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ANNUAL REPORT

2019-2020

HCGA is the trade association advancing the interests of cannabis businesses in Humboldt County.

Staff



Staff:

Terra J. Carver
Executive Director

Natalynne DeLapp
Operations Director

Heather Luther
Member Success Executive

Ross Gordon
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Contractors:

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Board:

Scott Davies
Chairman, Flower Co., Humboldt
Legends & Winterburne Farms

Scott Vasterling
Secretary, Humboldt Family Farms

Patrick Kanzler
Treasurer, Bear Extraction House

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Letter from Directors

Well, it is 2020, and we are still here! Nice work team. We have made it this far; we might as well go all the way.

If you had asked us in 2015 when this whole legalization thing kicked into gear if, in 2020, Humboldt County would have the most cultivation licenses in the State, we would have probably said yes--we think so. It is no surprise then that substantial urban cannabis business sectors in Arcata, Eureka, and Rio Dell have developed. We believe this is because the folks in the Humboldt County cannabis industry are resilient, hard-working entrepreneurs who are fiercely protective of their culture and craft, and have a genuine love of the plant, and all that she can be.

We also believe that our local policymakers and regulators have supported our industry during this transition--united by the love of the place we call home, Humboldt. That being said, none of this has come easy; multiple failures have measured every success, with two steps forward, one step back. We are not naive about the collective struggle this effort has been. From onboarding METRC, to tax increases, the consolidation of the distribution and manufacturing sector all the while trying to navigate a market as volatile as our national politics.

For all the highs and lows of 2019, we are pleased to report that your local trade association is still in the game, and persevering. As it should be, HCGA is a reflection of its membership, and much like your businesses, we continue to mature into our fourth year and are starting to find a natural rhythm. Membership continues to grow, and the day to day is becoming less turbulent, more productive, and streamlined. It is with the utmost appreciation, gratitude, and respect for our members that we find our motivation to keep moving forward.

Thank you for taking a moment out of your valuable day to read our annual report and continuing to support this incredible community we are building together. We aim to serve your business, Humboldt County, and our environment and look forward to another year working together.

We salute you,

Terra J. Carver & Natalynne DeLapp

Handwritten signatures of Terra J. Carver and Natalynne DeLapp.

TO PRESERVE PROTECT AND ENHANCE

HUMBOLDT COUNTY'S WORLD-RENOWNED CANNABIS INDUSTRY

HCGA Vision

- 1 We are influential with policymakers at the county and state level at a time when our industry is poised to tackle state and (coming) national and international markets.
- 2 Built on a foundation of environmentally responsible cultivation, and drawing on fifty years of industry experience, our members are leaders of sustainably produced and manufactured cannabis.
- 3 Our members have the tools and know-how to compete, comply, and thrive in the regulated market through a variety of well-positioned businesses.
- 4 Cannabis culture is intimately woven into the cloth of our social landscape.
- 5 Humboldt County's world-renowned cannabis is recognized and sought after.
- 6 Our members are good neighbors. We take pride in giving back to Humboldt County through our tax dollars and community engagement. We believe social responsibility and environmental leadership are fundamental to Humboldt County's future success.

HCGA Goals

- 1 Professionally represents its members' interests through transparent, democratic processes; See Government Affairs page 10 for 2020 Policy Priorities.
- 2 Represent sustainability, including compassion for patients, social equity, and a focus on the Triple Bottom Line of people, planet, and prosperity.
- 3 Provide access to free educational resources, online and in-person collaboration, and business-to-business networking.
- 4 Normalize the cannabis industry.
- 5 Humboldt County's collective intellectual property is protected and enhanced, and a unified marketing strategy is developed.
- 6 Encourage a culture of philanthropy.



Photo credit: Drew barbar, Uplift Co-Op.

HCGA represents its members interests through transparent and democratic processes.

HCGA Launches an Independent Government Affairs Program

In December of 2018, HCGA's Board of Directors chose to sever its contract with California Growers Association, which had previously conducted HCGA's government affairs work, and instead launch an independent state-level Government Affairs Program. This independent policy program now provides a unique platform for Humboldt County's cannabis industry to benefit from direct representation with policymakers in Sacramento.

In building a presence in Sacramento, HCGA's policy team set out several key initial goals:

- Developing a transparent and democratic process to guide policy decisions.
- Building relationships with North Coast lawmakers, other influential legislators, regulatory agency leadership, and the Governor's office.
- Building coalitions with regional, state and national associations, labor organizations, and other key stakeholders who share our public policy vision.
- Consistent representation, strategy, and policy development led by HCGA's public policy team of Executive Director Terra Carver, Policy Director Ross Gordon, and Lobbyist Jason Bryant.



Professional Membership Driven Results

HCGA's government affairs work is driven by membership and depends on a transparent and democratic process. At the outset of 2019, HCGA launched a weekly Industry Affairs Call, a platform to discuss developments in Sacramento and gather input from membership on how HCGA should respond. Following the discussion on these calls, HCGA's policy committee voted to adopt formal positions on legislation affecting HCGA members. Based on the result of the policy committee's vote, HCGA staff submitted a formal letter to the author of the bill stating the position of the organization, and the team worked to advocate for or against that legislation throughout the legislative process.

