

THE CANNABIS GUIDEBOOK™

CALIFORNIA EDITION | FALL / WINTER 2025



X

HALL OF
FLOWERS

SONOMA HILLS FARM
X PURPLE CITY GENETICS

HALL OF FLOWERS SANTA ROSA OFFICIAL SHOW GUIDE

BREEDERS VILLAGE: 40+ BREEDERS FROM AROUND THE WORLD



EDITOR'S LETTER

WHY THE CANNABIS GUIDEBOOK, AND WHY NOW?

Why the Cannabis Guidebook, and why now? As a woman in the global cannabis industry for the past 20 years, as a native Californian, and as a certified herbalist for the past 26 years, I stand for the protection of Mother Earth, her sacred plants, and the healing and empowerment of humanity. I have been here from the beginning—when all we could purchase was brick weed from Mexico, when the “kind” started arriving from BC and NorCal, through the Golden years of the 215 Compassion Program, and into the cultural devastation of Prop 64. I have long felt that a disservice took place during the Green Rush. While doors opened wide for capital and corporate interests, millions of people and patients were left without the guidance and access they needed. So many who longed to connect with the plant were given only fragments of truth, cut off from the real story of our community, our culture, and our sacred genetics. It became clear: we needed a free educational tool and marketplace guide, for the people, by the people. This is the vision behind The Cannabis Guidebook – California Edition.



LOCAL ROOTS, GLOBAL REACH

From the beginning, my work has been about bridging the local and the global. California cannabis is not only a regional culture, it is the epicenter of the modern movement. What we fight for here, the world is watching. When we champion equity for small farmers, minorities, and women, honor legacy operators, and demand that those most harmed by prohibition be included, we are creating a model that can ripple outward to inspire global change. The term Green Renaissance, which I first coined in 2013, has always been both local and global. It is a call for millions more people to take their healing and well-being into their own hands by reconnecting with cannabis and other sacred plant allies. It is about remembering that food and medicine are our birthright, and that Mother Earth has always offered us what we need to be whole. She herself is sentient and has propagated consciousness through her plants, activating millions of us around the planet to heal ourselves and do work that is devoted to this.

THE SEEDS WE SOW

For 19 years, SKUNK Magazine has championed organic, sustainable farming practices and the preservation of our sacred genetics. We have taught millions of people worldwide how to grow their own medicine at home, and we have consistently spotlighted the breeders and cultivators who safeguarded cannabis culture through decades of prohibition. Now we must sow the seeds of a second back-to-the-land movement and a second victory garden movement. Just as the farm-to-table, microbrew, and farmers’ market movements transformed society, cannabis must follow the same path. These movements took time, but they reshaped culture from the ground up. In cannabis, we too must become conscious consumers and ask: Where was this grown? How was it grown? And who was it grown by? These questions connect us to the plant, to the breeder, and to the farmer. They ensure that cannabis culture remains rooted in integrity, healing, and empowerment.

WHY HALL OF FLOWERS, WHY NOW

This September at Hall of Flowers in Santa Rosa, we are proud to present two historic activations: The Cannabis Guidebook – California Edition and Breeders Village. The Cannabis Guidebook is a free, beautifully crafted publication, a love letter to my beautiful home, California, and the Cannabis community that I love, and a practical tool. As the official show guide for Hall of Flowers, copies will be blanketing the show and statewide through trusted retailers and cultural hubs. The guidebook celebrates California cannabis in all its richness, spotlighting farmers, legacy operators, craft brands, small mom-and-pop shops, patients, educators, and cultural voices. Following our successful Berlin launch, where 10,000 copies blanketed the Mary Jane Festival and continue to circulate across Germany.

The Cannabis Guidebook is designed to activate in cannabis hotspots around the world. Alongside it, we are curating Breeders Village, a one-of-a-kind experience showcasing verified genetics from 40+ of the world’s most talented soul breeders. Breeders Village honors the stewardship and husbandry of breeders, celebrating their line work, pheno hunting, and collaborations. This activation continues SKUNK’s decades-long devotion to gathering breeders together, just as we did over 17 years ago at the Emerald Cup. It is about preserving, protecting, and educating about the origins and lineages of the plant that have shaped, and will continue to shape, our global cannabis movement. We give thanks and pay homage to Hall of Flowers for hosting this inaugural edition and for standing with us to bring these visions to life. Their platform has become a defining stage for California cannabis, and it is an honor to stand together in service to the plant and the people.

THE FUTURE WE ARE BUILDING

The fight for a just and equitable California cannabis industry is not separate from the global fight—it is its heartbeat. California remains a beacon, and what we do here will ripple out to millions. The Green Renaissance calls on us to plant seeds of equity, sustainability, and community. Seeds of healing and empowerment. Seeds of a future where people reclaim their relationship with Mother Earth, and millions more access cannabis medicine and other sacred plant allies to live healthy, connected, and empowered lives. They tried to bury us, but they didn’t know we were seeds.

In solidarity and hope,

Julie Chiariello
 Owner and Editor-in-Chief, SKUNK Magazine
 Herbalist, Advocate, and Steward of the Green Renaissance

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HALL OF FLOWERS

AMPLIFYING THE SOUL OF CANNABIS

SKUNK'S JULIE CHIARIELLO SITS DOWN WITH HOF'S FOUNDER RAMA MAYO

HALL OF FLOWERS ORIGINS

JULIE CHIARIELLO: Hall of Flowers has become a defining stage for California cannabis culture and commerce. What was your original vision when you co-founded the show, and how has that vision evolved since the early days?

RAMA MAYO: When we started Hall of Flowers in Santa Rosa in 2018, the idea was simple: build the professional stage cannabis deserved. No more 'kids table' experiences, we wanted a place where buyers and brands could actually do business, discover what's next, and still feel the soul of the plant. We learned what works from fashion trade shows we use to produce: clean build, great hospitality, real curation, and optimizing the buying process. Over time it's evolved from "a show" into an ecosystem: programming for buyers and budtenders, an art & food program, a series of after parties, space for legacy voices, on-site retail, and deeper storytelling around the plant. The mission hasn't changed. We just serve it in more thoughtful ways.

LOCAL & GLOBAL INTERPLAY

JC: The Cannabis Guidebook is all about spotlighting the soul and voice of local visionaries, educators, and thought leaders while highlighting the brands and most inspiring members of the global movement. Hall of Flowers has carried this same energy as you've taken the show on the road into different pockets of the world. How do you see the interplay between local culture and global momentum shaping the cannabis industry's future?

RM: Cannabis is hyper-local in practice and global in spirit. Every region brings its own history, cultivars, slang, and standards of quality, and we let that lead when we enter a market. At the same time, there's a worldwide conversation happening about genetics, design, education, and equity. Hall of Flowers is where those two currents meet. The future belongs to brands that honor their local terroir and community while learning from the global movement: how to scale responsibly, tell better stories, and raise the bar for the entire culture.

PUNK ROCK ETHOS

JC: You've often brought your punk rock, DIY ethos into your creative work—as Vivienne Westwood said, 'To be punk rock is to think for oneself,' and you've certainly followed your own unique path and created innovation. How does that ethos continue to influence the way you build and curate Hall of Flowers?

RM: Punk to me means think for yourself, build it yourself, and ship it. That DNA shows up in how we curate: we choose people over spectacle, substance over noise, and we edit hard. We prototype new formats quickly, keep the floor human and navigable, and protect space for experimentation. We don't chase trends; we platform the builders who create them. The checklist is simple: is it real, is it useful, does it move the culture forward?

BREEDERS VILLAGE SIGNIFICANCE

JC: This year, Hall of Flowers is hosting the inaugural Breeders Village, created by myself for SKUNK Magazine after nearly two decades of fostering this vision and spotlighting the breeders and genetics that shape our global cannabis culture. From your perspective, why is it significant to hold this kind of activation within the Hall of Flowers ecosystem at this moment in time?

RM: Breeders are the authors of cannabis culture. Before there's a brand, there's a seed, a lineage, and a person who's been phenotyping in the dark long before legalization. Hosting the inaugural Breeders Village, curated by SKUNK, inside Hall of Flowers is a way to center that truth. It gives buyers a direct line to the source, puts proper credit on the genetics that drive this industry, and reconnects the legal market to its roots at a time when consolidation can blur history. It's education, discovery, and respect in one activation. The timing is right because the next decade will be defined by transparency in genetics and provenance.

"The future belongs to brands that honor their local terroir and community while learning from the global movement: how to scale responsibly, tell better stories, and raise the bar for the entire culture."

FUTURE VISION & LEGACY

JC: As someone who has helped shape two major cultural industries—music and cannabis—what excites you most about the next 5 to 10 years for cannabis, and what do you hope to personally contribute to its unfolding story?

RM: I believe we are just getting started. The next 5 to 10 years excite me because quality and education are catching up with scale. I see more terroir-driven cultivation, smarter retail, better consumer literacy around effects and profiles, and a richer pipeline from legacy to legal. I want my contribution to be building and protecting the stage where that progress becomes visible: a place where buyers, brands, breeders, and budtenders meet, learn, and leave with momentum. I plan to keep amplifying craft, documenting the stories behind the flower, and creating pathways for the next generation of operators to thrive. Culture, commerce, community: that's the work.

@HALL_OF_FLOWERS





DEAR BUYERS & BRANDS,

Welcome To

HALL OF FLOWERS,

Santa Rosa.

Look around you. Thousands of decision makers stand shoulder to shoulder, proving that progress never quits. The floor is buzzing with possibility.

The industry is being tested, but your presence here turns pressure into purpose. Each booth you visit, each conversation you start, pushes our culture forward. HOF is where fresh ideas find partners, bold products find shelves, and resilient people find their next big win.

Feel the momentum in the air. Step forward, meet someone new, place that order you believe in, and let your ambition ring louder than any obstacle. Together, we are writing the next chapter of Cannabis, one deal, one connection, one step at a time.

Pressure creates diamonds.

