Shavo Odadjian of System of a Down sits down with the Emerald Magazine to talk music, clothes, cannabis and how his new brand, 22Red, blends all of his passions with a focus on quality.

HILARY ANNE OSBORN

PHOTOGRAPHY BY GREG WATERMANN



EMERALD MAGAZINE: TALK ME THROUGH YOUR PATH.

SHAVO ODADJIAN: 22Red is my new brand that I’m going to be dropping with music, clothing, cannabis, and who knows what...I’m really in a creative zone, I’m in the studio three or four nights a week just going off, and then at night I’m making music at home. Music is always going to be a part of my life, no matter what. Having said that, I always have ideas about things I want to be doing, about pushing limits. In 2006, System of a Down took a hiatus from making records. We toured here and there, and I wish we hadn’t taken a hiatus, but we weren’t all on the same page. I’ve always tried doing different things, I always want to be doing more than what I’m already doing. About a year ago, my best friend, Mike, started talking about doing clothing because he owns a clothing-manufacturing company. Everything I see him

drop is amazing, and high quality, so I thought maybe we could do something. I’ve always had a style that I don’t like being too branded, I don’t want too many logos, so I wanted to trademark that style, of maybe just a black shirt with a small logo to show what it is. We started talking about those little things and came up with some samples. Around this same time, I was becoming reacquainted with my third partner, who is a master grower in Southern California, and has been doing it forever. Since 2006, people have been asking me to get involved in the cannabis industry, come up with strain names with my name, but I’m not about putting my name on a brand, I’m passionate about what I’m doing, and I’m creating a brand, I’m creating a lifestyle, I’m creating something that other people will be passionate about. So, cannabis became a part of the brand because I knew that it was quality. I knew that everything my partner puts out is amazing. That’s what I wanted—that everything and

BELOW
22RED'S SATIVA SINGLE
PRE-ROLL.



everyone associated with this project was real quality. As time progressed, we came up with names, and everyone was encouraging me to use my name, “Shavo,” because they said I had already branded Shavo, but I wanted everyone to relate to it, not just fans of Shavo, y’know? So, 22Red was born because 22 is the number I was born with. I was born April 22nd. April is the fourth month, so two 2s, I’ve always had 2s in my life. I got married May 22nd. I’m 44 now. There’s a lot of cool ideologies about 22, how it’s a manifesting number, how it’s a master-builder number, The “Red” comes from something that’s always been a part of me, I’ve always associated numbers with colors. It’s a condition that people have—artists have it—it’s called “synesthesia.” That’s what 22Red is, it’s kind of like an imprint of me. And we’re going to start dropping music from it, all the new music I’ve been working on.

EM: IT’S GREAT THAT A LOT OF YOUR PASSIONS AND TALENTS ARE INTERSECTING.

SO: That’s the really cool part of it. I didn’t plan for it, y’know? It’s kind of happened as it’s going. Even two weeks ago, I didn’t talk about the music part of it. Now this is becoming something I can do, and I’ve been talking to people, and it’s going to work out, So, it’s ongoing growth, and that’s what makes something really cool, when there’s organic growth—like a flower.

EM: YOU HAVE A BRAND, AND YOU’VE BUILT IT ALREADY, SO WHAT’S YOUR LAUNCH PLAN?

SO: Well, right now, we’re going online, and we’re going to be at dispensaries, and when we launch our CBD line, we’ll have it online also and available in all kinds of stores. I’m not sure about having our own store. Like I said, we’re growing this brand organically. If that comes our way, and that’s something that I think we should do, for sure we’ll go there. There’s nothing that I’ve said no to, and if it makes sense at the time, I do it. That’s how I’ve always been—I take opportunities when they come.

EM: WHAT ARE SOME OF YOUR PRODUCTS THAT YOU RECOMMEND? YOU HAVE A PLAN FOR PRE-ROLLS, VAPES, STREET WEAR. WHEN CAN WE EXPECT TO SEE THEM, AND WHAT SHOULD WE BE ON THE LOOKOUT FOR?

SO: Yes, look out for it all, ‘cause it’s everything I wear, and it’s the kind of strains I’m smoking. The specific one I’ll talk about, we’re calling it *Church 22*, and here’s why: I started smoking around 1993, 1994, and around 1996 there was a strain out in Southern California, and people reading this that were around at the time are going to know what I’m talking about—this strain that kind of

had this Frankincense exhale. It filled the room up and felt like you were in church all of a sudden, so we called it *The Church*. In 1996, which was 22 years ago, it went away—we couldn’t find it—so I’ve been looking for this for 22 years, for that smell and that taste. Coincidentally, a few months back I was doing strain testing, and one of my fellow growers had it, and he didn’t know what he had, but it filled the room up after the first smoke, and I jumped on it. So, now we’re growing it en masse, and we’re going to always have it available. *Church 22!*

Our stuff is limited. Some of these strains are going to have exclusive drops, and I’ll be at a lot of these drops. I love being there, because I love being a part of the brand, so I’ll be there hanging with you while you try all these new products.

We’re going to drop the *Church 22*, with a limited amount of *Church* pre-rolls coming out. We also have our 22 *OG*, which is a nice strong flower. We only have pre-rolls right now, but our second drop will include flower. Our vape

pens are coming soon. I’m still finalizing it, because I need it to be perfect.

EM: WHAT DO YOU SEE FOR THE FUTURE?

SO: There’s a lot happening already. I’m looking forward to seeing how far I can take the music side of it. I love that it’s not just a great cannabis brand, because that’s all over the place—that’s everywhere. I want that to be a part of it, and I want to have great products. I’m constantly going to make it better. When I release something, it’s going to evolve, and I’m going to learn from it. If I don’t like something, I’m going to keep getting in better. You have to start somewhere, and I believe in growing pains, and I believe in evolving. So, we are starting here, and I’ll see you there.

💎 TO LEARN MORE, VISIT SHAVO ODADJIAN ON
INSTAGRAM @22REDA.COM.

“22Red was born because 22 is the number I was born with. I was born April 22nd...I got married May 22nd...There’s a lot of cool ideologies about 22...The “Red” comes from something that’s always been a part of me, I’ve always associated numbers with colors. It’s a condition..called “synesthesia.”



KREAKY PRODUCTS

NATURE-NURTURED, WOMAN-POWERED, NEW YORK-RUN

ZOE JON ALEJANDRA

IN 2006, THE National Center for Health Statistics estimated that 76.2 million Americans (one in every four) have suffered pain lasting longer than a day. Relief from pain is the most common reason why Americans access the health care system. Pain afflicts more people than heart disease and cancer combined. Chronic pain can lead to long-term disability.

For Saty Cruz of Kreaky Products, the quest for pain relief started with her grandmother having a mishap that badly damaged her knee. “Our products came about when my grandmother had a bad accident in the local bodega, which led to a knee replacement. It was only eight months later that the device detached in her knee, which led to a second knee surgery and a bunch of scripts for new pills. My grandmother refused a home attendant, so I took on most of the responsibilities. To be honest, I was already an avid consumer, and I was up to date with recent studies on cannabis and its wonderful components, so I decided to infuse my grandmother’s coconut oil with CBD. I wanted to make it easy for her to medicate herself, because a huge part of the opioid addiction. in my opinion, is that it’s too easy to take a pill. The idea is to offer healthier alternatives for people who want to heal their bodies through their natural endocannabinoid systems.”

That was the start of a New York City-based, woman-powered company that now sells a variety of cannabis products for health and wellness. Saty, better known as Chica among friends and industry associates, has always had a passion for creating. She considers herself an artist who can cover pretty much anything from video to digital art, and can even dish out her own unique brand of humor doing improv comedy.

