

Emerald

CANNABIS STYLE

How a Hemp Harvest Could Help Midway-Cannan, Florida's Black Community

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Rush: GREEN
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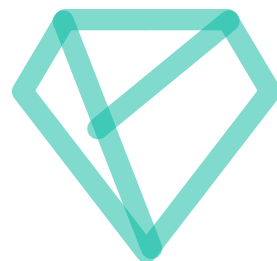
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In this Issue



October Cover Photo
By Maria Penalosa



November Cover Photo
By Denzel Thompson

Croptober may be over, but harvest is a year-round concept in the busting-at-the-seams cannabis industry. This means it's time to gather the ripest, freshest offerings and bring them to market, or share with friends. Harvest is a time for renewal and plenty, and it's long overdue this year. Changes to the sector—including an incoming wave of regulation aimed at clean, safe, products, will be involving all harvests to come. What's in these pages today is spying that future head on.

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From the Publisher

THEEMERALDMAGAZINE.COM
Christina Elizabeth de Giovanni
Editor@TheEmeraldMagazine.com



Dear Reader,

Thank you for picking up the final monthly print magazine of the *Emerald*. This winter, we close 2019 with a combined issue of October and November, and will pick back up again in 2020 with our newly designed quarterly magazine.

It has been a wild and wonderful ride as our team dedicated the last seven years to print. As of January 2019, we set out to embark on a new journey. A journey that has taken us from Northern California to New York City.

While the industry has experienced its highs and lows, we've kept true to our mission of changing the eschewed dude-centric perception of cannabis.

Staying true to our mission, and expansion throughout the East Coast, we're pleased to bring you a variety of new media platforms in 2020 that go beyond the print page.

From daily digital content, to tri-weekly newsletters, podcasts and video series, we look forward to next year as we are excited to bring you a whole new *Emerald*.



Christina Elizabeth de Giovanni
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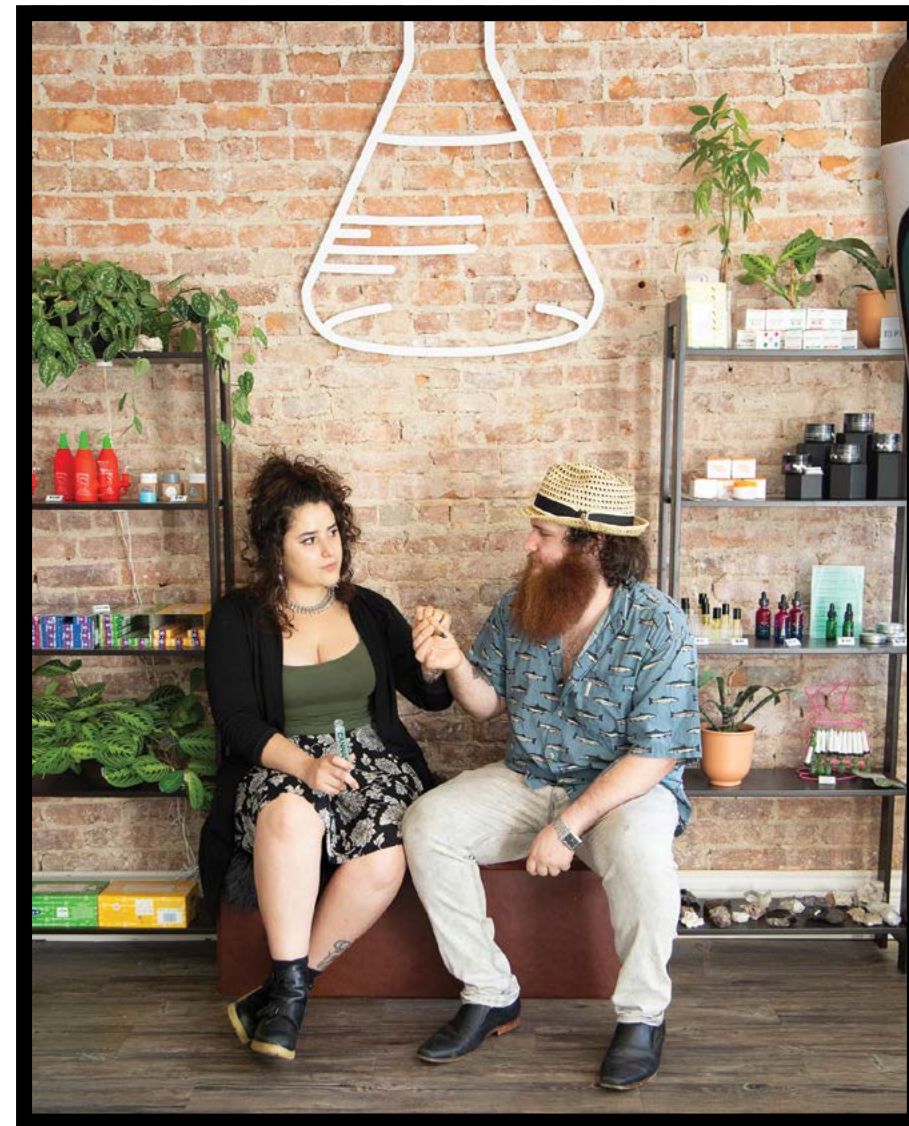
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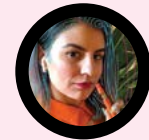
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Editors' Picks



EDITOR-AT-LARGE
Danielle Guercio

High Hemp CBD Wraps

Blunts are great, but they're not the healthiest things to smoke. Having quit tobacco in 2012, this is a great alternative to traditional blunt wraps or cigars.



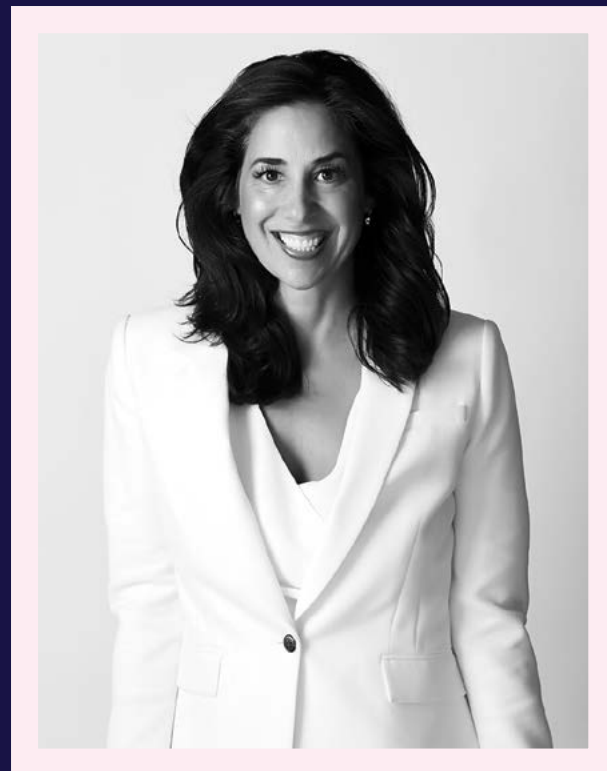
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By Women, For Women: Meet MyJane's MICHELLE PATTERSON

PHOTO: SHERI GEOFFREYS



Patterson wants to help women own their wellness.

BY RITA THOMPSON

Consumers everywhere are reaping the health benefits of cannabis. Yet in a time when women are more interested in cannabis than ever, federal illegality is making it ever so difficult to find the information and resources one needs to choose the right products. One company led by some kick-ass women is fighting to provide those benefits that are so important to the world of women. From sleep, to pain, to nausea, MyJane and their chief experience officer, Michelle Patterson, are here to help.

Striving to build a community of one million women united by cannabis, Patterson wants to help women own their own wellness. In a frankly saturated market full of every product the mind can imagine, it can be intimidating, to say the least, to know where to start. MyJane, a technology company and wellness community, is designed to empower women to feel better and discover the exact products that suit them personally. With a mission of demystifying the cannabis experience, MyJane offers education, awareness—and the first premium, curated cannabis experience in a box, tailored to meet women's individual needs and wellness concerns.

As a leading lady of the cannabis industry, Patterson wants to help educate women on the options available to them so they have all of the information they need to choose what's best for them, whether that be medical, or recreational. "Whatever path they choose, whether it's using Western medicine, holistic or integrative," she explained.

Having spent ten years as exclusive event producer of the California Women's Conference, Patterson took the experience

as a sign that she was meant to advocate for women and vetted the different opportunities and resources that were available. Further carrying on to become chief experience officer of the membership community, MyJane, and CEO of media and production company, Women Network LLC, Patterson is the definition of cannabis c-suite WCW.

"My Dad was in law enforcement his whole life and worked as a narcotic agent with the DEA. I was around cannabis my entire life, but it wasn't until recently that I got more involved for

medicinal purposes," Patterson expresses.

Cannabis took on a whole new role in Patterson's life, though, after she was recently diagnosed with breast cancer.

"I didn't know when I got into this industry that I would be in this situation," says Patterson. "I'm feeling very fortunate that I am in the business to learn about cannabis protocols that are working."

"My first PET Scan came back with my cancer tumors shrinking 52%," says Patterson in regards to how cannabis has impacted her battle.

"In the act of going through this process for myself, it's focused me on really uncovering what is best for me and not so much what others think," she adds. "I've really gotten to know myself through this journey and what it is that my body is asking for and needs and wants."

Through the normalization of cannabis for women's wellness, Patterson's personal goal with MyJane is to help women find natural solutions to amplify their health, get better sleep and live happier, more fulfilled lives.

"By getting enough sleep, eliminating pain, anxiety and stress, we take care of the body as a whole," Patterson expresses. "We're here to normalize the experience and deliver choices to help you feel better."

"My personal goal is to build a community of a million women who can have candid conversations about what experiences they're having, the products that they're using, what's working and what's not working," she explains. That means "Having a conversation that doesn't include fear. I want to help educate women on what is available out there and how they can own their wellness by making the decisions that are going to have the greatest impact to them personally."

While many women are curious about cannabis use for their health and overall wellbeing, even more are wishing they had someone to talk to about it. That's where MyJane comes in. For women already using cannabis, or for those who haven't, MyJane provides a supportive community of like minded women.

They also produce educational events like panels and private parties, engaging new consumers through community involvement. MyJane is really honing in on solutions to the issues that women are facing everyday by curating a variety of resources, such as articles, events, and experts to help guide women's experiences with cannabis.

"Our wellness providers can get you can get information specific to your needs. You will learn a lot and be able to use that as a catapult into other options," Patterson explained.

"It's mission is to demystify the cannabis experience for women through education and awareness, [...] meet women's individual

PHOTO: myjane.com



"I am fortunate I had been in the industry because it taught me what is available aside from traditional Western treatments"

—M. Patterson

“At a time when we have a big opioid issue, it’s great to be able to look at cannabis as an option for sleep, pain, anxiety and stress.”—M. Patterson

PHOTO: MyJane



MyJane boxes are specially curated for every woman’s individual needs.

needs, meet the needs of their loved ones, and address their most-cited wellness concerns,” Patterson tells the *Emerald*.

