

# Emerald

CANNABIS LIFESTYLE

THE  
DIY  
ISSUE

DIY '60S STYLE

Back to the Basics  
on Teaching How  
to Make Products  
Rather Than Buy

CANNACLUSIVE  
SOLVING CANNABIS'  
INCLUSIVITY PROBLEM

HOMEMADE MEDICATED  
CANDY HEARTS

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CANNABIS DIYS

All You Need  
to Know to Get  
Your Grow On

A CANNABIS SAMPLER: TASTY TIDBITS ON EDIBLES

# DARE TO BE BOLD



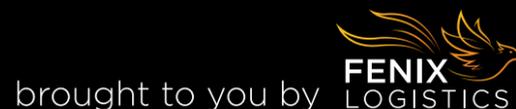
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# LETTER *from the* PUBLISHER



NEW YORK CITY CANNABIS FILM FESTIVAL / PHOTOGRAPH BY EMMA PRATTE

*Dear Reader,*

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

This month, we shine light on a very real fact—in this industry, you’ve just got to Do-It-Yourself. Nothing in cannabis has come easy for folks. We’ve climbed the mountain upwards in both directions and still are met with resistance. In this issue, we dive not only into cannabis DIY projects such as creating your own hydrosol or getting baked on blazed salmon, but we also touch base on some real issues that many face in this industry.

Our cover story this month highlights CannaClusive, an organization whose sole mission is to give fair representation and portrayal of minority groups in the cannabis industry.

The people of cannabis are not just soccer moms—the reality is that this industry is built on the backs of those who have been adversely affected by the war on drugs. Groups like CannaClusive aim to solve the industry-inclusivity problem.

For all of us out there who are getting things done on our own, know that you are not alone. This industry was built by pioneers and heroes who have helped pave the way for consumers like us to build upon. Join us in March as we step a little further away from winter and begin to embrace the great outdoors once again, in the *Outdoor Lifestyle* issue.

From all of us here at the *Emerald*, we wish you a warm winter and a toasty smoke!

*High Regards,*  
Christina E. De Giovanni  
Publisher



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# Emerald

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# DIY IT'S A WAY OF LIFE



**FROM CLOSET GROWS AND BURIED SCHOOL BUSES TO HOMEMADE IRRIGATION, LIGHTING AND CO2 SYSTEMS, THE DIY SPIRIT HELPED CANNABIS SURVIVE.**

could engineer a bong out of a watermelon, a can or some aluminum foil. The new legal climate has even helped all sorts of DIY inventions become ancillary products that support a continually growing legal industry.

Pitch-A-Bowl (replaces aluminum foil bowls), Zigrow (gives you the tools to grow like a pro), BottlePonics (lets anyone grow using aquaponics with ease), the Ardent Decarboxylator (decarb your flower, yourself, so that you can get the most out of your medicine), the Magic Butter Machine (the magic of cannabis-infused edibles is simple, thanks to this) and more all started out as somebody's DIY.

## **A DIY CANNABIS PROJECT FOR EVERYONE**

You can find all sorts of amazing DIY projects by visiting cannabis forums. When it comes to cultivation, extraction, or edible consumption, there's an endless array of DIY projects that keep sprouting up like weeds. When it comes to cannabis, there's more to the plant than what newbies may think. If you stumble across something that makes you curious, ask questions. Type those questions into Google, and look for the answers in different cannabis forums online. Last but not least, have fun, and give one of the many cannabis-oriented DIY projects a try yourself, and see exactly what the DIY lifestyle is all about!



**WHEN IT COMES TO CULTIVATION, EXTRACTION, OR EDIBLE CONSUMPTION, THERE'S AN ENDLESS ARRAY OF DIY PROJECTS THAT KEEP SPROUTING UP LIKE WEEDS.**

JAMES PRIEST

# D

**DO IT YOURSELF, OR DIY,** is more than a trend, it's a way of life. The cannabis community is a big fan of the DIY lifestyle. In large part, the black market of the cannabis industry survived as a

result of many innovative DIY projects.

From closet grows to homemade irrigation structures, lighting and CO2 systems, the Do-It-Yourself mentality has helped cannabis do more than just survive, it's helped the community and culture thrive.

Cannabis would not be where it is today if those who grew had not improvised and done things themselves.

## **INFAMOUS DIY GROWS**

Do you remember closet grows? Perhaps that bud who always had something growing? The first closet grows had aluminum foil on the walls, a fish light and a small fan. It was basic, but it was DIY at its finest. This writer remembers seeing that setup converted into a buried school bus. A generator sat where the motor once was and was vented some distance away through a buried PVC pipe. The inside of the bus was stripped clean except for a card table and three chairs. Lights ran down the ceiling, fans were attached to the walls and there were even a few little electric heaters for when it was chilly. Talk about crafty!

## **DIY ISN'T JUST FOR GROWING**

It wasn't just those who grew who embraced the DIY lifestyle. The people responsible for the shipping and delivery of cannabis had unconventional methods that definitely fell into the category of DIY. When smuggling cannabis through the Everglades, people would lay down boards across mangrove bushes to drive out to the boats. In essence, they built their own roads and dock, and would then remove them as quickly as they were built. Could you imagine driving a vehicle, on boards, resting on bushes, in the Everglades? Talk about DIY!

## **DIY PRODUCTS BLAZING THE WAY**

Let's not forget all of the makeshift ways people have come up with over the years to blaze the plant we crave. If it wasn't you, then chances are you had that MacGyver friend who

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# HAPPINESS IN HEALING: THE JOY ORGANICS STORY

BY ZOE JON ALEJANDRA

# W

**WE SPEND ABOUT ONE-THIRD** of our lives sleeping. Sleep is essential to our survival. It is also the best time for our body to heal itself. However, quality sleep is not a reality for everyone. Numerous factors are involved in sleep deprivation. For Joy Smith, chronic pain stole precious hours of sleep and began

to affect her mood and overall health. Joy is a wife, mother and grandmother. When she found herself suffering from issues of chronic shoulder pain and sleeplessness, and traditional medication wasn't effective, she set out to find a natural solution.

According to the National Sleep Foundation in 2015, pain is a key factor in American sleep debt. This means lost work productivity, lack of time for recreation afterward and the feeling of not having a desired quality of life. Joy found out about a natural way to heal herself through cannabidiol, or CBD, a compound that has long been making waves in the cannabis industry and a way to heal the body without having the psychoactive side effect. Not every CBD formulation is effective, however.

**WITH A BRAND THAT PROMOTES POSITIVITY AND ALTRUISM, JOY ORGANICS SEES ITSELF BECOMING ONE OF THE TOP THREE CBD PROVIDERS IN THE UNITED STATES.**

Smith founded Joy Organics. The family business was started when her husband decided to get on board and was soon followed by their children and their spouses. The company felt an obligation to support the cause of abused women, making it a major component of the company to help and empower those who have been refugees, homeless or victims of human trafficking.

Starting out in the cannabis industry can be quite difficult if you don't know the ropes. Joy outlines the challenges she encountered when she decided to form a CBD-exclusive company. Key factors to be aware of include financial support, logistics, processing and even the way you name your business.



JOY SMITH, FOUNDER

One of the main challenges is banking. Most U.S. banks would steer clear of CBD companies for fear of legal troubles. Joy advises people looking to start in the CBD business to keep cannabis industry terms out of their company name. Hemp, cannabis and other related terms tend to scare banks off. There are cannabis-friendly banks, but they require a large deposit and significant reserves.

Shipping can be tricky as well. Major couriers, such as USPS, UPS and FedEx, won't ship known CBD products. Company names can turn out to be red flags for banks and shippers. Similarly, shopping cart companies such as Shopify will not work with CBD companies. Joy also advises everyone starting out to label themselves as health and wellness businesses.

Joy Organics has also started a wholesale program that gives retail stores the opportunity to have a shared income by selling the products. Retailers are given a discount of 50 percent to 60 percent off retail prices, plus free shipping, which will allow them to do a 100 percent markup and increase their margins. For those who want to gain some insight on how to start a CBD business, Joy Organics' 15-minute informative videos are available on YouTube.

Product safety and quality are priorities of Joy Organics. The extraction method they use is vertically integrated and does not use CO<sub>2</sub>, which requires solvents to break down the paste. Joy Organics' products are pharmaceutical-grade CBD. One of the main points of confusion in the market is full spectrum versus isolates. Isolates can result in cheaper products that can be more ineffective due to having extracted only CBD and missing the other essential components. Full spectrum, on the other hand, includes CBD, minor cannabinoids, terpenes, flavonoids, fatty acids and lipids. Being 100 percent THC-free is a vital point for Joy Organics. It is ideal for individuals who need to pass drug tests, such as government workers. Others simply do not want the effects of THC, for religious or other personal reasons. Athletes may also use CBD products without the fear of THC showing up when tested.



JOY WITH HER FAMILY

**“OUR BEST-SELLING PRODUCTS ARE OUR 500 MG TINCTURES IN MINT FLAVOR AND OUR SOFTGELS. ONE IMPORTANT POINT TO NOTE ABOUT OUR SOFTGELS IS THAT THEY OFFER THE GREATEST BIOAVAILABILITY, WHICH IS THE DEGREE AND RATE AT WHICH A SUBSTANCE IS ABSORBED INTO THE BLOODSTREAM. IT IS TWICE AS HIGH AS ANY TINCTURE ON THE MARKET. THE HEALTH BENEFITS INCLUDE PAIN RELIEF, ANTI-INFLAMMATION, ANXIETY RELIEF AND HELP WITH SLEEPING. WE’VE HAD CUSTOMERS TELL US THAT OUR PRODUCTS HAVE HELPED THEM BREATHE BETTER, OR EVEN TO STOP STUTTERING. OUR PRODUCTS HAVE HELPED THEIR PETS BE LESS ANXIOUS AND BETTER BEHAVED.”**

Joy reported, “Our best-selling products are our 500 mg tinctures in mint flavor and our softgels. One important point to note about our softgels is that they offer the greatest bioavailability, which is the degree and rate at which a substance is absorbed into the bloodstream. It is twice as high as any tincture on the market. The health benefits include pain relief, anti-inflammation, anxiety relief and help with sleeping. We’ve had customers tell us that our products have helped them breathe better, or even to stop stuttering. Our products have helped their pets be less anxious and better behaved.”

With a brand that promotes positivity and altruism, Joy Organics is on the path to becoming one of the top CBD providers in the United States.

ROBERT NELSON

# DIY '60S Style

IT WAS DO-IT-YOURSELF FOR MILLIONS OF US IN THE 1960S!