But her journey with cannabis is something she holds especially dear. “My canna journey started when I was given the opportunity to do content creation for the awesome lifestyle brand I Bud You. Working with that company changed my entire life. I had access to *High Times* magazine exclusive events. I was allowed to judge strains for a couple cannabis cups, and I even got to work with celebrities.”

Kreaky Products has a wide selection of nature-nurtured products, including coconut oil, sugar, maple syrup, olive oil, honey, tinctures, beverages and their signature edibles. “The CBD coconut oil is great!” Chica beamed. “Not only because we make it, but because of its many purposes. It can be a butter alternative for baking or frying your favorite foods. You can use it as a topical and rub it in areas where you feel discomfort or simply take a spoonful in the early day for a nice jumpstart.”

Kreaky Products’ best-seller, Kreaky Nutcracka Dominican-style punch with 20 mg of pure CBD goodness, is well worth a try. Cannabidiol, the main non-psychoactive component in cannabis, has been making waves in the medical field for a range of remedies from pain relief to the treatment of epilepsy. It can be infused in a variety of cannabis edibles. Chica emphasizes the importance of safety in their merchandise. Happy customers should also mean healthy ones.

The Kreaky way is the natural way, Chica explained. “I ensure the safety of our products by making sure I only use quality-tested ingredients. As far as other products, we also sell CBD-infused lube, facial mist, massage oil, vape carts, flowers and pre-rolls.”

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EFFECTIVE TOPICALS

FAST ACTING SUBLINGUALS



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Being in the cannabis industry also means fighting for the cause every day, in every way you can. Chica actively supports Women Grow, Canna Gather, the Drug Policy Alliance, MMJ Strategy, Cannacultural, I Bud You and NORML. That gives her the opportunity to meet other people with the same passion for cannabis. Chica derives the most fulfillment from positive customer feedback. That way, she knows she has made another person's day better.

"One customer told me that she usually goes to the hospital once a month due to menstrual pains and that the first month she tried my products, she didn't need to. I literally meet people every week, and I advise them to send me pictures and directly message me about their experience. To know that I am helping people makes me feel so complete. I literally get a rush when my customers give me feedback," Chica said proudly.

Kreaky Products has plenty in store. If you have a knack for cooking delicious dishes or breaking out some snacks for friends, the Kreaky Munchies Cookbook will soon be available. Chica is honored to work with an amazing staff and an equally supportive circle of people.

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WOMEN OF CANNABIZ

Using the Power of Information
to Elevate Women Worldwide

ZOE JON ALEJANDRA

THE CANNABIS INDUSTRY is diverse and competitive. In California alone, starting with the legalization of medical cannabis via Proposition 215, and especially since the voter initiative of 2016 for the Adult Use of Marijuana Act, it has grown exponentially. With it, various sectors have delved into cannabis, whether for medical reasons or the potential to go big in the business. Many seniors and women, for example, are finding greater relevance in cannabis use and commerce. According to a *Marijuana Business Daily* survey, in 2015, 36 percent of people involved in the cannabis industry were women. The numbers went down to 27 percent in 2017, which is still a significant showing in a male-dominated industry.

Many women are stepping up to the plate and making names for themselves in the cannabis trade. Rachel Garland is one of the few who realized all the opportunities out there are just waiting for someone with the right mindset. She started out by doing freelance writing online. Rachel did not have a degree in writing and had not been published on a major platform before, but she overcame the hurdles. For her, everything you want must start with you having the initiative to go, making your move and getting it. Self-education and utilizing the power of information on the internet became her tools as she slowly but surely built her virtual career. However, she faced a dilemma: Rachel was not passionate about the topics she was writing about.

“I realized I needed to specialize in something. Why not cannabis? This began an incredible period of researching, studying and writing about this plant. The more I learned, the more my passion grew. Eventually, I was able to write for cannabis publications across the globe. While I loved sharing cannabis education, I was eager to create something to support and connect with more women in the space. This led me to launch Women of Cannabiz in June of 2016 with the mission of elevating women worldwide.”



Rachel took a leap of faith. She gave up the security of a full-time job as a sales and marketing associate to focus on writing. She was 22, paying for student loans and other bills, with less than \$700 to her name. The skills she had acquired in that former job were perfect for her new venture. Knowledge about online marketing, customer service and team building contributed to her success in developing Women of Cannabiz.

“Women of Cannabiz is on a mission to elevate women worldwide,” Rachel explained. “This online platform provides virtual cannabis business education, inspiration and resources that can be accessed anytime, anywhere. It is a space dedicated to empowering women by combining passion and purpose in the cannabis industry. As a global community of cannabis women, we seek to inspire, empower and support one another on our entrepreneurial journeys.”

The company offers cannabis business advertising, promotion, education and coaching, as well as consulting for those who wish to start as entrepreneurs. Women of Cannabiz caters to various interests, be they marketing to promote a business or coaching assistance to grow a cannabis business. Rachel realizes that there are numerous barriers that can hinder anyone in the cannabis trade.

“The most challenging aspects in the cannabis industry, I would say, are the legal, cultural and financial barriers that exist. Operating online, the advertising restrictions are a barrier I’ve repeatedly faced. So many of the tried-and-true digital marketing tactics you would normally rely on to grow your business are not accessible. This really challenges you to be more creative. I’ve found that I have become a much better marketer because of it. I believe this is, hands down, one of the most important things for anyone involved in the cannabis space to remember—every challenge we face can be used as fuel for making us stronger.”

These days, everyone has an idea about advertising. With information all over various media, especially the internet, entrepreneurs can choose what suits them. Proper advertising is one of the major factors in the success of a business. Entrepreneurs

have to reach out to their target customers while considering their wants and needs. That is what Women of Cannabiz is there for—advertising strategically and intelligently.

Rachel advised, “What may work one day may not be the case tomorrow. Therefore, remain flexible and persistent. The most effective form of marketing for cannabis brands right now, in my opinion, is influencer marketing. Partnering with the right cannabis influencers can put your business directly in front of your target audience’s eyes—often for a fraction of the cost. So, take advantage of these opportunities now! In addition, never rely on a single tactic. Diversify your marketing strategy as much as possible to expand your reach.”

Launching Women of Cannabiz not only fulfilled Rachel’s dream of having a job that is also a passion, it also led her to a path of advocacy and inspiring other women to dream big in the cannabis trade.

“The biggest piece of advice I would give to women starting out is to—number one—know yourself. It sounds cliché. Yet, too often, we’re not actually clear on why we’re here. Understand what your strengths are, where you want to be and what you bring to the table. The opportunities in the cannabis industry are enormous! Nearly any skill set is applicable to this space. So, double down on your strengths, and don’t look back. Yes, there will be challenges. However, if you know why you’re here, listen to your inner guide, put in the work, and offer real value to others. You will grow.”

Rachel concluded, “When I’m not interviewing inspiring cannabis women, coaching entrepreneurs on how to grow their vision or sharing how to build a cannabis company online, you can find me anywhere with palm trees and warm beaches.”

WOMEN OF CANNABIZ CAN BE REACHED ONLINE AT WOMENOFCANNABIZ.COM OR ON SOCIAL MEDIA AT [FACEBOOK.COM/WOMENOFCANNABIZ](https://www.facebook.com/womenofcannabiz) [INSTAGRAM.COM/WOMENOFCANNABIZ.COM](https://www.instagram.com/womenofcannabiz.com).



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Reduced Price!

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WILLOW CREEK - \$400,000
Interim Permit for 5,000 sf ml. ±2.5 Acres w/community water, cargo containers, & greenhouses.



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HAYFORK - \$2,600,000
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New Listing!
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MIRANDA - \$849,000
Interim Permit for 10,000 sf ML. ±120 Acres w/ creek frontage, well, springs, home, permitted structures, THP.

FERNDALE - \$385,000
New Listing!
±110 Acres close to Ferndale w/ spring, open meadows, developed flats, & a small cabin.

