

HC

GA

ANNUAL REPORT 2020-2021

HCGA is the trade association advancing the interests of the legal and licensed cannabis businesses in Humboldt County





Staff



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Letter from the Executive Director

Dear Friends and Community Members,

Running a business is not for the faint of heart. About 50% of US companies fail in their first five years, and that's without all of the complications of being a California canna-business. The good news is that, after the first relatively volatile years, survival rates flatten out. In Humboldt County, many cannabis entrepreneurs began moving into the legal framework in 2016, which means that your business is likely on track to cross the five-year milestone!

Today, 873 independent state-licensed Humboldt farms are cultivating over 400 acres of mostly sun-grown cannabis. Over 60 manufacturers create a wide variety of innovative products, and more than fifty distribution companies are providing services in sales, logistics, and transportation. Local nurseries select unique phenotypes specifically for Humboldt's growing conditions, accommodations for canna-tourism are opening, and retail shops are creating curated customer experiences, including innovative models for on-site consumption. I think that is pretty incredible, and I salute you for all of the hard work, blood, sweat, tears, and passion you've shown through these incredibly challenging times.

At the same time, Humboldt cannabis businesses continue to face obstacles including federal prohibition, lack of access to banking, and a regulatory and tax system that is often at odds with the realities of operating small and independent businesses in a rural county. And all of that is without mentioning the ongoing pandemic, increasing fire danger and climate change, the ever-present threat of industry commodification and consolidation, and fiercely competitive retail shelf space. These are challenging times, no doubt about it, but I have hope because I believe in you, and you are who inspire me and our team to work as hard as we can, your Rebel Alliance, to increase prosperity for you and our community.

In the pages ahead, you will read about how HCGA's Government Affairs Program advocates on behalf of Humboldt cannabis businesses at the local, state, and federal levels; how our Market Development Program is creating structures that place craft producers at the center of marketing efforts and resist global trends towards corporatization, consolidation, and commoditization; and how HCGA's Education Program has evolved to provide online professional development workshops, helping to ensure that our businesses have the tools and know-how to not only survive but thrive.

I ask you to keep showing up, keep learning, and keep adapting. I know it is not easy, but I know we can do it because you and this plant are worth it. Together, we can build an industry that embodies our triple bottom-line values of people, planet, and prosperity, and that preserves Humboldt's position as the global leader in producing world-class craft cannabis.

With respect and gratitude,

Natalynne DeLapp
Executive Director

TO PRESERVE PROTECT AND ENHANCE HUMBOLDT COUNTY'S WORLD- RENOWNED CANNABIS INDUSTRY

HCGA Vision

- 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.
- 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.
- Our members have the tools and know-how to compete, comply, and thrive in the regulated market through a variety of well-positioned businesses.
- Cannabis culture is intimately woven into the cloth of our social landscape.
- Humboldt County's world-renowned cannabis is recognized and sought after.
- 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.



Government Affairs Program

HCGA's Government Affairs Program advocates on behalf of Humboldt cannabis businesses at the local, state, and increasingly at the federal level. HCGA government relations professionals monitor proposed legislation and regulations to evaluate their impact on members. Information is presented to the membership during weekly Industry Affairs calls and via its online member platform for group discussion and feedback. The direction for the Government Affairs Program is set by HCGA's eleven-person Policy Committee, composed exclusively of licensed Humboldt cannabis businesses and established through a combination of appointments from the HCGA Board of Directors and elections open to all membership. The Policy Committee votes to adopt annual strategic priorities and to support or oppose specific pieces of proposed legislation, and directs HCGA staff to advocate for these priorities on behalf of HCGA membership.

Our Government Affairs Program provides a unique platform for Humboldt County's cannabis industry to benefit from direct representation with policymakers in Sacramento.

Overarching priorities for HCGA's government affairs team include:

- 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 associations, statewide associations, labor organizations, and other key stakeholders who share our public policy vision.

2020 Overview

Going into 2020, HCGA's Policy Committee adopted a strategic plan to pursue an ambitious set of priorities for the coming year, including advocating for the elimination of the state cultivation tax, protecting appellations of origin, and working towards an interstate commerce framework that protects Humboldt businesses.