In 2019, HCGA tracked over fifty bills, taking formal positions on ten bills.

What we do for you?

- Serve as a unified voice for HCGA's membership
- Engage and impact state, national and local legislation, regulation and public policy
- Provide a platform for members' participation in a democratic process
- Educate and inform public policy makers and influencers with specialized knowledge and expertise



2019 State-Level Accomplishments

In its first year of independent operation, HCGA's policy program was able to secure several key accomplishments.

SB 185: Promoting and protecting Appellation of Origin and County of Origin programs

In 2019, HCGA worked through multiple methods to ensure that both programs are protected in state law and regulation. HCGA successfully worked with Senator McGuire to introduce and pass SB 185, legislation that strengthened protections for Appellations of Origin. At the same time, HCGA advocated in CDFR's Appellations Working Group to give input on the development of a regulatory framework for future appellations in California. Specifically the importance of a "terroir" based program (see page 12). In addition HCGA worked with National Cannabis Industry Association (NCIA) and developed a white paper to help to build support for a nationwide designation of origin programs in anticipation for future legalization.

SB 67: Keeping cannabis businesses licensed

At the beginning of 2019, cannabis businesses across the State faced an expiration of temporary licenses due to a large quantity of applications having been submitted to the state agencies at the beginning of the licensing process. In response to this "licensing gap," HCGA worked with Senator McGuire to introduce SB 67, emergency legislation to extend temporary licenses until a permanent license could be issued. SB 67 successfully raised the profile of the licensing gap issue, and key provisions were ultimately incorporated into AB 97, legislation that extended provisional licenses to address gaps in licensing.

AB 228: Hemp CBD Products

Federal hemp legalization has raised difficult questions on the relationship between hemp and cannabis, two forms of the cannabis plant that are subject to vastly different regulatory and agricultural approaches. Throughout 2019, HCGA advocated for parity between hemp and cannabis in key areas, including final product testing and scrutiny for environmental impact on the state level.

For a full review of HCGA 2019 Government Affairs Report, go to hcgaco

2019 County-level Accomplishments

HCGA maintains ongoing engagement with Humboldt County's Board of Supervisors, Planning Department, Planning Commission, Sheriff, Agricultural Commissioner, Treasurer/Tax Collector, and County Economic Development Department, as well as Cities of Eureka, Arcata, Rio Dell, and Fortuna.

In 2019, HCGA advocated for the following changes to local policies:

- HCGA helped secure changes to how Measure S cultivation taxes are collected. The Supervisors voted to shift the billing cycle from "in advance" to "in arrears," which effectively deferred millions of dollars in taxes for twelve months, and provided farmers with immediate financial tax relief.
- Successfully opposed a proposal to allow the zoning of 28,000 acres for unlimited-scale hemp cultivation in Humboldt County, without any of the environmental scrutiny applied to cannabis farms.
- Supported a reward-oriented approach to encourage solar energy use, road upgrades, and smaller-scale cultivation by providing tax exemptions to cannabis cultivators.
- Supported the development of Humboldt County Project Trellis (see page 15).
- Assisted in organizing community meetings in Willow Creek and Mattole to address safety concerns with Supervisors and Sheriff.
- Supported dozens of members' projects through the Planning Commission hearing process to obtain their county permits.



Members support Project Trellis vote at County

Advocacy comes in many forms: coalition building, thousands of phone calls, texts & emails, panel engagement, and stakeholder presentations



Preserve, protect, and enhance Humboldt County's collective intellectual property.



Appellations of Origin & County of Origin

County of Origin Designation.

Advocating in coalition with other heritage regions of California and championed by Senator McGuire, California chose to protect the name, and thus the reputation, of producing counties through the development of geographical indication protections known as "County Of Origin." County of Origin is inclusive of all production methods and products within the origin county.

The Appellation of Origin Program.

Appellations are legal standards-based geographic designations awarded to products of places that are exceptional and unique due to their Origin of production. It is well-known that Humboldt County has a rich and long history cultivating cannabis, has a formidable diversity of genetics, and produces some of the most environmentally conscious cannabis grown anywhere in the world by implementing regenerative practices.

In coalition with many of the heritage producing regions and advocacy groups that represent farmers, HCGA is advocating for the development of an exclusive Appellation of Origin Program (AOP) similar to the French appellation d'origine contrôlée (AOC). If successful, this model would establish a terroir-based (in-ground, full-sun) appellation of origin regime for California cannabis and set the groundwork for national and international standards.

"Terroir, a French term, which has been eloquently translated as the 'taste of place,' acknowledges the natural environment as foundational to this exclusive or essential causal link, and the basis of appellation of origin designations" (Genine Colman of Origins Council, "The Case for Terroir Based Appellations," 2019).