BLUE LAKE - \$579,000
Reduced Price!
3/2 home on ±130 Acres w/ pool, deck, garage, screened in patio, spring & Redwood Creek access.



THE EMERALD EXCHANGE

SASA BJORK

THE EMERALD EXCHANGE is a marketplace where Northern California cannabis farmers and the growing Los Angeles market come together to meet and exchange ideas. This, the sixth event of its kind, was held at The Victorian, a beautiful 15,000-square foot house built in 1892, just blocks off the warm, sandy beaches of Santa Monica.

The weather was typical of SoCal in November—warm and sunny—so it was perfect to have part of the Exchange outside in the beautiful courtyard. Farmers offered their own freshly grown cannabis, and vendors displayed different packaging options.

I first spoke with Ricky Koukal from CannaCraft, who was very excited about working with the brewing company Lagunitas to create a hop-infused cartridge called Stereoterpical.

But the partnership didn't end there. In return, CannaCraft provided Lagunitas with some of its terpenes from *Girl Scout Cookie*, and CannaCraft went ahead and created the brew SuperCritical.

One family-operated farm, the Tokin Terps Farm, had brought its signature *OG's* to the market, which both were an instant hit.

The completely off-grid-powered Flying Tiger Farm offered four different moods. The owner, Ari Steffen, explained that the farm doesn't think that cannabis can be divided into only two categories, so instead they offer pre-rolled strains like Euphoric, Uplift, Calm and Inspire.

I also spoke with Dave Sandomeno from Sunrise Mountain Farms, who has been in business for the last 19 years. He told me about his strain, *Blueberry Muffin*, which tastes and smells just like the real thing.

As I was checking out different products and farm offerings, the courtyard was slowly filling up, and musicians started to perform, giving the event an uplifting vibe.

Earlier, when California was heading toward legalization, big business quickly moved in to try to take control of the cannabis market, leaving the smaller, mostly family-operated, farms behind. To help protect and promote these farms, Michael Katz, Justin Calvino and Jessica Cure teamed up to create the Emerald Exchange.

Michael observed, "With the event you see here, this kind of model where we can educate people and partner with licensed retailers to create a full experience, that's

something we can work on [to] expand around the state. Our cultivators are not selling products. This is an educational event. We follow all the regulatory rules. Education is a key of our platform.”

The region of Humboldt, Mendocino and Trinity Counties has produced some of the best cannabis in the world since the 1960s, and many farms are second- or even third-generation family-owned. They use sunlight and organic materials to produce their crops, creating unique strains that are often not replicated on larger commercial indoor farms. By using these methods, farmers try to make sure that their environmental impact is as small as possible. Growing outdoors allows farmers to use less soil, less water and less power. This also helps reduce their need for certain types of fertilizers, pesticides and fungicides.

Michael continued, “If you are a licensed cultivator, and you are from north of San Francisco, and you are either greenhouse- or sun-grown, that is the cultivation that we promote. We really believe conscious consumers want the product that they are creating [up north]. If you give a person a picture of a warehouse in Long Beach, and you give them a picture of the rolling hills of Humboldt, and you ask, ‘Where do you want your cannabis to come from?’ they are always gonna pick Humboldt.”



After talking with some of the farmers outside, I left the courtyard and walked inside The Victorian, where several discussion panels were being held, and more vendors were set up. Among them were Rebel Coast Winery, with their Rebel Coast Cannabis Infused Sauvignon Blanc, a THC-infused white wine with 20 milligrams of THC per bottle. The wine contains no alcohol, so no worries about getting a hang-over! Yum and cheers to that!

I got to speak with with Ron Alcalay from Vital-Hemp, who told me he had started out selling clothing on the Venice Beach Boardwalk and eventually out of a van. He now happily operates out of a storefront in Santa Monica.

Ron imports his hemp from overseas, where it gets to bask in the sun all day and then is naturally irrigated with rain. He does all the designing, cutting, sewing and dyeing in Los Angeles.

In one of the larger rooms, a very interesting panel discussion was held about the women of cannabis-business and their role in it. Women are getting more involved in the industry, and there is even a support group called CannaBoss Circle, which aims to educate and support female cannapreneurs.

Other discussions touched on how we should move away from using the historically derogatory term “marijuana” and move toward “cannabis” instead.

Cannabis is a rapidly growing industry with plenty of jobs opportunities for those who want to get involved. One great part of the evening was the Industry Insider Panel, where Exchange co-founder Justin Calvino urged people who want to be a part of the cannabisbusiness to “go for it.”

Afterwards, I had the chance to speak with some vendors about the new regulations in California and how these had affected them, their farms, and how they now conducted business.

Logan Clark of Pacific Cultivation took stock and told me, “Change is inevitable. We constantly adapt to market and environmental trends. You can’t pop a hundred pounds in the car and head to LA anymore.”

Michael Katz reflected, “When you come into the business world, it’s everyone for themselves, but that’s not what cannabis is. We are trying to create that platform for that community to move into the business world. It’s a brand experiment.”

Upstairs and outside on the deck was one of the cosponsors of the event—HERB Delivery, an LA-based delivery company who offered a special menu just for this event. HERB is a new company but is expanding fast.

Soon the night approached, and the sky went darker, but the atmosphere was still lit and certainly engaging. Before the night’s end, I got a chance to speak with Brit and Alice from Paragon Coin. They patiently explained to me how their seed-to-sale tracking system works. It’s a brand-new company, and they will soon offer an app for easy use.

As the DJ was setting up for the afterparty, I took one more sweep around the venue to say thank-you and good-bye to some of the great people I had gotten to meet and learn from that day. I don’t think I’d realized how much hard work and perseverance these farmers needed to have. What they do is truly craftsmanship, and the cannabis from their region has been called the best in the world. Let’s try to keep it that way.

When I left, I had forgotten about the fires raging in the hills just north of us.

Thankfully, none of the farms here today was affected, but the Emerald Triangle has had its share of losses due to fires in the past. Sadly, I later found out that the 2018 fires had consumed the Great Spirit Ranch, the host site of two earlier Emerald Exchanges.

I am optimistic though. There is a reason why your local farmers market is so popular, so why wouldn’t a cannabis farmers market be as well? Events like the Emerald Exchange help to shine a spotlight on this region’s rich history of cannabis cultivation and lifestyle.

Fighting for their livelihood is nothing new for the industry. They are still under the nose of federal law, and forest fires seem to rage longer and more intensely that before. So, being lost in the ever-growing cannabis market is just another fight they are willing to fight.

Logan reflected, “I’ve been kind of slogging through this now for, for what feels like, a few years, working to this point. And fortunately, I feel like it hasn’t bogged me down too much. It’s not easy. It’s kind of a day at a time sometimes. And there are definitely moments where I get very discouraged. It’s a kind of David-versus-Goliath scenario that we are faced with here. One thing is for sure: I am not quitting! This is my livelihood, but it’s also the livelihood of the community.”

The future looks bright and sunny for the NorCal farmers, and it will be exciting to see what they bring to the next Exchange.

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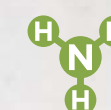
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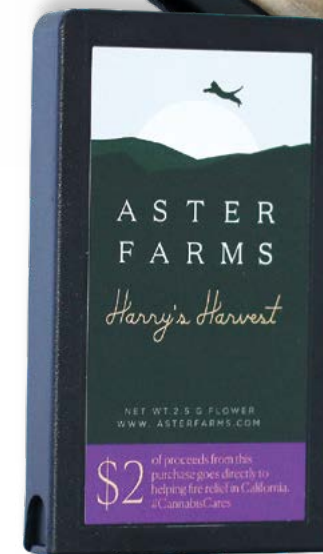
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Gift Guide

DECEMBER



1 • ASTER FARMS Harry's Harvest New line of flower with an emphasis on giving back to the communities hardest hit by the California wildfires. The Aster team is dedicated to helping those affected, with \$2 from each sale going to local volunteer fire departments, beginning with the Hopland Fire Protection District and Lakeport Fire Protection District Volunteer Firefighters.