By providing four pillars of education, personalization, safe/convenient access, and technology, Patterson and MyJane are on a mission to empower women to feel better.

As Nelson Mandela once said, “Education is the most powerful weapon which you can use to change the world.” That is certainly a key to the MyJane community. By offering lots of content, sharing, and the latest research, women in this community have the opportunity to witness and participate in consumer validation.

The MyJane team focuses on personalization to make sure that every woman is getting exactly the right products. Selections are made based on the health conditions most affecting the

community member, which are curated into MyJane boxes to be delivered right to your doorstep. From topicals, to edibles, to vapes, they’ve got it all. Not to mention, users can expect boxes to be delivered by one of MyJanes many amazing female ambassadors.

MyJane also hosts an app which allows users to share their thoughts on the products, preferences and more. In today’s technology based society, the app is taking advantage of the opportunity for connected community.

So, in a world fighting the battles of both cannabis stigmatization and women’s rights, Patterson is providing a space to join the fight. ■

For more information visit www.MyJane.com

PHOTO: Danielle Guercio

The American Cancer Society endorses increasing research into the therapeutic uses of cannabis to treat cancer, adding that the continued classification of cannabis as a Schedule I narcotic causes unnecessary legal and social strains on medical professionals and the patients they treat.

Cannabis and Cancer A-to-Z

BY ERIC DANVILLE

Preventing the onset of cancer is the ultimate goal of cancer research, but until that happens, blocking the growth of cancer cells once they develop is the name of the game. The U.S. National Cancer Institute has found that some cannabinoids are able to cut off the blood supply to the multiplying clumps of cancer cells we call tumors, thus stopping their growth in its tracks.

The ability of cannabis to actually cure cancer is a highly debated topic of discussion lately. Extremely early testing

has found that the compounds in cannabis have the ability to kill the cells that cause cancer—and they have been long known to be effective in alleviating symptoms of the disease and its treatment, giving its sufferers a higher quality of life overall.

Scientists are researching the effects of cannabis and its derivatives on the Endocannabinoid System (ECS) as pain relief from the symptoms of cancer and treatment. The ECS helps to regulate our bodies; allows for the euphoric feeling cannabis consumers want; and also makes sure that our bodies get just enough of the good stuff to function properly.

A series of receptors bind with cannabinoids—for example, the CB1 receptor binds with THC to reduce the pain of nerve damage and the CB2 receptor connects with CBD to ease inflammation, a major cause of cancer and pain.

Recent testing of flavonoids—one of the compounds that gives a fruit, vegetable or plant its color—could represent a major breakthrough in cancer treatment. Using a genetically modified version of the cannabis flavonoid FBL-03G (altered so plants could create enough of it to study), researchers at Harvard University were not only able to kill pancreatic cancer cells, they found that FBL-03G also attacked cancer cells the scientists didn't initially go after.

“We were quite surprised that the drug could inhibit the growth of cancer cells in other parts of the body, representing metastasis, that were not targeted by the treatment,” says Dr. Wilfrid Ngwa, assistant professor of radiation oncology at Harvard. “This suggests that the immune system is involved as well, and we are currently investigating this mechanism.”

Dr. Ngwa's research is far-reaching. Audley Shaw, Minister of Industry, Commerce, Agriculture and Fisheries in Jamaica, recently announced Dr. Ngwa's involvement in discussions to establish a plant-based research facility in the Caribbean country.

According to Shaw, Jamaica's unique climate makes it home to 51 of the more than 100 plants known to have medical applications—the most notorious is surely cannabis (which, according to Rastafarian teachings, grew on King Solomon's tomb). Also involved in the proposed facility are Dr. Julius Garvey and Jamaican scientist and businessman, Dr. Henry Lowe, who Shaw acknowledged with developing a number of “world-renowned” plant-based medicines.

Some prominent women are speaking out in support of cannabis for cancer relief. In an interview with the website *Vanyaland*, musician Macy Gray reveals that her mother uses CBD to ease the pain of cancer treatment. Gray also touches on its use in massage oil for pain relief. She was inspired

enough with her mother's successful use of CBD that she plans to launch her own line of women-friendly cannabis products.

For singer Olivia Newton-John, the decision to use cannabis during her cancer treatment is both practical and personal. She survived her first bout with cancer by undergoing a partial mastectomy in 1992. The cancer returned in 2013 and was discovered in her shoulder; it was found again in her lower spine.

Newton-John uses cannabis as part of a holistic approach to dealing with the pain of radiation therapy as an option to taking prescription medication. “I use a lot of cannabis in my healing [...] It helped me incredibly with pain and sleep,” she says.

Her husband, businessman John

Easterling, supports Newton-John in a very hands-on way. “He grows the plants and makes them into liquid [tincture] for me [...] I take drops maybe four-to-five times a day,” she says.

Newton-John sent encouraging words to Jeopardy! quizmaster Alex Trebek after he revealed his diagnosis with stage four pancreatic cancer. “I sent him a message saying, “I know you can get through this,” and, “Don't listen to stage four and all of (that),” she said. “Don't read the statistics, and stay focused and see how you can heal yourself. That helps.”

In 2018, actress and former television talk show hostess, Ricki Lake, took the topic of cannabis and cancer national when she served as executive producer on the

h

Humulene, a terpene with sedative and anti-bacterial properties, is shown in some studies to kill cancer cells.

“Overwhelmingly, when the whole plant is used rather than isolating one compound of the plant, inevitably it's more effective.”—M. Passerini



PHOTO: Cancer by Nick Youngson CC BY-SA 3.0 Alpha Stock Images

film *Weed the People*. An examination of the use of cannabis to help treat the issues surrounding pediatric cancer, the film takes a bold, two-pronged approach to the subject, focusing not only on cannabis's use for pain relief but also as a means of shrinking tumors—almost a year before the recent Harvard study was published this August.

“I want to get people seeing it as a medicine,” Lake says, “seeing what it was able to do for these children, and fight for this medicine to be available to everyone who needs it. It's a human rights issue.”

Cannabis terpenes such as pinene, linalool, and trans-nerolidol, don't just give the plant its aroma and taste. Terpenes can also play an important role in treating

some kinds of cancers too. Myrcene, for instance—the most prevalent cannabis terpene—has anti-inflammatory properties that make it effective in dealing with pain. Humulene, which has sedative and anti-bacterial properties, and is shown in some studies—such as the aforementioned Harvard report—to kill cancer cells.

A study conducted at the University of New Mexico published in the journal *Complementary Therapies in Medicine* concluded that the most effective way to ingest cannabis for pain relief may be the most familiar: smoking or vaping. These delivery methods are deemed most effective because all the plant is used.

While isolated elements like terpenes and flavonoids are quite rightly being studied

to determine their individual effectiveness, as Mark Passerini, of Ann Arbor's Om of Medicine puts it, “Overwhelmingly, when the whole plant is used rather than isolating one compound of the plant, inevitably it's more effective.”

The most important question about the role of cannabis in treating cancer symptoms, side-effects of cancer treatment like chemotherapy and x-ray therapy and finding a potential cannabis cure in the cells of this wondrous plant is, “Does more testing need to be done by the scientific community with the cooperation of the federal Government?”

The answer to that question is yes.

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Artwork by Natalie Fletcher



Researchers in the clinical trial are studying the blood of patients that use cannabis.

Clinical Trial Suggests Cannabis Plays Role in Immunology

BY MELISSA HUTSELL

FOR DECADES, SCIENTISTS HAVE RACED TOWARD A CURE FOR CANCER. SIMULTANEOUSLY, AMERICANS HAVE LIVED UNDER PROHIBITION. NOW—AS THE CANNABIS MOVEMENT MAKES SERIOUS STRIDES WORLDWIDE—FINDING A CURE IS CLOSER THAN EVER. COINCIDENCE? TRACY RYAN THINKS NOT.

Researchers in the clinical trial believe they understand why Sophie was born with a brain tumor, and how to treat it and similar conditions, which are difficult due to the blood-brain barrier.



PHOTOS COURTESY OF CANNAKIDS



T TRACY, FOUNDER OF CANNAKIDS AND SAVING SOPHIE, IS SPEARHEADING CLINICAL RESEARCH INTO CANNABIS'S EFFICACY AS A THERAPEUTIC FOR CHILDHOOD AND ADULT CANCERS.

Sophie's Story

Her daughter, Sophie, inspires her life's mission.

Sophie was diagnosed with a brain tumor three months before her first birthday. Her first MRI scan revealed she had a low grade, Optic Pathway Glioma tumor.

The tumor has a 90% survival rate, and an 85% chance of recurrence. The only option for Sophie was chemotherapy, which doctors hoped would stop the development of the tumor.

Chemo was never meant to eradicate the mass, Tracy explains. Doctors suggested that even minimal shrinkage would be a huge success.

Medical professionals also predicted that, "Sophie would have partial, if not complete blindness, with zero chance of saving her sight," Tracy explains to the *Emerald*.

Sophie began a treatment regimen consisting of chemo, and highly concentrated cannabis oil. Within months, her tumor shrank, allowing Sophie to keep her sight. It also allowed her to stop needing blood transfusions.

According to Cancer.org, chemo destroys blood-making cells in bone marrow, causing blood cell counts to drop. After multiple transfusions, Sophie stopped needing them while still on chemo, which was medically unheard of, says Tracy. The doctors were astounded.

They credited cannabis oil.

Today, Sophie—who just turned seven this October—continues to take the cannabis/chemo combo treatment with positive results.

Her story is documented in the Netflix

documentary *Weed the People*. The film spotlights the use of cannabis to treat pediatric cancers, and took approximately six years to complete before its release in 2018.

Honey Gold

Sophie's successful treatment motivated the Ryans to create CannaKids, a cooperative that develops and supplies patients with high-grade cannabis oil in California.

Tracy also operates SavingSophie.org, a nonprofit organization dedicated to raising funds and research for children with cancer, epilepsy and autism.

The organization is currently designing observational studies for kids with autism, Tracy explains. "We believe we have a medicine that could really help these kiddos, but we need to prove it."

"We need true data backing it up by third party entities before we make any solid claims or think about moving it further down that path," she adds.

"It's going to take a lot of people to get this plant the spotlight it deserves and figure it out [how to] develop novel drugs to go into the Western marketplace."

"As they say, it takes a village, and this is no different," she adds.

Humanized Research

On April 23, 2018, Sophie underwent surgery to remove a section of the tumor.

"I knew that if I was to get my hands on this tissue, it would be my one and only opportunity to actually get personalized



Sophie at age six. ▶



COURTESY OF TRACY RYAN



Another reason this is exciting, says Tracy, is because the failure rate when going from traditional mice to humans is more than 90%.