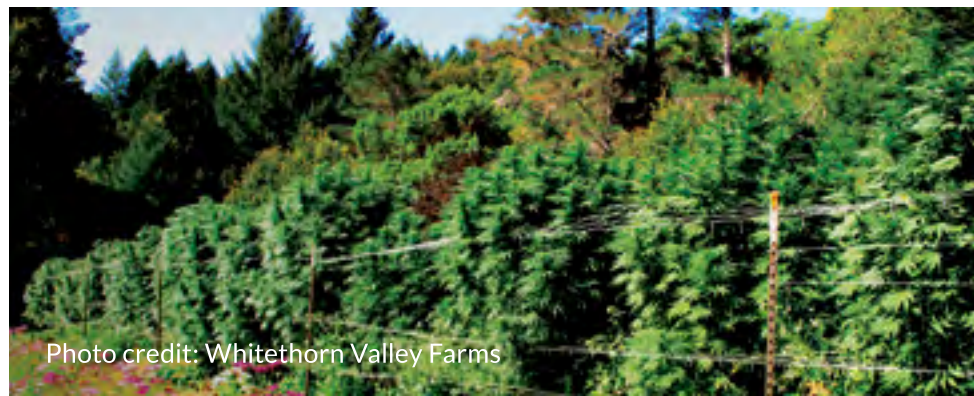


Photo credit: Whitethorn Valley Farms

Policy Milestones:

- 2015** Supported policy in MMRSA to allow for the "possible development of appellation of origin for marijuana grown in California" (CalGrowers).
- 2016** Supported policy in MCRSA that "mandated establishing standards for recognition of a particular appellation of origin to marijuana grown in certain geographical areas in California" (CalGrowers).
- 2017** Supported policy in MAUCRSA, "no later than Jan. 1, 2021 CDFA shall establish appellations of standards, practices, and varieties applicable to cannabis grown in certain geographical areas of California" (CalGrowers).
- 2018** Participated in CalCannabis's public outreach sessions (HCGA).
- 2019** Supported Sen. McGuire's (SB 185) Prohibiting the use of an appellation of origin or similar- sounding word unless the cannabis or cannabis product meets the appellation of origin requirement guidelines and participated on the CalCannabis Appellation Working Group (HCGA).



HCGA's Executive Director, Terra Carver, was asked by Senator McGuire to testify in committee on behalf of the industry for SB 185.

Looking Forward into 2020



In February, HCGA's policy committee voted to adopt a 2020 policy strategic plan with a focus on five key areas:

These Key Priorities are specific to the Government Affair Program

1. Reducing and streamlining cannabis taxes

At the outset of 2020, the State has signaled a willingness to re-evaluate its complicated and burdensome cannabis tax system, as passed by the voters in Prop. 64. HCGA will work closely with the Governor's office and legislature to reduce and simplify state taxes to the maximum extent possible.

2. Protecting the integrity of Appellations of Origin and County of Origin

Appellation regulations will be developed in 2020 in anticipation of their implementation by 2021. In cooperation with other organizations representing farmers, HCGA will work to ensure these regulations have integrity and protect Humboldt businesses and reputation for excellence. Draft regulations were released in February 2020.

3. Reducing the regulatory burden on independent businesses

HCGA has identified a wide range of regulations, ranging from transportation and processing to trade samples and track-and-trace, that disproportionately burden small and independent businesses, and will work to address these barriers in legislation and regulation.

4. Reducing barriers to cannabis cooperatives

Cannabis cooperatives currently face special restrictions that do not apply to large, privately-held farms. HCGA's policy committee has voted to work with the state legislature to remove these inequitable restrictions.

5. Ensuring the viability of Humboldt businesses in interstate commerce

With a presidential election scheduled for November, 2020 has the potential to begin to shift federal attitudes on cannabis in a positive direction. HCGA will work with partners, within and outside of California, to bring regulated Humboldt cannabis to the rest of the country and to ensure that Humboldt's small and independent businesses have a seat at the table in any negotiation over interstate rules.



2020 Policy Committee Members

Board Member
KAYLIE SAXON
Chairs the Policy Committee

District 1
TYLER SAFIER
Safier Family Farms

District 2
GALEN DOHERTY
Whitethorn Valley Farm

District 3
EDITH ROSEN
Northern Emeralds

District 4
MICHAEL KRAFT
Papa & Barkley

District 5
HANNAH WHYTE
Emerald Queen Farm

Appointed
GILLIAN LEVY
Humboldt Apothecary

Appointed
NIKOLAI ERICKSON
Full Moon Farms

Appointed
ALEX OZAKI-MCNEILL
Flower Co.

Appointed
NATALIA CRAIG-SMITH
Alderpoint Holdings

Appointed
NATHAN VOELCKERS
Cache Farms

Photo credit: Susan Butler, Born Thorn

Instill the value of the triple bottom line: people, planet and prosperity.



Building a Brighter Future

HCGA seeks to shift the public’s perception of the regulated industry to be a benefit, not a detriment to our community. We accomplish this by demonstrating the values that a professional, well-regulated cannabis industry brings to Humboldt County, and the State of California through its contributions of tax dollars, jobs, and commitment to social responsibility and environmental stewardship.

To normalize the cannabis industry, HCGA is:

- Working to share stories that legitimize, respect, and support cannabis operators in Humboldt.
- We are participating in media, policy and stakeholder tours, panel presentations, and community outreach events.
- Below are two examples of members building a culture of philanthropy. Bear Extraction House gives back to the Mateel Community Center and Eel River Recovery Project. Papa & Barkley staff jump into icy waters to support the Discovery Children’s Museum.