3 • THC DESIGN Box Set Estate-grown eighths, hand-trimmed and packaged into child-resistant caps. The box set includes miniature ashtrays and hemp wick for your smoking convenience. [THCDesign.com](#)

4 • KIKOKO Sensuali-Tea Passion + Play, medium-high THC caffeine-free organic, hibiscus cardamom and rose. 7 mg THC per tea bag. [Kikoko.com](#)



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8 • RALPH'S ORGANIC GARDEN CBD Salve Made with organic ingredients, this 3 oz product contains 600 mg of hemp extract and five essential oils. • \$79
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9 • PALEOLITHIC PIPES Hand Carved Stonework
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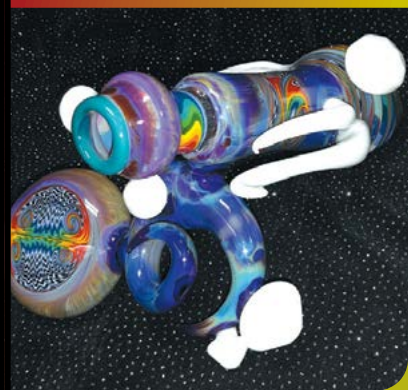
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CANNABIS LIFESTYLE

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SONDERTIME Sativa Green Cush Oil Cartridge • SonderTime.com

12



Gift Guide

DECEMBER

10 • BEBOE Downtime Indica Blend Pastille (coming soon) • BeBoe.com
12 • RENÉE ROULEAU'S Triple Berry Smoothing Peel Best chemical peel to use at home to dramatically smooth visible skin damage, lift brown sun spots and clear clogged pores. \$88.50 • ReneeRouleau.com
13 • ZOMA Pre-rolls 6-Pack Available in pre-rolls and eighth jars, both high-THC and -CBD options. \$45 • ZomaCannabis.com
14 • PENNY ROYAL FARM 2016 Pinot Noir, Anderson Valley Tasty sip of dark cherry spiced with clove and a sweet violet nose. This wine plays the palate with a lively acidity and cheeky oak finish, and its aging potential will continually make each bottle opening a special occasion. \$39 • PennyRoyalFarm.com
15 • STATE FLOWER CANNABIS Pre-Rolls 3 Gram 5-Pack Exclusive classic strains, grown with attention to detail, whole-plant benefits and consistent quality combined with a consummate cannabis experience to provide the very best results. \$55 • StateFlowerCannabis.com

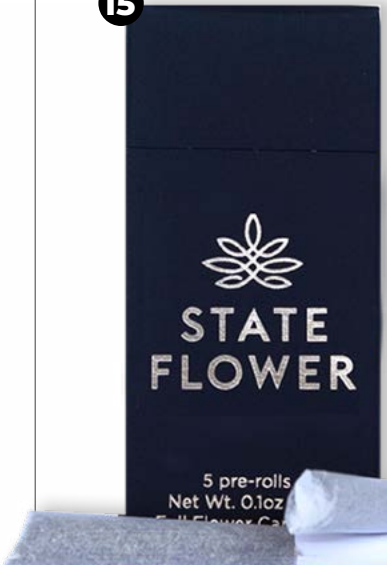
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15





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Kanna was founded to promote the use of medical cannabis while educating patients about herbal healing as a safe alternative to over-the-counter and doctor prescribed medications. By drawing on the medical knowledge, industry experience, and professional expertise of our dedicated team, we remain committed to the responsible introduction of plant-based medicines into the cannabis industry.

Our team has strong Oakland roots, a passion for community service, and insatiable drive for sharing the medical benefits of cannabis with our patients, families, and neighbors. As a pillar of the business endeavors for the company, Kanna will lead by example as a positive force for change for our community, our city, and our industry.

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Gift Guide

DECEMBER

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CERES NATURAL REMEDIES

LEADING VERMONT'S CANNABIS INDUSTRY

ZOE JON ALEJANDRA

CANNABIS JUST BECAME greener in Vermont. July 1, 2018, was met with celebration as Governor Phil Scott signed the legalization of recreational cannabis in the state. The law allows adults to possess up to one ounce of cannabis, including two mature and four immature plants. It may have taken time for the Green Mountain State, but this is nevertheless a triumph for those in the industry.

Shayne Lynn founded some of the first few dispensaries in Vermont; Champlain Valley Dispensary and South Vermont Wellness (CVD/SVW). It is a seed-to-shelf medical cannabis facility that is dedicated to uniting the state's artisanal approach with the science of plant-based medications. Lynn, a native Vermonter, also initiated the drafting of Vermont's original regulations for medical cannabis. Ceres Natural Remedies is the newest and a very successful medical cannabis dispensary currently under Lynn's leadership, with locations in Burlington, Middlebury, and Brattleboro.

Shayne recalls the beginnings of the dispensary. "Ceres Natural Remedies began as The CBD Shop, which was located next to our first dispensary in Burlington, Vermont. Originally created to provide a safe, non-judgmental space for the public to learn about the medical cannabis program, we quickly recognized the overwhelming interest in the benefits of CBD-based products. As sales quickly climbed, we changed the store's name to Ceres Natural Remedies (in honor of the Roman goddess of agriculture) and moved our flagship store to a central location in downtown Burlington. The location is state-of-the-art, with a dedicated space for educational events and beautiful counters made of local stone. Ceres has also expanded to include its own lab/extraction facilities, which allow us to offer processing services to private Vermont hemp growers."

Ceres Natural Remedies offers a wide range of CBD products suited to every patient's needs. The option to have THC content is also accommodated. In their commitment to healing and wellness, each product is hand-crafted and formulated with CBD extracted from native Vermont hemp. Ceres works with other companion botanicals for the desired effect. These include soothing salves and aromatic roll-ons as well as infused edibles like ginger molasses, sea salt caramels and vegan gummies, all organically created. Also available are Charlotte's Web products from the Stanley Brothers. Other products include whole-plant Green Mountain CBD oil and capsules and Mary's Nutritional's products. Discounts are available for medical patients.



▲ BRIDGET CONRY, HEAD OF SALES AND PRODUCT DEVELOPMENT



▲ CERES NATURAL REMEDIES DISPENSARY

► DISPENSARY BUD TENDER SHOWING FRESH CANNABIS FLOWER



Shayne emphasizes the commitment of Ceres Natural Remedies to customer satisfaction.

"We work very hard to ensure our patients select products that will give them the most meaningful symptom relief. Our philosophy is built on three critical ideals: working with reputable brands, analyzing market demands and conducting regular patient surveys. The brands we work with, such as Mary's and Charlotte's Web, have been pioneers in the industry and have built strong reputations for high-quality, effective hemp products that have saved lives... Our surveys and focus groups have also provided an invaluable source of guidance in developing effective products."

Flowers, clones for home cultivation, concentrates (shatter and distillates), strain-specific terpenes, capsules, tinctures, topicals, transdermal patches and gel pens are available in the shops. With the surge of modern technology, Ceres Natural Remedies have also begun to make their own vape cartridges and batteries. For those who would love to have some herb in their snacks, they have a selection of edibles that are perfect for every situation, including homemade brownies, cheese nibs and cookies. They also offer a unique line of sweets royally named Queen City Confections. A variety of infused products include olive oil, coconut oil, cannabutter, ghee and a line of beverages called Mad Hatter Coffee and Tea.

Shayne explains his vision. "We work hard to ensure that all of our products are of the highest quality, and our locations are staffed with friendly individuals who are knowledgeable about cannabis and alternative medicine. We've found that this makes a huge difference to customers and prospective patients, who may have limited or no prior experience with cannabis. Our patients and customers consistently tell us that our consultative approach and expert knowledge set us apart from the competition.