BY MOLLY CATE

WHEN I WAS INTRODUCED TO CANNABIS IN 1967, IT WAS ALL DIY, THOUGH NOBODY CALLED IT THAT. VERY FEW KNEW HOW TO PREP THE STUFF OR WHAT THE HEAD TRIP FELT LIKE. THE CURRENT DIY MOVEMENT IS A BACK-TO-BASICS IDEA, TEACHING PEOPLE HOW TO MAKE PRODUCTS RATHER THAN BUY THEM.



# B

But there were no shops selling buds and bowls then, and most of us had never seen cannabis before.

Before vaporizers or bongs, before

seedless flowers and the astonishing variety of strains and lineages, before medibles, before treks to Amsterdam and cannabis cup competitions, and way, way before legalization, we were all beginners. We had to figure out where to find it and how to use it and enjoy it. Often, that meant making our own paraphernalia (that hard-to-spell slab of a word for smoking gear you can still read in police reports).

The first hurdle was usually finding some. If you were lucky, a friend would pass you some, or a friend of a friend. More often, you'd visit some fairly shady places and pretend to be friendly with people you would never spend time with otherwise, all while trying not to act scared out of your wits. Of course, the real DIY in that case would have been to grow our own. But that was before growing guides, too. So, it could be months between baggies.

The folks doing the selling didn't grow it either. Most cannabis came in from outside the U.S. On the East Coast, that mostly meant bales of not-great stuff smuggled in by boat. It was more often brown than green, and full of seeds and stems. So, the next step was to learn how to process it. Many a time, I watched someone break up a chunk on a slightly tilted record album cover; the seeds rolled off the edge, leaving just the stems to be dealt with. I preferred a wooden salad bowl, using my fingers like a grinder (didn't have those yet

either), and then swirling the seeds and stems into a pile, like someone panning for gold, Acapulco Gold occasionally, though usually just Mexican brown. When larger amounts became available, we would spend an evening processing a quarter or half pound all at once, rolling it all into joints.

Had to learn to roll joints, too—not too hard a skill to master. There was simply no other way to smoke it yet, which led to the question of how to keep from burning your fingers on that little bit called a “roach.” Folks usually used alligator clips found in electrical supply stores or surgical hemostats. (Probably still do.) The cleverest DIY roach clip I ever saw was an “airplane”: Tear a match from a matchbook, and strike it to burn off the flammable stuff. Gently split the paper end in two, and slide the roach in between. Done!

# A

And then came the differences between grass and hash, once the sticky stuff started arriving. What a difference it was—wow! Very strong

and fragrant, it was well worth the learning curve. Before hash pipes arrived, you could crumble or smear hash on rolling papers, but my favorite way to enjoy it was a gem of homemade ingenuity, though I don't recall who taught me. The set-up needed a small, preferably clear, drinking glass, a round piece of cardboard a little bigger than the circumference of the glass and a sewing needle. Pushing the eye end of the needle into the cardboard made a secure stand for skewering a chunk of hash. After lighting the hash, invert the glass over the

whole thing. Once the flame goes out, watch the heavy smoke rise up and cascade down the sides of the glass. Take sips from the bottom, where the glass meets the cardboard. Delicious!

Later on, as good-quality green bud replaced the dry brown stuff, we learned to make our own kif, the little resin balls that glisten in those *High Times* glamor shots. It's always been pricey, but the flavor is unbeatable. And it's less processed than hash. We used framed screens made for decorating silk material. Rubbing good cannabis across a silk screen would separate those tiny, golden balls from the flowers. You could then gently melt them into a sticky lump of hash or sprinkle the kif in with the good green and roll it.

We even learned to make edibles, though not all of them were (edible, I mean). The first cannabis brownie I ever had was horrible—no other word for it—with the whole leaf material blended with the brownie mix. Like eating a hay brownie—yuck! It would take a few years for oil and butter-infusion techniques to become well known. The only whole-leaf product worth eating, then and now (we benefit from the fiber, after all), may be the goo ball, peanut or almond butter mixed with cannabis, nuts, dried fruits and chocolate chips, and rolled into balls. Originally a North African and Middle Eastern confection, an early cannabinated recipe can be found in the European edition of the 1954 classic *Alice B. Toklas Cookbook*. An informative article from the April 20, 2015, issue of *Scientific American* tells the story. The recipe was deleted from the American edition though restored in later editions. If you want a copy, make sure it lists Hashish Fudge.

I appreciate the easy access and astonishing variety of strains and products available these days, but nothing can replace the excitement of those days when it was all new and thrilling. This trip down the DIY memory lane brought back a bit of that thrill!

We're Growing

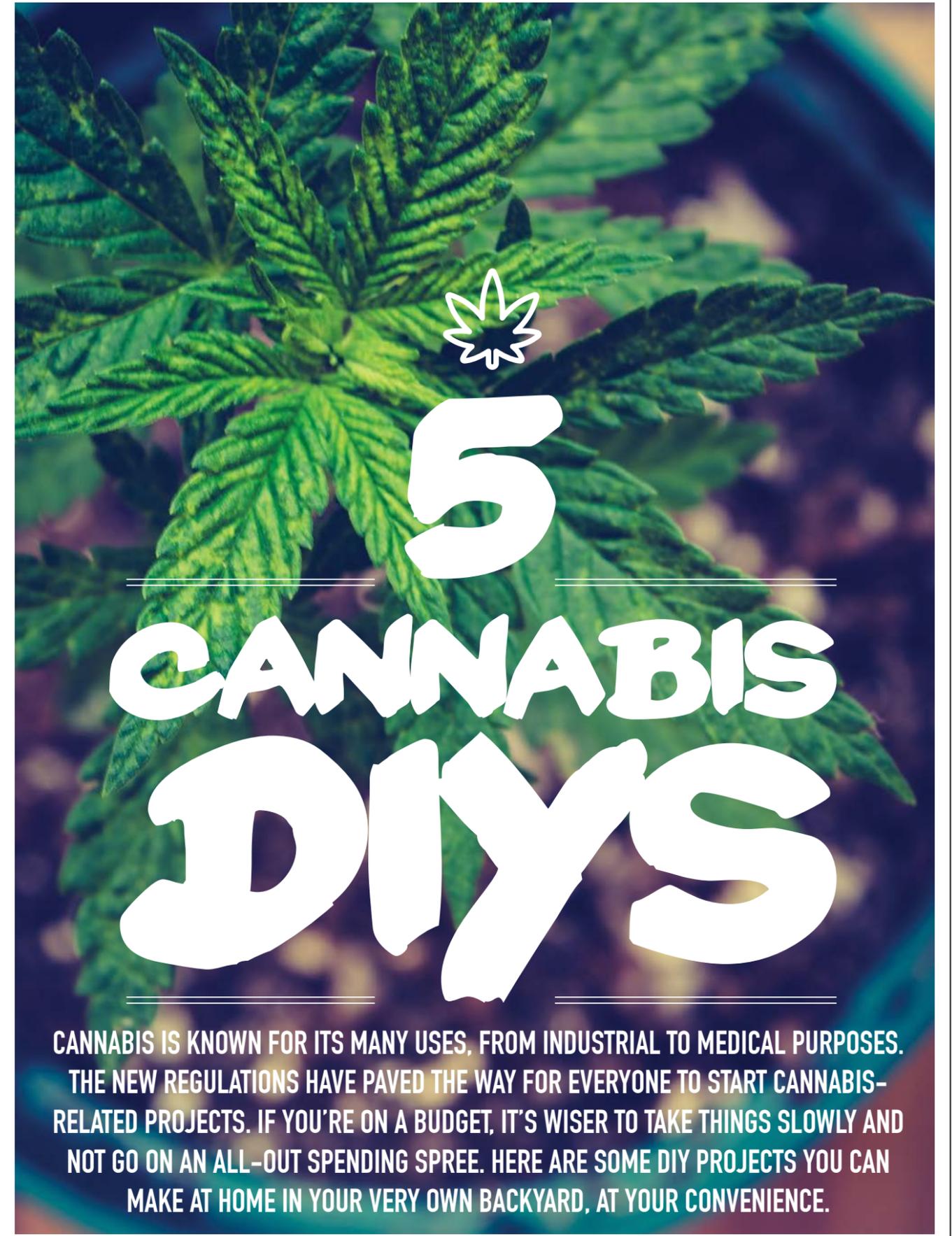
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## 5 CANNABIS DIYS

CANNABIS IS KNOWN FOR ITS MANY USES, FROM INDUSTRIAL TO MEDICAL PURPOSES. THE NEW REGULATIONS HAVE PAVED THE WAY FOR EVERYONE TO START CANNABIS-RELATED PROJECTS. IF YOU'RE ON A BUDGET, IT'S WISER TO TAKE THINGS SLOWLY AND NOT GO ON AN ALL-OUT SPENDING SPREE. HERE ARE SOME DIY PROJECTS YOU CAN MAKE AT HOME IN YOUR VERY OWN BACKYARD, AT YOUR CONVENIENCE.



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# 1

## DIY CANNABIS GREENHOUSE

**Growing cannabis has become more scientific over the years. Depending on the laws in your state, it's important to know the proper guidelines to ensure compliance. Among the important factors to consider are location, temperature, humidity, ventilation, lighting and CO2 enrichment. Every setup is unique according to its purpose, be it for personal use or starting up a cultivation business.**

**MATERIALS** Structural materials depend on the type of greenhouse, as well as the budget in hand. Plastic, wood, aluminum or galvanized steel can be used. For DIY greenhouses, you may be able to use what is available at home before going to the hardware store.

### DIFFERENT TYPES OF GREENHOUSE

- ›Lean-to
- ›Detached
- ›Gable
- ›Hoop House

The greenhouse cover is the most important part of your project since it provides protection for your plants. Glass is an option, but can be expensive. Polyethylene plastic covers are the typical choice these days.

The material is inexpensive and provides sufficient protection. Lighting is essential for a greenhouse. It provides growers with control over their crop during flowering, and even enables cultivation in the winter time.



### STEPS IN SETTING UP THE GREENHOUSE

- ›Gather PVC pipe and rebar.
- ›Hammer the rebar into the ground where you want your PVC pipes to arch.
- ›Once arched, set your covering.
- ›Install temperature control, ventilation, lighting, heating and cooling systems.
- ›Secure entry and exit points.

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# 2 DIY COMPOST

### WHAT IS COMPOST?

Compost is organic material that has been decomposed. It is rich in nutrients essential for soil fertility and healthy plant growth.

### WHAT CAN BE USED AS COMPOST?

- ▶ Fresh-cut grass
- ▶ Vegetable scraps
- ▶ Dry leaves
- ▶ Sawdust
- ▶ Straw
- ▶ Food scraps
- ▶ Cattle and horse manure



### STEPS IN COMPOSTING

- ▶ Gather compost materials.
- ▶ Select area for composting
- ▶ For those with less space, select a container for composting.
- ▶ Combine compost materials.
- ▶ Water the compost pile (if using containers, add just enough water to moisten).
- ▶ Turn or mix once a week to prevent foul odor. It is best to check the center of the pile first which should be around 130 to 150 °F.
- ▶ When the mix is dry, brown and crumbly, it's ready to be added to the soil.