PROJECT HUMBOLDT THRIVE



Humboldt County’s world-renowned cannabis is recognized and sought after.



Humboldt County Economic and Market Development

Since HCGA’s inception in 2017, a key goal has been to advance a consumer-facing campaign to promote Humboldt cannabis products to consumers across the state. However, it should be noted that this discussion began much earlier, through the development of Humboldt County’s land-use ordinance and adoption of the County’s Measure S Cultivation Tax. The County Supervisors voted on March 12, 2019, to reinvest a portion of its cannabis excise tax revenue back into the industry.

The plan, known as “Project Trellis,” is to take at least 10 percent of the excise tax, and spend it on a three-prong approach: an equity program, micro-grants to the industry, and a marketing initiative to promote Humboldt County cannabis.

In August 2019, HCGA’s Board of Directors approved an investment of its resources to develop a proposal for the marketing initiative through its sister organization, the Humboldt Community Business Development Center (HCBDC) see page 18.

HCGA contracted with Nicole Riggs of Manifesto Synergies, a marketing agency specializing in promoting the Humboldt cannabis industry. Prior to Manifesto Synergies, Nicole worked for ten years as Director of Marketing and Business Development at Marimba One in Arcata. HCBDC’s proposal offers a collaborative process that brings stakeholders together to create new approaches to marketing. If selected, HCBDC will work closely with the industry and the community in its research, hold workshops, and bring in a partner agency out of L.A. to implement marketing campaigns that reach the larger California market. HCBDC’s proposal marries world-class marketing expertise with an inherent understanding of the cannabis industry and the local community.

The proposal, along with nearly three dozen other proposals, were submitted to the County in November 2019.

County staff will make a recommendation based on the quality of the proposal, and committee feedback for the Board of Supervisors to vote on April 7, 2020.



Our members have the tools and know-how to compete, comply and thrive in the regulated market through a variety of well positioned businesses.



Education

Now, five years into the transition from entirely unregulated to highly-regulated, cannabis operators are still learning how to compete, comply, and thrive in this new marketplace. One of the reasons businesses struggle is because nearly every year, for the past five years, cannabis laws or regulations changed; this is beyond frustrating for those who are trying to comply. Staying up-to-date and finding accurate information can be difficult and expensive.

- To help confront this problem, HCGA works to provide up-to-date information and seeks to empower its members with knowledge.
- HCGA uses a secure online communication platform, which allows two-way communication and round the clock interaction for new information and questions and answers.
- Through networking within Humboldt County's cannabis business peer-group, members can "crowd-source" information from one another, which can save money by reducing billable hours paid to consultants and attorneys.
- HCGA provides free expert educational opportunities at in-person professional development workshops and on its weekly Industry Affairs Call webinars.

HCGA's sister organization, the Humboldt Community Business Development Center (HCBDC), secured grant funding from the Humboldt County Headwaters Foundation to develop and implement a Workforce Training and Professional Development workshop series. Kenny Spain, Executive Director of Headwaters Fund, explains that "because of federal funding restrictions, you cannot say you're in cannabis and have access to traditional business classes. We want to help the legal alternative agriculture businesses in Humboldt County and encourage this industry cluster to apply for funding. We hope to stabilize the industry."

Working closely with traditional education institutions, HCBDC's offerings include a series on Bookkeeping for Cannabis Businesses, Human Resources, Budgeting, Sexual Harassment Avoidance Training, Leadership Skills and OSHA for the newly regulated cannabis industry.

Provide networking opportunities to connect with local and expanded industry



Linking the Supply Chain & Networking Opportunities

HCGA helps facilitate networking opportunities to meet other sectors of the industry both locally and across the State to build relationships capable of facilitating the transfer of Humboldt County's cannabis to consumers.

In February 2019, HCGA hosted its Seed-to-Sale Pre-Planting Conference at the Fortuna Riverlodge, with more than 600 people in attendance.

In November 2019, HCGA hosted House of Humboldt, a two part series Business-to-Business trade show designed to highlight buyers of Humboldt cannabis and provided an opportunity for licensed purchasers to explore Humboldt's 2019 harvest showcased by cultivators and manufacturers. With more than 1,200 people in attendance from across the state.

- The #Source_Cannabis channel on HCGA's Online Communication Platform is where licensed operators are connecting year-round to source product.
- Semi-monthly mixers. Led by HCGA's Events Committee, these are casual opportunities for members to get to know one another and network.
- Weekly Industry Affairs Call, every Wednesday from 9:00 AM to 10:00 AM using Zoom. Members call or log-in to learn and give feedback on local, state and national policy development. In addition, hear from the Allied Industry Businesses and educational seminars.



Increase prosperity of Humboldt County alternative agriculture businesses.

Humboldt Community Business Development Center

The Humboldt Community Business Development Center (HCBDC) is a new, sister organization to the Humboldt County Growers Alliance. The mission of the HCBDC is to increase prosperity in Humboldt County by supporting the development of Humboldt County alternative agriculture businesses and communities through education, economic, social, and environmental protection and development.