Legal conditions in the cannabis industry can be shaky. The company has maintained constant cooperation with state officials and is in compliance with state regulations. This is critical not only for success of the company but also for its smooth operation. Legal mishaps can spell disaster for those who prioritize profit over compliance.

Among the biggest challenges in maintaining a cannabis company is its relationship with financial institutions. Difficulties may arise due to the current federal restrictions. Banks still tend to steer clear of anything associated with cannabis. Ceres Natural Remedies is no stranger to this problem. However, with the triumph of legalization at the state level, the local community itself has become more open and supportive.

"We are excited to expand the line of Ceres Natural Remedies products and begin wholesaling to other hemp and cannabis businesses. Our focus will be on coexisting with nationally proven brands, as reflected in our current partnerships with Organa Brands, Mary's Nutritional and CBDMEDIC. Our products are unique because of our commitment to using high-quality, locally produced ingredients including hemp in our product line. When we combine these ingredients with traditional healing botanicals and terpenes, we are harnessing the synergy of plant-based medicines to improve the efficacy of CBD products and enhance the well-being of our customers and medical patients," Shayne proudly said.

Flavors

TASTE THE TERPS

ZOE JON ALEJANDRA

DABBLICIOUS EXTRACTS HAS been making waves in the cannabis industry since Brendan Perry founded the company in 2013. Brendan started out as a budtender at Berkeley Patients Group 18 years ago.

Brendan reflected, “This was at the beginning of the cannabis industry, and there were only a handful of dispensaries. I had a unique opportunity to really see the industry grow up and mature over almost two decades. After finishing up graduate school in 2009, I saw a shift in the public perception of cannabis and decided to focus my time strictly on cannabis. Over the next three years, I went through a whole different type of schooling. I saw the need to create not only a high-quality product but a brand to make that product stand out.” The result has been a company with a selection of products that would strike the fancy of every cannabis connoisseur or even the occasional customer.

Lemon Banana, Banangie, Clementine. The names sound like your favorite slushies to beat the summer heat. Indeed, a first look at the products will turn you into a kid in a candy shop.

Variety became a key factor for Dabblicious’s success. Brendan followed the model of his own personal experience. “I don’t like to smoke the same thing every day, just

like I don’t like to eat the same food every day. Another major contributor to changing the menu is that each cannabis strain has a different effect.”

One of the newest innovations in cannabis extraction is live resin concentrates. These are made by taking freshly harvested cannabis and freezing it to subcritical temperatures prior to and throughout the extraction process. Dabblicious is a cannabis brand of high-quality live resin, with its foundation being budders and crumbles. The product line has expanded to include caviars as well as vape cartridges. The company is best known for fruit infusions and a variety of terpy strain combinations. It puts a premium on constant research and innovation.

Aside from being the company’s founder, Brendan is a hands-on leader who works with the team on every project. He oversees every step, from strain selection through to the final product. In fact, all the blends and flavors found in Dabblicious are created by Brendan himself. The awards that have followed testify to the outpouring of dedication and the great work ethic of everyone in the company.

Brendan gave us the history. “It started with the four wins at the 2015 Southern California *High Times* Cannabis Cup. We won two first places, a second place and a third. We introduced the first-ever live resin white budder, which

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had never been seen in competition. That competition was the turning point when we started to see a shift to all extracts being called live resin. Our commitment to quality has earned us over twenty awards, including a World Cup. These awards helped Dabblicious build a strong following base and a reputation of quality and consistency.”

Dabblicious is located in Yolo County in Northern California. Yolo is a region best known for its wine, but the cannabis industry is rapidly catching up in the area. The company’s main reasons for locating there are the weather and their employees. Brendan lives the Yolo lifestyle, and the climate is perfect for Dabblicious’s method of using fresh, frozen products as its base. He also prides himself on helping a sharp team of imaginative and intelligent people.

Brendan feels blessed to have been part of the growth of the cannabis industry. He has established a network with the best in the business to ensure that harvests contain the highest con-

sistency of terpenes. He also knows the struggle with the regulations, compliance and testing standards. It can be challenging to find quality harvests, and so the company has made a decision to grow most of its products in-house. That way, Dabblicious maintains its commitment to creating the best craft cannabis for customers.

Dabblicious sees itself as one of the pioneers and innovators in the quest to offer the best products. Brendan concluded, “Dabblicious sees the explosive growth in the cannabis industry and plans to grow our brand with it and continue to innovate and bring new products to market in the next five years. As legalization gets closer to reality, we feel Dabblicious and the concentrate market will grow significantly, and we are planning to capture a large piece of the cannabis concentrate market through creative innovations, collaborations with other growers and/or partnering up with other cannabis corporations.”

TO LEARN MORE, VISIT DABBLICIOUS ON INSTAGRAM @DABBLIBILOUDFARMS.



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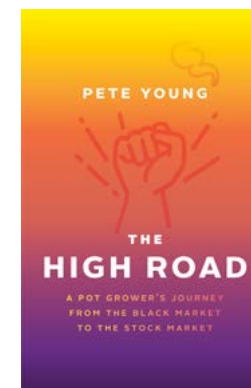


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HITTING THE HIGH ROAD

A celebratory book about the highs and lows of one man following his cannabis bliss.

MOLLY CATE



DID YOU EVER DREAM of dedicating your life to growing or selling cannabis? Pete Young, author of *The High Road: A Pot Grower's Journey from the Black Market to the Stock Market*, did both and made it big. On January 23, 2018, Pete rang the opening bell for the Toronto Stock Exchange, celebrating the success of Indiva, the latest of his many cannabis ventures. Pete writes of hoping to retire in a couple of years when he's 50. Given his many U.S. and Canadian adventures, he will have earned that early retirement.

About once a year, for various reasons, Pete would take a break from using the plant he dearly loves. The first time he quit was to clear his head; he was thirteen, growing up on Long Island, New York, and failing everything in school. Shortly thereafter, struggling with learning disabilities, his mom's devastating illness and the family's move to Ontario, Canada, Pete floundered, dearly missing the friends and beach scene he'd left behind. Fortunately, he got to spend several later summers back on Long Island, and that's when he and a friend started growing their own.

After those first few summers learning to grow cannabis, Pete remained in Ontario and kept expanding his expertise as a grower. *The High Road* tells his story and gives his opinions on growing in the backyard, basement, garage, or in ravines and cornfields, running grow houses, hydroponics, different lights for various parts of the plant's life cycle, growing for seeds or for flowers, soils, genetics, super-cropping (gently stressing the plants through careful injury to their stems), Cannabis Cup competitions and sativa versus indica. Pete finds that sativa gets him high (energized and happy), while indica gets him stoned (couch locked).

“Your plants are living entities and have a consciousness. If you do nothing but grow and sell pot ... they’ll sense they’re being exploited, they’ll do poorly.”

Peppered throughout the book are tips on growing clean, fragrant cannabis flowers. He called the cannabis he tasted in Amsterdam “yucky” because cultivators kept fertilizing the plants all the way to the end of their growth. In his Ontario hometown, he first specialized in cannabis photography, which is how he met his friend Chris Clay. Later, Pete’s pics would grace the pages of *High Times*. He and Chris opened Hemp Nation, selling seeds, buds and paraphernalia and offering Pete’s how-to-grow seminars. As the Minister of Agriculture for the business, Pete provided all the cannabis, too. Some he grew, but most came from small apartment grow sites he’d set up, teaching the growers how to produce the best herb.