- The HOF Team



HALL OF FLOWERS

MAP

- 1 ENTRANCE
- 2 INFO & SHOW BAGS
- 3 SKUNK MAGAZINE BREEDERS VILLAGE
- 4 ORIGINALS, NAMELESS, DAILYSMOKES, & FREEDOM GROW
- 5 GWGW LOUNGE
- 6 CONSUMPTION AREA
- 7 FREE WATER
- 8 OUTDOOR ACTIVATIONS
- 9 FOOD TRUCKS
- 10 DISPENSARY

SANTA ROSA 2025



HALL OF FLOWERS

SEPTEMBER 10 & 11 | SONOMA COUNTY FAIRGROUNDS

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EXHIBITIONS

Located in Hall A, Outdoor, Breeders Village, and the Garden Building.

We've reconfigured the exhibition space this season to fit more brands by adding an entire aisle of booths inside Hall A.

The Outdoor spaces are located around the consumption area and in the Breeders Village area.

The Garden Building features a special exhibition by Originals, Nameless, and Daily Smokes. It also features the SHOWCASE installation and a charity gallery benefiting Freedom Grow.

DISPENSARY

Located inside the Finley Hall building. Operated by SPARC.

Last pickup is at 6 p.m. on September 10th and 5 p.m. on September 11th. The dispensary will stay open to fulfill any orders for people in line at 5pm on the 11th. Cash and debit cards accepted.

Please note, some brands exhibiting outdoors or in arena booths will have their own point of sale in-booth. By law, consumption must be done in outside areas, and please be aware of daily purchase limits.

EAT + DRINK

Complimentary water is available at the edge of the outside consumption area.

Complimentary coffee is available as you exit Hall A.

Food trucks in two different locations will be serving a wide variety of delicious options.

WIFI

Get connected to our WIFI — Username: HallofFlowers Password: HallofFlowers

SPONSORS

Thank you to all of our sponsors for supporting the show and helping us make awesome things happen.



flowhub



NABIS





BREEDERS VILLAGE

Breeders Village is a curated experience showcasing verified genetics from 40+ of the world's most talented and knowledgeable soul breeders. Presented and curated by Julie Chiariello owner and editor-in-chief of Skunk Magazine in partnership with Rama and the team at Hall of Flowers, this activation celebrates the Seed Savers Club and the launch of our new free magazine, The Cannabis Guidebook. It celebrates Skunk Magazine's decades-long devotion to spotlighting the best genetics from around the world and our history of fostering a global gathering of breeders. With Breeders Village, we are honoring the stewardship and husbandry of the soul breeder and celebrating their line work, in breeding, pheno hunting and collabs. We are here to preserve, protect, and provide education about, the origins, lineage and history of the genetics that have shaped and will continue to shape our global cannabis movement.

- | | |
|---------------------------|--------------------------|
| Arcana Collective | Kevin Jodrey |
| Black Tuna | Landy Seeds |
| Bodhi Seeds | Lempire Farmaseed |
| Cali Connection Seed Co | Martyjuana |
| California Seed Bank | Mean Gene |
| Canna Country Selections | Night Owl Seeds |
| Capulator | Norcal Seeds & Genetics |
| Crockett Family Farms | Oakland Seed Co |
| Dragonfly Earth Medicine | Original Breeders League |
| First Cut Farms | Purple Caper Seeds |
| Gene Finder OG | Purple City Genetics |
| Golden State Banana | Ranchera Mami |
| Green Fire Genetics | Rebel Grown |
| Green Shock Farms | Romulan Genetics |
| Happy Dreams Genetics | Sticky Fields |
| Haze Valley Nursery | The Humboldt Local |
| Heal Thyself Gardens | Top Dawg Seeds |
| Heart Rock Mountain Farms | Xeno Seed Co |
| Higher Ground Canna | Ziplock Seeds |
| James Loud Genetics | |



SEEDS OF CULTURE: CALIFORNIA'S CANNABIS LEGACY

AUTHOR | Joyce Genali

Purple City Genetics © X SONOMA HILLS FARM

The story of California cannabis that will resonate across generations is one of a grand uniting of people, passion, and flavor — rooted in this unique place, shared with the world. From breeders and growers to manufacturers and retailers, the modern path to market is a layered web of makers and innovators. Tradition has drawn the breeder and farmer into perhaps the closest collaboration, forming the essential partnership that gives life to new cultivars, to the fire that is California cannabis. At its core, the work is singular: to build cultivars that embody terroir while optimizing flavor, balance, smoothness, potency, and the nuanced ways cannabis engages the endocannabinoid system. But beyond that, it reaches into something sublime — the spark that ignites hit records, the essence that inspires culture itself.

For more than thirteen years, the leaders of Purple City Genetics and Sonoma Hills Farm have embodied this model, forging a partnership that has produced celebrated cultivars. Since its founding in 2008, Purple City has stood at the vanguard of California cannabis, consistently delivering award-winning strains while serving as a vital bridge between breeders and cultivators worldwide. California itself sets the stage for this work. Defined by its diverse microclimates — from fog-laden coasts to sun-soaked valleys and rugged high-elevation ridges — the state demands cultivars that honor both soil and climate. Success here requires terroir-driven genetics capable of thriving in varied and often challenging



environments. Breeders like Purple City meet this challenge by collaborating with cultivators across these ranging environments, constantly testing and refining genetics to reveal cultivars that express not only resilience but also flavor, aroma, and the nuanced spectrum of California's natural conditions. California breeders, along with those farming in challenging and diverse microclimates, are united in a shared pursuit: building a living library of cultivars that embody both artistry and science — rooted in this rich place and elevated by generations of honed farming techniques.

Purple City Genetics focus has been to continually curate a library of cultivars that can succeed in these different terroirs. By stabilizing genetics and making them available to modern



cultivators, Purple City is really a collaborative hub for California’s cannabis ecosystem, and growers such as Sonoma Hills Farm.

At Sonoma Hills Farm, regenerative agriculture is more than a philosophy — it is an intentional practice. Team SHF have championed regenerative cultivation methods that rebuild soil health, reduce inputs, and create a closed-loop ecosystem. Sonoma county comprises over a dozen microclimates, each with its own soils, slopes, and weather patterns. Specific to Sonoma Hills Farm, the land lies within the Petaluma Gap AVA, as designated in 2018 by the American Vintner Association and celebrated in the wine world for its distinctive character. At lower elevations, rolling hills shaped by coastal influence draw in fog and wind from the Pacific, cooling the landscape. These cool-climate conditions — with foggy mornings that lift into clear, sunny afternoons — help preserve aromatic complexity and structural balance in the plants. Unique wind tunnels further channel marine air, maintaining a steady interplay of coolness and moisture while fostering the development of robust root systems.

The partnership between the leads at: Joyce Cenali at Sonoma Hills Farm and Auryn McCafferty began in 2013 during the medical market days in California, when Joyce first sourced Purple City Genetics for a grow in Yuba County. The Sierra Foothills terroir there is characterized by elevated, rocky soils — rich with volcanic ash, quartz, and diorite — that

stress plants just enough to enhance complexity. Warm days paired with cool nights and mountain breezes create natural balance, preventing over-ripening while encouraging a mineral-driven expression in the crop. It’s a demanding environment, but one that rewards thoughtful genetics with remarkable depth and resilience. Years later, Joyce continued her collaboration with Auryn at Sonoma Hills Farm, where the terroir is just as challenging but vastly different.

“THERE ARE NO MORE DIVERSE REGIONS OF THE WORLD THAN CALIFORNIA’S, WHICH HAS A NEARLY INFINITE NUMBER OF MICROCLIMATES AND IS THEREFORE A SUPREME CHALLENGE FOR BREEDERS. THAT CHALLENGING TERROIR BRINGS FORWARD SUPER UNIQUE STRAINS THAT HAVE BEEN CHALLENGED BY NATURE AND RESULT IN A RANGING ARRAY OF BEAUTIFUL AND UNIQUE CULTIVARS.”

Navigating these contrasting terroirs has underscored the strength of the breeder–cultivator relationship. Their early Yuba County project blossomed into an award-winning Emerald Cup operation, a proof point that thoughtful genetics matched to terroir can yield world-class results. And in the pairing genetics carefully selected and stabilized by Purple City with regenerative farming practices at Sonoma Hills Farm, the team has consistently produced cannabis that stands among the best in California.

A major challenge for breeders is to adapt strains that work in a wide range of climates, and breeders around the world are challenged to develop. There are no more diverse regions of the world than California’s which has a nearly infinite number of microclimates and is therefore a supreme challenge for breeders. That challenging terroir brings forward super unique strains that have been challenged by nature and result in a ranging array of beautiful and unique cultivars.



Fast forward to today, Joyce continues this collaboration at Sonoma Hills Farm alongside Aaron Keefer, Sam Magruder, and Mike Harden. Their team-driven approach reflects the essence of cannabis culture: collaboration, deep respect for the plant, and a professional commitment to creating experiences that delight and embody high hospitality. Together, they bridge genetics across terroirs, bringing California's premier cannabis strains to life for consumers.

This breeder-cultivator partnership is not just about plants. It is about trust, vision, and a shared belief that cannabis should embody both artistry and science. The result has been a steady flow of cultivars that spark joy, inspire creativity, and win awards.

GUSH MINTS 1:1



OVER THE YEARS, SONOMA HILLS FARM HAS RUN SELECT CULTIVARS FROM THE PURPLE CITY LIBRARY IN EVERY ANNUAL CYCLE, INCLUDING A FEW AWARD WINNING AND MANY OF WHICH HAVE BECOME ICONS IN CALIFORNIA CANNABIS:



GUSH MINTS 1:1 – A balanced cross of Mango Haze x Gush Mints (Kushmints x F1 Durban x Gushers). Celebrated for its harmony of CBD and THC, this cultivar delivers sweet, gassy terpenes and a refined expression of terroir. It earned a Silver Medal for CBDa content in the Sungrown category by Sonoma Hills Farm at the California State Fair in 2024, and this year again in 2025, Pure Beauty's indoor run of the same cut won Gold in the Indoor category.



JALAPEÑO GELATO – A fiery cross of Chili Verde x F1 Durb x Gushers. Known for its spicy notes of ginger, Thai chili, and diesel, it delivers effervescence and energy. This strain “wakes up the soul” and has become a favorite for social settings.



PAPAYA THC BOMB – A tropical masterpiece combining Papaya x THC Bomb. With aromas of ripe fruit, caramel, and skunk, it offers a full-bodied experience and showcases Purple City's talent for blending global genetics with California flair.