HCBDC came to fruition as a result of a collaboration between existing community partners. Formerly known as the North Coast Small Business Development Center, the non-profit organization had sat dormant for years, until it was gifted to HCGA to revitalize for the benefit of the industry and the County as a whole. HCBDC serves as the public-interest arm of HCGA, and has developed the following programs to carry out its mission:

Professional Development, Education & Workforce Training

Free to low-cost professional development workshops to support independent alternative agriculture business development. The Humboldt County Headwaters Fund funds this program. They are staffed by Natalynne DeLapp, and contractor Rachael Moore, with guidance from its Curriculum Council that includes Michael Kraft (Papa & Barkley), Kathy Moxon (Redwood Coast Rural Action), Melinda Pedersen (Evenstar HR), Jaymi Dark (Dark Staffing Solutions) and Leila Roberts (NCSBDC).

Community Development

Support the cannabis industry in the development of brand strategies, websites, social media, and marketing plans to increase prosperity across Humboldt County, staffed by Nicole Riggs (proposed at time of print).

The HCBDC is guided by a board of directors representing the County's extensive business and cannabis expertise. Led by board president Adam Grossman, the founder, and CEO of Eureka-based Papa & Barkley, members also include local business leaders Gregg Foster, Elan Puno, and Dane Valadao, as well as cannabis executives Ashley Hanson and Scott Davies. Former Humboldt County District Attorney Paul Gallegos rounds out the board of directors team.

Membership in 2019

Membership Breakdown

- 142** Cottage
- 76** Boutique
- 14** Pillar
- 18** Keystone
- 250** Plant-touching members
- 77** Allied Industry Business

278 → **327**
Feb. 2019 **Members in Feb. 2020**



Photo credit: Above

Growing Community



Photo credit: Bear Extraction



Photo credit: Mama Bear Farms



Photo credit: Mattole Valley Organics



A Huge Thank you, Members of 2019

Plant-Touching Members

12/12 Distribution
 36Works
 8-Mile Family Farms
 ABC Farms
 Aged Vineyards
 Alchemy Atelier
 Alderpoint Road Holdings
 Aloha Humboldt
 Alpenglow Farms
 Altum Mind
 Amaranth Farms
 Apotheca Farms
 Ascension Farms
 Barrett Farms
 Barter Mountain Roots
 Bear Extraction House
 Big Leaf Ranch
 Bigfoot Xing
 Black Bear Farms
 Bloom Network
 Blunt Brothers
 Born Thorn, Inc.
 Butterfly Creek Collective
 Cache Farms
 CaliSun Farms
 Campus Humboldt
 Canna country farm
 CARE Cooperative
 Carlotta Gardens
 CASA Humboldt

Chamise Creek Farms
 Cherry Valley Farms
 Chronic Creek Farms
 Clear Water Farms
 Cloudhands Farm
 Coastal Praire
 Countyline Ranch
 Coyote Ridge Farms
 Crossland Management
 CW Analytical
 Dean Creek Farm
 Deep Roots Farm
 DewPoint
 Dinosaur Valley Farms
 Dobbyn Creek Cannabis Farm
 Dr. GreenThumb's Humboldt
 Dry Creek Gardens
 East Mill Creek Farms
 Eden Farms
 Eel River Organics
 Eight Mad Farmers
 Elk Ridge Holistics
 Emerald County Statewide
 Emerald Dragonfly Farms
 Emerald Family Farms
 Emerald Healing Humboldt
 Emerald Mountain Farm
 Emerald Queen Farms
 Emerald Triangle Collective
 Empress Farms

Enchanted Earth
 Evio Labs
 Exotic Flavorz
 Fallen Oak Farm
 Flor De Vida
 Flow Kana
 Flower Co.
 Forbidden Fruit Farms
 Forever Honeydew Farms
 Forever Loving Humboldt
 Fresh Off the Hill
 Full Cup Farmstead
 Full Moon Farms
 Full Sun Farm
 Golden Gardens
 Grade A Farm
 Gravel Spur Farm
 Green Acres Farm
 Green Ox / Humboldt Homegrown
 Green Truth Gardens
 Greenwood Farmz
 Grouse Mountain Green
 Grouse Valley Farms
 Hanging Gardens Inc.
 Happy Heads Ranch
 Hawk Valley farms
 Headwaters
 Heart of Humboldt
 Heartstone Farms
 Hendrx Farms

Herbi
 Hidden Prairie Farms
 Higher Ground Agriculture
 Hiller Cultivators
 Hilltop Farm Humboldt
 Honeydew This
 Honeydew Valley Farms
 House of Jade
 Huckleberry Hill Farms
 HumBee
 Humboldt 36 Farms
 Humboldt AF Cannabis
 Humboldt Alchemy Group
 Humboldt Apothecary
 Humboldt Bay Organics
 Humboldt Boutique Gardens
 Humboldt Brand Cannabis Company
 Humboldt Brothers
 Humboldt Bud Company
 Humboldt Canna Co
 Humboldt Cheeba Works
 Humboldt County Indoors
 Humboldt Craft Farms
 Humboldt Distribution Company
 Humboldt Edge Farm
 Humboldt Family Farms
 Humboldt Farms
 Humboldt First
 Humboldt Green Light Kitchen
 Humboldt Green Tree Farms
 Humboldt Grove