According to data published in the *American Journal of Translational Research*, "The average rate of successful translation from animal models to clinical cancer trials is less than 8%. Animal models are limited in their ability to mimic the extremely complex process of human carcinogenesis, physiology and progression."

◀ Josh, Tracy and Sophie Ryan with Ricki Lake and Abby Epstein, makers of the film *Weed the People*.

Sophie recovering after brain surgery in April 2018. ▼

When researchers examined the mice with Sophie's tissues, "the real excitement started to happen," says Tracy. The results, once again, astounded medical professionals.

From the neck down, "Her immune system is functioning at levels in which no healthy adult has ever functioned," Tracy says.

Researchers wanted to know more; so they enrolled more patients in a clinical trial.

It's in the Blood

In partnership with the university, CannaKids launched the trial, which focuses on the efficacy of cannabis as a treatment for cancer. Researchers are also studying the effects of cannabinoids on Natural Killer Cells (NK cells)—an innate part of the immune system.

NK cells "play pivotal functions in cancer immune surveillance. [They] can eliminate a variety of abnormal or stressed cells without prior sensitization, and even preferentially kill stem-like cells or cancer stem cells," according to research published in *Frontiers in Immunology*.

While she cannot reveal much about the trial, Tracy says the early results

have proved promising—not just for Sophie, but cancer sufferers everywhere.

The trial launched in May 2018, and consists of studying the blood of patients who use cannabis. It involves 14 participants, including Sophie.

Conditions of participants range from ovarian cancer, breast cancer, Non-Hodgkin's Lymphoma, Osteosarcoma, and more. Some were "cannabis naive" previous to the trial while others were not.

All are provided with a nurse, and custom dosing protocols for cannabis. Patients are all on CannaKids oils.

Through blood draws, researchers examine their immune systems, and their response to cannabinoids like WIN 55,212-2

PHOTO BY LEAH MORIYAMA, TOKEWELL MAGAZINE



The National Pediatric Cancer Foundations' Facts About Childhood Cancer:

- Cancer is the leading cause of death by disease in children.
- 43 children are diagnosed with cancer every day (that's 15,780 each year).
- "More than 95% of childhood cancer survivors will have a significant health-related issue by the time they are 45 years of age. These health-related issues are side-effects of either cancer or more commonly, the result of its treatment."
- Approximately 4% of the billions of dollars spent on cancer research—and 4% of government cancer research funding—is directed toward pediatric cancers.
- Since 1980, less than "10 drugs have been developed for use in children with cancer [...]"

(Win 55), a chemical which produces similar effects as cannabinoids.

"Finding a Way Around the Potholes of Life"

Tracy says the scientists are moving into human models using cannabinoids.

"I call myself a person who finds a way around the potholes of life," Tracy explains. "We're able to navigate around Schedule I by studying the blood of patients who consume cannabis, and by getting unrestricted, synthetic cannabinoids into the lab and in animal models."

The only cannabinoid brought into the lab is Win 55, says Tracy, a synthetic receptor agonist that acts against the receptor sites, and has similar effects as THC.

The lab plans to study more synthetic cannabinoids—such as CBG and CBD.

Eventually, they hope to bring in whole plant molecules. "However [what's] been discovered in the last year and a half should have taken about five years and \$10 million dollars," says Tracy. Because the advancements this cancer lab possess—and how far they are in figuring out why were getting cancer in the first place—they've been able to hyper speed these findings.

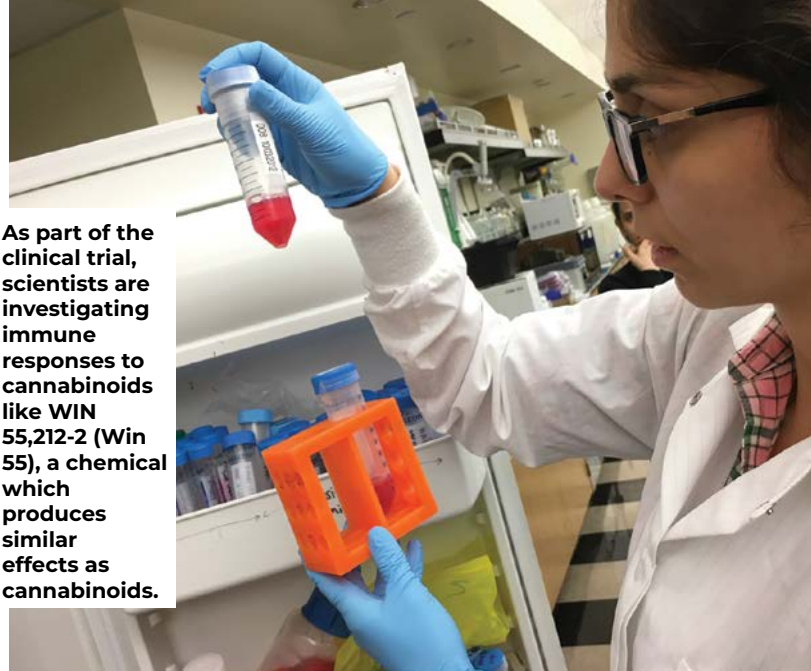
Nobody's Immune

Findings, so far, suggest cannabis plays a role in

immunology in both children and adults.

"We're on the path to understanding what that mechanism of action is taking place [...] that's leading [medical cannabis] patients to have a much better overall health profile," Tracy

As part of the clinical trial, scientists are investigating immune responses to cannabinoids like WIN 55,212-2 (Win 55), a chemical which produces similar effects as cannabinoids.



explains.

"We're starting to understand [the] immunological response that these patients are having that helps them get rid of disease when otherwise they [...] weren't expected to have these wonderful outcomes," Tracy continues, "Why are they feeling better? Why is their cancer shrinking faster? Why have they been able to stay in remission when they never have before."

Researchers think they know how, and why, recurrences happen in patients who've completed chemo.

"We're seeing so many people with recurring cancer after chemo because it [attacks] your immune system, which keeps you healthy and keeps those cancer stem cells from turning into actual cancer," Tracy explains, noting that everyone has cancer stem cells in their bodies.

Scientists also think they know why Sophie developed a tumor, and how to treat it—without chemo.

The "big hope" is replacing chemo altogether with immunology, says Tracy. "As a whole, we're going to be able to help not just cancer patients, [...] but many people that have a broken immune system, and as such are suffering from disease due to it"

Tracy hopes "to bring forth nontoxic, combo therapies that could either reduce the need for so much chemo, or make these disease ones that aren't terminal—just chronic." That alone is a major win.

"It's my hope that within the next year, we'll know enough to start creating some combo therapies [made from cannabis and probiotics] that people can buy over the counter," says Tracy.

In the meantime, she'll champion research for as long as she has breath in her lungs. "This research is mandatory; we cannot advance this medicine without it," she says. ■

In an effort to raise funds for the clinical trial's ongoing research, and research into pediatric cancers, Saving Sophie is putting on the Strides in Science Gala on November 22, 2019 at the Loews Hollywood Hotel in Hollywood. For more information, visit savingSophie.org.

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±120 Remote acres 2 mi from Honeydew store. Newer manufactured home, year-round creek, timber, and flats. Needs development.

SALMON CREEK - \$749,000
±120 acres w/ three cabins nestled in the hills of Salmon Creek w/ orchards, water sources, solar

TRINITY CENTER - \$245,000
Meticulously maintained 3/1 cabin and large shop on over half an acre. Just a few minutes drive from Trinity Lake!

HONEYDEW - \$275,000
±159 Acres located in Panther Gap area with developed water system, and existing flats.

WILLOW CREEK - \$550,000
±160 Acres on 2 parcels w/ meadows, springs, views, merchantable timber.

DOUGLAS CITY - \$385,000
±124 Acres overlooking Reading Creek! Easy access, year round creek (with fish), and an unfinished 3/2 house!

BENBOW - \$179,000
±3.5 Acres 5 minutes from Benbow and 10 minutes from Garberville! PG&E & water to the property.



FORTUNA - \$1,300,000
New Listing!
±24 Acres overlooking the Eel River with development/subdivision potential! Property has public utility access and owner may carry.

DINSMORE - \$499,000
±15 Acre riverfront w/ pond, 2/2 home, 2/1 guest cabin, patio, shop, gardens & greenhouse.

FORKS OF SALMON - \$299,000
Versatile ±26.6 acre property featuring Salmon River frontage, offers meadows, well, flat topography, and power to parcel.

BLOCKSBURG - \$315,000
Reduced Price!
±40 Acres with beautiful mountain views, small cabin, and an unfinished 2 bedroom house. Owner may carry.

PHILLIPSVILLE - \$120,000
±5 Acres in gated community w/ 2 small building sites, year-round creek, small spring. OMC!

PETROLIA - \$249,000
Reduced Price!
±80 Private acres with beautiful views of the Mattole River Valley. Property features a creek, terraced gardens, and multiple building flats.

BLOCKSBURG - \$199,000
±40 Acres only two minutes drive from beautiful Blocksburg! Open meadows, woodlands, outbuildings, 4 green houses, and lots of water!

WILLOW CREEK - \$445,000
±160 Remote acres featuring meadows, building sites, developed well, and Grass Creek frontage!

HOOPA - \$825,000
9 income units on ±7.9 acres with room to build. Pristine quiet location, septic, and public water.



HONEYDEW - \$199,000
New Listing!
±123 Acres in highly desirable Honeydew area! Features beautiful views, mixed timer, undeveloped open meadows, and a year-round creek on site.

HAWKINS BAR - \$99,000
±1.45 Acres in Trinity Village. Stunning views w/flat building sites. OWC with 50% down.

MIRANDA - \$1,390,000
±66 Acres boasting breathtaking panoramic views of the Eel River Valley and Bear Butte Mountain w/ a 3000 sqft custom home!

WILLOW CREEK - \$335,000
±.45 Acres with 3/2 home in sunny Willow Creek! Property features redwood decks, on-demand water, detached garage with guest room!

WESTHAVEN - \$235,000
±2.6 Acre parcel w/ useable flats ideal for building your dream home!

DINSMORE - \$189,000
±122 Acres with panoramic views and oak studded meadows. Great for hunting or grazing!

EUREKA - \$495,000
±9.25 Acres in Cutten/Ridgewood area! Property has redwoods, open meadows, a skid road, and the potential to subdivide.

SALYER - \$499,000
Beautiful ±50 acre property on the south fork of the Trinity River! Features easy access, a developed spring, and power.

HYDESVILLE - \$679,000
Reduced Price!
±8 Private acres featuring a large custom 3/2 ranch home, large barn with "Man Cave", pool, hot tub, orchard

WILLOW CREEK - \$389,000
New Listing!
3/2 home on ±3 acres with a pool, shop, room for horses, gardens, or whatever your heart desires!