Grandi Guava – Originating from a Guava x Gelato S1 cross, originally bred by Grandi Flora but distributed by Purple City, this cultivar delivers candied apple flavor and a deeply relaxing body effect. It has become a go-to strain for unwinding after long days and a near-permanent fixture in Sonoma Hills Farm's lineup over the last 4 years.

GRANDI GUAVA



PAPAYA THC BOMB



Other historic cultivars include Mango Mentality, NYC Piff, and Bob Hope — and the 2025 Sonoma Hills Farm garden, the lineup includes:

- Zowah (Zkittlez x Karma Sour Diesel)
- G-Runtz (Pre-64 Runtz x Gush Mints)
- A return of Gush Mints 1:1, reinforcing it as a mainstay on their menu.



@SONOMAHILLSFARM



@REALPURPLECITYGENETICS



The cannabis industry thrives on collaboration, and Purple City has long been at the heart of building those bridges. For breeders, they provide the scalable nursery facilities needed to stabilize and distribute genetics at market scale. For cultivators, they offer access to unique, tested cultivars proven to thrive across California's diverse climates and microclimates. Globally, Purple City has carried California-born genetics to growers around the world, while locally, they remain deeply rooted in partnerships with cultivators like Sonoma Hills Farm — ensuring California continues to set the standard in both quality and culture by evolving with the growers who have shaped the craft from the beginning. Through the partnership with SHF, Purple City genetics have powered products ranging from Dampen to Kalya to Select, with Jalapeño Gelato still remembered by many former Select staff as an all-time favorite release.

At the heart of this story is a shared professional ethos. The Sonoma Hills Farm and Purple City teams united see cannabis not just as a crop, but as a craft. The combination produces award-winning cannabis strains that are more than consumer products — they are living proof that when breeders and cultivators collaborate, the result is greater than the sum of its parts.





MARMALADE

WORDS | PCG



STRAIN NAME:

Marmalade

BREEDER:

Purple City Genetics
Lemon Tree Skorange x
Street Guru

Our largest yielding strain since Gush Mints at over 154 grams per square foot in under 60 days. Tests over 5% terps and 28% THC. Something exotic for the candy market but bred for cultivators.

HEIGHT:

Medium to tall

WEIGHT:

Well above average

FLOWERING TIME:

56 days

SATIVA/INDICA RATIO:

Indica Hybrid

TASTE:

Tart sugar candy

SCENT:

Lemon orange candy

**WHAT THE DRIED BUD/
CRUMBLER BUD
LOOKS LIKE:**

Covered in trichomes, very dense.

SPEED OF HIGH ONSET:

Immediate

DURATION OF HIGH:

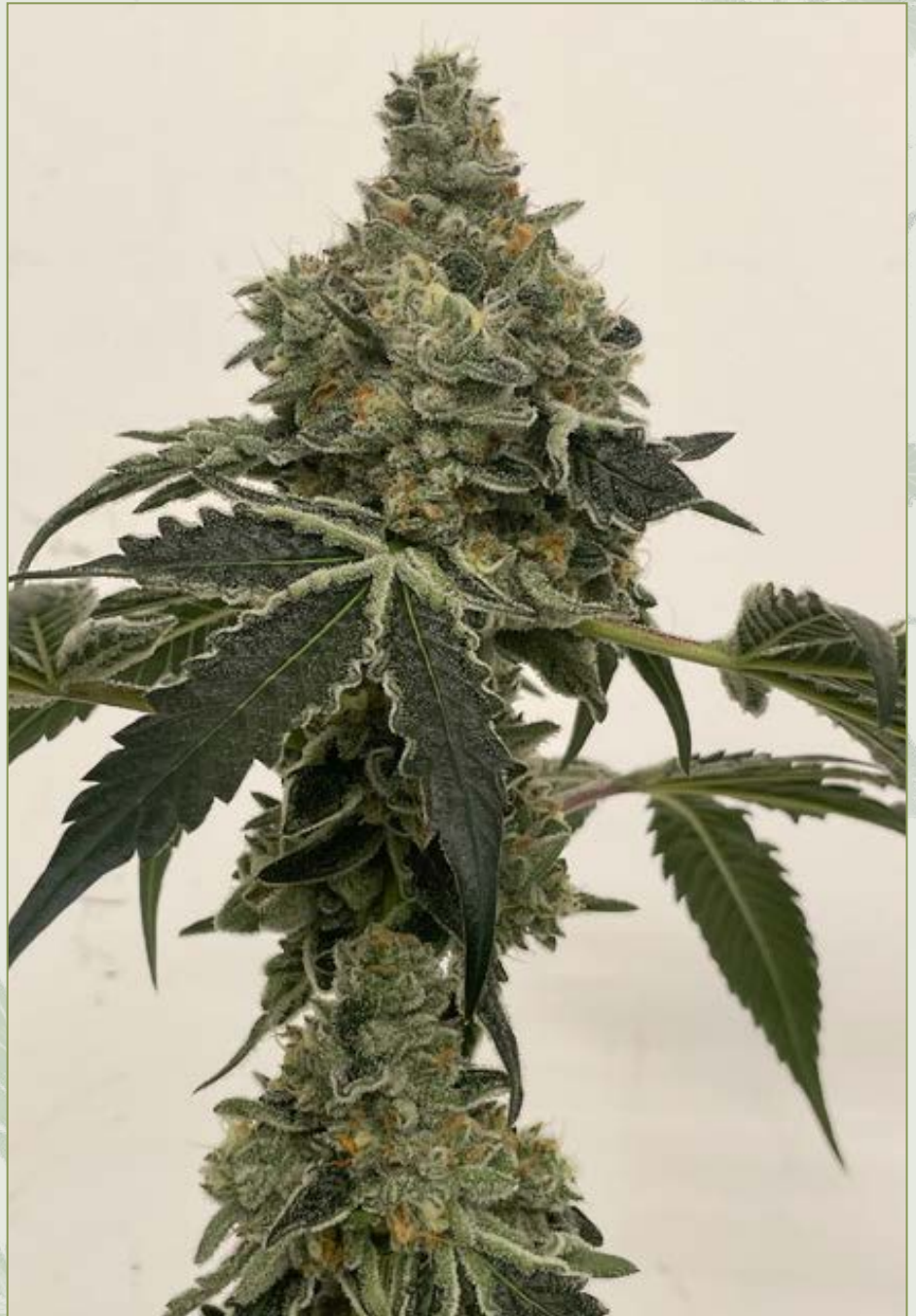
Long-lasting

QUALITY/TYPE OF HIGH:

Strong body high, with a creative and uplifting head.

MEDICINAL QUALITIES:

For experienced smokers who need relief but not sleep.



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SKUNK APPROVED

AUTHOR | **Laura Clein**

MartyjuanaTM is a small farm doing big things. All about authenticity, Martyjuana: Plants by the Moon with Sun, Soil & Soul! A Sun + Earth Certified regenerative farm that practices beyond organic standards, and they have no problem saying so right on the product packaging. It's their 21st year legally growing cannabis, first, as patients in Sonoma Valley and, since 2017, licensed for commercial cultivation in Mendocino County—this is craft cannabis. Before moving to California, Marty worked at Fairchild Tropical Botanic Gardens, located in Miami, FL. Employed in the seed department, he was easily able to transfer his knowledge of pollination techniques for palms & cycads to cross-pollinate cultivars for potency in cannabis.

Every year, dominant males are selected to breed with dominant females. Marty carefully hand-pollinates and tags specific branches to easily locate the seeds at harvest time. Also well-marked to ensure seeds are only where he wants them to be, preserving the rest of the farm flowers' integrity.

During the 2025 growing season on the farm, alongside our proprietary cultivars, are other garden areas featuring a variety of strains, flavors, scents, and effects from both seeds and clones, sourced from trusted sources. Martyjuana is excited to collaborate with seeds from Purple Caper Genetics to grow SKUNK Approved flowers

for the California market. The Purple Caper has been growing in California for over 25 years and is known for the best fathers in the Bay Area and

Central Valley. Frank specializes in designer strains with the biggest yields and highest quality. The entire Purple Caper Skunk Line is now HPLV Free—certified and bona fide by Leafworks.

Martyjuana is an award-winning seasonal farm that focuses on one crop per year, following the natural life cycle of cannabis. The Purple Caper's Purple Skunk and Skunk Lady seeds were planted directly into soil, outdoors, on the New Moon closest to the Spring Equinox in March. Every single seed popped! That's always a sign of strong genetics. The seedlings sexed themselves around the Summer Solstice, and females were planted into huge mounds and garden beds during midsummer. Our healthy plants began to flower around the beginning of August. These Skunks were the first of the seeds we planted this year, so they will likely be the first ready on or around the October Harvest Moon.

“Purple Skunk has a distinctive skunky smell with an earthy, wine-like taste. This strain leans heavily toward the active for a euphoric, cheerful buzz. Purple Skunk has high THC levels, so it can be a bit intense for some when it comes to psychoactive effects.”






Purple Skunk has a distinctive skunky smell with an earthy, wine-like taste. This strain leans heavily toward the active for a euphoric, cheerful buzz. Purple Skunk has high THC levels, so it can be a bit intense for some when it comes to psychoactive effects.



Skunk Lady is the Daughter of the Fire Lady and The Alpha Skunk. Both parents are rockstars! This plant is a pleasure to grow; it yields well, is naturally resistant, and takes abuse. Great for Production or the connoisseur. Very Loud Smell, and Funk! Effects are Intense and complex; long-lasting and blissful.



LOOK for the SKUNK Approved PURPLE CAPER x MARTYJUANA collab to hit shelves in California dispensaries in early 2026.

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@CAPERPURPLE 



Dr. Dabber®

VAPING WITH THE STARS THE SWITCH² BY DR. DABBER REVIEW

AUTHOR | **The Dabberator**



This is not the Dr. Dabber Switch you remember from back in 2018. This is a different, more compact beast. The Switch² arrives in a molded plastic sarcophagus, enshrined in a handsome plastic shroud bag. A QR code is provided, so you can refer to its very own app and instruction manual. The Switch² induction vape features a sleek design, with a shiny black base, complemented by a glass attachment with laser-cut percs. A colorful LED trim highlights the Switch². Specialty tweezers are an added extra accoutrement, along with a dual-temperature heating and loading tool — the Dr. Dabber Drop. And it comes with a proprietary charging brick.