Humboldt Growers Network
 Humboldt Harvest
 Humboldt Harvest Moon Farms
 Humboldt Herb Star Farms
 Humboldt Highline
 Humboldt Hygrow & Riverbar Pharms
 Humboldt Kine Farms
 Humboldt Medicine Man
 Humboldt Organics
 Humboldt Patient Resource Center
 Humboldt Redwood Healing
 Humboldt Royale
 Humboldt Seed Company
 Humboldt Synchronicitrees
 Humboldt Trees
 Humboldt.Farm
 HumCo Traditions
 HuMMari Farms
 Humming Bud Farms
 Ice Box Flat Farms
 Innovation Pacific Corp
 J and R Ranch
 Juniper Grown
 Kalifornia Green Akres
 King Range and Co.
 Kings View Farms, LLC
 Kiskanu
 Klamath Sky
 Kuda Cannabis
 Kurdish Cannabis
 Kushla Life Sciences

Lady Sativa Farm
 Ladybug Herbal Sanctuary
 Litica Laboratories
 LIV Emerald
 Live Oak Meadows
 Long Creek Ranch
 Lost Coast Botanical
 Lost Coast Cannabis
 Lost Coast Lady Farms
 Lost Creek Family Farms
 Lucy Gulch/Above
 Madrone Farms
 Mama Bear Farms
 Mamba Humboldt Logistics
 MannaWell
 Mateel Botanicals
 Mattole 1
 Mattole Valley Organics
 Medicine Wheel Farm
 Mermaid Spring Estates
 MOCA Humboldt
 Moon and Stars Farm
 Moontime Medicinals
 Mountainwise Farms
 Mr Beans Veganix
 Music Mountain Farms, LLC
 Mystic Mountain Farms
 NASHA
 Native Humboldt Farms
 Nature's Jar
 Navaya



Plant-Touching Members

Nielson Ranch Farms
 Northern Emeralds
 OG Distro
 Old Goat Farms
 Omni Security
 One Log House
 Orchid Essentials
 Organnabliss Farms
 Papa & Barkley
 Paradise Mountain
 Patterson Flat Farm
 Peak Industries
 Perissos Enterprises
 Permanent Holiday
 Point Bay Distribution
 Power Flower Farm
 Proper Wellness
 Proxima Investments
 Pushr LA
 Quantum Genetics
 Redwood Roots Family
 Reed Mountain Pharms
 Ridgeline Farms
 Riverview Gardens
 Rockaway Investments
 Rolling Acres Organics
 Rustic Farms
 Sacred Solutions
 Safer Family Farms
 Salmon Creek Farm
 Satori Wellness
 Schackow Farms
 Scrap Acres

Seal Camp Farms of Humboldt
 Sensi Vally Farms
 Seventh Wave
 Simple Solutions/Big Sur Extracts
 Sisu Extracts
 Sky High Humboldt
 Skyfall Family Farm
 Skyline Farms
 SoHum Royal Cannabis
 Sohum Sown
 Sol Spirit Farm
 Source Nursery
 Space Gem Candy
 Stoney Bottom Farms
 Strain Theory
 Sugarleaf Holdings
 Summit Sungrown
 Sun Green Farms
 Sun Growers Guild/True Humboldt
 Sunborn
 Sungold Flat
 Sunnabis: Humboldt's Full Sun Farms
 Sunnyside Farms
 Sunrise Mountain Farms
 Swayback Ridge Farms
 Tan Oak Farms
 Ten Redwoods
 Terrapin Farms
 The Ganjery
 The Homestead Collective Weed Company
 The Honeydew Creek Original Farm
 The Humboldt Campus

The Humboldt Cure
 The Humboldt Manufacturing Co.
 The Original Mom & Pops
 The SuperDope Company
 The Winterland Farm
 Three Creeks Farms
 Tranquility Lane Farms
 Tranquility Lane Growery
 Tree Frog Botanicals
 Trusty Transportation
 UpNorth Distribution
 Villa Paradiso Farms
 Vital Herb Farms
 West End Farms
 West End Organics
 West of West
 Whitethorn Valley Farm
 Wild River Farms
 Wild West Herbs
 Wildseed Oil
 Willow Creekside Farms
 Windy Gap
 Wolfpack Labs of Heli Biotech
 Woody Ridge Farms

Allied Industry Businesses

101NSolutions
 AgDynamix
 Backbone Software
 Be Green Legal
 Beneficial Living Center
 Bespoke Financial
 Bio 520
 Bio365
 Boost Biomes
 Boveda Inc.
 Bowden Capital Partner
 Branfman Law Group
 Cal State Consulting
 Canix
 Cannabiz Media
 Cannalysis
 Compost TeaLAB
 Cover Cannabis
 Dark Staffing Solutions
 Denali Accountants
 Dr. Bronners
 Earth Labs
 Eco Packaging Solutions
 Elevated Solutions
 Evanstar HR
 George Petersen Insurance
 George Walker Workplace Safety
 Green Road Consulting
 Haiikuu Design
 Heather's Hemp Alternatives
 Humboldt Cannabis Magazine
 Humboldt Green
 Humboldt Wholesale