“Real Progress Has Yet to be Seen”

Rick Simpson Talks Skin Cancer, CBD and The Cannabis Movement

BY MELISSA HUTSELL

R

Rick Simpson turned to cannabis after traditional medicine failed him. The oil he created proved beneficial; not only did he find relief in

the plant, but he found its topical use helped cure his basal cell carcinoma. Since then, his extracts, known as RSOs, help countless worldwide find hope and healing.

We previously spoke to the engineer-turned-advocate and author in the *Emerald's* Spring 2017 Strain Edition. We followed-up with Simpson to discuss his cancer diagnosis, treatment, and the cannabis movement. Here's what he had to say:

The interview has been edited for length. For full interview, visit TheEmeraldMagazine.com

Emerald Magazine: As a cannabis advocate in Canada, you faced backlash from the government, had plants confiscated, and eventually left. Now, Canada has become the first developed nation to fully legalize cannabis; your response?



PHOTO BY: DAVOR PONGRACIC

“[...] I am just a messenger. The cannabis plant is playing the main role in this story.”
—R. Simpson

According to the Skin Cancer Foundation:

—One in five Americans will develop skin cancer by age 70.

—Each year, more Americans are diagnosed with skin cancer than all other cancers combined.

—Basal cell carcinoma (BCC) is the most common form of skin cancer, and most commonly occurring form of cancer in the U.S. More than four million Americans are diagnosed each year.

Rick Simpson: I am very pleased that the cannabis plant is finally gaining the recognition it always deserved. But I am not satisfied with the manner in which this is all coming about in the U.S., Canada and many other countries.

Big money interests are currently trying to gain total control of the growing and use of cannabis. They are promoting the use of strong regulations to ensure that their businesses become very profitable.

However, it is nice to know that now people in Canada can legally grow four plants. In many countries around the world, the use and growing of this medicinal plant is still prohibited.

[...] Our natural right as humans is to be allowed to have free access to this plant to help deal with our medical issues. Since 2014, I have been living in Croatia with my wife, Danijela, and we are currently calling Zagreb home. I am still quite fascinated with Europe, the history and many other aspects of life here. I truly feel that living in Europe makes much more sense than living in Canada, regardless of the fact that



Simpson at Cannabis Liberation Day in Amsterdam.

the laws and regulations on the cannabis issues are slowly changing. Real progress is hopefully yet to be seen.

**—“I’ve come to the realization that this plant is able to provide a key to the future of our species.”
—R. Simpson**

EM: Countless credit RSO for improving their quality of life. But, as the saying goes, no good deed goes undone. How has becoming a household name affected you?

RS: For someone in my position it would be impossible to ignore the positive impact of cannabis oil, today known as Rick Simpson Oil (RSO), has had upon the lives of so many people around the world.

I am delighted to see that so many people are now taking their health problems into their own hands and that they are making their own medicine. Many of the testimonials available online in connection with the use

of RSO are almost unbelievable, but there is no question that these oils provided a great number of patients relief from their medical difficulties.

[...] I am aware that testimonials cannot be viewed as true scientific studies, but thanks to these courageous individuals who were openly sharing with the world that they had used cannabis oil, the scientific evidence now does exist to back all the claims I have been making about the healing powers of cannabis oil. I feel we all owe them a debt of gratitude for the actions they have taken.

Maybe my name is a household name, but I am just a messenger. The cannabis plant is playing the main role in this story.

RS: When were you diagnosed with skin cancer?

EM: For a few years I had three lesions. One was close to my right eye, another on my left cheek and another on my chest. And they wouldn’t heal. I suspected that this was skin cancer

[...] The first lesion, close to my right eye, was surgically removed in January 2003. At that time, I still did not know that I had skin cancer, until I got the pathology report. In early 2003, I used cannabis extracts to heal three skin cancers I had been suffering with for many years, and I guess you could say that the rest is now history.

EM: What exactly motivated you to use cannabis oil? Why treat topically?

RS: A week after the doctor removed the lesion close to my eye, I was looking at the area where they operated and it was infected. At that moment I remembered the report I heard on the radio back in 1975. They were talking about the Medical School of Virginia study that stated that THC kills cancer cells. I knew the oil I produced had concentrated high levels of THC in it, so I decided to apply the oil directly to the lesions. I put some oil on the bandages and applied them to the affected areas.

EM: What were the results you saw? Do you continue to use it topically, or have you had any recurrences?

RS: I removed the bandages four days after and the lesions were completely healed, and there was no need for further treatment.

I couldn’t believe that the cancer was gone. I started telling friends and neighbors that cannabis oil healed my cancer. Most of the people thought that I was crazy and they were saying: “Yeah, right, Rick, cannabis cures cancer.”

EM: How did your doctor react?

RS: [...] I went to my doctor’s office for a copy of my pathology report, which stated that I had basal cell carcinoma. [I told my doctor] I cured my own cancer with cannabis oil, but he had no interest in what this oil had done for my medical problem. I was shocked by my doctor’s behavior and you can say that this was the beginning of my activism.

EM: Your name is used to describe concentrated forms of cannabis. What is RSO, and what is it not?

RS: The only reason my name is [used] today is because Jack Herer [...] began to describe these extracts as being the Rick Simpson Oil or RSO [...]

I did not try to patent the method I used to produce the oil. When I put up the phoenixtears.ca website back in 2004, my main goal was to spread the knowledge and to make the information people needed to heal themselves free for all to use at no cost.

Yet, I am very distressed by the number of individuals who have misused the information I provided for free to the public to enrich themselves at the expense of patients—many of whom these suppliers provided with extracts [that] possessed very limited healing abilities.

RSO is cannabis oil made from the dried buds of the female flower of the highest quality, sedative Indica varieties of cannabis. The strain should be pure Indica or at least 90 % Indica dominant. When produced properly, THC levels are in the 80% range (or

—“I do not dismiss the fact that CBD, in its own right, does have amazing healing powers, but I think that ignoring the benefits of THC could lead many to an early grave.”—R. Simpson

higher) and the oil is amber in color. Therefore, RSO is not CBD oil.

There are many suppliers who are using my name to sell their extracts and some of them even claim to be me, but in reality, I have no involvement with any of these individuals or companies. I do not supply the oil and the only two websites I am affiliated with are phoenixtears.ca and simpsonramadur.com.

EM: The CBD market is growing into a multi-billion-dollar industry in the U.S. But some advocates believe it’s unsafe to promote the use of CBD-only treatments for serious diseases, like cancer. What’s your response?

RS: From my experience cannabis oils that contain high levels of THC are most effective in the treatment of cancer and several other severe medical problems.

It is postulated that the beneficial therapeutic effects of cannabis result from the interaction of different cannabinoids. All these compounds—phytocannabinoids like THC, CBD, or what we call minor cannabinoids: CB1

CBG, CBC, CBL, CBDV and THCV—work together which is known as “the entourage effect.”

I do not dismiss the fact that CBD, in its own right, do have amazing healing powers, but I think that ignoring the benefits of THC could lead many to an early grave.

Much of the research that has been conducted over the years was focused on the study of THC. Even the American Cancer Institute itself openly admits on their own website that THC is very effective in the treatment of several different forms of cancer. [...]

EM: You’ve seen the upsides and downsides of the birth of the modern cannabis movement: what has this plant come to mean to you?

RS: I’ve come to the realization that this plant is able to provide a key to the future of our species. [It] has thousands of other applications. [...] Medicinal use is just one aspect. [...]

As for the cannabis movement, I feel that this movement is so fragmented and there are so many people with hidden agendas and business concerns in our midst that it’s hard to recognize all this as being a movement at all. [...] I was hoping to see people united around this plant with the same goal; the total repeal of all laws and restrictions regarding the use of the cannabis plant.

Still, it gives me great joy to see that there are people who are trying to do the same as I did—promote the use of this God given plant and its wonderful healing properties. [...]



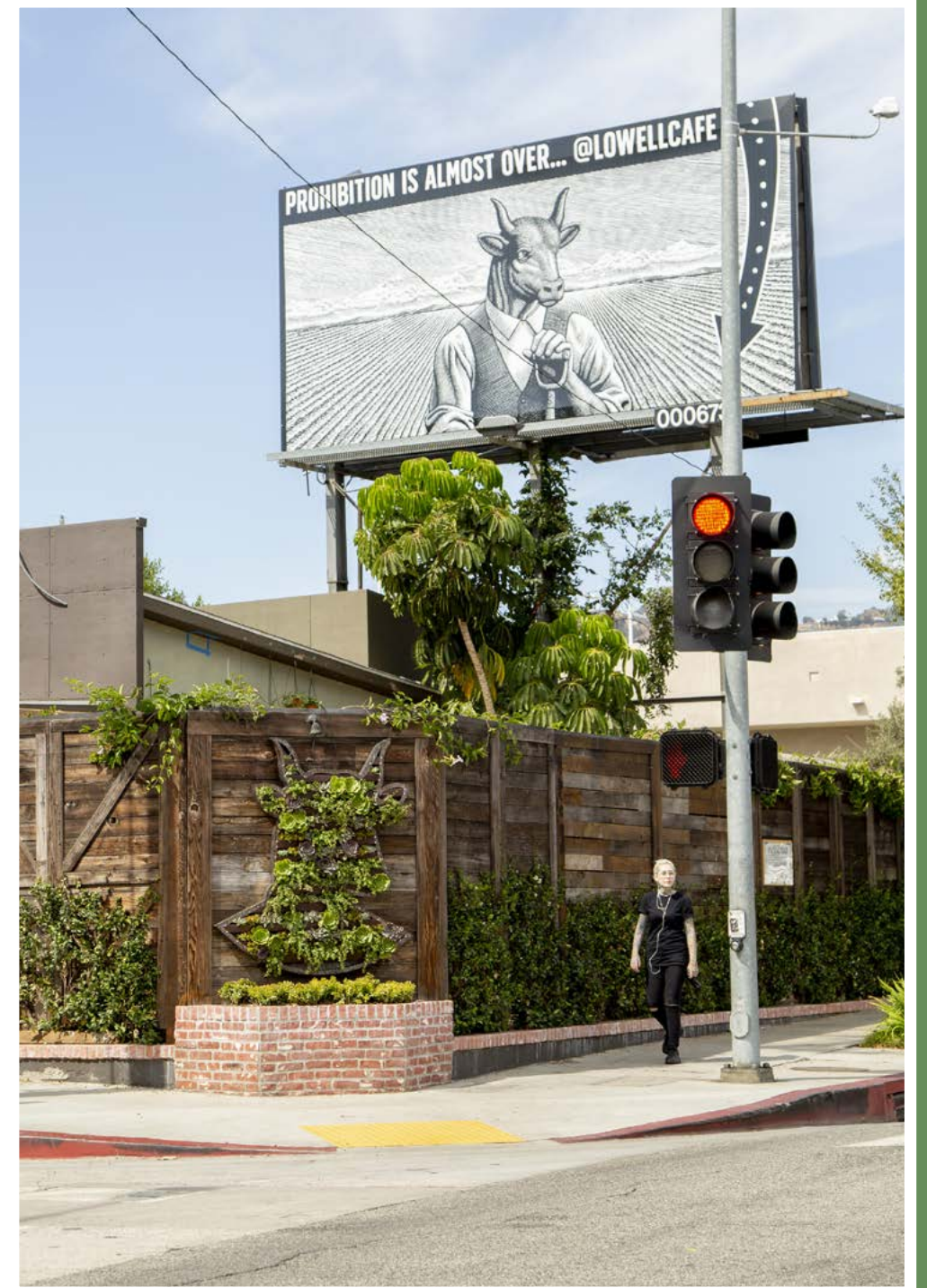
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TheEmeraldMagazine.com

LOWELL'S CAFE

PHOTOS BY MARIA PENALOZA



**Prohibition is almost over, and below
this billboard lies West Hollywood's
first cannabis cafe.**



It all started with Lowell Herb Co.. [who] got renown for their cardboard packed pre-rolls with matches..