The electric coil element is an energy-efficient vaporization system that delivers omnidirectional induction heating, an efficient means of obtaining even heating consistently, with no hotspots. The quartz heating system allows for direct temperature control, communicating with the built-in IR sensor, offering three dynamic heating modes. Where most eRigs choose to hold the temperature steady, Dr. Dabber offers a gradual decline in temperature, yielding a unique experience with your high-quality resins. The final mode, gradually ascending in temperature, “Ascent”, provides an excellent contrast from the other two and works well with your favorite full melts at a lower temperature. The Switch² is marketed as having the first built-in infrared temp sensor, said to provide spot-on temperature accuracy and consistency. I found that to be an honest description of the heating process.

A 20mm quartz insert provides greater capacity for the Switch² device, allowing for excellent vapor delivery and terpene preservation from small to large dosages. The glass attachment is removable for easy cleaning, and it is recommended that you add a touch of water to make your hit smoother. While it delivers a smooth inhale, be prepared for a mondo hit that is bound to take care of business on the higher temperatures. Lower temperatures delivered a more productive and stimulating effect that was highly enjoyable.

That app I spoke about offers the user personalized control over the rig in the form of direct temperature control, hold time duration, dynamic heating modes selection, LED light modes, analytics, and access to future quality-of-life improvements. Each user can have a unique temperature setting profile, even sharing it with others with just a few taps. Prepare to relax and indulge yourself with the Dr. Dabber Switch², a welcome switch from the many inferior eRig systems we have experienced on the market. Depending on where you purchase it, you can expect to pay around \$420, more or less, for the Switch² + Drop combo. You can't beat that price for a quality unit that will get you from 0 to 710 in a matter of minutes.



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MENDO CUP

Helping out the Farmers

AUTHOR | **Nikki Lastreto**

It hasn't been easy watching as our friends and neighbors, licensed small cannabis farmers in Mendocino County, struggle to survive. They are some of the best growers in the world, doing it with conscious regenerative practices as they pour their love and care into every step of the season, from seed to sale. Yet the powers that be have made it so difficult for them to continue with any profitability. As a previously licensed farmer just like them, one who chose to quit the biz over a year ago, I had to wonder how I could be of service to these deserving farmers.

Once I realized that the Emerald Cup wasn't happening again this past year, and after 20 years of being a flowers Judge for that renowned competition, the idea hit me. How about a Mendo Cup to help lift their sagging spirits while garnering attention to the quality of their flowers at the same time?

And so the Mendo Cup was birthed last May here in the heart of the Emerald Triangle in Mendocino County. With lots of help from the non-profit Mendocino Producers Guild, also known as MPG, we co-hosted the inaugural Cup at the Little Lake Grange in Willits on May 4, 2025.

The goal was to honor traditional flower brands from small farms in Mendocino County, which embrace fine organic craftsmanship, and to keep it simple and pure. To that end, we limited it to only one category: flowers grown in full sun, all season, with no lights and no covers. We decided to go back to the basics of what made

us great! Awards would go to the Top 5 flowers, plus one award to the Best Breeder. Additionally, we made it affordable for farmers compared to other Cups - \$50 to enter, plus 1 oz of their finest flowers and one small 1/8th jar featuring the best bud of all, to put on display at the event. In Mendocino, there is a limit of 10,000 square

feet for cannabis gardens, which is quite small compared to other counties, which means that each plant receives extra love and attention, and it shines through in the finished flower.

We also decided to keep the ticket costs very reasonable at only \$20 per person, with a limit of 420, and we sold out several days before the event. At that point, we knew we had hit upon a winning way to spread the word while offering a great time for everyone who needed a party to lift their spirits.

In choosing the Judges for this competition, we invited Certified Ganjiers Leah Cerri and Leora Turko, top breeders Mark Greyshock (Greenshock Farms), Mean Gene (Freeborn Selections), and Halle Pennington (Humboldt Seed Company),

Leafly Senior Editor and Hash Week Producer David Downs, previous Emerald Cup Judges Swami Chaitanya and Jessica Frosty, and local entrepreneurs and farmers Sam Barriere, Gabby Ahern, and Shinah Cole-Williams. What an awesome team! They kicked it out in one very long day, scrupulously judging the 34 entries for the categories of looks and cure, aroma, taste, and effects.

The next day was The Mendo Cup, which started at 2:15

“The goal was to honor traditional flower brands from small farms in Mendocino County, which embrace fine organic craftsmanship, and to keep it simple and pure.”



(a nod to the Compassionate Use Act of 1996) and went until 8:00 pm. Inside the main hall was an impressive display of all the entry flowers as well as booths featuring delicious stoner snacks and drinks, crafts, information about the history of cannabis in Mendocino County, and an area where entrants could showcase their flowers and offer smells and details, but no sales.

However, just outside the door was the large Smokers Lounge area, which really rocked all day. Farmers were eager to share joints of their finest with guests, including consumers, dispensary owners, local dignitaries, and many of the real OGs. Lena Burns was surrounded by folks waiting to get a hit off her classic Frenchy Cannoli hookah loaded with some of the best hash around.

At 4:20, the awards were announced on stage to an enthusiastic crowd by myself and Swami Chaitanya—we'd earned our stripes announcing them for many years at the Emerald Cup as well. It had been a very tough decision for the Judges, but what an honor it was to hand out awards to our friends who truly deserved them:

- 1: Sarah, David & Flynn O'Donnell - Sweet Sisters Family Farm - "Biscotti"
- 2: Jesse Robertson - Sticky Fields - "King's Poison"
- 3: Sue & Phil Crews -Mendocino Family Farms - "Modified Lemonhead"
- 4: Marty Clein - Martyjuana - "Supreme Gelato"
- 5: Joseph Haggard - Emerald Spirit Botanicals - "Royal Blueberry"

The Best Breeder Award was presented to Jesse Robertson of Sticky Fields for his "King's Poison". Everyone agreed the Mendo Cup was a huge success and accomplished its goal of putting the spotlight on Mendocino, the home of quality cannabis, and her small organic farmers. It was decided right away that there must be a 2nd Mendo Cup, so save Sunday, May 31, 2026, to join us at Gateway in Hopland, at the actual southern gateway to the County. Farmers are already excited, and this year we will offer something never seen before in a cannabis competition: profits will be equally divided among all entrants. That's what it's all about, giving back to our dedicated small cannabis farmers. They deserve our love and appreciation.



@THEMENDOCUP



GROWING WITH DEVOTION

CONSCIOUS CULTIVATION WITH TERPIFY

AUTHOR | **Ranchera Mami (Sue Surabian)**

INTRODUCTION

As Ranchera Mami, my roots in agriculture run deep. For me, farming is about more than yields—it's about integrity, health, and devotion to the plant and the people who depend on her. The choices we make as cultivators ripple outward, shaping not only the quality of the harvest but also the trust consumers place in us. That's why I believe in choosing inputs that honor the plant. And for me, that choice is Terpify.

WHY OMRI APPROVAL MATTERS

OMRI certification means trust. Products must meet strict organic standards before they can earn the OMRI seal. This means no harmful synthetics, which protects not only plants, but also farmers and consumers. For cultivators, it's a signal of care and integrity. Choosing OMRI-approved inputs shows devotion to safe, clean cultivation.

WHAT IS OMRI?

The Organic Materials Review Institute reviews agricultural products for compliance with organic standards. When you see the OMRI seal, you know the product is approved for organic use and free of harmful synthetics.



WHY TERPIFY WORKS

Terpify is more than just a nutrient enhancer. It is OMRI Certified and plant-based, making it safe to use from veg through harvest.

With a 0-0-0 NPK rating, it integrates seamlessly into any feeding schedule. Most importantly, Terpify naturally boosts terpene production, allowing authentic aromas, resin, and potency to shine through.

There are no hidden additives, no compromises—just a transparent product that cultivators can trust. Terpify lets the plant speak for herself.

MARKET TRENDS: CONSUMERS ARE WATCHING

In today's marketplace, consumers are paying attention. Millennials and Gen Z, especially, expect transparency in cultivation. Just as they've demanded organic and clean food, they are now demanding the same in cannabis and hemp.

Inputs are no longer a behind-the-scenes decision. They have become part of brand identity. The nutrients you choose define your reputation. Farms and brands that can proudly state they use Terpify gain a marketing edge because they are aligning with the values modern customers are looking for: safety, authenticity, and care.

Industry research continues to show that transparency in sourcing and cultivation is now one of the top factors in purchasing decisions. Consumers are willing to pay more for products they know are certified clean, organic, and ethically grown. Dispensaries and wellness shops also want this information because it builds trust with their own customers. Terpify is a tool for cultivators to meet these rising expectations.

WHAT YOU FEED YOUR PLANTS, YOU FEED YOUR PEOPLE.

WHO THIS MATTERS TO

For growers: Terpify integrates easily, increases terpene production, and provides a clear market advantage.

For brands and B2B partners: Using Terpify builds consumer trust and strengthens your story in a competitive market. For consumers: Knowing their product was grown with OMRI-certified nutrients provides peace of mind and reinforces their loyalty to your brand.





THE HEART OF DEVOTION

At its core, cultivation is a relationship. Every nutrient is part of that relationship. By choosing Terpify, we're choosing transparency, safety, and authenticity. Inputs aren't just an operational detail—they're a declaration of values.

That same devotion is what guides my family's work at Crockett Family Farms, where we've built a reputation as trusted seed breeders. Just as we carefully select genetics that growers can rely on, Terpify provides nutrients cultivators can trust to honor their plants and their people. Both represent a commitment to quality, integrity, and legacy in cultivation.

Grow with devotion. Grow with Terpify. Trusted by cultivators who care about their plants, their people, and their future.

Terpify is an OMRI-Listed, plant-based input designed to enhance terpene expression naturally. With a 0-0-0 NPK, it integrates seamlessly into any feeding program from veg through harvest, supporting clean, organic cultivation.

Trusted by growers and brands alike, Terpify helps cultivators bring out the authentic aromas, flavors, and resin profiles that consumers crave—without synthetics or compromise.