In March, the COVID pandemic threw a major wrench into these plans. The state legislature shut down for over a month, and legislators' priorities quickly shifted to focus on the public health and economic consequences of the pandemic. In turn, HCGA's top priority became ensuring that cannabis businesses would be classified as "essential businesses" and be able to remain operational through the pandemic. On March 19, "legal cannabis" was specifically included as an essential business in Humboldt's shelter-in-place order, ensuring that Humboldt cannabis businesses would be able to continue operation so long as public health and social distancing measures were followed.

We are influential with policy makers at the at a time when our industry is poised to tackle state and (coming) national markets.



State Policy Advocacy



Despite the disruptive effects of the pandemic, HCGA’s policy program was able to secure several major policy victories in 2020.

Appellations have been a major multi-year priority for HCGA, and constitute one pillar of a multi-faced strategy to promote craft Humboldt cannabis on a model similar to wine-producing regions such as Napa and Bordeaux. In 2020, HCGA helped drive the successful passage of Senator McGuire’s SB 67, reserving appellations of origin specifically for cannabis plants grown in the ground, under the full sun, without the use of artificial lights or structures. Setting an in-ground, full-sun baseline for cannabis appellations ensures that appellations are based in the terroir of a region, and that California’s origin regulations will meet established international standards for appellation recognition.

Following Governor Newsom’s signature of SB 67, California cannabis law has now set a new bar - a global precedent - for the protection of origin-based craft agricultural products. The combination of terroir-based appellations of origin, county of origin protections (which protect the Humboldt County name), and city of origin protections creates an integrated legal system that provides California producers with legal standing to protect and promote origin-based products, establishing a critical tool against the consolidation and commoditization of cannabis.

SB 67’s baseline standard for in-ground, full-sun cannabis cultivation only applies to appellation sub-regions that will be developed by petition process starting in 2021. All cannabis 100% produced in Humboldt County – regardless of production method – will continue to be able to use the Humboldt County name.

Parallel to SB 67, HCGA worked in coalition with other legacy producing regions to submit multiple sets of extensive public comments on proposed CDFA regulations governing the cannabis appellations program. As the world’s first program for cannabis appellations, vetting these regulations thoroughly has been critical to developing a program that will benefit legacy producers and hold integrity over the long-term. Comments focused on priorities including establishing a participatory process for appellation development, preventing fraudulent use of appellation names by producers not in the appellation, and ensuring that California appellation rules will stand up to national and international scrutiny.



Local Policy Advocacy

At the county level in 2020, HCGA’s government affairs program successfully advocated for a range of policies to protect and promote Humboldt’s cannabis industry, including:

- Classifying cannabis as “essential” in the County’s shelter-in-place order.
- Supporting dozens of members’ projects through the Planning Commission.
- Advocating for restrictions hemp cultivation to prevent the cross-pollination of cannabis crops, the introduction of novel pests and pathogens, and the entry of industrial-scale hemp cultivation into Humboldt County.
- Supporting an ordinance to reduce barriers to entry for cannabis farms under 2,000 square feet.
- Extending allowable dispensary hours of operation to match the maximum allowable hours under state regulation.
- Preparing a Humboldt Cannabis Marketing Assessment on behalf of the county Economic Development Department, for approval by the Board of Supervisors. The Supervisors approved the findings and recommendations of the research-based marketing assessment by a 5-0 vote in November, establishing a framework for the eventual implementation of a countywide Humboldt cannabis marketing program.



2021 Strategic Plan

In December of 2020, HCGA's Policy Committee approved a policy strategic plan for 2021 that directed HCGA policy staff to pursue seven key priorities:

- 1 **Ensure rural and small business concerns are addressed in agency consolidation** – anticipating that Governor Newsom will propose consolidation of the three cannabis regulatory agencies into a single agency, HCGA will advocate to ensure that Humboldt businesses are well-represented in any potential regulatory realignment.
- 2 **Reduce regulatory burden on small and independent businesses** – as part of agency consolidation, it is likely that state cannabis regulations first adopted in 2018 will be comprehensively reconsidered. HCGA will advocate to address major regulatory issues as part of this process, including issues related to shared processing spaces, trade samples, and the sharing and sale of seeds.
- 3 **Reform track-and-trace to work for rural cultivators** – one year after the universal adoption of track-and-trace, many farmers are struggling with a system originally designed for large-scale indoor cultivation. HCGA will advocate to make track-and-trace usable for small, rural, and remote cultivators who do not have access to independent compliance staff.
- 4 **Eliminate the state cultivation tax** – HCGA will advocate for the elimination of the complex and inequitable weight-based cultivation tax, and to shift all tax collection into the excise tax.
- 5 **Support effective development and implementation of equity programs** – local, state, and federal governments have all signaled an interest in prioritizing cannabis equity, but designing programs that effectively promote equity is more complicated. HCGA will support the development of equity programs where appropriate, particularly at the local level, while supporting broader movements towards equity in the industry.
- 6 **Engage on provisional license expiration to ensure 1) Humboldt businesses retain state licensure, and 2) other legacy cannabis regions maintain a path to compliance** – with provisional licenses scheduled to expire at the end of 2021, HCGA will work to ensure that Humboldt cannabis businesses, as well as other legacy cultivation regions, are able to maintain licensure into 2022 and beyond.
- 7 **Develop a federal policy platform and ensure that Humboldt is represented in federal policy conversations** – with the passage of the MORE Act through the House of Representatives in December 2020, federal legalization is no longer a theoretical conversation. HCGA will work with federal policymakers and industry partners to ensure that Humboldt is well-represented in federal policy conversations.

2021 Policy Committee Members



Chairperson
KAYLIE SAXON
Forbidden Fruit Farms



Appointed
MOHAMAD ALNAKHLAWI
Green Ox Distribution



District 1
TYLER SAFIER
Safer Family Farms



Appointed
MARK FELDMAN
Proxima Investments



District 2
ALEXIS HUBER
Highline Nursery



Appointed
NIKOLAI ERICKSON
Full Moon Farms



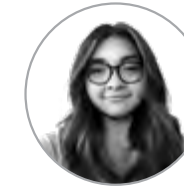
District 3
MAPLE AGUILAR
Emerald Family Farms



Appointed
NATHAN VOELCKERS
Cache Farms



District 4
STEVE GIEDER
The Ganjery



Appointed
ALEX OZAKI-MCNEILL
Flower Co.



District 5
HANNAH WHYTE
Emerald Queen Farms

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



Market Development Program: Humboldt County Cannabis Marketing Assessment

Recognizing the importance of protecting Humboldt’s independent, craft cannabis businesses in the face of an increasingly consolidated industry, HCGA has advocated with the Humboldt County Board of Supervisors since November 2017 to establish a countywide, collective marketing program for Humboldt cannabis. In March 2019, with HCGA’s support, the Board of Supervisors voted to create Project Trellis, which established – among other programs – a framework for a countywide marketing program funded out of a proportion of Measure S cannabis tax revenue.

In May 2020, Humboldt County staff contracted with HCGA to conduct a research-based assessment informing the structure of a countywide marketing program for the Humboldt cannabis industry. In response, HCGA, in collaboration with expert advisors, prepared a Humboldt Cannabis Marketing Assessment for consideration by staff, the Board of Supervisors, the industry, and the public at large.

To inform the creation of a Humboldt cannabis marketing program, the assessment considered successful case studies from Napa Valley wine, Bordeaux wine, Colombian coffee, and Kona coffee. These regions are united by their status as geographical indications (GIs), a strategic framework used worldwide to promote craft agricultural products that are essentially tied to specific regions.

By tying regional marketing efforts directly to a place – rather than a free-floating brand that can be produced anywhere – and by creating structures and pursuing strategies that place producers at the center of marketing efforts, GIs have been used as a successful strategy to resist global trends towards corporatization, consolidation, and commoditization, and return fair value to independent craft producers. GIs integrate strategies for differentiation, promotion, and IP protection into an overall regional branding project.

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



Based on these four case studies, HCGA’s assessment reached eight major findings on the factors binding together successful regional marketing efforts. These included the importance of equitable and democratic participation by industry stakeholders, strong organizational structures that can last for many decades, strong market partnerships with other regions and segments of the industry, cooperation among all segments of the local community, and efforts to ensure long-term environmental sustainability. The assessment also makes thirty recommendations for a successful, equitable, and sustainable implementation of a countywide marketing program.

In November, the Humboldt Board of Supervisors approved the recommendations and findings of the marketing assessment by a 5-0 vote and directed county staff to develop a request for proposals for a Humboldt-based non-profit to implement a countywide marketing strategy based on the assessment’s framework.