It all started with Lowell Herb Co: a large California cannabis producer who quickly got renown for their cardboard packed pre-rolls with matches—everything you need to have a great experience fresh out of the shop.

Now their Cold Pressed Oil Pen is bringing safe and tasty vapes to the waiting masses. Lowell sells their own products as well as select other cannabis products, alongside an uninfused menu of tasty bites.



(Left) Executive Chef Andrea Drummer and (Right) General Manager Lily Estanislao are devoted to guest experience and highlighting the farm to table beauty of cannabis and food. It's a new hospitality paradigm.



1

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2

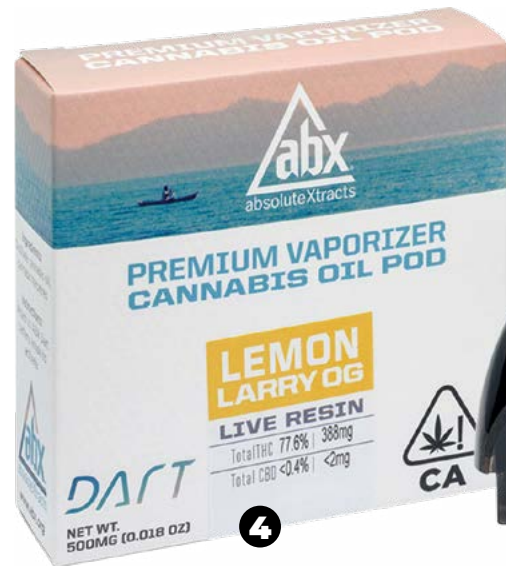


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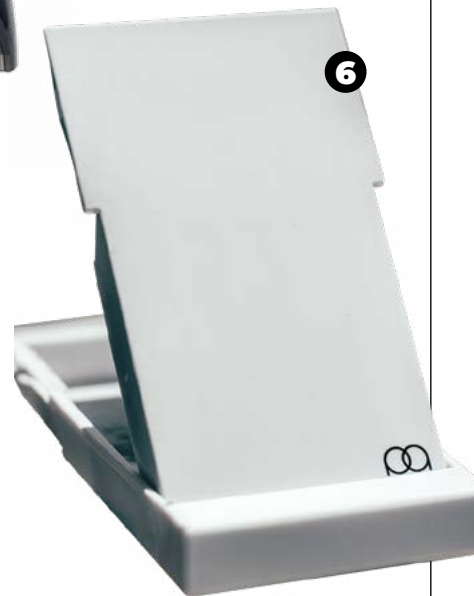


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Gift Guide



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LEAFWORKS
Cannabis/Hemp ID Tests To date, LeafWorks has two tests on the market: Gender ID and Supply Chain verification, both intended to provide consumers with product veracity and consistency.
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Gift Guide

11



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Gift Guide



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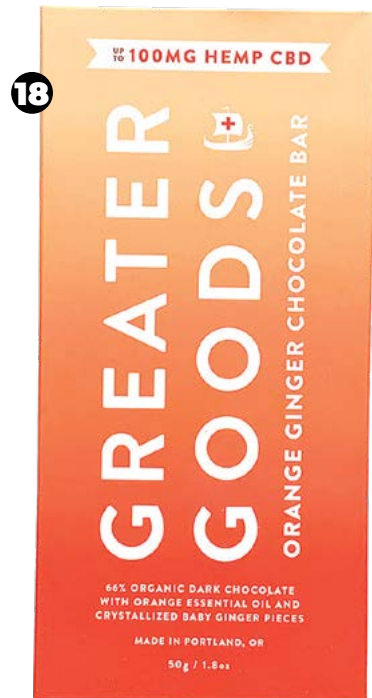
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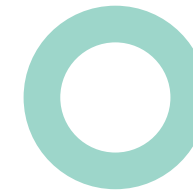


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HOW A Hemp Harvest COULD HELP Midway, Florida

BY LYNEISHA WATSON

ON THE EASTERN EDGE OF MIDWAY-CANNAN, A HISTORICALLY BLACK COMMUNITY NEAR SANFORD, FLORIDA, MISS CRYSTAL, AN ELDERLY GERMAN IMMIGRANT, OWNS 12 ACRES OF LAND WHERE SHE GROWS SNAPDRAGONS AND BABY'S BREATH FLOWERS.



On that same piece of land, hidden behind the Podocarpus bushes, 69-year-old Carl Eudell—who was born and raised in Midway—grows black-eyed peas, collard greens, okra and green beans. After 17 years working with the City of Sanford as a fertilizer for the Parks and Recreation Department, Eudell says that only by the “grace of God” was he able to meet Miss Crystal and begin farming on her land.

“My daddy probably had the biggest farming crew in Midway. When I got out of the military, I took a liking to farming,” Eudell tells the *Emerald*. “I was going to junior college. I had about 100 hours, but I didn’t have a sense of direction about where I wanted to go with it. If I would have gotten a degree it would have been in political science or economics.”

“But I took an interest in farming back in ‘74 or ‘75. And I realized then farming was a gift in me,” Eudell adds, “I haven’t found anything that I’ve wanted to do besides farming.”

“Ever since then, I’ve had a couple of jobs in between,” he explains, “I’ve grown a lot of stuff, but I couldn’t ever make any money. So I had to take a job because I had young children.” Eventually, Eudell says, the Lord opened up a door so he could come farm with Miss Crystal.

Every May, Eudell sets up a vegetable stand at the corner of Celery Avenue and Cameron Street. He dresses in his best white suit, white cowboy boots, and red hat as he prepares to sell his first crops of the season.

Also on Cameron Street towards the Sanford-Orlando International Airport is the new Riverbend neighborhood—full of Florida-style homes with three to four bedrooms and \$249k mortgages—and it’s blossoming fast.

Gentrification has been suffocating the 1,400 residents of the small, Seminole County town for more than 50 years. Once a sharecropping community, the lives of Midway residents are stifled by an expanding Sanford-Orlando International Airport; the newly built Midway Elementary School; Millennium Middle School; Galileo School for Gifted Learning; and high-income residential neighborhoods like Riverbend.

According to a 1997 report by *The Orlando Times*, residents at the time were focused on addressing “rising water levels, higher elevated new and residential developments surrounding the Midway Basin, and decades of waste-water leaching from resident septic

systems and drain fields into the ground.”

In 2019 the issues are no different, and residents of this community are still facing the same problems that have kept them stuck in a cycle of oppression.

“Midway has always been fiercely independent,” says Tristan Sanders, a local farmer and the director of the Midway Community Garden. “But the problems that we face here in Midway [are due to a] lack of resources, which means we can’t control the economics in our own community.”

“Anywhere you see Black people who’ve come in contact with Europeans you find the same traits: Jesus, violence, drugs and economic instability,” Sanders continues.

According to the 2013-2017 American Community Survey produced by the U.S. Census, 34% of the Midway community is impoverished and the median household income is \$23,317. Sanders believes that their unincorporated community, can benefit from the state’s emerging hemp revolution, which could help them to fight gentrification, stimulate their economy and make their community livable again.

Deemed an “agricultural commodity,” hemp is Florida’s new cash crop. On May 3, the state senate unanimously

HEMP SALES ACCOUNT FOR JUST ONE-TENTH OF THE SALES MADE FROM THE ENTIRE CANNABIS INDUSTRY.

approved Senate Bill 1020, which created a commercial hemp market in the state.

Florida’s Agriculture Commissioner, Nikki Fried says that the state could generate between \$10 billion-\$20 billion in sales. With the promise of a multi-billion dollar industry, state lawmakers say that they want everyone to have access to the hemp market.

“We believe that hemp is going to be a revolution in our state,” Fried says. “Not only is it going to be an opportunity for so many in our farming community, from the smallest of farmers to the largest, but it will also give an opportunity to those who were excluded from the medical marijuana [program] [...]”

“You [have] to own and operate a nursery for 30 years



Nikki Fried, Florida's Agricultural Commissioner

“THE HEMP INDUSTRY IS GOING TO BE AN OPPORTUNITY FOR ALL THOSE WHO ARE INELIGIBLE TO PARTICIPATE IN THE MARIJUANA INDUSTRY [AND] HAVE THE ECONOMIC RESOURCES AVAILABLE TO THEM.” —N. FRIED.

with a 400,000 plant capacity [to grow medical marijuana], which [excludes] so many members of minority communities,” explains Fried in a phone interview. “The hemp industry is going to be an opportunity for all those who are ineligible to participate in the marijuana industry [and] have the economic resources

available to them.”

Though the state wants to create an open marketplace for interested individuals to thrive, minorities still may not be offered fair access into the industry.

The Florida Department of Agriculture and Consumer Services (FDACS) published a Notice of Proposed Rules on the license and cultivation of hemp in the Florida Administrative Register. One of the requirements to cultivate hemp is submitting fingerprints to the Florida Department of Law Enforcement.

The regulation reads as follows: “If the fingerprint processing identifies criminal charges or convictions related to a controlled substance violation under state or federal law, the Department will notify the applicant that additional information is needed to complete the application. The applicant must provide to the Department a certified copy of the final disposition concerning the matter which the Department requested additional information pursuant to this

section within [90] days of receipt of the notification.”

The ACLU reports that Blacks are four times more likely to be arrested for cannabis. In 2017, 42,000 people in Florida were arrested for misdemeanor marijuana possession. Half of those arrested were Black.

As an unapologetic Trump supporter, Eudell was excited to hear that the President passed the 2018 Farm Bill, but his lack of knowledge surrounding cannabis left him with his guard up. When asked if he would be interested in joining the hemp industry Eudell says, “It’s either hemp or Jesus, and I’m going with Jesus.”

From Christian indoctrination that says cannabis isn’t God-like to the traumatic experiences birthed by the War on Drugs, Blacks across the southern Bible belt have largely been left out of the cannabis industry. There is a huge education disparity in Black communities where *Reefer Madness* propaganda is easily spread and championed.