# 3

## DIY WINTER COVER CROPPING

### THE PURPOSES OF WINTER COVER CROPS ARE THE FOLLOWING:

- ▶ Improve soil fertility
- ▶ Prevent weeds from taking over
- ▶ Prevent erosion
- ▶ Prepare a better soil composition for spring crops

### WHAT ARE THE TYPES OF WINTER CROPS?

- ▶ Winter cover crops can be plants that will be purposefully left to die from frost but will hold the soil until the next planting season. Examples include: oats, field peas or oilseed radish
- ▶ Another option for cover crops are winter-hardy plants. Their purpose is to cover and protect the soil, keeping it compact and unsusceptible to erosion.

### Winter cover cropping has two main purposes:

**Soil preservation and preparation for the next cropping.**

# canna. clusive

CANNABIS HAS AN INCLUSIVITY ISSUE. WE INTEND TO SOLVE IT.



Photos: (1) Carlos Mercado, (2-3) Rome Shaw and Khomari Flash

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# 4

## HOW TO START AND MAINTAIN CANNABIS SEEDS



**STEP 1**  
Choose a seed type: sativa, indica or CBD.

**STEP 2**  
Designate a warm(er) area for sprouting seeds. For those placing their seeds straight in the ground, know that they usually need at least 12 hours of light a day. For sprouting in water, add a little nutrient of your choice, and drop

the seeds down the hatch. A third option is to moisten a paper towel and incubate the seeds until they've opened. Keep the paper towel damp.

**STEP 3**  
Monitor the growth of your seeds daily. They should begin to open by the end of the first week.

**STEP 4**  
After a few weeks, there will be a noticeable change. Get a small grow bag, or ziplock bag and place your cracked seed on top of the soil, with a tiny amount of dirt covering it.

**STEP 5**  
Keep your babes warm until they root.

**STEP 6.** Once rooted, get them in their final resting place.

Before starting a cannabis growhouse, it is wise to consider the seeds that would suit your project. Factors like weather and the type of production you will have in the long run have to be compatible with the seeds you grow. There are several strains out there, but not everything is equal.

After you master your seed growing, the next step is to select strains that better suit your purpose.

With the proper knowledge, you can even create your own strain later on.



# Stick Figure



# 5

## DIY CLONING OF CANNABIS STRAINS

Cloning cannabis can cut costs in production, which is especially important if you have budget constraints, and it can help you to plan for growth on a larger scale.

- STEP 1** Prepare your materials: Mother cannabis plant, T-5 lighting system, X-acto knife, water, bowl, clone tray, [moist] rooting-plugs and a growth hormone (if you so choose).
- STEP 2** Prepare the mother plant for cutting. Choose the stronger looking branches and cut at an angle towards the main stem.
- STEP 3** Place cuttings temporarily in water.
- STEP 4** Select your rooting medium. Dip your cutting into the growth hormone, then place it in the root cube.
- STEP 5** Keep your cuttings warm and under 24 hour light (T-5).
- STEP 6** Once your clones have rooted, transplant them to their permanent receptacle.



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# TWO MOMS PRESS PAUSE AND FIND HEALING

**“WHEN LIFE STARTS ACCELERATING WILDLY OUT OF CONTROL, PRESS PAUSE.” —DAWN FABLE AND TORREY BENSON**

BY ZOE JON ALEJANDRA

**DAWN FABLE AND TORREY BENSON** thought they knew what to expect in life. They foresaw getting married, the joys of motherhood, and even anticipated how overwhelming family life could be.

“I’m drowning in my own beautiful disaster,” Dawn remarked. She has everything she ever hoped for: three children in good health, a wonderful husband and a full-time career that she loves. However, she admitted, sometimes things can get

so hectic that she needs moments to pause. She had been suffering from anxiety attacks. Aware of the potentially harmful side effects of pharmaceutical drugs, she looked for alternatives and found her way to the natural healing effects of CBD.

DAWN FABLE  
AND TORREY  
BENSON



**THE PAUSE EXPERIENCE TRIO: THE FULL POWER OF PAUSE PRODUCTS WITH THE POWERFUL, BEST-SELLING TINCTURE, EASY-TO-USE CAPSULES AND HIGHLY EFFECTIVE HEALING BALM**

“My husband and I were intrigued by the health benefits we experienced by incorporating CBD into our lives. For over ten years, I suffered from generalized anxiety disorder, and at times it was consuming. I recognized it was starting to take away from being present with my family. If I’m able to provide even a moment of pause for just one person in whatever it is they are going through, this will all be worth it in the end,” said Dawn.

Torrey Benson is an optimist. She lives in small-town Montana and feels lucky to have a lifestyle she loves, which includes skiing, hiking, rafting and jumping into all sorts of opportunity for an adventure. Like Dawn, she couldn’t avoid stress getting the best of her at times. It all changed when she discovered CBD.

The duo met at a purse party 15 years ago. Instead of a bag, each left with a lifelong friend. They’ve had their fill of fun from their 20s until their late 30s. Both worked hard jobs and still found time to go on trips or just relax. Cannabis-based remedies eventually gave them the much-needed pause to find relaxation.

In 2011, one of their friends initiated a “one-little-word club” among a group of mutual friends. Each had to choose a word to reflect upon their lives. One of them chose the word “pause.” Torrey reflected, “And so, in our fortieth year, on a birthday trip to Laguna, we challenged ourselves to put our minds together on a business venture. A venture to share the CBD love. A venture to help our friends and family. A venture to empower others to press pause.”

Neither was new to cannabis. Dawn and Torrey recalled “Sure, we had both experimented with weed when we were in high school and college, but no one would have considered us ‘potheads’ or stoners by any means.”

According to the National Institute of Mental Health, anxiety disorders vary by objects and situations that cause them to trigger. All share characteristics related to behavioral disturbances. Examples include panic disorders, generalized anxiety disorders, phobias, PTSD (post-traumatic stress disorder), obsessive-compulsive disorder and separation anxiety.

Anxiety disorder is highest among adults 18 and older, according to data from the National Comorbidity Study Replication. An estimated 19.1 percent of U.S. adults had a type of anxiety disorder in the past year. Past-year prevalence of any anxiety disorder was higher in females at 23.4 percent and lower in males at 14.3 percent. In general, an estimated 31.1 percent of adults in the U.S. experience an anxiety disorder at some point in their lives.

Dawn was the first to use CBD treatment and one day called Torrey to give it a try. The words “Just say no to drugs,” however, reverberated in her mind. The thoughts of driving around with kids and doing daily activities while impaired scared her. When Torrey had a panic attack, Dawn found the opportunity to introduce her properly to CBD, which made her a believer. The next challenge was to tell their families.

“We were nervous to share our newfound venture with our families. Would they be proud or embarrassed? Are baby boomers happy to tell all of their friends that their daughter—who is a mother and a wife—is now selling hemp oil? Funny thing is, we were so thrilled about our new

venture and the benefits for our families that we let our nerves fly right out the window.”

Dawn and Torrey were lucky to have support and understanding from their families. Each was all the more thrilled to spread the good news. Their advice for those starting CBD, especially mothers: “Reach out. Ask your doctor. Call us. Research. Don’t be scared! Start small. Be excited that you’re in the know about something that works!”

Press Pause Project products have easily found their market with people who are now aware of this nature-based remedy. Their customers’ positive feedback just keep pouring in, from grandmothers relieved of arthritis pain, to parents regaining good sleep.

Their tincture products are designed in a variety of ways, such as food additives, dietary supplements or topical healing. These contain 500 mg of hemp cannabinoid extract, fractionated coconut oil or organic peppermint oil and are non-GMO, vegan and gluten-free. Also available are balms to ease tension and inflammation. Capsules as dietary supplements are also available. Each capsule contains 10 mg of CBD, so you can plan dosing according to your lifestyle. They recommend starting with one to two capsules a day.

In November 2018, Dawn and Torrey got a chance to moderate an event in Denver called Women + Weed, organized by Found(h)er. It was an evening for educating and empowering women and erasing the stigma of cannabis.

Everyone needs to pause and look at life from a new perspective every once in a while. Dawn’s and Torrey’s products provide ways to assess ourselves, to reflect and, lastly, to heal.



# MARY'S LIST



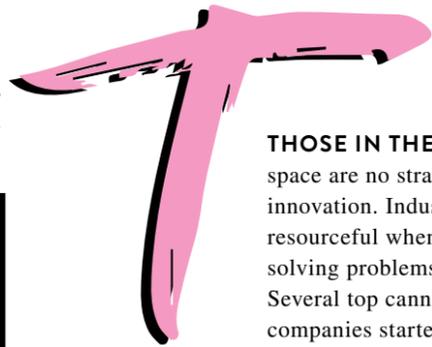
DENISE BIDERMAN  
FOUNDER  
AND CEO OF  
MARY'S LIST

## THE DIY PLATFORM FOR CANNABIS FREELANCE PROFESSIONALS

BY ASHLEY PRIEST

EMERALD MAGAZINE

28



**THOSE IN THE CANNABIS** space are no strangers to innovation. Industry-goers are resourceful when it comes to solving problems. Several top cannabis companies started with a problem, in which they used an innovative way to solve it.

Mary's List, winner of the 2018 Boston University Cannabis Startup Competition, was founded by Denise Biderman. This month, *Emerald Magazine* had the opportunity to speak with Denise about her Do-It-Yourself mission in providing a unique solution for freelancers and other DIY go-getters in the cannabis space.



### Q&A WITH DENISE BIDERMAN— FOUNDER AND CEO OF MARY'S LIST

*Emerald Magazine:* In your own words, what is Mary's List?

**Denise Biderman:** Mary's List is the first professional services marketplace for the cannabis industry that connects businesses of all sizes with freelancers and service providers on a project-to-project basis. Businesses can source professionals from around the country and pay them for services provided directly through the platform, leaving out the guesswork of how to get paid in the cannabis industry.

**EM: What inspired you to start Mary's List?**

**DB:** Two things inspired me to create Mary's List. While I was living in Colorado, I was working for an amazing consulting firm. The company's reputation brought with it a hefty price tag; only a very select group could afford to pay \$250,000-plus on a licensing consultant. That was hard for me to swallow. I kept wondering how I could help people from all income brackets apply for a license, while in the meantime, the altitude

in Colorado was devastating to my health. I was so sick that after my last CAT scan, we decided it was time to move.