It hasn’t always been smooth sailing for Pete or for Chris either. They’ve dealt with a few deadbeats and bad dudes along the way. Run-ins with the law were inevitable. Chris was arrested, which he then made a huge public campaign out of it, hoping to shift awareness toward legalization. Pete’s had remarkably few arrests and has always acted respectfully when interacting with law enforcement. He perfectly describes how to handle the situation if you have to deal with the police in his book. Sometimes, other shops would be busted, and his would be left alone. Dozens of times, the police turned a blind eye to Pete’s activities, only intervening when a rare public complaint forced them to act. Pete is sure the hands-off treatment was because he was known to act with integrity and because many police disapproved of wasting their time with cannabis, deeming the dangers of PCP and meth as much greater. The police were helpful when he suffered two home invasions from thugs looking for big money, guns and heavy drugs -- none of which would ever be found at any site Pete ran.

Throughout the book, Pete reminds readers of his philosophy on good cannabis karma. It should never be a full-time job. If you get caught up in making more money off the plant, you will attract the wrong type of people, and the plants won’t do as well either. He writes, “Your plants are living entities and have a consciousness. If you do nothing but grow and sell pot ... they’ll sense they’re being exploited, they’ll do poorly.”

Pete began hearing about some of the ways cannabis helps people with various medical conditions. That fueled his resolve to focus on growing for, and selling to, medical users, the ultimate in good karma, so he opened the Cannabis Compassion Centre. To supply the medicine, he set up more small growers, who would then pay him back with cannabis. He was able to sell to patients (all with a doctor’s prescription) at lower prices than anyone else. Now, he’s the master grower and a part owner of Indiva, a licensed producer of medical cannabis authorized by the Canadian government. Pete has not used cannabis for seventeen years, but, as his fast-paced and fascinating book makes clear, his heart and soul are still and always dedicated to the kind herb.



THE HIGH ROAD AUTHOR, PETE YOUNG

BOB HOBAN

Representing Your Cannabest Interest

ZOE JON ALEJANDRA



EVERY YEAR, THE United States spends an estimated \$58 billion in the War on Drugs, according to the Drug Policy Alliance. In 2017, more than 1.6 million arrests were made in the United States, 85.4 percent of which were only for possession. More than 600,000 people were arrested for cannabis law violations, 90.8 percent of which were only for possession.

It is well-known that the United States has the highest incarcerated population in the world. Fortunately, cannabis laws have been changing for the better. More than 30 states allow medical use, and ten have legalized recreational use of cannabis, namely, Alaska, California, Maine, Massachusetts, Michigan, Nevada, Oregon, Vermont, Washington and the District of Columbia.

This progress would not be possible without the hard work of those in the legal sector. Bob Hoban, a Colorado-based cannabis attorney, says that over the past ten years, many lawyers and law firms have dedicated themselves toward practicing cannabis law. When asked whether there is a shortage of legal resources available to the industry, he says there is not. “There is absolutely a shortage of education and understanding of the law in our court system, however, which creates an uphill battle for cannabis industry owners who find themselves in court for what would otherwise be a routine business dispute. This is especially true regarding federal court.”

As a result, many end up behind bars because of insufficient knowledge. Ignorance of the law, however, cannot be easily excused. It’s up to the individual to understand the legal implications of starting up a cannabis business or using cannabis medically or recreationally.

Bob Hoban did not start out as a cannabis attorney. He had been steadily developing his practice in civil litigation. It was around the time Colorado legalized medical cannabis that he changed his focus. Part of this change was also based on his personal experience.

“I knew from my own experience caring for my late mother, who suffered from cancer, that medical cannabis truly could help people. I wanted to bring legitimacy to a system that primarily involved black market operators and criminal defense attorneys,” Bob said.

The Hoban Law Group started out in 2008 as Hoban & Feola, with a sub-specialty in eminent domain law, helping property owners defend their rights against government takings. Bob recalled, “Eventually, a dispensary owner in the Denver metro area had a takings case of their own and found our firm because of that need. We won that case, and word spread quickly that dispensary owners could work with experienced business attorneys and litigators, not just criminal defense attorneys. After ‘adult use’ became legal in Colorado in 2012, our firm re-branded and decided to focus full-time on cannabis clients, including marijuana and industrial hemp.”

The Hoban Law Group is a full-service business law firm with a complete range of services in litigation, intellectual property, tax, corporate governance and financing, regulatory compliance and licensing. The firm made the news when Bob spearheaded a case against the Drug Enforcement Administration (DEA).

When the DEA published a final ruling in December of 2016, declaring CBD oil an illegal Schedule 1 substance, because it is derived from marijuana or hemp, the Ho-

ban Law Group knew that the industry had to hold them accountable. Petitioners in the lawsuit against the DEA included the Hemp Industries Association, RMH Holdings, LLC and Centuria Natural Foods, Inc. The suit was filed in January 2017 and went before the U.S. Court of Appeals for the Ninth Circuit for oral argument in February 2018. The essence of the lawsuit was the way the DEA defines cannabinoids and how they are sourced. On its face, the agency’s ruling seemed like a benign act, but Bob believed it was not. The Hoban Law Group saw two major problems with the DEA’s definition of cannabis, both referring to how the Controlled Substances Act treats it.

First, not every part of a cannabis plant is illegal. As the Ninth Circuit found in 2003 and 2004, there are certain parts of the plant that are specifically exempted from the Controlled Substances Act, and thus from the DEA’s rulemaking authority.

Second, the DEA often improperly treats all cannabinoids the same. Although THC is illegal under the Controlled Substances Act, other cannabinoids, including CBD, should not be subject to the same treatment, particularly when sourced lawfully.

Bob further explained, “These misunderstandings around cannabis—specifically, the difference between marijuana and hemp—underpin one of the biggest difficulties in our practice. There is much work and education that remains to be done for legislators, law enforcement and rulemaking authorities.”

Starting a cannabis business is relatively complicated at first glance if you’re not educated about the regulations and how to maintain compliance once in operation. Since cannabis regulations can sometimes be inconsistent, it is not uncommon for cannabis business owners to encounter complicated legal issues. Bob offers a three-point recommendation:

- *Don’t just hire an attorney, take your attorney’s advice! It’s hard to count the number of times we’ve consulted with clients who chose to ignore the advice we gave them because they didn’t like it, only to end up back in our office six months later in hot water. Hire an attorney you trust, and follow their advice.*
- *Decide your level of risk tolerance early on. Some of our clients are comfortable being provocative with*

their labeling or marketing, for example. That can be an effective part of a marketing strategy as long as you’re prepared for the legal challenges that you may invite. Others are understandably fearful of attracting the attention of any regulators or law enforcement authorities. Factoring in your risk tolerance will be very important as you work with your attorneys and team members to develop a business plan.

• *Document everything, even if you’re in business with people you believe you can trust. It’s unfortunate, but we’ve handled a lot of business divorces for people, often times family members, who didn’t properly paper their investments, operating agreements or corporate documents. When deals go south, it’s then impossible to avoid litigation that leaves everybody a little worse off. This pitfall can be easily avoided with proper diligence at the outset.*

When asked about the major factors that hinder the progress of the cannabis industry, Bob says banking is a major daily struggle. Access to a bank account is only part of the problem. Challenges include lending, raising capital and the risk-averse position of financial institutions. The firm also expects a wave of legal claims to hit the industry, such as from consumers claiming they were harmed or sickened by the products they used. It is best to prepare by self-imposing best practice standards and ensuring FDA compliance with labeling and marketing, including adherence to other legal guidelines. Bob sees a positive future for the cannabis industry. We need self-education, compliance and smart and lawful decision making.

“Hemp! Hemp! Hemp!” Bob emphasized. “In many ways, the question of the regulated cannabis marketplace is settled. As new states continue to come online (welcome, Michigan, Utah and Missouri!) they can look to states like Colorado, Washington and Oregon for successful regulatory models as well as cautionary tales. But the parallels between the industrial hemp industry at present and in 2008 cannot be ignored. There are still many opportunities for individuals to invest into the nascent hemp industry before it becomes the focal point of an agricultural revival in the United States.”