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Your Body's Built-In High: *Exploring the Endocannabinoid System*

AUTHOR | Alexandra Arnett, M. S.

If you've ever wondered why cannabis may lift your mood, spark your appetite, ease pain, or calm stress, the answer is your endocannabinoid system (ECS). The ECS is a built-in network that keeps the body balanced. It's also one of the most overlooked systems when we talk about health, medicine, and cannabis. Think of the ECS as your body's behind-the-scenes coordinator, making sure everything runs smoothly without you even noticing.

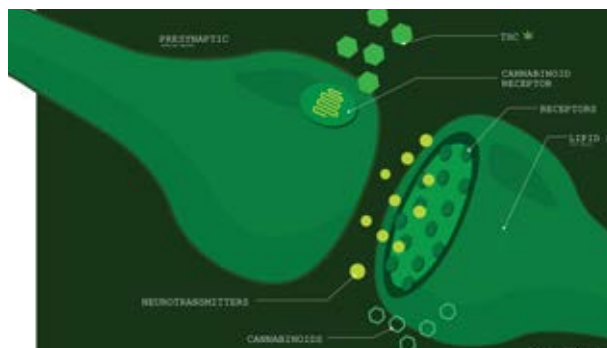
For the cannabis industry, understanding the ECS's workings extends beyond mere science. It's what helps with smarter product design, more reliable dosing, and giving consumers a clearer idea of what to expect.

BUILDING BRAINS: THE ECS AND DEVELOPMENT

The ECS is not just active in adults. It's been working since before you were born. During pregnancy and early childhood, this system acts like a master architect for the brain—guiding neurons as they grow, move to where they're needed, and connect into the networks that shape who you are.

It also manages neural progenitor cells, which are the raw materials for new brain cells. Then there's synaptic pruning, where the ECS trims away unneeded connections so brain circuits are efficient—like trimming branches so a tree grows stronger.

This is essential work. The ECS helps shape circuits for memory, emotion, social behavior, and thinking skills. It also keeps brain activity balanced, so it's not running too hot or too cold. If the ECS is disrupted during these key stages—say, by prenatal THC exposure—brain wiring may be affected. While we need more research, this may cause long-term changes in how someone responds to stress, reward, and learning.



HOW THC AND CBD INTERACT WITH THE ECS

The ECS runs on two key messengers that your body makes naturally: anandamide (AEA), sometimes called the “bliss molecule,” and 2-arachidonoylglycerol (2-AG), which is especially important in pain control. These endocannabinoids work a lot like THC and CBD, but they're made inside you, on demand.

THC is a full agonist at CB1 receptors and a partial agonist at CB2 receptors. CB1 receptor activation within the brain is what gives you the familiar psychoactive “high.” It changes how brain cells communicate, making music sound richer, food taste better, and

thoughts feel more creative.

CB2 activation doesn't cause intoxication. Instead, it helps reduce inflammation and supports immune function. CBD works differently from THC—it doesn't directly activate CB1 or CB2 receptors. Instead, it can change how THC interacts with the CB1 receptor, sometimes reducing anxiety or paranoia. CBD also works on other systems like serotonin and TRPV1 and is not intoxicating.

Research suggests that whole-plant cannabis, where cannabinoids, terpenes, flavorants, and other compounds found in cannabis work in tandem, may provide the greatest benefits. This is known as the entourage effect—something product formulators are increasingly leveraging in both medical and adult-use markets. One of the most common terpenes, beta-caryophyllene, is a CB2 receptor agonist, playing a role alongside THC in reducing inflammation.

PAIN, INFLAMMATION, AND THE ECS

The ECS plays a significant role in pain regulation, inflammation, and healing. CB1 receptors in the brain and spinal cord may help reduce the intensity of pain signals, while CB2 receptors on immune cells may help calm inflammation, especially in the brain.

One of your body's own endocannabinoids, 2-AG, is particularly good at shutting off pain transmission. Beta-caryophyllene, a common cannabis terpene also found in black pepper, activates CB2 receptors as well—showing how terpenes and cannabinoids can work together in reducing inflammation.

This is especially relevant for conditions like Alzheimer's disease, multiple sclerosis, and traumatic brain injury. ECS-based treatments are being studied for chronic pain, neuropathic pain, migraines, and fibromyalgia—and they may help reduce the need for opioid medications. For cannabis brands, that means a significant opportunity to design products that address pain through multiple pathways, not just THC content.

STRESS, ANXIETY, AND THE “BLISS MOLECULE”

When stress hits, the body's HPA axis kicks in with fight-or-flight signals. The ECS acts as a natural brake, helping you return to baseline once the threat has passed.

Anandamide plays a key role here. It keeps the amygdala, your brain's fear and stress center, in check. Chronic stress causes the body to break down anandamide faster using an enzyme called FAAH, which lowers your natural calm.

Animal studies suggest that blocking FAAH, and keeping anandamide levels higher, can reduce anxiety-like behavior. CBD may also help maintain anandamide levels indirectly, which is why it's being studied for anxiety relief.

TOLERANCE AND CB1 RECEPTOR CHANGES

When THC regularly activates CB1 receptors, the body adapts by reducing how sensitive and available those receptors are—a process called downregulation.

This means the same amount of THC has a weaker effect over time, creating tolerance. Fortunately, this is reversible. A tolerance break of



a few weeks can allow CB1 levels to return to normal. Interestingly, tolerance may develop more to THC's intoxicating effects than to some of its potential medical benefits.

Brain scans show CB1 receptors are concentrated in regions that control memory, emotion, reward, and decision-making, such as the prefrontal cortex, hippocampus, amygdala, and striatum. In cannabis use disorder, CB1 levels drop in these areas, but dopamine receptor activity stays stable—unlike many other substances—suggesting cannabis impacts brain chemistry in unique way

THE BOTTOM LINE FOR THE INDUSTRY

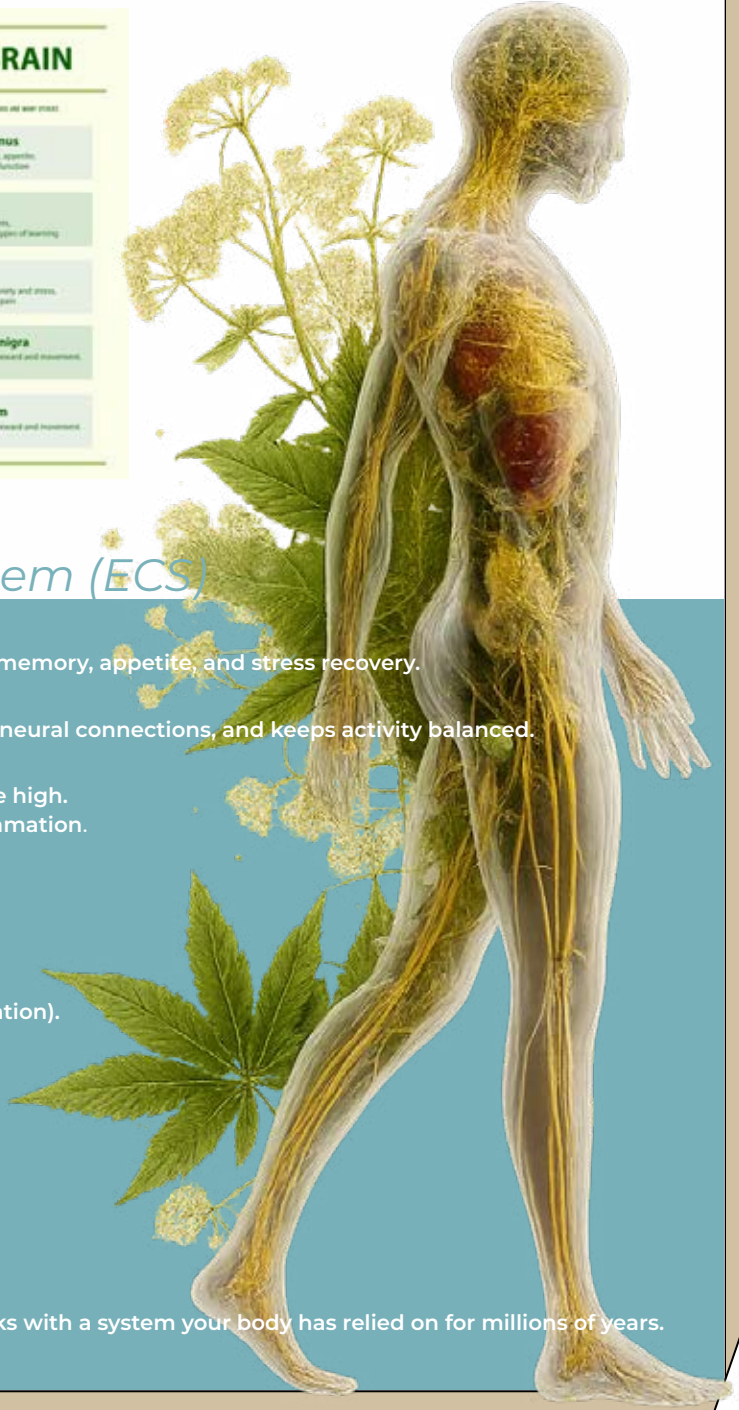
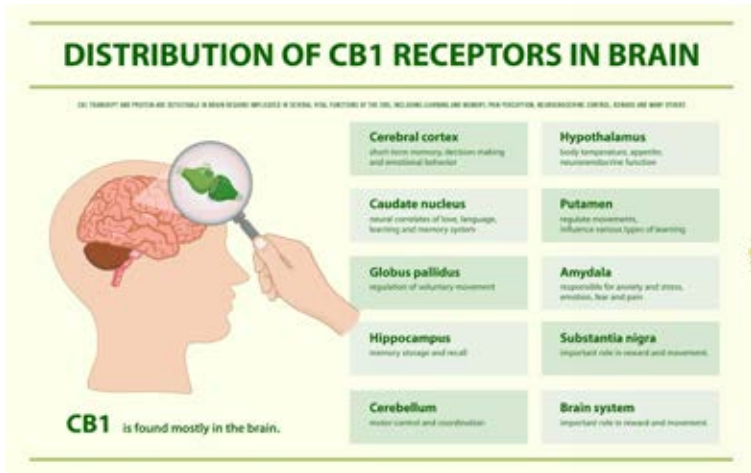
Your ECS is quietly shaping brain function, regulating mood, controlling inflammation, and helping you recover from stress every

single day. Cannabis doesn't create these effects; it taps into a system that's been part of human biology for millions of years.