While trying to find work, I decided that I could freelance as a licensing consultant. However, when I went to look for cannabis clients and source all the professionals I needed for a licensing application, such as a grow consultant or security consultant, there was no specific resource for me to do that. That's when it dawned on me. I turned to my partner and said, "There's Craigslist, there's Angie's List ... why not Mary's List? Mary's List can be the hub for all things needed to help your cannabis business grow, from licensing to execution. Thus, Mary's List was born in March of 2018.

**EM: What were the biggest obstacles that you faced during the process?**

**DB:** Finding a payment processor that could do payouts for us was absolutely this biggest hurdle we faced. We went through 14 before finding the right partner, lucky number 15! We'd all but given up. We thought about changing our entire business model and replacing it with a pay-to-introduce model without offering a payout solution, but our prayers were answered at the last hour, and we forged ahead. Now, every professional can become a vendor on our site, vetted through our processor, and they'll receive payment right to their bank account for their work. Businesses can effectively pay for these services via credit card. I think this is a huge win for the cannabis industry.

**EM: What is the biggest problem you were looking to resolve?**

**DB:** Mary's List was developed to solve three key issues:  
1. Giving people an equitable

chance at sourcing the professionals they need for a licensing application.

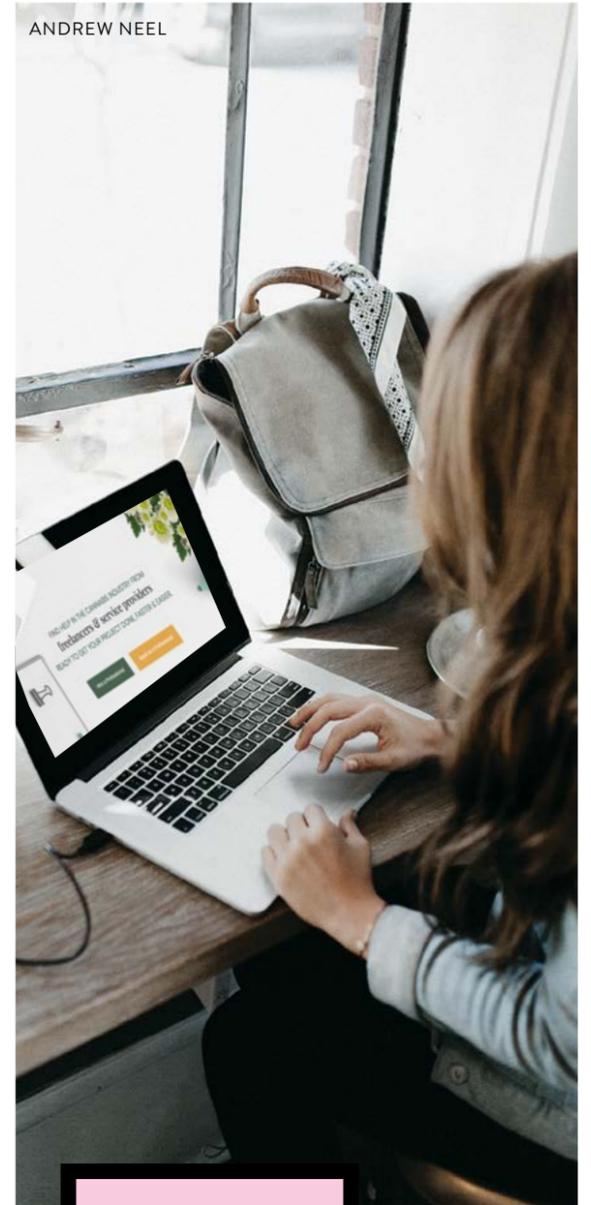
2. Opening up the talent pool in the space: Perhaps a graphic designer based out of West Virginia that familiarizes themselves with the regulations is the best fit for a California dispensary.

3. Giving people on the outside looking in an opportunity to enter the cannabis industry. There are lots of seasoned professionals out there who have tons of experience in their field but have not worked in cannabis. This is a way for them to transition into the space, one project at a time.

**EM: How has cannabis personally helped you?**

**DB:** Aside from anxiety relief and helping with my insomnia, when I was faced with my fourth knee surgery to have cadaver bone grafted into a hole in my knee, I was resolute that I did not want to use opioids but rather cannabis. I did my research. I found the right ointments and strains and only used cannabis post-recovery. After having used a machine that bent and straightened my knee for eight hours a day post-surgery, I was running on a treadmill within two months after that. That was when I decided to put my previous life as an attorney aside and put my research and writing skills to good use.

Mary's List not only provides a platform for professionals and business owners in the cannabis space to connect for projects, it also is a valuable tool for freelancers already working in the sector. It will be fascinating to see the continued success of Mary's List and other DIY solutions in the cannabis industry in the years to come.



ANDREW NEEL

CANNABIS LIFESTYLE

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**"MARY'S LIST CAN BE THE HUB FOR ALL THINGS NEEDED TO HELP YOUR CANNABIS BUSINESS GROW, FROM LICENSING TO EXECUTION."**

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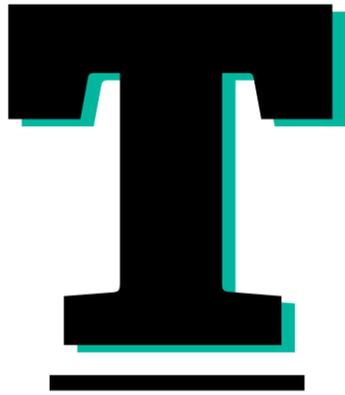
## Cannabis has an inclusivity problem

### CANNACLUSIVE wants to solve it

BY MELISSA HUTSELL

**A**pproximately 4 percent of businesses in the cannabis industry in the U.S. are owned or founded by black Americans, according to a survey conducted in 2017 by *Marijuana Business Daily*. Yet, 80 percent of people in federal prisons, and 60 percent in state prisons, who are serving time for drug offenses are black or Latino, reports the Drug Policy Alliance.

CARLOS MERCADO



## THE WAR ON DRUGS

disproportionately affects minority communities. Legalization has not decreased that disparity. Cannaclusive is committed to ensuring that people of color are not shut out of the economic opportunities created in the new and rapidly forming legal landscape.

Mary Pryor, Charlese Antoinette and Tonya Rapley founded Cannaclusive with a mission of solving the industry's inclusivity problem. The group does this by creating visuals and organizing workshops and networking events in areas from Los Angeles to New York City.

The women bring their expertise in their respective fields—which range from digital marketing to costume design—to help meet the needs of the cannabis industry. During the process of transitioning their careers into this space, they were met with sexism and racism at every level, according to Pryor, who said she's been mistaken for a janitor, a secretary and a maid—all at events or meetings she was hosting. "We weren't taken seriously," she explained. Other members of the group have described experiencing other forms of microaggression and constant online harassment.

The women were tired of being the only people of color in the room. So, "We decided to do it ourselves," Pryor added, "enter ourselves into the space ..." Their first project: a photo shoot to



create stock images "reflective of actual consumers in the space," Pryor said.

Cannaclusive wants to change the commercial face of the average cannabis consumer. The collective—which comprises six black women from throughout the nation—has teamed up with professional photographers to create Cannaclusive's Stock Photo series on Flickr. Images are available for anyone to use, provided Cannaclusive is credited.

There are hundreds of photos in the series so far. Images showcase real people: people of all sizes, genders, sexualities and colors, explained Antoinette, a stylist, designer, and creative director whose credits include collaborations with Netflix, Hulu, Nike, Converse and more. "It's very diverse and inclusive [and represents] all types of cannabis consumers," she said.

The face and representation of cannabis consumers in media today is outdated and stereotypical, Antoinette said. "I didn't see young professionals [in stock photo shoots]; I didn't see black or Latino people," she added. She saw no one who looked like her.

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**CANNACLUSIVE MEMBERS INCLUDE TONYA FLASH, MARY PRYOR, CHARLESE ANTOINETTE, KENDRA NORWOOD, KASSIA GRAHAM AND ARLENE PITTERSON. CANNACLUSIVE HAS BUILT A DATABASE OF PEOPLE OF COLOR—INCLUSIVEBASE—WHO ARE LEADING THE CANNABIS INDUSTRY. RESEARCH SHOWS THAT BLACK AND WHITE AMERICANS USE CANNABIS AT THE SAME RATE. DESPITE THIS, BLACK AMERICANS ARE NEARLY FOUR TIMES MORE LIKELY TO BE ARRESTED FOR CANNABIS POSSESSION. IN SOME REGIONS, THAT DISPARITY IS MUCH GREATER. THERE IS A LACK OF FORMAL STATISTICS ON MINORITY OWNERSHIP IN THE CANNABIS INDUSTRY. WHILE *MARIJUANA BUSINESS DAILY* REPORTED THAT BLACK AMERICANS MAKE UP APPROXIMATELY 4 PERCENT OF BUSINESS OWNERSHIP IN THE SPACE, A SEPARATE INVESTIGATION BY BUZZFEED FOUND THAT NUMBER TO BE LESS THAN 1 PERCENT.**



"Our community is missing out," Antoinette said. "The photographers we use are usually people of color. We try to highlight as many [black and Latino people] in our shoots, and behind the scenes, as possible."

At events and in mass media, "We are not seeing people who look like us being represented at all," said Kassia Graham, Cannaclusive's National Project Leader. "THC and CBD products ... they've all got a whitewashed image."

Cannabis users are often marketed as soccer moms, or people doing yoga, Graham added. "It's the exact opposite of the people who've been affected by the War on Drugs."

"It's always the same," Graham explained, "[you see] white women; no trans folks, no nonbinary people. It's disconcerting. As cannabis is becoming mainstream, [many are] acting as if black and Latino people were never there."

Cannaclusive provides a pathway for brands to be more inclusive. Dynamic visuals help other brands communicate to diverse audiences and ensure that minority communities are part of the conversation and not an afterthought.

Cannaclusive offers a suite of services that range from creative design to business strategy, policy

development, education and career training.

Group members host workshops and networking events in cities along both the East and West Coast. Events are geared toward plant education and teaching others about the benefits of the plant from both the business and medical side.

The events are opening the door to the industry for black and Latino communities, explained Kendra Norwood, Cannaclusive's West Coast project leader. "[It's] important to include folks so they understand what's happening, that things are changing fast, and how to be a part of that change."

One of the group's biggest challenges is in letting others know they can work in the industry with cannabis convictions on their record.

This year, the collective co-produced a cannabis career fair in New York City. Cannaclusive is also helping to support Black Tech Week, a week-long conference celebrating innovators of color in Miami, Florida, on February 9, 2019. Upcoming workshops include "Herbalism 101" and "Where to Start in Cannabis PR."

Cannabis is imbedded in hip hop and urban culture, and in black and Latino communities. "Now that's being washed away," said Pryor.

REI LORIN

What is left are stigma and fear.