Inn at 2nd & C
 James Industry
 Jansen Malloy Law
 LandVest
 Law Offices of Lance Rogers
 Lesley Kusher, Graphic Design
 Light Heart Collective
 Linda Sundberg Insurance Agency
 Lost Coast Communications
 Lost Coast Plant Therapy
 Lost Coast Science
 Making Waves Management Solutions
 Mark Mc'Kenna Photo
 MedXtractor Corp.
 Mother Earth Engineering
 NHS/Humboldt Green /1 Degree/
 Humboldt Ag/Dirty Business Soil
 Nomadicam
 North Coast Cannabis Compliance
 North Point
 Origin Group Law LLP
 Paper Tube Co.
 Paula Pavlich, Consulting
 Pauli-Shaw Insurance Agency
 Pedego Redding
 Rad Source Technologies
 ReProp Financial
 Rocky Mountain Cannabis Consulting
 Rolling Hills Bookkeeping
 Sarah Leshner Studio
 Sarah Trapkus Life Coach
 SC Labs
 Sensi Magazine

Sequoia Gas Co.
 Simplifya
 Six Rivers Development
 Soilscape Solutions
 Solstice Agriculture
 Sonoma Lab Works
 Steve Harris CPA
 Steve Luu Consulting Services Inc
 SYMBYS
 Tagrisk Insurance
 The Cannabis Conservancy
 The Land Man
 TimberDocs
 Twenty20 Solutions
 Vultee Management Group
 Vulx



2019 Financial Report

Genetics & Bioethics Conference

Panel presentations co-produced with Hendrx Genetics & Nursery.

Topics include:

- Appellations
- Genetic preservation & storage for common access
- Gene-editing & silencing
- Cannabis breeder’s rights

Connect with Allied Industry Businesses, and make supply chain connections!

Friday | April 10 | 10:00AM - 5:00PM

Adorni Center, Eureka, Ca

SAVE THE DATE

Overview

Income

Donations	\$12,440.01
Allied Industry Business	\$56,006.89
Cannabis Membership	\$228,911.34
Events Sponsorships	\$65,091.67
Interest Income	\$2.10

Total Income \$362,452.01

Overhead Expenses

Advertising	\$1,097.00
Bank Charges	\$4,179.96
Web-Tech	\$3,364.32
Insurance	\$26,956.25
Internet & cell phones	\$3,775.64
Office Supplies	\$4,323.96
Rent	\$12,190.00
Income tax	\$1,631.00
Travel Expense	\$11,297.88
Event Cost	\$31,282.13

Total Overhead \$100,098.14

Payroll Expense	\$165,124.93
Professional fees	\$96,012.17

Total Staffing Expense \$261,137.10
Total Expense \$361,235.24
Total Income \$1,216.77

Statement of Financial Position

Current Assets

Cash	\$59,849.19
Receivables	\$2,383.34
Other	\$1,550.00
Total Assets	\$63,782.53
Interest Income	\$2.10

Liabilities

Accounts Payable	\$1,093.25
Pre-Paid Membership/Retainer	\$93,778.33
Payroll	\$7,911.56

Total Current Liabilities \$102,783.14

Equity

Retained Earnings	\$(40,217.38)
Net Income	\$1,216.77

Totals Total Liabilities & Equity \$(39,000.61) \$63,782.53



Reciprocity is the giving of benefits to another in return for benefits and is a defining feature of social exchange.



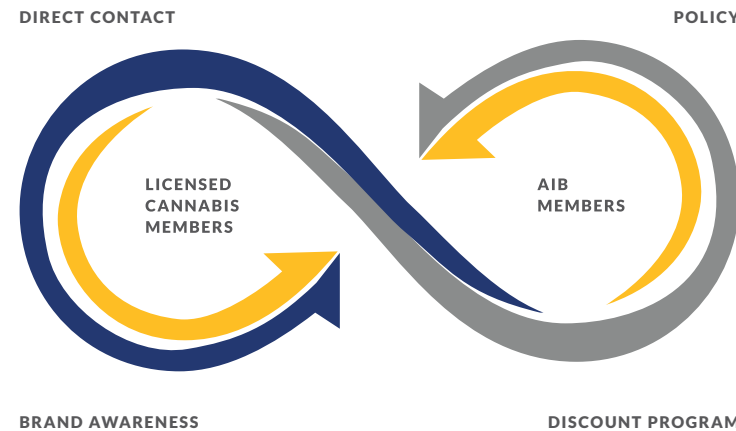
Allied Industry Business Membership

The relationship between license cannabis business and Allied Industry Business is intertwined.

The licensed cannabis business is the purchaser of products or services developed by lateral support businesses designed to help their business run more effectively, efficiently, or to remain in compliance. The lateral support business has a vested interest in the long-term health and prosperity of the cannabis industry.

Herein lies the value of reciprocity, and why HCGA offers the option of an Allied Industry Business Membership. HCGA Allied Industry Businesses include accountants, attorneys, marketing professionals, business management consultants, equipment suppliers, staffing firms, commercial lenders, and more.

Allied Industry Business provides a unique opportunity to get to know our members and become part of the HCGA community while helping the cannabis industry thrive in Humboldt County and across California, and eventually the nation and world.