In 2021, HCGA, through its sister organization the Humboldt Community Business Development Center (HCBDC), is preparing to submit a proposal to the county when it releases its Request for Proposals for a countywide cannabis marketing program.



Provide access to free educational resources, online and in-person collaboration, and B2B networking.



Education Program

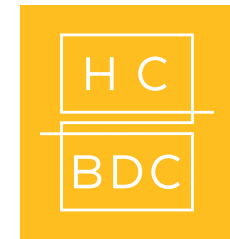
Every year, HCGA hosts in-person educational workshops so our members have the tools and know how to compete, comply and thrive in the regulated market. When Covid-19 hit in early 2020, HCGA rapidly pivoted to online conferences to answer members' needs for training and supply-chain connections. Staff developed on-demand programming and is offering continual access to educational events on hcga.co and hcbdc.org

Cannabis Genetics and Bioethics Conference

Recognizing that preservation of legacy cannabis genetics will be key to the future of Humboldt's craft cannabis industry, HCGA partnered with HendRx Farm to host the first Humboldt-focused Cannabis Genetics & Bioethics Conference online in April 2020. The conference was sponsored with a grant from the Headwaters Foundation. Recordings of the workshops are available at hcga.co

Professional Development

Through the second half of 2020, HCGA put on more than 15 workshops custom-designed for cannabis businesses. Workshops provided training on topics including accounting, climate adaptabilities, diversity and inclusivity, public relations and media, business planning, forming a nonprofit, and more. The trainings are available for on-demand viewing on hcga.co and hcbdc.org, and were supported in part by a generous grant from the Headwaters Fund.



Economic Impact Report

It is widely understood that cannabis is the cornerstone of the Humboldt County economy. Yet, four years into the regulation, legalization, and taxation of California's cannabis industry, there is still a lack of data-driven research on the economic impact of the cannabis industry in rural Northern California. To help answer these questions, HCGA has long advocated for an Economic Impact Report to be commissioned to address this question.

In December 2020, the California Center for Rural Policy at Humboldt State University and Sonoma State University successfully applied for a grant from the California Bureau of Cannabis Control to study the economic impact of cannabis farming, manufacturing, distribution, and retail sales in five rural northern California counties, including Humboldt. Humboldt Community Business Development Center (HCBDC) is proud to be a committed partner supporting the development of the cannabis economic impact study.



Business-to-business networking to facilitate the trade of licensed cannabis from Humboldt across the state of California.



Supply Chain Directory and Member Profiles

As an alternative to in-person conferences during the pandemic, HCGA built out a Supply-Chain Directory on the HCGA website free for all to use. The directory includes more than 110 supply-chain and allied businesses and is searchable by category or by keywords, creating backlinks that optimize SEO and facilitate connections. To give members effective visibility, HCGA is also building unique member profile pages. See hcgaco.com

Online Community

HCGA's online networking communication, Slack, connects members and the supply chain. The platform provides an opportunity for information-sharing and discussion on topics including compliance, policy, and best business practices.

Emergency Response

In the summer of 2020, the August Fire Complex overtook northern California triggering mandatory evacuations for many in the eastern and southern parts of the county. Humboldt County's cannabis industry came together in the face of the emergency, with many local distributors helping to ensure that people and products were safely moved outside of the evacuation zone. During the crisis, HCGA's online community acted as an information center, sharing timely emergency information, helping businesses comply with state cannabis regulations designed for emergencies, and connecting distributors with affected farmers in need of transportation.

Membership in 2021

Membership Composition

- 126** Cottage
- 90** Boutique
- 23** Pillar
- 18** Keystone
- 257** Plant-touching members
- 69** Allied Industry Businesses

Total Members in Feb. 2021

326





#HumboldtCannabisGives

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.