Despite the profit now being made from cannabis legally, there are still many people of color in prison for selling or possessing cannabis. "So many mothers and fathers," Graham added. "There's a lack of generational wealth because of [that]."

"Now that it's legal, where are our communities going to get the money to invest?" Graham asked. "It's a slap in the face; we literally can't afford to buy our way in because of that."

The collective has been able to connect people to generational wealth in a more direct way, Pryor said, "whether it's through helping them understand the industry and where to insert themselves, obtaining a license, figuring out their land..."

In the future, the collective will design more events geared toward understanding equity and how to build it.

Members of Cannaclusive know that it's not enough for Black and Latino people to be represented in mass media, to see themselves as consumers—they need to see themselves as business owners, as cultivators, as industry leaders.

Black communities won't be erased from the narrative, Cannaclusive members explain. "We have to show up. We have to be vocal," Graham said.

Pryor ended with a note about her experience as a successful Black woman in the corporate world; "I've always been someone who has to do my job and know there's not enough of me to make a difference."

The key is to keep one foot in business and the other in advocacy, said Pryor, "The only way to win is to find a way to care about doing a little of both."

FOR CONSULTATION OPPORTUNITIES OR TO LEARN WAYS TO HELP PEOPLE OF COLOR GET THEIR FOOT IN INDUSTRY'S DOOR, CONTACT THE TEAM AT [INFO@CANNACLUSIVE.COM](mailto:INFO@CANNACLUSIVE.COM).

# Will 2019 be greener for cannabis in Asia?

BY ZOE JON ALEJANDRA



Cannabis as medicine has finally broken through in Asia. With several countries expressing interest in alternative medical remedies, it seems the fog of prejudice is finally lifting. Without a doubt, Asia's history with herb goes back for millennia. Some governments are now beginning to reconsider the penalties associated with cannabis, which is resulting in more appropriate laws and regulations.

For example, Korea gave the green light to medical cannabis use on November 23, 2018. The focus was on hemp and CBD oil, neither of which has psychoactive effects. Historically, Korea has had some of the world's toughest

anti-drug laws. Artists like Shin Jung-Hyeon, Kim Kye-hoon and K-Pop sensation Park Jae-Sang (a.k.a PSY) have been slapped with heavy fines and jail time for using cannabis. Some have had their careers irreparably damaged. The approval of the legal medical cannabis law came as a surprise.

Another country came into the spotlight as well. Before Filipina Catriona Gray was crowned, her brief but poignant answer to the question of the legalization of cannabis wowed the judges as well as the audience. To quote her statement, "I'm for it being used in a medical use, but not so for recreational use. Because I think [people would argue], 'What about alcohol and cigarettes?'"

Well, everything is good but in moderation." Her statement caught the ears of lawmakers, who almost immediately put in motion a discussion about legalizing medical cannabis in the country. By the middle of December 2018, *The Philippine Star* quoted Senate President Vicente Sotto III, "That is what is in the law already. It is allowed already. There is just a process they should know about." Additionally, he cited Republic Act 9165, or the Comprehensive Dangerous Drugs Act.

Prayers were answered by the last week of January 2019 as the House of Representatives approved the bill for medical cannabis in the final reading.

According to an article by CNN Philippines, the chamber approved what is now known as the Philippine Compassionate Medical Cannabis Act or House Bill 6517. This was the result of 163 affirmative votes with five against, and three abstentions. Treatment for epilepsy, cancer-related symptoms, and chronic pain are among the many that will benefit from this bill. The Philippine Drug Enforcement Agency is expected to work hand-in-hand with hospitals, which will be given proper accreditation. Medical Cannabis Compassionate Centers will soon be established providing easier access for qualified patients. Selling over the counter, is however not permitted. Cannabis will also not be allowed for smoking, according to Isabela 1st District Representative Rodolfo Albano, who is the main author. It means

**KOREA GAVE THE GREEN LIGHT TO MEDICAL CANNABIS USE ON NOVEMBER 23, 2018. THE FOCUS WAS ON HEMP AND CBD OIL, NEITHER OF WHICH HAS PSYCHOACTIVE EFFECTS. HISTORICALLY, KOREA HAS HAD SOME OF THE WORLD'S TOUGHEST ANTI-DRUG LAWS.**

no cannabis use in its raw form. Former President and now House Speaker Gloria Macapagal-Arroyo is quoted in several news items admitting cannabis has helped her as an effective pain relief for her cervical spine condition. The biggest surprise, perhaps, is the all-out support of iron-fisted current President Rodrigo Roa Duterte, who expressed approval by stating that he is willing to sign the medical cannabis bill.

The Asian region has a rich history of cannabis-related culture and industry. At present, it looks like the stigma against cannabis is finally being lifted. This is a great departure from outdated beliefs that have plagued cannabis in Asian countries for years. South Korea and the Philippines have shattered conventions, which greatly improves the chances of erasing negativity against herb. It is high time for Asia to

move forward in conducting proper medical research focused on the potentials of nature-based medicine. Synthetic drugs have taken their toll on patients all over the world, resulting in them turning to unapproved medical supplements and other similar forms of treatment.

We can only guess which country will be next. Thailand, Malaysia, India, Sri Lanka and Bhutan have voiced interest in the topic. In fact, in December 2018, Thailand became the first country in Southeast Asia to allow medical cannabis despite Bangkok having some of the heaviest penalties for illegal drug use. So far, 2019 has come in with a bang, which everyone hopes will signal a brighter future for the cannabis industry in Asia.



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# DIY

## ROOT AND TRIM OIL-INFUSED BATH BOMBS

BY DANIELLE GUERCIO

**SKINCARE BRANDS ARE** just beginning to use the power of cannabis to charge their products with the power of the good leaf. In most cases, this is inert hemp seed oil, but that's still a great emollient, so there's no snake oil in play, just a bit of cannabis-adjacent positioning rather than truly cannabis-infused formulation. Still, some brands are adding real, full-spectrum hemp oil, some with CBD and others with both CBD and THC, into their serums, creams and oils.

Bath bombs are one of those supplementary products that are rapidly spreading, not among cannabis users but new initiates as well. There's nothing that seems as innocuous and low-risk to a cannabis newbie as a bath bomb or bath product, and the CBD version was selling in all 50 states. It didn't even wait for the farm bill to finalize.

Not only do bath bombs contribute to a fun and exciting bathing experience, they also can soften and condition skin, using the surrounding water to absorb moisture into your bod as though you were sitting in a cup of healing tea. Even a basic fizz has some emollient and antioxidant properties, but a cannabis-infused bath bomb can help to treat various ailments while also doing what you expect of a bath and body product.

Just because cannabis is becoming abundant, that doesn't mean we shouldn't be finding more ways than ever to use the whole plant, from root to leaf tip. This is especially true of cannabis-derived ingredients that can help with wellness, pain relief or skin care—they are too precious to waste when so many could use their relief.

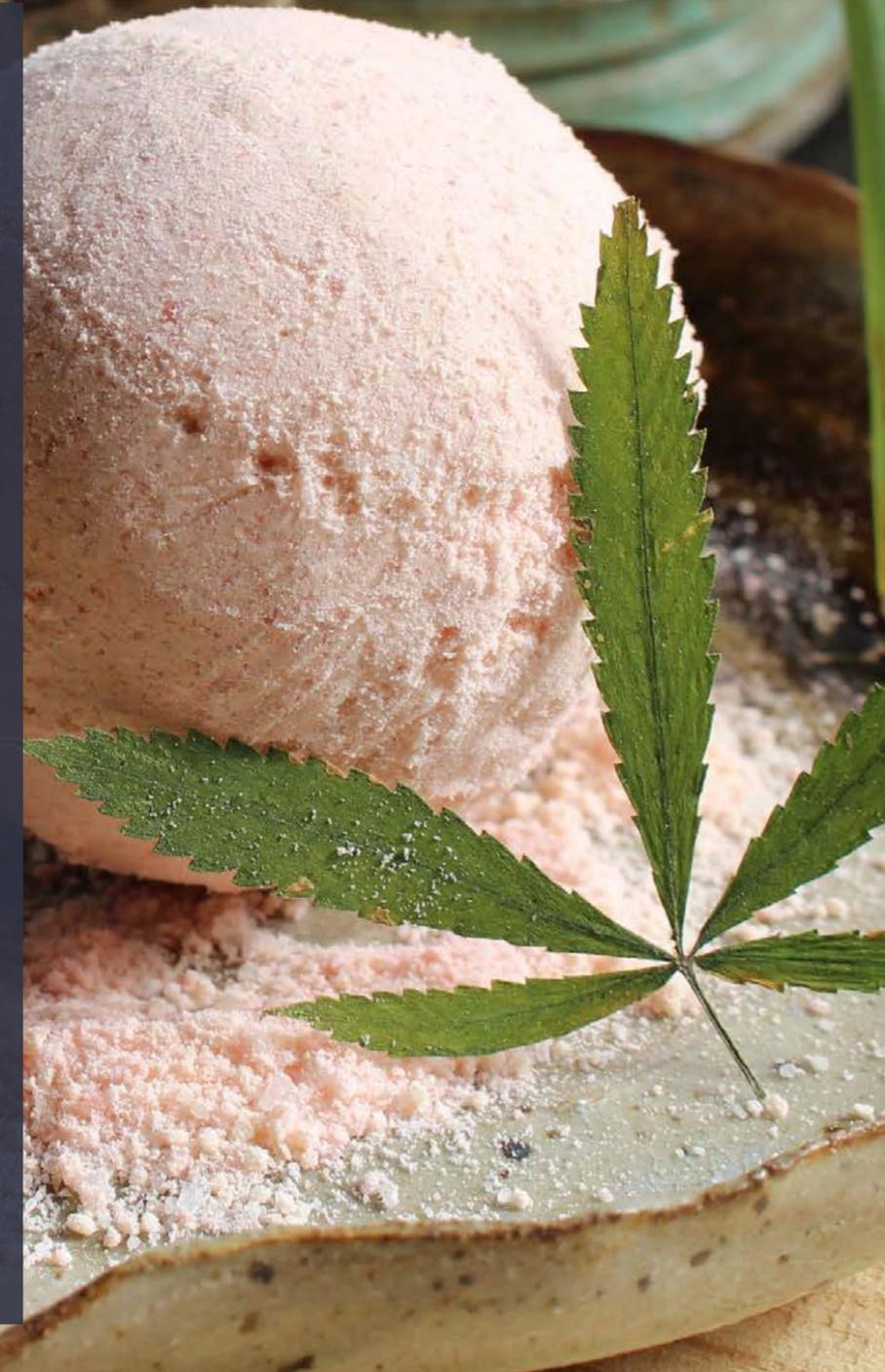
Products are being developed that use the same tinctures, concentrates and isolates that we dab, eat and vape with. But those may be more effective and better absorbed with internal use. This is also more frugal, since topical cannabis medicinals can make use of the less intense plant parts like roots and trim, which can be rich in CBD and minor cannabinoids that act as anti-inflammatory agents, leaving the flower for combustion or extraction.