💎 **TO LEARN MORE, VISIT HBAN.LAW.**

Rapid Women

Paddling and Perseverance

NORA MOUNCE

“**FOR ME, KAYAKING** is the medium,” explained whitewater kayaker Melissa DeMarie. “It’s such a great platform to build skills and confidence.” An East Coast transplant pulled to California for the better snow and bigger mountains, Melissa discovered the joy of paddling rivers after moving to Lake Tahoe in 2004. As with most high-intensity sports, she quickly noticed there weren’t many other ladies out getting after it. She remembers getting jazzed whenever she’d meet another female paddler on the river. “I’d see one and say, ‘She’s rad!’ There’s another one! She’s rad!” Melissa laughed.

In 2015, Melissa decided to permanently expand her circle of female friends by founding the California Women’s Watersport Collective (CWWC) and share her love of paddling with more women. Based in the American River watershed of the Sierra Foothills, CWWC’s workshops are held from the Bay Area to Idaho, drawing women from up and down the West Coast. Affectionately known as the “Cali Collective,” Melissa established the non-profit to empower women on the water, whether they’re paddling Class V whitewater or bobbing down the river in an inflatable unicorn (an annual event). While Melissa has personally run famous rivers and big drops across the globe, all she can talk about is her thriving new community as the CWWC approaches their fifth anniversary.

“When you empower somebody to do something outside their comfort zone—and really face their fears—they come out with a new-found sense of confidence that translates into other parts of their lives,” said Melissa. Since founding the Cali Collective, Melissa and her team have hosted dozens of clinics ranging from “Intro to Whitewater” to “Holistic Paddling” (yoga and nutrition sessions included!) to their upcoming “Sea Kayaking and Whale Experience” in Baja. The organization has attracted women from all walks of life, from seasoned adrenaline junkies to corporate executives to young girls and teenagers.

Melissa stresses that Cali Collective is about helping women tap into their power; paddling through a white-knuckle rapid or witnessing the majestic bioluminescence in Tomales Bay are merely side perks. For Melissa, the best part of founding CWWC has been watching women take inspiration from the river—and one another—and translate their new-found mastery into their daily lives. As the Cali Collective continues to attract new participants to watersports (whitewater, stand-up paddle boarding, surfing, and sea kayaking), it’s clear their message of women building up women

and holistic lifestyles is growing. “We’ve been able to create this space for women to learn and connect with other women while feeling safe and not intimidated,” she added.

The Cali Collective’s ethos of moving confidently into spaces long dominated by men—with finesse and inclusivity—echoes the female leaders of today’s cannabis industry. In recent years, numerous reports have shown that women are the fastest-growing demographic in the cannabis market. Women, who have controlled household budgets and dictated consumer trends for decades, have emerged as the voice behind many of the cannabis industry’s leading brands. Products that feature therapeutic strains and high levels of CBD are designed to alleviate sore muscles, chronic pain and anxiety, directly supporting a woman’s ability to feel strong and confident on the water.

Like many serious athletes, Melissa has endured her share of injuries, including a shoulder that she repeatedly dislocated (yes, while kayaking), which eventually required surgery. The recovery has been long and arduous—and the mental recovery even tougher—but cannabis oil has been a huge support. “Topically, cannabis oils are super-beneficial for body,” said Melissa. She likes using DIY cannabis salves made by a massage therapist friend who regularly gives complimentary massages to local cancer patients. Personally, DeMarie believes that cannabis, both ingested and used topically, has been essential in her transition from major surgery to living—and kayaking—without pharmaceutical pain meds.

While many female kayakers and CWWC participants appreciate cannabis as part of an active lifestyle, perhaps none are more passionate than the women at First Descents. A national non-profit organization that provides outdoor recreation experiences for young adults impacted by cancer, First Descents is dedicated to getting patients—and survivors—rock climbing, paddling and surfing. This past season, Melissa and her team partnered up with First Descents to host paddling workshops on the American River for women battling cancer. “So many patients are using cannabis to heal and cope,” she explained. “It was really powerful to be part of their traditions and hear their stories,” she added.

♦ **TO KEEP TRACK OF THE BADASS WOMEN OF CALI COLLECTIVE, FOLLOW THEIR SMILING FACES AT [CWWCOLLECTIVE.COM](https://cwwcollective.com), @CWWCOLLECTIVE ON FACEBOOK AND INSTAGRAM, OR JOIN THEM IN BAJA IN 2019!**



PHOTO COURTESY OF THE CALIFORNIA WOMEN’S WATERSPORT COLLECTIVE

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NOELLE SKODZINSKI,
EDITORIAL DIRECTOR,
Cannabis Business Times,
Cannabis Dispensary &
Cannabis Conference
2017, 2018 Speaker

“
WE ARE ALL
ONE INDUSTRY.
WE HAVE TOO
MANY OBSTACLES
TO FACE TO PUT UP WALLS AROUND OURSELVES.
WE NEED TO
FACE THEM
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Blazed BISCUITS AND GANJA GRAVY

EDIBLES MAGAZINE

INGREDIENTS:

- 1 (9.6 oz) package of pork sausage crumbles - or - ¼ pound of sugar-free pork sausage roll
- 3 and ½ tbsp of cannabis-infused butter
- 2-to-3 tbsp all-purpose flour
- ¼ teaspoon salt
- ⅛ teaspoon pepper
- 1¼ to 1⅓ cups whole milk
- 1 (16 oz) can refrigerated jumbo buttermilk biscuits

INSTRUCTIONS:

Bake your biscuits according to the package directions.

Cook the sausage in a large skillet over medium heat for five to six minutes, or until thoroughly done. While gradually adding milk, stir in the flour. Cook until the mixture comes to a boil and thickens.

Reduce the heat to medium-low, and simmer for two minutes, while stirring.

Season the dish with salt and pepper and add one more ½ tbsp of canna butter.

Split your biscuits in half, and place each halves face-up on the plate. Top it all off with ⅓ cup of ganja gravy. Enjoy at anytime of day!



Au Gratin CANN A POTATOES

EDIBLES MAGAZINE

INGREDIENTS:

- 1 cup sour cream
- 1 (10.75 oz) can condensed cream of celery soup
- 4 ½ cups peeled and shredded potatoes
- 2 cups shredded cheddar cheese
- ½ cup chopped green onions
- 1 cup cornflakes cereal
- 1 cup canna butter
- 1 tbsp chopped fresh parsley

INSTRUCTIONS:

Preheat the oven to 350°F (175°C). Spray one 8-inch square baking dish with vegetable cooking spray. In a large bowl, stir together the sour cream and soup. Add grated potatoes, cheese and onions. Mix well, and pour into the prepared baking dish. Cover the dish with a lid or aluminum foil. Bake for 45 minutes in the preheated oven. In a small bowl, mix together the melted butter and cornflakes. Sprinkle over the top of the potatoes, and return to the oven. Bake uncovered for an additional 20 minutes or until bubbly and cornflakes are golden brown. Remove from the oven, and sprinkle with chopped parsley.