Sanders, local Midway farmer, says that the minds of the older generation who lived through the brunt of cannabis prohibition and the War on Drugs are harder to change because they’ve been taught to believe that cannabis is the “Devil’s lettuce.”

“When you’re talking about [economic freedom through cannabis], then it’s almost impossible to change the [older generations’] mindset,” he adds, “Unfortunately, the elders are the ones who are in control of the land, and they make the decisions with the land.”

Sanders continues, “The problem is that you’re trying to get people to break the psychological programming of a plant being bad. When [others] haven’t been able to block the psychological programming

“I THINK BLACK PEOPLE IN THE SOUTH [NEED] TO HAVE ACCESS TO THE INDUSTRY BECAUSE IT WOULD ALLOW FOR BETTER COMMUNITIES, ECONOMIES, BETTER CITIES, AND MORE SUSTAINABLE BUSINESSES [...]” —P. FULFORD.

that they’re bad, their skin is bad and that their hair, in its natural state, is bad.”

This is an opportune time for Blacks across the South to create abundance while stepping away from America’s toxic hustle and bustle culture. In Salem, AL., Dr. Portia Fulford is taking advantage of this lucrative opportunity.

Fulford is an agribusiness financier, and founder of Organpi Farms and the Black Belt Hemp Corporations. In the Spring of 2020, Fulford will launch an incubator that welcomes people of all creeds to study the production of hemp on her farm.

Members will be given an acre of hemp to become master growers and begin nurturing their future businesses.

Fulford believes in the bottom-up business model and says that creating thriving economies in rural, Black Southern communities begins with understanding people.

“First and foremost, when you develop people, you develop communities. And in order to develop people, you have to have resources,” she explains. “You have to have [the] resources to be apart of an economically thriving community. [So] with my companies, the focus is always on developing people, meaning extending opportunities for employment, starting businesses [and] incubating businesses.”

All community starts with people. In order for people to have access to better opportunities, they have to be given access to opportunities like those presented by the cannabis and hemp industries, explains Fulford.

That’s why she believes in a bottom-up, versus a top-down perspective, she says, “I think Black people in the South [need] to have access to the industry because it would allow for better communities, economies, better cities, and more sustainable

businesses [...]” says Fulford.

In 2018, the U.S. hemp industry sales topped \$1 billion, which is only one-tenth of the \$10.4 billion the cannabis industry made as a whole. Cannabis is already a nascent industry, but every part of the industry will see a huge boom in 2020, especially with the possibility of federal legalization. There is so much money to be made; rural, Southern Black communities should be benefitting from the Green Rush, too.

“It’s clear that the cannabis industry is growing quickly and it needs to take a justice oriented stance in order to withstand the status quo of most industries. There’s a real opportunity here to do the right thing,” Opal Tometi, the co-founder of Black Lives Matter tells *The Emerald*.

“If we care about the state of the world on any level and care to rectify the injustices, and desire to learn from errors in our history then, now and with cannabis, we have [a] prime opportunity to do things differently,” Tometi explains.

Eudell believes that there is big money in the hemp industry, and he wishes that there were more programs educating Blacks across the South about the cannabis plant. “There is real money in it. Billions and billions. I might want to grow some hemp. I might be interested in that,” says Eudell.

For Sanders, seeing his community benefitting from the hemp industry is about respect.

“This country [would] have been nothing without cotton, and cotton [would] have been nothing without [Black people],” he adds. “So I mean, we have to get people into understanding that we are trying to bring it full circle.” ■



Opal Tometi

of Black Lives Matter
Thinks Cannabis Could
be a Catalyst for Change



BY DANIELLE GUERCIO
PHOTOS BY DENZEL THOMPSON

“Equity cannot be a one-off thing. It deserves to be the distinguishing factor of the cannabis industry.” —O. Tometi

It's the hot-as-hell sunlight that bakes the mountainside, along with its distinctly cold absence after it sets behind the ridges of Mendocino County, CA that makes this corner of the world so accommodating to the cultivation of cannabis and wine grapes.

These two aromatic plants snake up hillsides all through the region, but further down the supply chain, they bring with them the very sunlight that sustained them.

This abundance of sun has brought people to cultivate California's bucolic landscapes for decades, and it's where you can find the Flow Cannabis Institute (FCI), Flow Kana's research campus. The 80-acre site is a former winery turned cannabis packaging and distribution facility, and tourism destination.

The FCI is positioned to triangulate smaller craft farmers, and provide them with the

resources needed to see their flower reach dispensaries all over the state.

With a mission of maintaining farmer integrity, Flow Kana has bitten off a huge responsibility—and the whole country is watching to see if this model is viable.

As such, the FCI campus provided an appropriate platform for

the first Cannabis as a Catalyst for Change event.

The gathering brought together almost every facet of the sustainability conversation, from human rights activists to biodynamic farming



Flow Kana flower

experts. Discussions were deliberately set-up to empower attendees, giving them valuable tools to carry with them to their individual cannabis communities.

Most striking were the words of Opal Tometi, co-founder of the Sydney Peace Prize winning activist network, Black Lives Matter. Work in human rights can often be overlooked in the cannabis space, with philanthropy and lip service taking the place of the type of direct action that Tometi and others advocate for.

It's not hard to see why cannabis legalization is an imperative when you take its fallout into full account. At the conference, Tometi was crystal clear to the mostly-white audience of entrenched cannabis pros.

“The difference in the rate and the use of weed between white and Black people and

other people of color really, in this country, is negligible,” Tometi added. “Yet the difference in the rate of arrests, prosecutions and convictions is enormous.”

This disparity has a watershed effect, Tometi told conference-goers, “It’s hard for communities of color to access the same types of job opportunities in this industry. Oftentimes because of their criminal record, they’re not able to access these job opportunities,” she continued. “They’re not able to access job programs. They aren’t able to engage in the same economy that led them to be behind bars.”

This is a stark reality for so many Americans, and it comes with emotional pain, economic stress, and worse, “Young people, are being raised without their family members. Families are having to pay exorbitant fees to make sure that their loved ones can call them, right? There are all sorts of ways in which this incarceration, or this hyperincarceration of people of color is impacting our lives,” Tometi said.

We caught up with Tometi to discuss her speech, and what the next year of cannabis could look like.

“Sharing [at] the Cannabis as a Catalyst for Change gathering felt like a

responsibility to me,” Tometi tells *The Emerald*. “We have a group of thoughtful and caring business leaders attempting to navigate emerging terrain and it was my hope that I could influence them to engage in more just practices.”

Using their privilege and platform is the only way to move away from what Tometi describes as, “the usual reckless, exploitative business models,” and instead, “implement practices, protocols and agreements to set everyone up for success.”

Now is the time to make these changes, she says. “In 2020, I would like to see equity be the norm. Not a sideline conversation but a thread in every discussion. Equity cannot be a one-off thing. It deserves to be the distinguishing factor of the cannabis industry.”

This process has been slow going; existing social equity programs have barely moved the

Results of a 2017 MJ Biz Daily survey shows that:

- 81% of all cannabis industry businesses are owned or founded by white people
- 5.7% of businesses are owned by people of Hispanic and Latino descent
- 4.3% of businesses have Black owners or founders
- 2.7% have Asian owners or founders
- 6.7% of cannabis businesses are owned or founded by people of “other” races.

PHOTO: DENZEL THOMPSON



The Cannabis as a Catalyst for Change event featured vendors, food, speakers and more at the FCI campus in Redwood Valley, CA.

needle; and too many advocates are giving valuable advice that needs to be heeded.

“I would love for companies to take their cues from brilliant minds such as Willie Mack, Mary Pryor, Karim Webb and others who are thought leaders and doers,” Tometi notes. “Lastly, I believe that every major cannabis brand should be real partners in leading the charge against decriminalization and should champion policy change that will be of benefit to all.”

Tometi’s perspective is of vital importance; a healthy, robust, cannabis industry could provide much-needed economic infusion to those who’ve been not just passed over, but brutally taxed for ‘legacy’ operations by lopsided enforcement.

We cannot continue to pave over the injustice that metastasized during prohibition.

Sustainability without the shoring up of our human communities is a fruitless approach, we can’t steward the earth without lifting up all humans. Biodynamic farms are important to cannabis’ future, but not as important as everyone who has contributed to its preservation through an 80-year storm. ■

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HEMP LAB NYC

PHOTOS BY MARIA PENALOZA

CBD shops like Hemp Lab NYC not only provide the local community with cannabidiol-infused products, but flower and edibles too, something that New York's medical dispensaries are not authorized to supply.

ON THE COVER

Founder Stephanie Diaz, a Dominican Bronx native representing New York's strong Caribbean immigrant culture in her own style, and her husband Manos Lupassakis. Diaz has experience with California medical cannabis cultivation as well as jewelry design. Her design sense shows as Hemp Lab feels like a legacy operation that's making its own path in contentious NYC.



Hemp Lab, like other NYC CBD establishments, focuses on more than just cannabidiol. Their products offer a full spectrum of cannabinoids, but are .03% THC compliant.

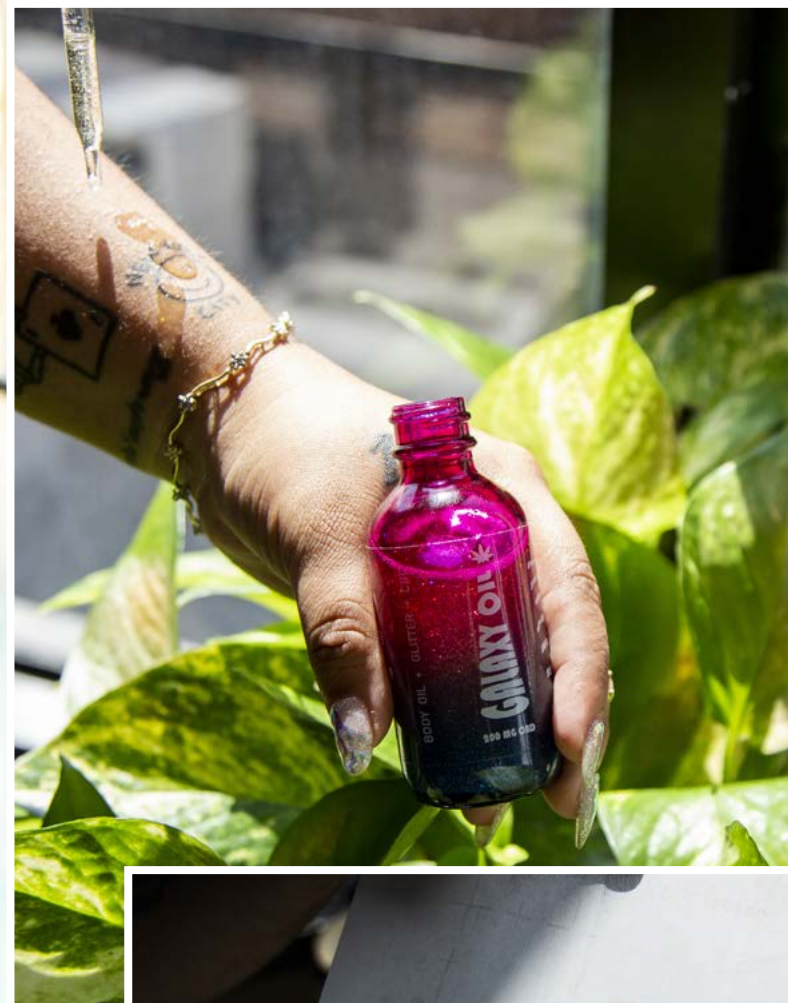
Unlike a medical cannabis dispensary—which is more likely to be owned by a multi-state operator and boarded by a bunch of old white guys—CBD shops are small businesses. Many are owned by women and people of color, and serve

these communities more access to cannabis, albeit without (much) THC.