For the cannabis industry, that means products work best when they're designed with the ECS in mind. From fine-tuning cannabinoid blends for specific effects, to teaching consumers how tolerance works, to creating products that support the ECS beyond just THC and CBD—the future of cannabis innovation will come from working with the body's natural system.

Alexandra Arnett, M.S., is a psychology graduate student at CSU Fresno and Head of Education for Ranchera Familia, with a background in cannabis science and evidence-based education.

@CALYX.ALEX



QUICK FACTS:
The Endocannabinoid System (ECS)

- WHAT IT IS:**
Your body's natural regulatory network for mood, pain, memory, appetite, and stress recovery.
- WHEN IT STARTS WORKING:**
Active before birth—guides brain development, shapes neural connections, and keeps activity balanced.
- THC'S ROLE:**
Fully activates CB1 receptors in the brain – produces the high.
Partially activates CB2 receptors – helps manage inflammation.
- CBD'S ROLE:**
- Doesn't directly activate CB1 or CB2.
 - May reduce THC-related anxiety/paranoia.
 - Works on other systems like serotonin and TRPV1.
- TOLERANCE:**
- Regular THC use can lower CB1 sensitivity (downregulation).
 - Reversible with a few weeks' tolerance break.
- PAIN & INFLAMMATION:**
- CB1 in brain/spinal cord – reduces pain signals.
 - CB2 on immune cells – calms inflammation.
- STRESS & ANXIETY:**
- Anandamide ("bliss molecule") keeps stress in check.
 - Chronic stress breaks it down faster via FAAH.
 - CBD may help sustain anandamide levels.
- BIG TAKEAWAY:**
Cannabis doesn't create these effects on its own; it works with a system your body has relied on for millions of years.

* Sources Available Upon Request

THE CHOICE OF HYDROPONIC CRAFTSMEN

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WING



2.7 lts (1.22 Kg)
23.81 fl oz (1.13 l)

CANNABIS LEGALIZATION PIONEER

RICHARD LEE DIES AT 62

AUTHOR | Dale Sky Jones

Richard Lee, who sparked the wave of global cannabis legalization in the 2010s, passed away in Houston, Texas, on Sunday, July 27, at 62 years old.

Lee founded Oaksterdam University (OU) and financed and spearheaded California's Proposition 19 in 2010, the first attempt to legalize cannabis for all adults over 21 in the modern era. Although the ballot measure failed by a slim margin, the election set off a wave of legislative change worldwide. "We are close to allowing cannabis federally because Richard dared to do this work when it was dangerous, unpopular, and politically unthinkable," said Oaksterdam Chancellor Dale Sky Jones. "He was irreverent and pushed for legalization before it was cool."

Lee was born in Houston on October 7, 1962. In 1990, at the age of 28, he fell while working high up on lighting as a roadie for Aerosmith, which left him paraplegic and wheelchair-bound. The incident also caused chronic severe nerve pain, for which he turned to cannabis.

After moving to Oakland, California, Lee opened Coffeeshops, Bulldog, and Blue Sky. He founded the Oakland Civil Liberties Alliance, passing Oakland's Measure Z, which made private sales, cultivation, and possession of cannabis the lowest law enforcement priority.

In 2007, Lee founded Oaksterdam University, the world's first cannabis training institution, to elevate the movement to an industry and legitimize cannabis. His vision was urgent and clear: to decriminalize weed and create a legal system that allows law enforcement to focus on violent crimes. Oaksterdam championed opportunities for small businesses, job creation, and revenue for local government to benefit from the legal market. Crucially, Lee emphasized cannabis as a safer, effective alternative to opioids, offering hope amid a devastating overdose crisis claiming over 100,000 lives each year. Oaksterdam leaders fought to ensure safe access for patients and veterans, many of whom have been denied effective treatment for PTSD and chronic pain.

In 2010, he used his profits to fund the signature-gathering efforts for California's Proposition 19. It lost at the ballot box but won in the long game, sparking the largest-ever drop in cannabis arrests in America, and laying the foundation for state-by-state legalization.

His bold political actions led to a crippling federal raid on his cannabis businesses and home on April 2, 2012. Although no charges were ever pressed against him, the motivation for the raid likely came from Lee's outspoken activism and public statements that he had used revenue from cannabis businesses to fund his political actions. Lee was forcibly retired from Oaksterdam and relocated to Houston to become the primary caregiver for his mother, Ann Lee, who co-founded the national organization Republicans Against Marijuana Prohibition (RAMP). Richard leaves behind his mother, Ann Lee, and his brothers, Michael, Robert "Bobby" Lee, and Donald. Richard's father, Bob Lee, and his eldest brother, James "Jim" Lee, predeceased him.



Oaksterdam invites you to share how Richard Lee and Oaksterdam shaped your story and honor his legacy by contributing to the Oaksterdam Nonprofit for Education at Oaksterdam.com.





Is Cannabis Plant Patenting Ethical?

AUTHOR | **Oaksterdam Director of Academics Angela Bacca, MBA, and Dale Hunt, PhD, JD**

Despite Prohibition and an incomplete transition into legal markets, well-funded business entities began quietly obtaining patents on cannabis varieties in the early 2010s. Some patents could have devastating ramifications if they are valid and the patent owners choose to enforce them. These patents are the impetus of the most contentious and divisive disputes in the cannabis breeding community because they could significantly impact the biodiversity of commercially available plants.

In 2017, an article in GQ Magazine exposed a sweeping utility patent obtained by Biotech LLC that terrified many cannabis growers and fueled the work of the nonprofit Open Cannabis Project (OCP), established by the for-profit cannabis genomic sequencer Phylos Bioscience. The patent claims invention on any BT/BD (Type II) Cannabis variety with a CBD content greater than 3%, terpene content greater than 1% by dry weight, and where myrcene is not the dominant terpene. As Phylos co-founder Mowgli Holmes pitched it to the author of the GQ article, “Utility patents are scary. All cannabis could be locked up. They could sue people for growing in their own backyards.”

The fear generated by this patent and the anxiety kicked up by the media coverage of it fueled Holmes’s work at Phylos and the open sharing of cannabis genetics through the associated nonprofit OCP. Phylos had done revolutionary work sequencing and mapping cannabis genetics to build the Phylos Galaxy, a striking visual representation of the family tree that highlighted the reality that cultivar names were rarely consistent with genotypes. What made the Galaxy so valuable was the unparalleled access Phylos had gained to not just commercially available cultivars, but also sequencing from samples found in archaeological digs and, critically, the genetic libraries of longtime underground legacy breeders.

The critical issue in challenging these patents is the difficulty in proving that varieties meeting the definition of Biotech’s patent already existed, given the secretive nature of breeders during Prohibition. OCP was established to help prove that such a restrictive patent was invalid by allowing breeders to share their genotypic information, enhanced with data about chemotypes and phenotypic expression. We believed we could protect legacy breeders from sweeping utility patents, such as Biotech’s, by publicly proving prior use—a strategy employed in the tech industry. We, as former board members of OCP, believed this work was critical because most breeders had intentionally avoided claiming and documenting their cultivars to avoid arrest and prosecution.

As board members of OCP, we decided to shut down in 2019 when a video emerged of Holmes speaking to an audience at an investor conference about how Phylos’s work to build the Galaxy and relationships with legacy breeders led to the identification of critical genetic markers that were being used to breed proprietary varieties for mass production—essentially putting them in competition with the small breeders who fueled their discovery. It also directly contradicted the mission of sharing information about the varieties of legacy cultivators that OCP was established to protect. In the years following these events, we, along with others involved in OCP, pushed for ethical standards that facilitate research without relying on corporate sponsorship. This mission has proven incredibly difficult despite widespread agreement that no one should own such sweeping patents on the plant and that legacy breeders should be rewarded for their work as it becomes legally profitable.

First, it is hard to have an ethical discussion about cannabis IP ownership without acknowledging that all of it was smuggled and stolen to begin with. The landrace varieties that fueled the global industry that emerged from North

“Since the start of the War on Drugs, cannabis breeding has thrived through cottage markets that incentivized diversification, exploration through selective breeding, and secrecy. Without legal agreements, sourcing genetics was based solely on trust. The mainstream business model is the opposite: large-scale plant monoculture, where trust is limited to what is formalized in agreements.”



America and Europe—many of which would fall under Biotech’s utility patent—come from places where people have nurtured them for thousands of years. These communities have never directly benefited from their work.

Cannabis breeders are understandably wary about intellectual property and plant ownership. Since the start of the War on Drugs, cannabis breeding has thrived through cottage markets that incentivized diversification, exploration through selective breeding, and secrecy. Without legal agreements, sourcing genetics was based solely on trust. The mainstream business model is the opposite: large-scale plant monoculture, where trust is limited to what is formalized in agreements.

Large-scale production is only possible by creating a consistent product at scale, which requires consistency in plant genetics and cultivation practices. As a result, single cultivars dominate entire commodity markets, making these plants less resilient to pathogens. The banana market is a prime example: the Gros Michel cultivar was monocropped for cheap production in the early 20th century and nearly wiped out by Panama Disease, a form of fusarium wilt, in the 1950s. Plant breeders in the UK developed a more resistant cultivar that resembled the Gros Michel: the Cavendish banana. The Cavendish cultivar replaced the monocropped Gros Michel and is now threatened similarly by a newer Panama Disease variant.

For bananas to be saved, they must be bred. If incentivized by market conditions and policies, large communities of small-scale plant breeders and cultivators could expand the biodiversity that makes the plant more resilient. Biodiverse bananas could support smaller-scale local farming, resulting in new and distinct banana cultivars with different nutritional content, flavors, and even medicinal properties.

Plant breeder rights and patents on distinct cultivars support small-scale breeders and incentivize the work that leads to critical biodiversity. Unlike other agricultural commodities, worldwide prohibitions on cannabis have incentivized breeding and biodiversity, rather than monocropping and homogeneous gene pools.