A Huge Thank you, Members of 2020



Plant-Touching Members

- | | | | | | |
|--------------------------|-----------------------------|------------------------|-----------------------------------|---------------------------|--------------------------|
| 8-Mile Family Farms | Coastal Praire | Full Cup Farmstead | Humboldt AF Cannabis | Humboldt Seed Company | Madrone Farms |
| ABC Farms | Countyline Ranch | Full Moon Farms | Humboldt Alchemy Group | Humboldt Synchronicitrees | Mama Bear Farms |
| Adesa Organics | Crisp | Full Sun Farm | Humboldt Apothecary | Humboldt Trees | Mamba Humboldt Logistics |
| Aged Vineyards | Crossland Management | Genjery | Humboldt Brand Cannabis Company | Humboldt Trim Company | MannaWell |
| Alchemy Atelier | CW Analytical | Goddess Organics | Humboldt Brothers | Humboldt.Farm | Mattola Farms |
| Alderpoint Road Holdings | Deep Roots Farm | Gold Rush Farm | Humboldt Bud Company | HumCo Traditions | Mattole Meadows |
| Aloha Humboldt | DewPoint | Golden Gardens | Humboldt Cheeba Works | HuMMari Farms | Mattole River Farm |
| Alpenglow Farms | Dinosaur Valley Farms | Grade A Farm | Humboldt Distribution Company | Humming Bud Farms | Mattole Valley Organics |
| Altum Mind | Dobbyn Creek Cannabis Farm | Green Ox | Humboldt Edge Farm | Humsun Ranch | Mermaid Spring Estates |
| Amaranth Farms | Dr. GreenThumb's Humboldt | Grouse Mountain Green | Humboldt Emerald Triangle | Ice Box Flat Farms | Midnight Gardens |
| Ancient Truth | Dry Creek Gardens | Grouse Valley Farms | Humboldt Family Farms | Innovation Pacific Corp | Miss Maggie Farm |
| Apotheca Farms | East Mill Creek Farms | Growing Financials | Humboldt Farms | J and R Ranch | MOCA Humboldt |
| Ascension Farms | Eight Mad Farmers | Hallowed Ground Farm | Humboldt First | Jack Rabbit Flat | Mojo Mountain |
| Bandwagon Gardens | Elk Ridge Holistics | Happy Heads Ranch | Humboldt Flavor | Juniper Grown | Moon and Stars Farm |
| Barrett Farms | Emerald County Statewide | HB Productions | Humboldt Green Light Kitchen | Kalifornia Green Akres | Moontime Medicinals |
| Bear Creek Farms | Emerald Dragonfly Farms | Headwaters | Humboldt Grove | King Range and Co. | Mossy Stone Creek Farm |
| Bear Extraction House | Emerald Family Farms | Healing Hills | Humboldt Growers Network | King Range Botanicals | Mountainwise Farms |
| Big River Farm | Emerald Mountain Farm | Heart of Humboldt | Humboldt Harvest | King Range Sky Farm | NASHA |
| Big Sur Extracts | Emerald Queen Farms | Heartstone Farms | Humboldt Harvest Moon Farms | Kiskanu | Native Humboldt Farms |
| Black Bear Farms | Emerald Sky Growers | Hendrx Farms | Humboldt Herb Star Farms | Klamath Sky | Natural Ascent |
| Blessed Flower Farms | Emerald Triangle Collective | Hidden Prairie Farms | Humboldt Highline | Kuda Cannabis | Navaya |
| Born Thorn | Empress Farms | High Art | Humboldt Holmes Grown | Lady Sativa Farm | Northern Emeralds |
| Bwa Distributions | Enchanted Earth | Hiller Cultivators | Humboldt Homegrown | Ladybug Herbal Sanctuary | Old Goat Farms |
| Cache Farms | Enchanted Springs Farm | Hilltop Farm Humboldt | Humboldt Hygrow & Riverbar Pharms | Lina Farm | Omni Security |
| CaliSun Farms | Fallen Oak | Honeydew Ranch | Humboldt Kine Farms | Litica Laboratories | One Log House |
| Carlotta Gardens | Flor De Vida | Honeydew Valley Farms | Humboldt Kingz | Live Oak Meadows | Organic Medicinals |
| CASA Humboldt | Flower Co. | House of Jade | Humboldt Medicine Man | Long Creek Ranch | Organnabliss Farms |
| Chronic Creek Farms | Forbidden Fruit Farms | Huckleberry Hill Farms | Humboldt Packaging | Lost Boys Farms | Papa & Barkley |
| Clear Water Farms | Forever Honeydew Farms | HumBee | Humboldt Redwood Healing | Lost Coast Lady Farms | Paradise Mountain |
| Cloudhands Farm | Fresh Off the Hill | Humboldt 36 Farms | Humboldt Royale | Lucy Gulch | Patterson Flat Farm |