By giving patients an array of options, Hemp Lab can help people find relief faster than the tightly guarded dispensary, which requires not only a medical card and a doctor's appointment, but a doctor's recommendation on THC:CBD ratios and dosing.

Having access to lab-tested CBD flower in neighborhoods like Bushwick, Brooklyn, where Hemp Lab is located can provide safe alternatives to black market cannabis, which is more likely to cause police contact in this heavily Black and Latinx area.





With innovative and fun products like biodegradable, glitter-infused CBD Body Oil, Hemp Lab goes further than your basic topical.

Like many CBD marketplaces, CBD shatter—known as one of the purest, and cleanest forms of cannabis extracts—is available. This is a go-to for some with pain issues.





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EMERALDCAST PODCAST

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Rachel Burkons, co-founder of Altered Plates, and *Emerald's* Editor-at-Large, Danielle Guercio talk terpenes, good service, asinine regulations, and what it takes to get noticed by the James Beard Foundation...and have your Instagram deleted.

Allison Luvera, Head of marketing at Kurvana and *Emerald's* Editor-at-Large, Danielle Guercio talk about how to get involved with the corporate side of cannabis while in Los Angeles, California.

Green Leaf Lab
CEO, Rowshan
Reordan

PHOTO: STUDIO MCDERMOTT



“Science is extremely difficult. Science is complex. Science is totally badass.”
—R. Reordan

PREPARE FOR THE HARVEST TEST RUSH WITH GREEN LEAF LABS

BY RITA THOMPSON

From the point of harvest, to the products hitting dispensary shelves, cannabis testing labs are the glue holding this industry together. Assisting licensed producers to bring their product to the legal market, as well as understanding the components in the raw material, testing labs keep the cannabis industry running safely and smoothly.

Founded in Oregon, and recently expanding to Sacramento, Green Leaf Lab is on a mission to do just that. CEO Rowshan Reordan has been a part of the cannabis culture since before she can remember, giving her a different perspective on cannabis as a whole.

As a second generation grower who decided to open a testing lab during the height of medical legalization, it's safe to say she knows the ins-and-outs of the industry. In the nine years since launching Green Leaf



Green Leaf Lab's reception area in their new Sacramento location

PHOTO: KEVIN FISCUS PHOTOGRAPHY

GREEN LEAF LABS TESTS FOR:

—42 different terpenes, the chemical compounds responsible for the flavor and fragrance of individual strains.

—14 phytocannabinoids, the naturally occurring, active chemical compounds in the cannabis plant.

Lab, Reordan has built the largest, most respected lab in Oregon, one account at a time. Notably, though, is her latest triumph in expanding Green Leaf Lab's influence through the opening of an 8,000 square foot, state-of-the-art, ISO 17025 accredited facility in Sacramento. With this new location comes the hope to service the Californian cannabis community with the same amount of success they have provided within the Oregon market.

As the industry continues to grow at light speed, testing labs are more important than ever. Testing not only ensures that food and beverage products pass safety standards for consumers, but further gives important information to clients regarding the growing and manufacturing process.

Testing labs like Green Leaf share vital information on potentially harmful contaminants.

"Cannabis and hemp analytical labs perform the same function. We test for pesticides, residual solvents, heavy metals, terpenes, cannabinoids and microbiological contaminants, among other tests," Reordan states

But, How Does it All Work?

Products are brought to the laboratory for testing after a sampling, reviewing and confirmation

"Having the experience of growing cannabis coupled with my love of it, makes my job running a lab so important to me because those we serve are a part of my people and my community."

—R. Reordan

process is completed.

"Depending on the product and the testing request, the sample will then be prepared for instrumentation," Reordan explains, "We use multiple pieces of instrumentation depending on the test performed."

By using different instruments for various kinds of testing, the lab team can ensure the accuracy of their testing process and ensuing results.

"Within just a few days, the testing is complete, data is reviewed, and the results are emailed to our clients," she notes.

As for harvest season, Green Leaf Lab faces a heightened rush of products for testing. But geared with seasoned professional laboratory staff, they are the utmost prepared.

"We have the infrastructure and are committed to maintaining our current turn-around of three-to-five business days during harvest season," Reordan states.

Separating Green Leaf Lab from those started by investment firms, or based in other types of analytics, is Reordan's deep-rooted love and experience with the plant.

"Educated as an attorney, I wanted evidence [...]."

—R.Reordan

"Cannabis has been a part of my life for years," she explains, "I still remember being a little girl and hiking into a remote, small river valley in the Emerald Triangle [in Northern California] and overhearing the adults talking about the Campaign Against Marijuana Planting and all the raids going on," Reordan says of her experience with cannabis. "I used to hotbox with my best friends in my VW bug in high school and rock out to Cypress Hill's *I Wanna Get High*."

Matching her passion for cannabis with her inherited green thumb, Reordan knew she was destined for a career in the industry. "My mother used to give me sad and dying plants and I would bring them back to life," she says, "Having the experience of growing cannabis coupled with my love of it, makes my job running a lab so important to me because those we serve are a part of my people and my community."

Back when she grew medical cannabis, one of Reordan's patients who suffered from HIV shared with her the

negative impact that black market cannabis had on his health and well-being.

"Educated as an attorney, I wanted evidence and realized that science and testing would create helpful evidence in understanding the compounds in cannabis and therefore a safe product," Reordan explains. "That is when the idea of creating a cannabis analytical laboratory was born."

Green Leaf Lab's history stems from hard work and dedication. Striving to give anyone interested an opportunity to be equipped with more knowledge about the product they grow, Reordan set out to create a lab that could equip producers and consumers with more knowledge about the plant.

Since Green Leaf Lab officially opened in 2011, the company has remained focused on education and quality testing. To achieve this, the lab team spends time with their client's problem solving, answering questions about test results, and more.

"We take pride in providing quality and accurate testing," Reordan explains.

Notably, though, as a woman in a mostly male-dominated industry, she faces the typical obstacles that many leading ladies experience so often. As she puts it, being a pioneer can be a lonely path.

"There have been men in this industry that have been my biggest advocates and supporters, whom I have such love and respect for," she adds. "There have also been those who have been disrespectful and wanted to see me fail."

Regardless of such obstacles and setbacks, being able to look around and realize she's surrounding herself with amazing men who appreciate and support a badass woman makes it all worthwhile.

And for other women interested in entering the cannabis industry, Reordan warns that it is not a place for the faint of heart. "You must be a warrior. You can never give up, never quit, and always keep your eye on the end goal," she says.

For more information, visit www.greenleaflabs.com or call (916) 924-5227. ■



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A SELLER'S MARKET?

Farmers in the Big Five States See Uptick in Price Per Pound This Harvest

BY MELISSA HUTSELL

Each autumn, Christmas comes a little early for cannabis consumers. Come Croptober, our bowls runneth over with the freshest ganja, scored for discounted prices thanks to a bountiful season.

During each cannabis harvest—which typically lasts from September to November—the market is traditionally flooded with hundreds of thousands (if not millions) of pounds of weed, causing prices to drop, and creating a market that's ripe for buyers.

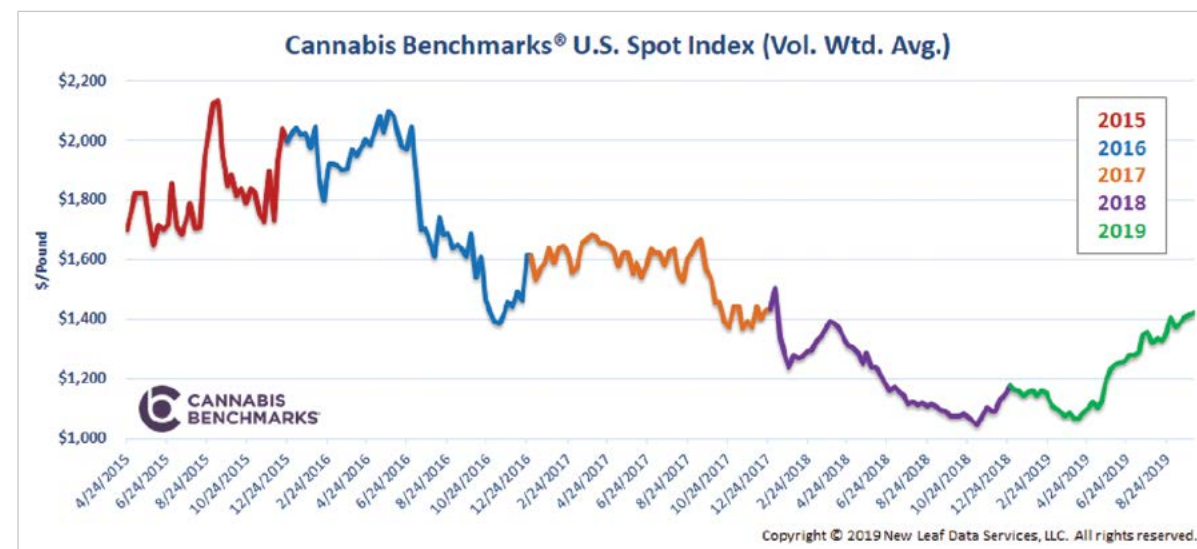
But not this year, according to a recent report by David Downs in *Leafly*, cannabis journalism pioneer, who writes that harvest discounts won't be as plentiful

for consumers in 2019.

Data from industry analytics company, Cannabis Benchmarks, shows that the average price per pound of cannabis has steadily dropped since 2015, with the exception of a few price spikes along the way.

In October 2015, the national average was \$2,000 per pound; one year later (Oct. 2016), it fell to just under \$1,400 per pound. In October 2018, prices dropped to just over \$1,000 per pound.

This August, however, the average started to trend upwards—and farmers are hopeful. As of this summer, the per pound price increased to just over \$1,400, and is expected to remain above \$1,200 throughout the fall and winter months.