Lost Coast Plant Therapy

As dedicated organic farmers living on the Humboldt California coast, our farm was suffering from powdery mildew, botrytis mold, and mites and we tried everything with out success. From a dissatisfaction with everything on the market, Lost Coast Plant Therapy was born after 45 years of experience and two years field testing. Protect your valuable crops from damaging soft body insects, mold, and mildew with Lost Coast Plant Therapy - a non-toxic solution that does not leave harmful residue and tests clean.

Visit Lostcoastplanttherapy.com or call 1877558 0808



Bespoke Financial

Cannabis companies often struggle with long cashflow collection cycles, irregular collections on invoices, a lack of viable lenders and dilutive equity capital raises. Bespoke Financial solves these problems by offering cannabis companies Invoice Financing and Inventory Financing options which provide cash to pay expenses or purchase inventory quickly and reliably. Our short-term cannabis loans can help your business better plan for success and scale for the future.

Visit www.bespokefinancial.com to learn more.



Bio 520

Bio 520 is composed of high performance minerals selected to enhance the performance of plants. There are no chemicals in the product. Simply dilute into irrigation water at 1:1,000 dosage to deliver essential nutrients and boost plant vibrancy and growth. R&D studies in the US have proven that Bio 520 increases yield. Lab results demonstrate that Bio 520 prevents the uptake of contaminants into plants.

Visit www.bio520.com to learn more, Michael David, 323-608-0514.



Cannabiz

Cannabiz Media, the leading verified cannabis and hemp industry intelligence platform, combines a lead database, sales CRM, email marketing, and research engine in one. The platform contains information on over 57,000 licensed cannabis and 28,000 licensed hemp operations across the U.S. and beyond. Subscribers get targeted lead generation, license contact information, powerful marketing tools, regulatory information, news alerts, and compliance verification capabilities.

For more information, visit www.cannabiz.media



Boveda

Boveda is the Original Terpene Shield™. Patented Boveda is the only solution that can achieve and maintain a precise RH level, which protects quality, efficacy, aroma and value.

- Takes dried flower to the optimal RH 2X faster than other packets
- Creates a powerful shield made of purified water molecules that prevents terpenes from evaporating
- Protects trichomes while preserving terpenes and cannabinoids
- Keeps bud's water weight on

Use Boveda with storing, transporting and packaging dried flower to protect your terpenes. Visit bovedaherbal.com for more information.



Sun+Earth Certified

Sun+Earth Certified is the leading nonprofit certification program for regenerative organic cannabis and hemp, whose products are sold at hundreds of retail outlets throughout the country. Sun+Earth standards go beyond USDA Organic by focusing on regenerative cultivation, farmer and farm-worker protections, and community engagement. With the Sun+Earth seal, you can be confident your cannabis was grown ethically, without chemical fertilizers or toxic pesticides, and the smallest possible carbon footprint.

For more on Sun+Earth Certified, go to: www.sunandearth.org



Sensi Magazine

Sensi magazine is a lifestyle publication with a progressive editorial stance. Sensi appeals to a sophisticated audience of readers who are engaged by diverse content—everything from the best brunch in town, to effective new workout tips, to what's happening in health and wellness. In the Emerald Triangle, we recently celebrated our first anniversary since launching in February 2019. We are honored to share the stories and faces behind our unique community with a growing audience across the world.

Published monthly, look for our print magazine around town and the digital publication at www.sensimag.com



Rad Source Technology

Rad Source is a global leader in x-ray technologies used for microbial decontamination in the medical, cannabis, food, and life science industries. The same safe technology that has been saving lives in the medical industry for over two decades has been found to provide 99.9% decontamination of harmful microbes on cannabis.

This technology is the best option on the market today because it destroys microbes at the DNA level passing qPCR and Plate state testing every time without affecting the cannabinoids, terpenes, moisture, texture, or potency of the flower.

Our goal is to participate, educate and support HCGA making sure cultivators do not lose flower and profits to failed state microbe testing while making their products safe to consumers and patients alike.

Thanks for having us!



Inn at 2nd & C

The Historic Eagle House, where locals gather & travelers stay, since 1888. Lovingly restored, the Historic Eagle House once again serves as a community hub and gathering space — hosting live music and events in our Grand Theatre Ballroom and Phatsy Kline's Parlor Bar and Lounge. The Inn at 2nd & C holds 23 beautiful victorian rooms and suites; private event and meeting spaces; and a meditation room and yoga studio.

The Inn at 2nd & C overlooks Humboldt Bay in Old Town Eureka, California. Our family owned and operated boutique Inn is housed in the unique and intriguing Historic Eagle House Victorian (est. 1888). Once inside, you will be welcomed with a friendly smile and enchanted by the Old World feel. Our twenty-three unique and immaculately dressed guests rooms provide all you need for a pleasurable and relaxing get away. Our Theatre Ballroom, and our Hotel Bar, Phatsy Kline's, offer weekly events to both locals and traveling guests.

Phatsy Kline's offers tasty libations, delicious small plates and desserts, live music, chill Dj's and laidback vibes. Serving craft cocktails, local wines, beer and cider on tap, as well as hot tea, french press organic Kona coffee, kombucha, and natural sodas.

427 F Street, Suite 213,
Eureka, CA 95501



Photo credit: Nomadicam