Plant-Touching Members

- Peak Industries
- Perissos Enterprises
- Permanent Holiday
- Point Bay Distribution
- Power Flower Farm
- Proper Wellness
- Proxima Investments
- Quantum
- Rebel Grown
- Red Woods
- Redwood Roots Family
- Reed Mountain Pharms
- Ridgeline Farms
- Riverview Gardens
- Rolling Acres Organics
- Rustic Farms
- Safer Family Farms
- Salmon Creek Farm
- Salmon Creek Farms
- Savage farms
- Schackow Farms
- Scrap Acres
- Seal Camp Farms of Humboldt
- Sensi Vally Farms
- Seventh Wave
- Simple Solutions
- Sisu Extracts
- Sky High Humboldt
- Skyfall Family Farm
- Skyline Farms
- Skyline Gardens
- SoHum Royal Cannabis
- Sol Spirit Farm
- Source Nursery
- Space Gem Candy
- Starbrite farm
- Stoney Bottom Farms
- Sugarleaf Holdings
- Summit Sungrown
- Sun Green Farms
- Sun Growers Guild
- Sun Growers Guild
- Sunborn
- Sungold Flat
- Sunnabis: Humboldt's Full Sun Farms
- Sunnyside Farms
- Sunrise Mountain Farms
- Swayback Ridge Farms
- Talking Trees Farms
- Tan Oak Farms
- Ted Farm
- Ten Redwoods
- Terrapin Farms
- THC of Humboldt
- The Emerald Kid
- The Humboldt Campus
- The Humboldt Cure
- The Humboldt Manufacturing Co.
- The Original Mom & Pops
- The SuperDope Company
- Three Creeks Farms
- Tranquility Lane Farms
- Tree Frog Botanicals
- Trusty Transportation
- Twin Creeks Farm
- Unity Farm

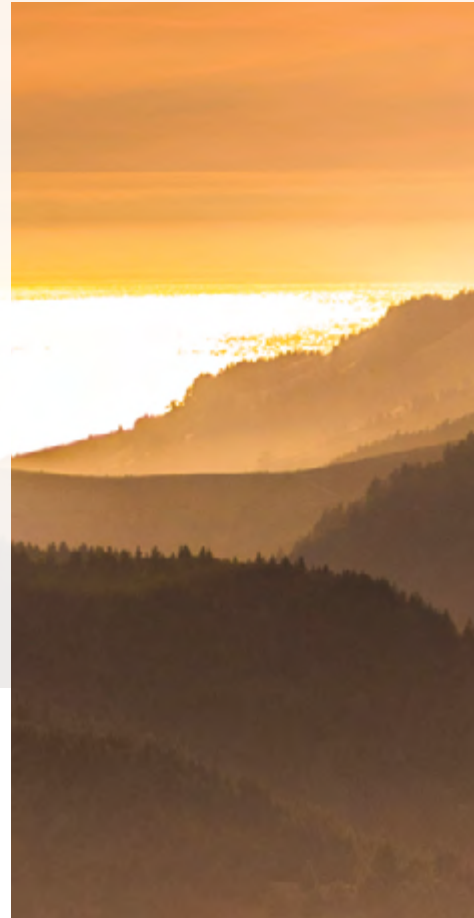
- Verde Natural
- Villa Paradiso Farms
- West End Farms
- West of West
- Whitethorn Valley Farm
- Wild River Farms
- Wild West Herbs
- Wildseed Oil
- Willow Creekside Farms
- Woody Ridge Farms
- Xotic Flavorz

Allied Industry Businesses

- 1-Degree Consulting
- Backbone Software
- BDSA
- Be Green Legal
- Beneficial Living Center
- Boveda Inc
- Brandt Builders 360
- Branfman Law Group
- Campus Humboldt
- Canix
- Cannabiz Media
- Cannalysis
- Cascadia-Labs
- Compost TeaLAB
- Cover Cannabis
- Dark Staffing Solutions
- Denali Accountants
- Dirty Business Soil Consulting & Analysis
- Dr. Bronners & Sun Earth Certification
- Elevated Solutions
- Farella Braun + Martel LLP
- Gala Events & Weddings
- George Petersen Insurance
- Green Road Consulting
- Humboldt Cannabis Magazine
- Humboldt Green
- Humboldt Wholesale
- Inn at 2nd & C
- Jansen Malloy Law
- Law Offices of Lance Rogers
- LeafWorks DNA
- Linda Sundberg Insurance Agency