GRAPH: USED COURTESY OF CANNABIS BENCHMARKS

In an interview with Downs, Cannabis Benchmarks' editorial director, Adam Koh, explains that when a high value crop like cannabis goes to market, "people are going to rush into the market to get in on the action."

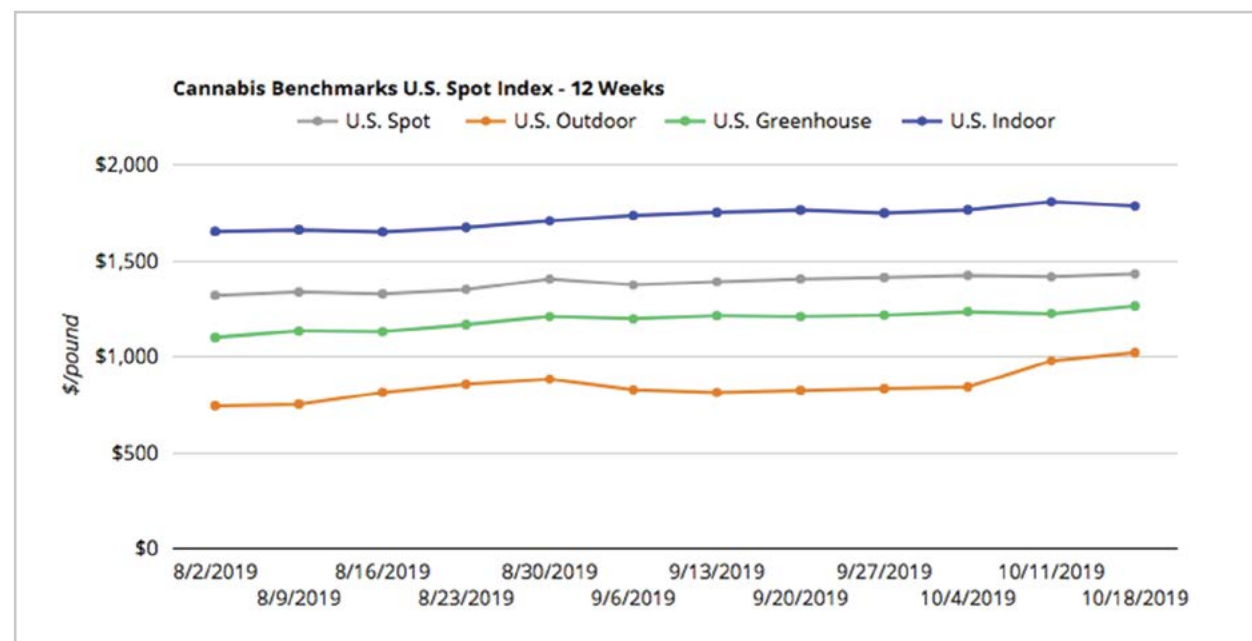
Koh continues, "When that happens, supplies increase, prices go down, and people go out of business; supply

decreases and prices go back up."

Cannabis Benchmarks tracks data from licensed medical and adult-use businesses in 17 markets. It also tracks the weekly, monthly and yearly U.S. spot—the (average) current market value—of wholesale outdoor, indoor and greenhouse grown cannabis.

50%

The average price of cannabis per pound has plummeted by 50% from 2015 to 2018, but prices are finally back on the rise as of this year.



GRAPH: USED COURTESY OF CANNABIS BENCHMARKS

As of October 18, 2019, the spot was \$1,430 per pound, representing a new year-to-date high, according to the company's U.S. Spot Index, which states, "This is the latest in the year that such a milestone has been established in the history of our reporting, a phenomenon that is especially notable as the autumn harvest has begun to be cut down and make its way to market."

The company tracks the "big five" markets—California, Colorado, Nevada, Oregon and Washington—which drive nationwide prices during harvest, according to *Leafly*.

Legalization models in California and the 33 states throughout the U.S. with pro-cannabis policies have thrown a wrench into the ebb and flow of the industry—disrupting seasonal trends, and causing prices to,

expectedly, be unstable.

There are lots of factors that influence the price of legal cannabis, including: state-specific policies, weather, the cost of production, regulation, taxation and more.

To oversimplify, it all comes down to the laws of supply and demand.

In states like Oregon, overproduction of the herb caused prices to drop to as low as \$5 per gram. That was due, in part, to the state's legalization model, which allowed for more than 2,000 cultivation licenses to be granted, according to *The International Business Times*.

The persistent price drops, moldy crops and bad weather drove many out of the industry (or toward hemp), and helped to ease over supplies.

Additionally, state Sen. Ron Wyden and Rep. Earl Blumenauer introduced legislation—the Wyden-

2016

For the first time since 2016, Oregon growers are seeing the wholesale price of flower increase.

Blumenauer State Cannabis Commerce Act—that would allow interstate commerce for legal cannabis businesses, reports *Marijuana Moment*. If passed, it would allow states like Oregon to export cannabis.

Many Oregon growers manufactured their supplies into concentrates, which have longer shelf lives. Thanks to the vape crisis, and a partial ban on vaping products in states like Oregon—the demand for flower may increase, bringing about a more homeostatic market.

“I am tired of playing this price is right game.”
—C. Rodriques

For the first time since 2016, Oregon growers are seeing the wholesale price of flower increase. In fact, according to *Marijuana Business Daily*, the price of indoor-grown flower is up from \$1,000-\$1,500 per pound

in 2018, to \$1,800-\$2,400 this year.

In addition, *MJ Biz Daily* reports, wholesale marijuana prices have risen by: "100% in Oregon, 46% in Washington, 17% in Colorado."

Californian growers are also experiencing wholesale price upticks, particularly for outdoor crops.

There are approximately 400 licensed retail shops in California, a state with a population of 40 million—home of the largest consumer market in the world. The potential is huge; but so is the disparity between consumers and storefronts—and the cost of production, compliance and launching a cannabis business.

But weather in the state is said to have been ideal, allowing for robust harvests with potent, heavy buds. According to Downs of *Leafly*, that translates to a higher price gains this harvest. Plus, he adds, the addition of track and trace software in the state has "squashed the supply of unlicensed cannabis sneaking into the system," also good news for the state's legal market and its operators.

Despite a good season ahead in California, "demand could absorb increased supply," reports Cannabis Benchmarks, pointing to the importance of market

equilibrium. Ultimately, demand that outpaces the (legal) supply could cause a market shortage, which could influence product price points (perhaps evening drive consumers to the black market).

The average price per pound of flower has continued to go down since the 1990s. Whether the market is starting to stabilize in some states remains to be seen as the harvest makes its way to market, but some West Coast growers are hopeful.

Chiah Rodriques, co-owner of River Txai Farms and Arcanna Flowers, and co-founder of Mendocino Generations, says she's starting to see more of a "leveling out" in the industry.

She expects greater price gains on products this winter versus last.

A second-generation cultivator, Rodriques was born and raised on a cannabis farm in Mendocino County, California where she still lives today.

"Pricing is one of the hardest parts of this lifestyle," Rodriques explains, adding that she feels as if the historical price fluctuations during the rise and fall of the market has everyone on edge and uneasy about what's to come.

"I am tired of playing this price is right game," she says.

"We can't live with \$500 one day and \$1,500 the next, while large corporations and brands eat off our plates," Rodriques says.

"We don't want to create a self-fulfilling prophecy by predicting price drops during flood of product availability," she continues. "We want to find a balance, a level of comfort, or predictability, both for farmers, brands and consumers."

She is optimistic prices will become more predictable, and that ultimately, "it will not be the only thing everyone wants to talk about during harvest and dry spells."

"It is vital that we don't rely on buyers or farmers to set prices alone. Farmers need a good price, but [it] needs to be reasonable to keep the flow of bulk and prepackaged branded product selling. We deserve a fair and good price," Rodriques explains, "But holding out for the high might be the nail in your coffin.

Letting things go at too low [of a rate] might cause a domino effect and give buyers ideas. Let's be real; what are your costs? What is cannabis worth?" ■

The Dime

At the *Emerald* we read through hundreds of cannabis policy articles each month. As a consumer, this information can be hard to keep track of—not all of it is important to you. This is why we're bringing you The Dime, a grab bag of the best news nuggets in each print issue of the *Emerald*.

PHOTO: ITAY KABALO



Vape Crisis Continues...

If you're in flower la-la land, vapes may not even be on your radar, but for those of us in prohibition states, this "scare" is pretty intense. *MJBizDaily* reports that Confidence Analytics, a Washington state cannabis testing lab, is developing a method to test for vitamin E acetate in formulations. Though this may not be the definitive cause of this debacle, it's a start in keeping consumers safe. ■

...and Could Cause Problems For One of Weed's Biggest Websites

Weedmaps could get called in by state regulators after listing illegal businesses on their directory, but only now that the vape crisis is pumping attention into scrutinizing unlicensed cannabis providers. Weedmaps says they will take down ads from such shops in early 2020, but if anyone is harmed from a sub-par vape, action could be sooner, according to Jerred Kiloh, President of the United Cannabis Business Association. ■

Research Progress Report

Marijuana Moment, a cannabis news website powered by Weedmaps, reported in early Fall that the feds are finally giving in to some more research. They cited a notice from the National Institutes of Health (NIH), which stated cannabis research is necessary, and will be conducted. Overall the NIH is funding nine studies on "the diverse phytochemicals in cannabis, including both minor cannabinoids and terpenes." The rest of us are sighing, it's about time. ■



Cannabis for PTSD Needs More Science

A review in the *Journal of Dual Diagnosis* reports this fall that cannabinoids could help with PTSD, particularly with nightmares and insomnia, but that it's not in any way officially quantified. Researchers called the lack of evidence "striking" and called for more work to be done, as PTSD is in desperate need of new options for treatment, and cannabis has the potential to be one if administered correctly. ■



Sleep Tight With this Collab from John Legend and Plus

John Legend recently partnered with edibles purveyor, Plus Products, to launch an entirely CBD specific line of gummies for the canna curious. In becoming the spokesperson for the extra special sleep gummy collab between Casper and Plus, he is breaking down barriers between cannabis and the mainstream. ■



Mass Market, Here We Come

Previewed at a beverage conference in March, coconut and CBD fans have both waited for the moment when Vita Coco's new series of drinks would drop. Any day now, you'll see Vita Coco's carbonated and CBD-infused coconut water, with additional terpenes powered by ginger, cardamom, lemon and other delicious sounding flavors—so get ready to sparkle. ■

Dems Chipping Away at Cannabis Policy

Legalization without direct reparations is not an option for many lawmakers, and presidential hopeful Beto O'Rourke finally came out with a clear position. O'Rourke has the cred of having sought legalization long term, but his new statement bodes well for driving the other candidates right where we want them. His policy calls for a "Drug War Justice Grant" to reinvest cannabis profits into communities harmed by prohibition. ■

Emerald

CANNABIS LIFESTYLE

CBD Shops Help New Yorkers Right Now

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Examines Role
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