The greatest discoveries in the cannabis plant have resulted from hundreds of thousands of plant breeders and stewards worldwide who broke the law to breed and grow it.

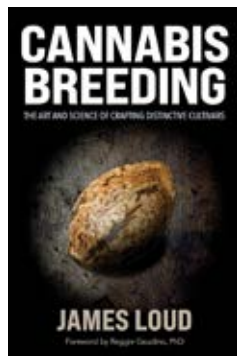
Research is just starting to scratch the surface of the medical potential of cannabinoids to treat epileptic seizures, kill cancer cells, and replace pharmaceutical drugs with dangerous side effects. This research continues to support the theory of the ensemble effect, meaning the effects of cannabis—and other medicinal herbs and foods—result from the synergy of naturally occurring plant compounds as opposed to any single compound. Incentivizing biodiversity through small-scale plant breeding made cannabis more resilient and enabled critical discovery.

Not only would it be a mistake to funnel cannabis genetics into the monoculture business model, but time and again, the new commercial markets have proven that it just won’t work

for cannabis. Cannabis consumers expect, demand, and seek variety. This demand for variety will continue to push the envelope of cannabis breeding.

Protecting IP is necessary for cannabis breeders to continue breeding, but it has to be done right. IP rights that protect the breeder’s actual work without attempting to cover chemotypes already in the public domain can be seen as an appropriate way of permitting dedicated breeders to monetize their life’s work and continue breeding.

All life on earth evolves, and the business of agriculture should too.



This article was excerpted from the Cannabis Breeding with James Loud Oaksterdam University Course and Cannabis Breeding: The Art and Science of Crafting Cultivars by James Loud. Dale Hunt is an instructor covering intellectual property for cannabis breeders in this course. Oaksterdam University is the global leader in cannabis education, offering the highest-quality training to entrepreneurs, regulators, academics, and individuals interested in a career in the cannabis industry. OU offers certifications for individual learners seeking careers in the cannabis industry, customizable and state-specific workforce training, and helps entrepreneurs navigate the complex landscape of licensing and compliance.

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GATEWAY MENDOCINO:

Carrying Forward a Living Legacy for Mother Earth and Humanity

AUTHOR | Julie Chiariello

As someone who has lived and breathed the cannabis movement for over twenty years, and as a daughter of California counterculture, I feel the story of Gateway Mendocino is more than just about a venue. It's about roots, deep roots in the soil of Northern California, in the ideals of the back-to-the-land movement, and in the vision of people who believed that by living in harmony with Mother Earth, we could heal ourselves and our planet.

Tucked along Highway 101 in Hopland, California, this 12-acre property, now known as Gateway Mendocino, was once the Solar Living Institute, a beacon of ecological education. Back in the day, people from all over would come here to learn about solar energy, permaculture, natural building, and the art of living lighter on the land. It was born from the same cultural current as the Whole Earth Catalog, that visionary bible of self-sufficiency that encouraged generations to grow their own food, build their own shelters, and live in sacred reciprocity with the Earth. The Whole Earth Catalog and that community of visionary humans have deeply inspired my work at Skunk Magazine and The Cannabis Guidebook.

That spirit is still alive here. You can feel it in the gardens, in the eco-inspired structures, and in the way the land holds memory. And now, under the stewardship of Ned and Rain Fussell, George Fussell, and their partners Freeman and Justin & Valerie Capri, Gateway Mendocino is stepping into a new chapter, one that bridges this legacy with the creativity and soul of Mendocino's cannabis community.

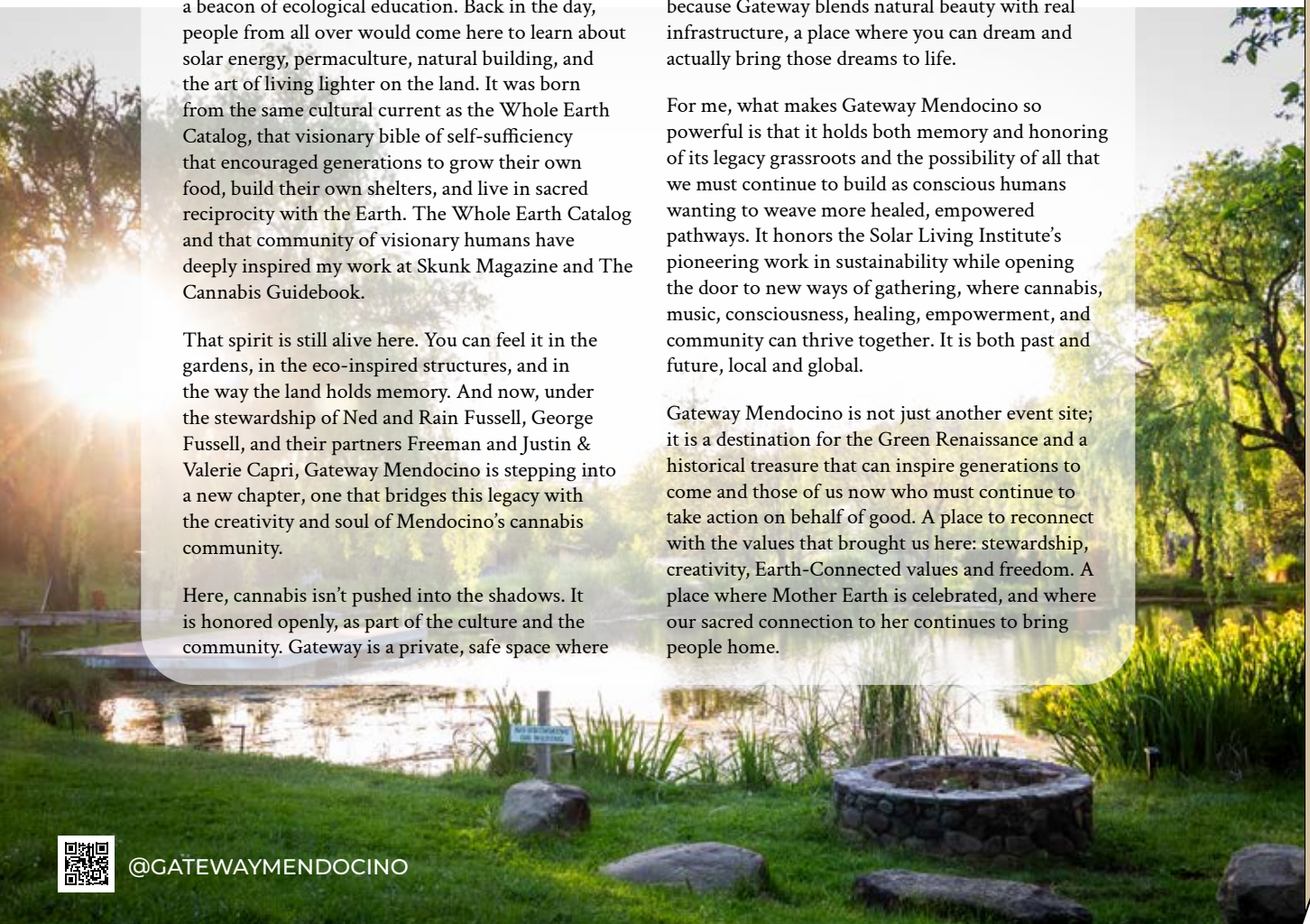
Here, cannabis isn't pushed into the shadows. It is honored openly, as part of the culture and the community. Gateway is a private, safe space where

farmers, brands, musicians, and seekers can gather in celebration, rooted in authenticity, connection, and freedom. It's not just a venue, it's a living, breathing cultural hub; a sacred community gathering place where Mother Nature's healing plants and the heart and voice of the people meet under the beautiful California sky.

The land itself is a sanctuary: a shimmering pond at its heart, glamping tents, rustic cabins tucked into the landscape, and spaces designed for everything from intimate weddings to visionary festivals. Producers, artists, and healers are drawn here because Gateway blends natural beauty with real infrastructure, a place where you can dream and actually bring those dreams to life.

For me, what makes Gateway Mendocino so powerful is that it holds both memory and honoring of its legacy grassroots and the possibility of all that we must continue to build as conscious humans wanting to weave more healed, empowered pathways. It honors the Solar Living Institute's pioneering work in sustainability while opening the door to new ways of gathering, where cannabis, music, consciousness, healing, empowerment, and community can thrive together. It is both past and future, local and global.

Gateway Mendocino is not just another event site; it is a destination for the Green Renaissance and a historical treasure that can inspire generations to come and those of us now who must continue to take action on behalf of good. A place to reconnect with the values that brought us here: stewardship, creativity, Earth-Connected values and freedom. A place where Mother Earth is celebrated, and where our sacred connection to her continues to bring people home.



@GATEWAYMENDOCINO



REVIEW: *THE HARDER THEY COME* AND A LEGACY OF JAMAICAN DEFIANCE.

AUTHORS | Alan Meyerson & Lex Owen

As a member of the Ethiopian Zion Coptic Church, Detroit-born Alan Meyerson spent nearly three decades in Jamaica during the second half of the 20th century, meeting everyone from its poorest residents to its most powerful politicians and businessmen, including most of the people in this review. The Church itself, a Black-uptliment Rastafarian-based religious organization centered on the teachings of Marcus Garvey, became best known in America for its persecuted use of marijuana as a sacrament. It led numerous ganja-running campaigns across North America, which directly benefited the Jamaican people and economy, and its story was immortalized in a ten-part podcast, 'I'll Always Be Your Brother.' It is with an intimate knowledge of the island and its people that Alan reflects on and frames this review.

“One notable example of this resistance to law was the use of marijuana, most famously by a 1930s subgroup of Marcus Garvey adherents (Garveyites) in Pinnacle, central Jamaica, who would come to found the early tenets of Rastafarianism.”

In 1972, ten years after Jamaica achieved independence, Perry Henzell screened his debut film, *The Harder They Come*, at the Carib Theater in Kingston. A full-scale riot ensued. This was the first thoroughbred Jamaican feature, and it ear-monoculture sugarcane plantation. Indentured and enslaved people, mainly from West Africa, but also those who ‘misbehaved’ in other British colonies, were brought to Jamaica to service these labor-intensive fields. Rebellion ran nearly concurrently. Most famously, the Jamaican Maroons, who escaped north-west into the dense forests of Cockpit Country, largely succeeded in maintaining their independence despite numerous wars with colonialists aimed at ensuring their destruction. Since these efforts, and the practice of slavery itself, were justified by law, Jamaicans developed a longstanding, deep distrust of authority, which extended well past independence.