The DIY aspect of cannabis bath crafting involves collecting your plant's byproducts, processing them into useable items and either hoarding them for the apocalypse or passing them out to develop your fan base or please loved ones. Topicals also make an excellent cannabis gift for people who don't typically consume, as they can achieve relief without intoxication in many cases.



### INGREDIENTS

- 
- 3 tablespoons of trim-infused coconut oil
- 1 cup baking soda
- ½ cup citric acid
- ½ cup Epsom salt
- ½ cup cornstarch
- 1 tablespoon root-infused rubbing alcohol
- 1 teaspoon lecithin
- 10 drops frankincense essential oil
- 1 drop rose essential oil
- 2 drops sandalwood essential oil
- 1 drop copaiba essential oil
- Dried rose petals
- Cannabis trim



**PROCEDURE**

First, mix all of your wet ingredients (except the essential oils) in a mason jar. If you're using powdered lecithin, add this to the jar as well so that it can begin to hydrate. Twist the lid on tightly, and shake to mix for at least 30 seconds. Leave the lid on, and let it rest while you assemble the dry ingredients.

In the non-metal bowl, mix all of the powders together with a silicone whisk, making sure that it's uniform, then add the flowers and trim, saving a little for decorating your finished product. You may want to crush the Epsom salt a bit finer if it's super chunky so that it can mix with the powders more easily.

Now unscrew the jar, add the essential oils, replace the lid, and shake one final time for 30 seconds. This will help to get a more uniform mixture as the lecithin should have started doing its thing. Remove the lid, and you can begin to drizzle the wet ingredients gently and slowly into the dry, using the whisk to help the powder absorb the liquid as you go.

The goal is not to get fizzy, so go as slowly as possible. Once the liquid is absorbed, work quickly to stuff your molds with gloved hands, pressing the mixture into the corners and edges, especially before topping them off and tamping down with more mixture. The last step of the molding process is to get a little artistic, sprinkling each bath bomb with rose petals and trim leaves before pressing them down gently into the mix.

Drying time is up to you, but you'll need at least a day for most shapes, and you want to let the bath bombs dry in a low-humidity area. Purposefully, but gently, pop them out when they're hardened, and you'll be all ready for the best bath of your life. Store in closed containers to prevent moisture from ruining them. Silica packs from shoes and electronics are great for this—just add one to the jar that you're storing them in.

Drop one or two of these beauties into your tub the next time it's self-care time, and you will understand why a little effort pulls a large amount of relief from plant parts that were destined for the compost pile.

Hopefully, using the whole cannabis plant will pick up in the future, and much like the older concepts of preservation and bulk processing of freshly harvested items, it's an investment in future convenience rather than just a burdensome hobby. If you have a condition that would be helped by a good soak, consider it medicine prep. Avid gift-giver? Use this as a thoughtful present for anyone you know who needs relaxation and relief.



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±70 Flat acres w/ .5 mile of Eel River frontage featuring cabin, outbuildings, power, and meadows.

**MANILA - \$349,000**

±9 Acres of coastal land w/ community services at the property and has multiple lot subdivision potential.

**BERRY SUMMIT - \$350,000**

±160 Acres of secluded, heavily wooded property featuring multiple outbuildings, and Cedar Creek on site.

**HETTENSCHAW - \$295,000**

±160 Acres w/ open meadows, oak & fir mix, cabin, outbuildings, ag infrastructure.

**SALMON CREEK - \$749,000**

±120 acres w/ three cabins nestled in the hills of Salmon Creek w/ orchards, water sources, solar

**HONEYDEW - \$379,000**

±80 Remote acres 2 mi from Honeydew store. Year-round reek, timber, flats. Needs development.



**BRIDGEVILLE - \$499,000**

**New Listing!**  
±40 Acres featuring State and County interim permit for 10,550 OD, creek frontage, springs, 3 ponds, cabin, & outbuildings!

**MAD RIVER - \$350,000**

±10 Acres w/ 2 bed 1 bath 1200 sq ft home. Parcel features flats, outbuildings, water storage, and creek on site.

**BURNT RANCH - \$250,000**

±40 Acres w/ mixed timber woodlands, meadows, a spring, and dual deeded access.

**WILLOW CREEK - \$1,500,000**

±30 Acre turnkey farm with temp State & stamped County permit for 6800k ML & 8200 OD, custom home, and creek frontage!

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**ARCATA - \$699,000**

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**WEITCHPEC - \$465,000**

±200 Acres w/ water, flats, good roads, cabin, shop. 250,000 BF merchantable timber.

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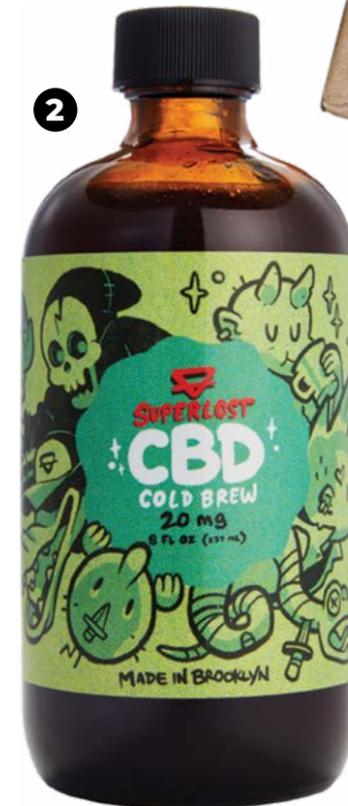
±80 Acres w/ State approved and County stamped permit for 22,000 sq ft ML and 6,400 sq ft OD cultivation space!

## Gift Guide

FEBRUARY



1



2



3



4



5

**1**  
**My Pure Luck Matcha Ginger Kombucha Tea Blend** with uplifting Matcha green tea, ginger, rosemary and yuzu citrus. **\$32**  
[mypureluck.com](http://mypureluck.com)

**2**  
**Superlost CBD Cold Brew** First ready-to-drink CBD cold brew available in New York. Produced using only three ingredients: water, single-origin coffee and industrial hemp-derived CBD oil. **20 mg of CBD per bottle. 12 for \$60**  
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**3**  
**Lowell Herb Co. Lowell Chiefs 1g** Chief wrapped in a King Palm leaf. These smokes are chemical, preservative and artificial-free. Slowly burn one down in a sativa, hybrid or indica blend, with a high THC range.  
[lowellsmokes.com](http://lowellsmokes.com)

**4**  
**Tonic Zen Dog.** These vegan biscuits are organic gluten- and grain-free to help your pup with pain, anxiety, epilepsy, inflammation and immune function. These vegan biscuits have 4mg of CBD in each to give those pups anxiety and pain relief. **\$20**  
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**5**  
**King Karl Dark Chocolate 90mg CBD** is a premium hand-crafted chocolate bar infused with the finest full-spectrum CBD. **\$20**  
[thekingkarl.com](http://thekingkarl.com)

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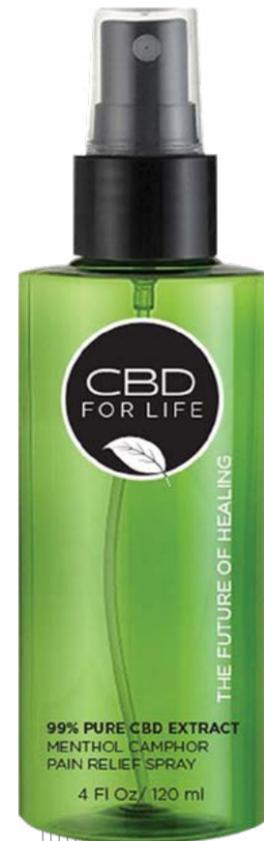
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6

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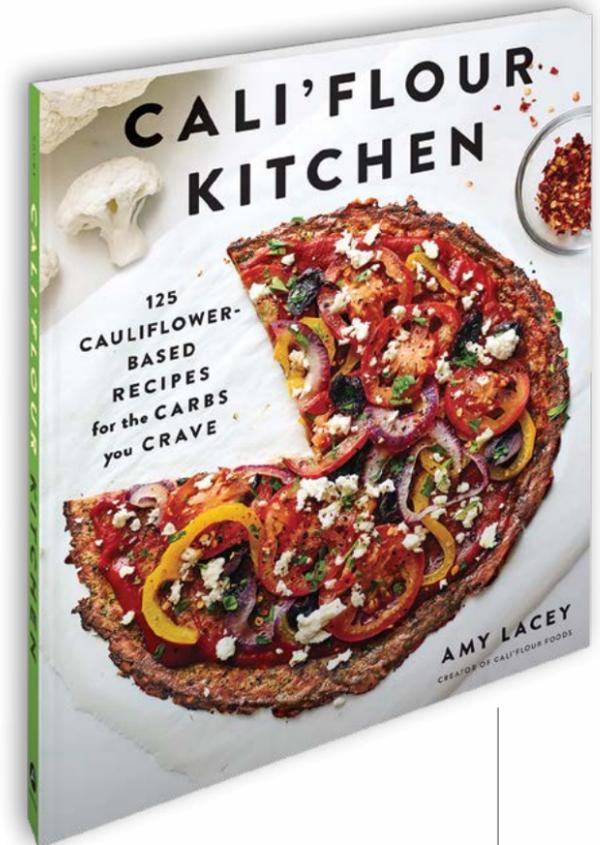
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**Stoneware GeoPipe** Edged in 22k gold, combination of glazed and unglazed faceted sides. **From \$120** [stonewarecompany.com](http://stonewarecompany.com)

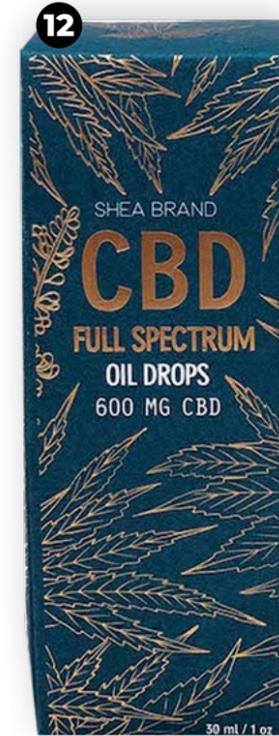
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**Lucid Mood Vaporizers** Carefully formulated for specific moods. Made for people who are "impairment intolerant"—those who have had a bad experience with cannabis or who are not looking to feel lethargic and couch-locked. [lucidmood.net](http://lucidmood.net)

14



15



12



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Gift Guide

FEBRUARY



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*Gift Guide*

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**Ojai Energetics**

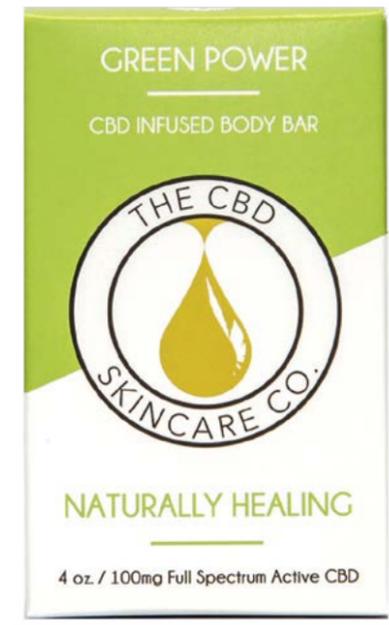
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# DIY CANNABIS HYDROSOL

## with Trimmed Leaves

BY DANIELLE GUERCIO

**MORE THAN A POPULAR INTOXICANT**, cannabis is a plant that nature has instilled with hundreds of compounds and chemicals whose functions we only have a tiny grasp on. Development of uses for it that go skin-deep represent a chance to reduce waste, create new revenue streams, or just have some fun with plants in your kitchen.