Jamie Lee McCormick





CANNA BUTTER
6 tbsp, melted



WHITE SUGAR
¼ cup



BROWN SUGAR
½ cup



SALT
1 pinch



CINNAMON
¼ tsp, ground



WATER
¼ cup



PIE CRUST
1 (15 oz) package
Double Crust



RED APPLES
4 large

Easy Canna APPLE PIE

EDIBLES MAGAZINE

INGREDIENTS:

- 6 tbsp unsalted canna butter
- ¼ cup white sugar
- ½ cup brown sugar
- 1 pinch salt
- ¼ tsp ground cinnamon
- ¼ cup water
- 1 (15 oz) package double crust ready-to-use pie crust
- 4 large red apples, cored and thinly sliced

INSTRUCTIONS:

Preheat the oven to 425° F (220 degrees C). Melt canna-butter in a saucepan over medium heat. Stir in white sugar, brown sugar, salt, cinnamon and water. Bring the syrup to a boil, stirring constantly to dissolve sugar, and then remove from heat. Unroll pie crusts, press one into a 9-inch pie dish, and place the apples into the crust. Unroll the second crust on a work surface, and cut into eight 1-inch strips. Criss-cross the strips over the apples, or weave into a lattice crust. Crimp the bottom crust over the lattice strips with your fingers. Spoon caramel sauce over the pie, covering lattice portion of the top crust; let the remaining sauce drizzle through the crust. Bake it in the preheated oven for 15 minutes. Reduce heat to 350° F (175° C), and bake until the crust is golden brown, the caramel on the top crust is set and the apple filling is bubbling, 35 to 40 more minutes. Allow the pie to cool completely before slicing.



Holiday VANILLA PUDDING



EDIBLES MAGAZINE

INGREDIENTS:

- 2 cups milk
- ½ cup white Sugar
- 3 tbsp cornstarch
- ¼ tsp salt
- 1 tsp vanilla Extract
- 1 tbsp canna butter*

INSTRUCTIONS:

In a medium saucepan over medium heat, warm the milk until bubbles form at the edges.

In a bowl, combine sugar, cornstarch and salt. Pour that mixture into the warm milk a little at a time, and stir in to dissolve. Continue to cook and stir until the mixture thickens enough to coat the back of a metal spoon. Do not boil.

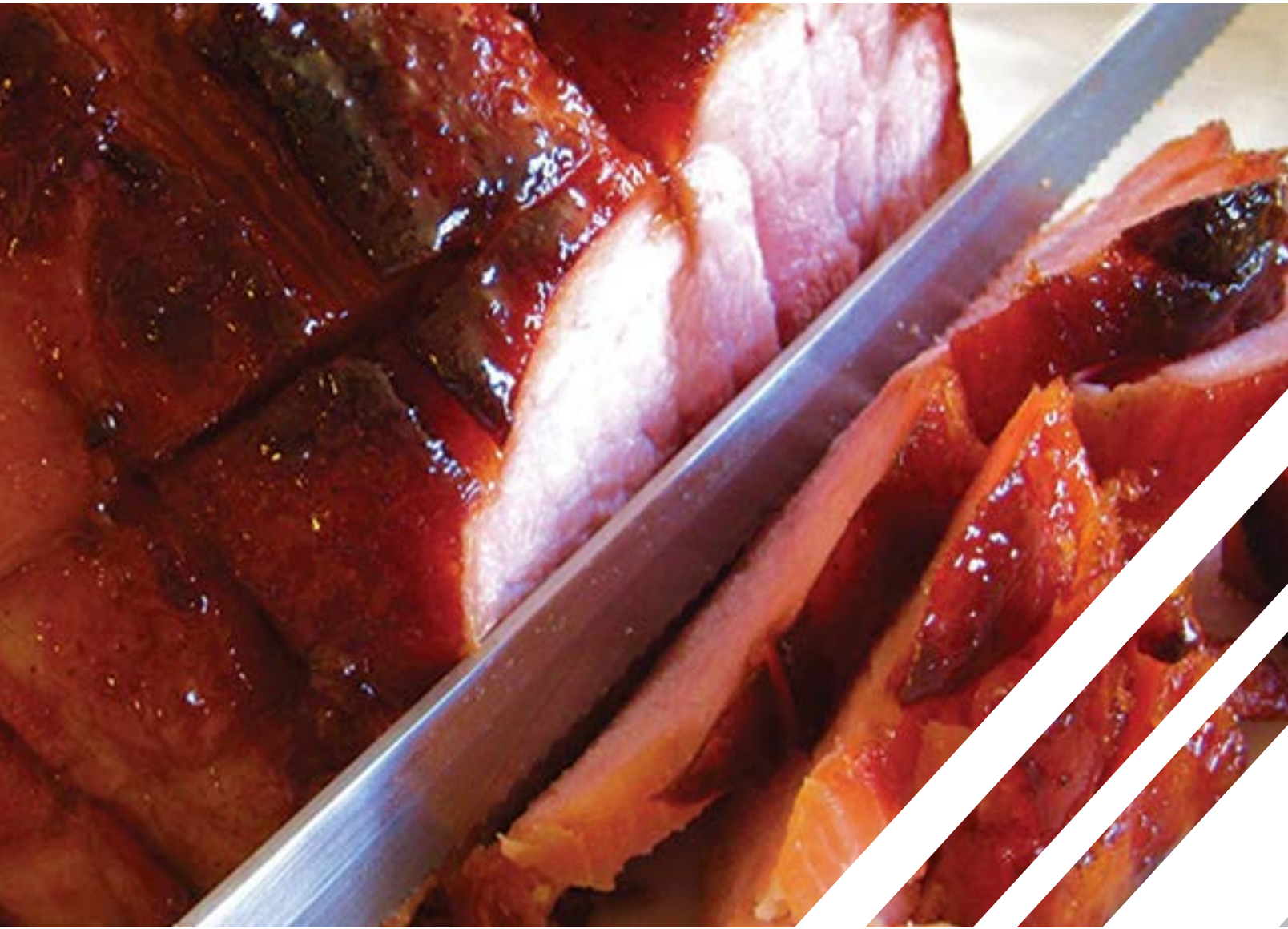
Remove from heat, stir in the vanilla and canna-butter.

Pour into serving dishes.

Chill before serving.

Holly-Daze HAM

EDIBLES MAGAZINE



If you're ever looking to medicate a meat dish, we recommended using a marinade.

Here is an infused glaze for your preferred ham.

INSTRUCTIONS:

Combine brown sugar, butter, mustard and cider vinegar in a large saucepan over medium heat. Bring it to a boil, and reduce heat to low. Simmer the sauce while stirring constantly, until sugar has melted and the glaze has thickened (about 8 minutes).

Season to taste with salt and pepper.

INGREDIENTS:

½ cup brown sugar
8 tbsp canna butter
3 tbsp spicy mustard
1 tbsp cider vinegar
Salt and pepper to taste



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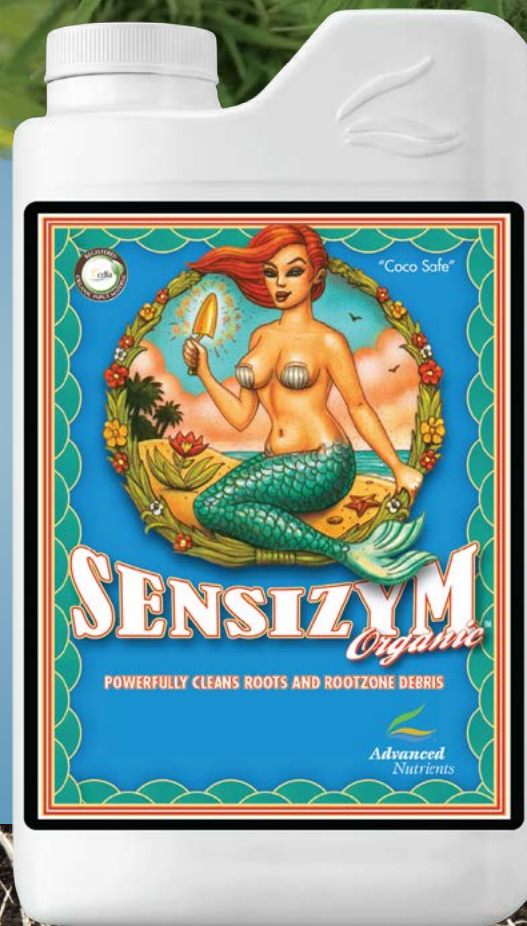
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