- Lost Coast Communications
- Lost Coast Plant Therapy
- Making Waves Management Solutions
- Mark McKenna Photographic
- McKeever Energy
- Mother Earth Engineering
- North Coast Cannabis Compliance
- North Coast Horticulture
- North Point Consulting
- Origin Group Law
- Paula Pavlich Professional Services
- Plant Medicine Law Group
- Pynekone
- ReProp Financial
- Rocky Mountain Cannabis Consulting
- Royal Gold
- Sarah Lesher Studio
- SC Laboratories
- Simplifya
- SL Consulting Services Inc
- Soilscape Solutions
- Solstice Agriculture
- Sonoma Lab Works
- Steve Harris CPA
- Strategic Compliance Group (SCG)
- SYMBYS
- Tagrisk Insurance
- The Cannabis Conservancy
- The Land Man
- The Studiio
- The Yak Group
- Tracey Henry Consulting
- Twenty20 Solutions

- Vulx
- Wolfpack Labs of Heli Biotech
- Workplace Safety & Health Management Systems



2020 Financial Report



Overview

Income

Donations	\$30.00
Allied Industry Business	\$91,600.00
Cannabis Membership	\$218,543.89
Booth Fees	\$1,520.00
Contract Revenue	\$26,370.36
481 (A) Adjustment Revenue	\$23,122.00
Interest Income	\$5.84

Total Income \$361,192.09

Overhead Expenses

Advertising	\$300.00
Bank Charges	\$5,141.13
Web-Tech	\$3,311.10
Insurance	\$25,670.34
Internet & cell phones	\$2,601.08
Office Supplies	\$3,746.11
Rent	\$9,545.00
Income tax	\$14,303.27
Event Costs	\$1,265.19
Printing	\$2,033.98
Misc.	\$2,489.08

Total Overhead \$70,406.28

Payroll Expense	\$178,792.96
Professional fees	\$84,715.08

Total Staffing Expense \$263,508.04
Total Expense \$333,914.32

Total Income \$27,277.77

Statement of Financial Position

Current Assets

Cash	\$64,649.79
Receivables	\$5,453.34
Other	\$688.02

Total Assets \$70,791.15

Liabilities

Payroll	\$13,147.75
Deferred Revenue Adjustment	\$46,244.00

Total Liabilities \$59,391.75

Equity

Retained Earnings	\$(15,878.37)
Net Income	\$27,277.77

Total Equity \$11,399.40
Total Liabilities & Equity \$70,791.15

Allied Industry Businesses

HCGA welcomes the participation of businesses that value our members and support our mission.

Allied Industry Businesses

HCGA partners with a select group of organizations whose brand values and mission align with the unique quality of cannabis production in Humboldt, creating mutually beneficial marketing relationships.

AIB Directory

The new Allied Industry Business directory on the HCGA website empowers allied businesses to gain visibility, build their company brand, develop new leads, and establish connections with the goal of helping the cannabis industry thrive. Connect with attorneys, bookkeepers, branding & marketing experts, consultants, contractors, agricultural suppliers, insurance agents, lenders, media makers, technology specialists, and more.



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.

Royal Gold

Royal Gold: Royal Gold is Humboldt County's Premium soil manufacturer. Born of a need for improved quality control and consistency in the soil industry and a recognition that Coco Fiber was and is the Growing Medium of the future, Royal Gold has emerged as a national leader in all things coco, soil and soilless. We are expanding our offerings to include: Plant Nutrition- with our OMRI and CDFA organic Crown Jewels Grow and Bloom formulations of micronized dry Amendment blends, Valuable Information: through our New Soil analytical Lab Imperial Analytics, and via our New Podcast Royal Grown Radio.

Cannabiz Media

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

Dr. Bronner's & Sun+Earth Certified

Dr. Bronner's makes pure-castile soap, hair and body care products of the highest quality. We're committed to socially and environmentally responsible products. All-One! Sun+Earth Certification. Aiming to give small-scale farmers more power, Sun + Earth provides certification that cannabis is grown under the sun, in the soil of mother earth, without chemicals, by fairly-paid farmers.