The byproducts of a flower grow are numerous, but their potential utility and purpose are also immense if you do a little digging. The spirit of do-it-yourself is a key factor in the eventual tipping point that cannabis liberation has reached. All industries were once DIY before legislation caught up. In this bright future, putting every part of the plant to a good use is more than a waste issue, it's an innovation opportunity.

Trimmed leaves, fibrous stalks, rich roots and even the errant seed could be the ticket to the next big movement in cannabis products. In the beauty world, cannabis crossover is growing by the millions. The sheer volume of applicable uses for all of these plant parts is staggering.

Facial mists are a growing category in the beauty sector, and with great reason. Nutrient-fortified waters can keep the skin moisturized like no cream or oil can, and they can be used hands-free, right away or incorporated into product formulations in place of plain waters. This liquid is called "hydrosol," which is itself a byproduct, as essential oil that's also produced during this method of processing is typically the main goal of plant matter distillation.

Hydrosol is the backbone of most facial mists, and rosewater is one of the more common examples of this 'water', they're distilled water-based solutions with a fragrance like the original plant used to create it.

Not to be confused with a tea, hydrosol is produced by boiling the raw material with pure water, and then collecting the resulting condensation. This is the basic process by which many flowers and plants get broken down into a simple skincare item that boosts routines with pure hydration.

So many plants get the hydrosol treatment, but rose and other flowers are the most common. Brands like Heritage Store sell lavender, gardenia and lilac and many boutique producers do rosemary, ylang ylang, and jasmine, but finding a hemp hydrosol is pretty rare. One store in Hawaii sells some, but if you have any amount of trimmed leaves, you can make your own delightful dampener with just a few simple steps.

In theory, you could use cannabis flower to create a hydrosol, and it wouldn't degrade the THC, which you could extract after drying, but it's likely that you'd lose some of the aromas to the distillation process, so only consider doing this if you're going to extract the buds for butter or oil afterwards and don't mind slightly less flavor. Sugar leaves are the best choice for hydrosol. They have aromatic terpenes that will perfume your offering, but you can also use fan leaves and dried trim to get a hemp-heavy effect.



ROXANA GONZALEZ

### Cannabis Hydrosol Recipe

Yields 6 to 8 oz.

#### Supplies and Tools

**1 pound fresh or  
¼ pound dried cannabis leaves**

**1 liter filtered or spring water**

**A large pot with lid**

**A glass measuring cup**

**Rock Ice or a plentiful supply of regular ice**

**Cannabis or other flowers if desired**

**Clean container for storage**

#### PROCEDURE

Place the measuring cup in the center of a large pot. This is where the hydrosol will collect as the plant simmers. Scatter the leaves into the pot around the measuring cup, then cover with water, being careful to avoid the measuring cup in the middle.

Invert a glass lid over your setup. This way, the steam will slide down the convex design and drip into the measuring cup. Bring the hemp leaves and water to a simmer, covering with the lid inverted so that it's convex into the pot.

Crack and pile some ice on the top of the lid. You'll want to keep a turkey baster on hand to siphon off the melted ice if you plan to process more than a pound of leaves at a time. Gently simmer the leaves for 30 minutes. The distillate will collect in the center. Always check periodically to make sure it doesn't get too full.

You can repeat this process with more plant material and fresh water, but be sure to look out for a stash of essential oils in your hydrosol if you do—stir up the distillate, and then suck up these precious molecules with a pipette, and store separately. If there's only a small amount, you can just shake your hydrosol before using to incorporate the essential oil temporarily. One batch might not produce enough oil to harvest but will still make great-smelling hydrosol.

Funnel into a spray mister or a bottle with a secure cap. Store in the fridge for optimal freshness, as water-based products can sometimes experience mold and germ growth if no bactericidal/fungicidal agent is added.

If you've ever wanted to have the aromas of a harvest on the go, this is a great product to experiment with. You can use the distillate as a facial mist, toner, aftershave, light perfume or base for other cosmetic applications. You can even use hydrosols to lightly flavor food and drinks, like the intoxicating bit of rosewater in a pistachio dessert or fragrant orange blossom water in a cocktail.

The hydrosol of harvest after harvest might even become a popular installation in the skincare or food and beverage world, with craft and nuance to drive the whole cannabis industry forward where flower can't.



# R

## READY FOR A POTLUCK SAMPLER OF CANNABIS TREATS?

We've got some tasty tidbits of information on edibles to delight your mind and your

palate. First, get the latest news on a favorite producer of cannabinated sweets. Then, there's good news about food-safety regulations, plus a shout-out about a new cooking show to inspire your own culinary imagination.

The October 2015 issue of *The Emerald Magazine* featured quite a few sweet edibles producers; it was Halloween time, after all. One was Kiva Confections, a San Francisco-based company founded by Kristi Knoblich and Scott Palmer. Kiva are still crafting high-quality chocolate bars using organic cannabis, which meets FDA Good Manufacturing Practices standards and guarantees an accurate dose in every bite. They're still making their multiple award-winning chocolate bars, each with 20 mg of THC and have now added two more products to the range with a balanced blend of CBD and THC.

Do you find it hard to stop munching after one dose of the big bar? Save that for when company comes. For personal use, check out Kiva's Singles, with just a few candies per package. There



# A Cannabis Sampler

BY MOLLY CATE

are the 5 mg Espresso Dark Chocolate or Blueberry Terra Bites and Kiva's newest innovation, Petra Mints in Moroccan mint or eucalyptus flavors, each mint delivering just 2.5 mg of THC. The mints are in keeping with Kristi's championing of microdosing.

You can see Kristi in action in Green Flower Media's Cannabis 101 Summit online at [Green-flower.com](http://Green-flower.com). The summit has great information on all aspects of cannabis. Kristi really shines in the segment on edibles, pointing out how they can be used discreetly and carried easily. She's also positively eloquent on microdosing. Eating cannabis often produces stronger effects than smoking

or vaping, and the effects keep building for several hours. By starting with half as much as you think you want, the experience is more likely to be positive every time and easy to enjoy anywhere.

As if running such an award-winning business weren't enough to do, Kristi is also Board President of the California Cannabis Industry Association. When wearing that hat, she grapples with the challenges currently facing the industry. She said, "The regulated cannabis market is off to a slow start in 2018. Revenue projections for most companies are down, and small companies are not growing as originally anticipated." California has seen a sharp drop in the number of

cannabis businesses and steep increases in prices since the imposition of excessive, multi-level taxes (there are five cannabis tax categories) and wildly confusing and varying licensing structures. Kristi continued, "In 2017, the state had roughly 3,000 retail storefronts and deliveries. Overnight, that number shrank to a dozen licensed businesses with the turn into 2018, and it was only back up to about 500 as of late June."

The licensing bottleneck caused by "cities [that] are gridlocked—unable, unwilling or unclear as to how to permit cannabis operations" results in far fewer places for edibles manufacturers to legally place their goods. And they've got unfair competition, too. Kristi said this licensing backlog has created a new black market in which "unlicensed retail continues to thrive. If a consumer pulls up the Weedmaps app, they will see dispensaries in their area, both with and without licenses, and no clear indication of which is which." Clearly, these growing pains in the cannabis

industry are deeply uncomfortable for retailers, growers and consumers alike.

The September 2015 *Emerald* article *Medibles and So Much More* exposed the complete lack of food-safety standards in edibles at that time. Under California's medical cannabis program, the Department of Public Health considered edibles to be "medical delivery devices" outside their scope of authority. Neither the Compassionate Use Act nor the Medical Marijuana Program Act mentioned edibles, nor were they directly covered by the Sherman Food, Drug, and Cosmetic Law. Only the cannabis was regulated, not the dairy products, eggs, sanitation procedures or anything else. Fortunately, most edibles producers were honorable and recognized good health practices as being in their best interest.

That whopper of a gray area became history with the passage of cannabis legalization for adult use. As of December 7, 2017, the California Department of

Public Health has been tasked with overseeing long-overdue culinary and manufacturing safety standards for edibles. You can find all the regs on the California Bureau of Cannabis Control's website, [BCC.ca.gov](http://BCC.ca.gov).

Last, but definitely not least, in this potluck sampler is a new show on Netflix, *Cooking on High*, billed as the first-ever cannabis celebrity-chef cooking-contest show. This morsel of history-in-the-making is a bit loopy for my tastes, as was *Disjointed*, but there is much to applaud in the show. Each short episode, thirteen to fifteen minutes in length, includes solid information on potency, strains, infusion and cooking tips, along with fairly simple-minded humor. Just watching dozens of elegant savory dishes come forth may encourage folks to try cooking with cannabis for themselves. We've come a long way from goo balls and brownies, people!

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# GODA SIGNATURE EDIBLES

BY ASHLEY PRIEST



THE FORTÉ COLLECTION:  
A 6 PIECE TRUFFLE COLLECTION,  
3 FLAVORS.  
10 MG THC EACH



**CANNABIS-INFUSED EDIBLES** can vary from bite-to-bite. Not only do they help this writer, and many others, get much needed sleep, but they also help to reduce stress, anxiety and pain.

New Frontier Data released a report showing that senior cannabis consumption in the United States had increased by 250 percent between 2006 and 2013. Imagine the increase over the past five years, now that cannabis legalization is occurring across the nation.

*Health Line, The New Yorker, The Huffington Post* and countless others have covered seniors and cannabis, including the *Emerald Magazine's* November 2018 issue.

Story after story points to cannabis-infused edibles being a highly sold product among this demographic. It's easy to see why the elderly favor them over dab rips and bong hits. Many seniors aren't interested in smoking, which historically was the most popular way to consume cannabis. Not anymore. ArcView Market Research

**2017 COLORADO THC CONNOISSEUR 1st Place Best Edible, People's Choice Award.**

and BDS Analytics report that edible sales reached \$1.4 billion for 2018 and are expected to reach over \$4.1 billion by 2022. These records have been driven in part by the growing numbers of senior consumers.

Like the senior cannabis community, this writer now too enjoys cannabis-infused edibles, thanks to Coda Signature. Coda Signature edibles aren't just brownies stuffed with grass, but cannabis edibles with class.



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.

**GOKANNA.COM**

Not only did Coda Signature's products change this writers perception of edibles, but everything about the company was appetizing to the palate.

*Merriam-Webster's* Online Dictionary defines a coda as "a concluding musical section that is formally distinct from the main structure." In my experience, Coda Signature products provide just that—a very distinct product line that makes me suspect that my previous perception of edibles was flawed.

I was introduced to Coda Signature products after a very long ride to Colorado from the East Coast. The mind was wired, but the body was sore and tired. Then my husband came in with a fancy box of infused chocolate treats. He had ventured up the road to find some tasty bud and concentrates at the local dispensary when he saw these beautifully packed and delicious-looking edibles. Knowing that we're both always open to trying something new, he bought them on a whim.

The Forte Collection is a box of six cannabis-infused gourmet truffles. Their design elegance sparked my interest immediately, and with one first bite, it was love. The flavors danced, and became more tantalizing with every

bite. No wonder the Forte Collection was voted 1st Place Best Edible for Colorado's 2017 THC Connoisseur.

After enjoying three 10 mg truffles in hazelnut, tiramisu and passion-fruit, another delight ensued. The Symphony Collection.

These CBD and THC bath bombs from Coda Signatures are the real deal. After drawing up a warm, cannabinoid-infused bath, this writer thought to themselves, *Are the edibles I consumed starting to have an effect?* They were. The instant feeling of full relaxation took over from head to toe. It was as though, all at once, every nerve, every muscle, every joint (no pun intended) felt completely better.

To learn more about Coda Signature products and where you can purchase them today, visit [codasignature.com](http://codasignature.com).



**THE FORTÉ COLLECTION IS A PEOPLE'S CHOICE AWARD-WINNING EDIBLE COLLECTION.**



**TO LEARN MORE, VISIT [CODASIGNATURE.COM](http://CODASIGNATURE.COM)**



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## Infused Recipes

# FROM SCRATCH HOMEMADE CANNA TOMATO SOUP

EDIBLES MAGAZINE

### INGREDIENTS:

- 2 tablespoons canna butter
- 2 tablespoons canna olive oil
- 1 large onion, chopped
- 1 tablespoon minced garlic
- 2 tablespoons flour
- 3 ½ lbs ripe roma tomatoes, chopped
- 2 tablespoons tomato paste
- 1 teaspoon sugar
- 3 cups fresh vegetable broth
- ¼ teaspoon ground cloves
- salt and pepper, to taste
- ½ cup half-and-half

### DIRECTIONS:

Melt the canna butter with the canna oil over low heat in a pot. Add the onion; wilt over low heat for 8-to-10 minutes. Add the garlic during the last two minutes, stirring continuously. Sprinkle the flour and cook for three minutes longer while stirring. Add the tomatoes, tomato paste, sugar and broth. Bring to a boil, reduce heat to a simmer, and cover the soup for 30 minutes. Season with cloves, salt and pepper. Remove from heat. Puree the soup in a food processor or blender, a small portion at a time. Pour through a strainer into a pot. Stir in the half-and-half. Warm the soup before serving.



## Medicated CURRIED CHICKEN SALAD

I love different spices during colder weather. Here is an Indian-inspired, clean-eating dish—a great late winter starter.



EDIBLES MAGAZINE

### INGREDIENTS:

- 3 cups of shredded or diced cooked chicken
- 1 small apple, diced
- 1½ cup of infused mayo (I prefer to make my own paleo mayo)
- 3 diced chives
- 1 tablespoon of curry powder
- ¼ cup of slivered almonds
- Sea salt and black pepper to taste

### DIRECTIONS:

Mix all ingredients in a large bowl. You can serve the salad on its own or put on top of lettuce cups, cucumber slices or endives, for example.

Recipe by Staff Editor: Michael LaPlante

# Medible Recipe

## HOW TO MAKE RAW CANNABIS JUICE

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Juicing cannabis is a great way to get the nutrients the plant provides, without getting high! If cannabis is not heat activated, THC is not released. When you juice cannabis, you end up with predominantly THC-A and CBD, two profiles with known healing benefits.

**INGREDIENTS:** 1 cup raw cannabis leaves 1 cup water

### DIRECTIONS:

For juicing cannabis, we recommend only using organic, never-sprayed cannabis. Remove the stems. Take the leaves and rinse, soak, and rinse again. Add cannabis leaves into a blender or a masticating juicer (the kind of juicer used for wheat grass). If you use blender, strain the juice before consumption. Store in glass jars—it will stay fresh in the refrigerator for up to two days. Freeze for delayed consumption.



## BLAZED BAKED SALMON

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### INGREDIENTS:

6 (5 oz) salmon fillets  
4 cloves garlic, diced  
1 tablespoons white wine  
1 tablespoons cannabis honey  
1/3 cup Balsamic vinegar  
4 teaspoon Dijon mustard  
1 tablespoons fresh oregano  
1/2 tablespoons olive oil  
Salt and pepper to taste

### DIRECTIONS:

Preheat oven to 400°F. Line a baking sheet with aluminum foil, and spray with nonstick cooking spray. Coat a small saucepan with olive oil. Cook garlic on medium heat until you can smell it. Mix in white wine, cannabis honey, balsamic vinegar, mustard, salt and pepper. Simmer uncovered for three minutes until slightly thick. Place salmon on baking sheet, and brush with balsamic glaze, and sprinkle with oregano. Bake for 10-to-14 minutes or until flesh flakes easily with a fork. Brush fish with remaining glaze, and serve.



# special recipe:

## HOMEMADE MEDICATED CANDY HEARTS

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### INGREDIENTS:

(We like Dixie, Marqaha & Sprig)

¾ t. powdered gelatin  
¼ cups canna-infused soda

3 cups powdered sugar  
Food coloring  
Flavored extracts

### DIRECTIONS:

In a small mixing bowl, dissolve gelatin in soda. After about 5 minutes, set the bowl over a pot of simmering water to melt the gelatin completely until you can't see any granules. Use a hand or stand mixer, and mix in the powdered sugar half a cup at a time. Keep adding the powdered sugar until you have stiff fondant-like dough. It will be somewhat sticky. (picture 1)

Turn the dough out onto a clean work surface dusted with powdered sugar, and knead until smooth, adding more powdered sugar if necessary. (picture 2)

Divide dough into as many portions as you would like colors and flavors.

Make a sort of bowl shape out of one of the pieces of dough. Pour in flavored extracts, and add food coloring. (picture 3)

I made my candy hearts peppermint-vanilla (light pink and dark pink hearts) and vanilla bean (white hearts). It would be fun to try other flavorings like banana, orange, cherry or sour apple. Knead in the colors and flavors until well combined. Taste a piece of dough, and add more extract if there is not enough. Roll the dough to about ¼" thickness, and cut out shapes using small cookie cutters. (picture. 4)

\*I like to use square wooden dowels as guides for my rolling pin, to make sure the thickness is the same throughout. This will make drying even among all of the candy hearts.

Arrange the candies on a parchment-lined baking sheet, and let dry for 48 hours. This is a long time, but it takes that long to get them hard. Flip the hearts over occasionally to ensure even drying on both sides. Once the hearts are completely dry, you can stamp them with whatever message you would like.

\*You can see in picture #1 that the hearts are not dry if they are two-toned. Do not stamp these hearts until they are dry!

Using a clean, new paint brush, spread a thin layer of food coloring onto a small saucer. Press small, clean and new letter stamps into the food coloring, and stamp onto the hearts! Repeat until you have stamped all the messages you want.

Let the food coloring dry before eating, to avoid red lips and tongue!



# NO-BAKE PEANUT BUTTER 'POT' PIE

EDIBLES MAGAZINE

## INGREDIENTS:

### CHOCOLATE GRAHAM CRACKER CRUST:

(You can also use store-bought)

1 ½ cups of graham cracker crumbs (Chocolate or regular can be used.)

¼ cup of white sugar

¾ cup canna butter, melted

### FOR THE FILLING:

8 oz cream cheese, softened

½ cup confectioners' sugar

½ cup infused Mystery Baking Company peanut butter

8 oz whipped topping (like Cool Whip), thawed

Whipped cream, chocolate syrup (optional toppings)

## DIRECTIONS:

In a medium-sized bowl, combine graham cracker crumbs, white sugar and melted canna butter until incorporated. Pour into a 8- or 9-inch pie pan, and press firmly on the bottom and side of the pan to form the crust. Put in the fridge while you make the filling.

To make the filling: Beat the cream cheese, confectioners' sugar and infused peanut butter until smooth. Fold in the thawed Cool Whip.

Pour into the graham cracker crust, and spread evenly on top. Chill for 2 to 3 hours or overnight.



# PISTACHIO CHRONIC COOKIES

Organic, gluten free, vegan, keto, free range and some other healthy buzzwords—we've got you covered. Cornish game hens and cornmeal pancakes with kale salad . . . it's a wonder brunch for sure. Pistachio flour is our new favorite thing, so we hope you like it, too.



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## INGREDIENTS:

½ cup salted canna butter  
1 teaspoon vanilla extract  
½ cup coconut sugar  
1 egg  
1 ½ cup pistachios (1 ½ cup pistachio flour post-processing)  
1 teaspoon baking soda  
1 teaspoon sea salt (omit if your pistachios are salted)  
½ cup pistachios, chopped for folding in the cookie dough

## DIRECTIONS:

Preheat the oven to 350°F. First, process your pistachios until they're a flour texture. This takes about 30 seconds until they are a light, fluffy, crumbly flour. Transfer to a bowl, and wipe out your food processor. Cream together the canna butter, coconut sugar and vanilla in the food processor. Add the egg, and process again until completely creamed together. Add the pistachio flour, baking soda and sea salt. Leave out the sea salt if your pistachios are salted. Process for

another 10 seconds or until everything is combined. Transfer to a bowl, and fold in the chopped pistachios. Chill in the fridge for one hour. Scoop golf-sized balls onto a lined baking sheet, and bake for 10 more minutes. Allow the cookies to cool for 5 minutes on the pan. Transfer to the closest thing you have to a cooling rack, and enjoy.

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