Jamaica was the site of some of the most extreme brutalization of enslaved people in history. As a colonial territory of the British, it was turned into a near-monoculture sugarcane plantation. Indentured and enslaved people, mainly from West Africa, but also those who ‘misbehaved’ in other British colonies, were brought to Jamaica to service these labor-intensive fields. Rebellion ran nearly concurrently. Most famously, the Jamaican Maroons, who escaped north-west into the dense forests of Cockpit Country, largely succeeded in maintaining their independence despite numerous wars with colonialists aimed at ensuring their destruction. Since these efforts, and the practice of slavery itself, were justified by law, Jamaicans developed a longstanding, deep distrust of authority, which extended well past independence.

Curated By HIGH CONCEPT ENTERTAINMENT
Where culture, cannabis and cinema meet.
Filmmaker Dan Levy Dagerman is working closely with the “I’ll Always Be Your Brother” team to amplify their incredible untold story.

One notable example of this resistance to law was the use of marijuana, most famously by a 1930s subgroup of Marcus Garvey adherents (Garveyites) in Pinnacle, central Jamaica, who would come to found the early tenets of Rastafarianism. Built on the acceptance that the rise of Ethiopian Emperor Hallie Selassie echoed Garvey’s doctrine that a black king in Africa meant salvation was near, Rastafarianism, like Garveyism, has deep roots in Afrocentric history and thought. Ganja had been brought by Elders and traditional healers from West Africa, where it had long-established uses as both a medicine and spiritual aide, not dissimilar to peyote in the Americas. Its transfer and cultivation were,



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in part, initially encouraged by slavers who desired to keep the new workforce healthy, but in the early 20th century, both it and Rastafarianism fell under state persecution. Ganja plantations, an economic backbone, were frequently raided.

In *The Harder They Come*, Ivanhoe Martin comes from the country to make a life for himself in Kingston. Henzell, shooting on 16mm film, weaves his chiaroscuro-lit journey to and in the city with documentary-style cuts to everyday Kingston life. Close-ups of half-rolled spliffs, sweeping pans of planes loading hundreds of thousands of dollars in ganja and rooms where only the smoke effusing from pipes is illuminated; this is both a momentous seminal statement of Jamaican film's ability to compete with the delicate artistic prowess of other nations, and yet holds a filmic style as natural as the island's scenery Henzell so lovingly muses on. The dialogue is mainly in Jamaican Patois, which most English speakers will require subtitles for, and is broken only by the film's legendary score. Music is undoubtedly what spins *The Harder They Come's* narrative around. Just as were the dreams of countless young Jamaican men, Ivanhoe comes to Kingston and justifies it to his mother by saying, "I can make a record. I can sing, you know, Mama."



popular among Jamaican youth, but as a spiritual defier as well. In that, Ivanhoe comes to align with and thus symbolize ganja's deep, pervasive spiritual heritage as a herb synonymous with intellectual development, in this case drawing on its Jamaican legacy as a key part of the historical philosophical resistance against state persecution. It is in this detail that *The Harder They Come* has been able to endure as so timeless and relevant as it is.

The Harder They Come's beauty is that the '72 riot never truly ended. It's a riot that is pervasive in everything that surrounds the film. Reggae music is still unstoppable, just as Ivanhoe's songs exceeded the regulations Hilton imposed on them as their popularity grew. Ganja is still unstoppable and is flourishing, despite efforts by governments and organizations to use it as a catalyst for division. *The Harder They Come* is still unstoppable. Despite being an independent, local-audience first production, it is still Jamaica's most internationally acclaimed film, has informed and set a foundation for filmmaking both within the country and among its diaspora, and remains a symbol of how even the most entrenched of structures can be usurped with one person's effort. It was well received by counter-culture

It is from this confluence of ambition and sonic fanaticism that he's introduced into the reality of Kingston city life: a record label owner named Hilton, based on the real-life Edward Seaga (later Jamaica's Prime Minister), uses his monopoly to extort a low price out of Ivanhoe and his fellow musicians. This forms part of the chain of hardships that leads him to begin his Rhygin-styled shoot-em-up murder spree.

The Harder They Come's musical centering underpins the defining contemporary spirit of Jamaican rebelliousness, going down 'guns-blazing' before ever submitting to resistance. In that, *The Harder They Come's* rebellion can be understood as not only a social and physical one, but as a sonic one. For example, Ivanhoe, whose music is posited as an extension of Jimmy Cliff's, watches Toots and the Maytals, singers who, like Cliff, enjoyed only local success, but who played an older style of music, 'ska', in Hilton's recording studio. While in awe of Toots, Ivanhoe nevertheless exceeds him and all others in popularity by the end of the film. As Cliff's was pioneering Jamaica's modern, emerging new genre, 'reggae', the film therefore charts in its narrative progression the shift to a new popular sound, not only for Jamaica, but soon to be for the world. Notably, reggae is also a sound ubiquitous with the use of ganja, which has a multifaceted effect on the enduring spiritual legacy and grounding of the film. It is through this connection that Ivanhoe, as the ganja-using, reggae-wielding musician, is positioned keenly as a symbol of not only physical defiance, the rude-boy attitude that would become increasingly

cinemagoers of the time, and will likely remain so, no matter the culture, no matter the counter. For that, there's few better reminders of the importance of the constant, conscious fight for one's right to self-determination, for resistance against hegemony.

THE "I'LL ALWAYS BE YOUR BROTHER" TEAM

ALAN MEYERSON

Detroit-born Alan Meyerson spent much of his life in Jamaica as a member of the Ethiopian Zion Coptic Church, a group known in the U.S. for its clashes with the government over the sacramental use of marijuana. His years there were immortalized in the acclaimed 10-part podcast *I'll Always Be Your Brother*. Now based in Cape Town, South Africa, Alan is deeply involved in promoting the city's live music scene and is admired across its diverse communities.

Learn more at www.yourbrothercast.com.

LEX OWEN

Lex Owen is a young filmmaker and writer from Cape Town, South Africa. He has written and edited for a variety of publications and is an established video editor. As half of the DJ duo Alan & Lex, with frequent collaborator Alan Meyerson, he has performed in some of the city's most legendary music venues. In his free time, he enjoys photographing jazz.



Creating an Industry Standard for **SEED QUALITY & GENETIC INTEGRITY**

AUTHOR | Jimmy the Chef – OBL

The cannabis industry stands at a turning point. Today, seeds are traded like commodities, with prices often driven more by hype than by substance. Packs of six seeds can sell for as little as a dollar, while rare genetics at auction fetch \$1,000 or more. For too many seed makers, the priority is the quick cash grab—a rush to release the next hyped drop—rather than ensuring quality.

Unlike other agricultural sectors, cannabis still lacks formal standards for its seeds. In established markets, seed quality is defined by regulation: germination, stability, and disease resistance are measured, certified, and guaranteed. In cannabis, seeds remain categorized as “novelties,” with no obligation to meet criteria that would help farmers succeed.

This absence of accountability weakens the entire ecosystem. When seeds fail, growers lose valuable space, time, and money. When growers fail, the entire chain suffers: less revenue circulates, and fewer opportunities exist for everyone connected to the culture. We can continue down the path of short-term sales, or we can recognize the truth—this is an interconnected web. What we plant today determines what we harvest tomorrow.

DEFINING REAL VALUE

A legitimate seed value system must move beyond hype. It should reflect measurable, transparent standards:

- Germination rate
- Sexual stability
- Uniformity of traits
- Absence of Hop Latent Viroid (HLV) or other pathogens
- Overall seed vigor

The goal must always be stronger, healthier offspring—not weaker generations. If a breeder discovers seeds that test positive for HLV, or if a batch produces mostly hermaphrodites, those should never be pushed on growers with limited resources and real estate. At a minimum, testing and disclosure should be mandatory.

TRANSPARENCY BUILDS TRUST

Transparency doesn't stifle innovation—it strengthens it. If a breeder finds something extraordinary but unstable, they

can still release it, so long as they disclose the risks. Labeling seeds as having hermaphrodite tendencies, for example, allows growers to make informed choices. That honesty turns a sale into a partnership. When growers succeed, breeders succeed, and money circulates back through the system.

REPUTATION WILL SORT THE MARKET

Standards will eventually impose themselves. Brands that sell weak or unstable genetics will lose credibility, while those that consistently provide strong, reliable seeds will gain loyalty. Over time, brand equity will hinge less on hype and more on performance. Growers talk. Results matter. Reputations are made—or destroyed—in the garden.

TOWARD A STABLE FUTURE

Standardization and disclosure are not just about protecting individual growers. They are about securing the future of the entire industry. By providing farmers with the information they need to succeed, we build resilience. By prioritizing long-term partnerships over short-term profits, we invest in stability.

Without these structures, the cannabis industry remains fragile—open to exploitation and control by outside forces that did not build it but will gladly dominate it if we fail to organize. The responsibility lies with us—the breeders, the seed makers, the stewards of this culture.

Seeds are not just products. They are the foundation of cannabis itself. The integrity we bring to seed making today will determine whether this industry thrives tomorrow.



 **JIMMY THE CHEF**
IS CHIEF GENETICS OFFICER - ORIGINAL BREEDERS LEAGUE

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Mission

To preserve, protect, and provide education about, the origins, lineage and history of the genetics that have shaped our global cannabis movement.

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MY BLOOD ORANGE POT OF GOLD

AUTHOR | **Queenee Da Kritic**

If you ask me what my favorite strain is, without hesitation, my answer is always going to be GMO. However, classic GMOs (garlic, mushrooms, and onions) can be heavily sedating and can leave you couch-locked. So when I got my hands on this Blood Orange rosin from Dreamstate Solventless, I was pleasantly surprised that it was a cross between GMO and Lemonheads. I knew based on the name alone that I was about to experience the best of both strains and their unique terpene profiles.

Bred by Phil and Sue Crews of Mendocino Family Farm, this (GMO x Lemonheads) x Modified Grape baby finishes in about 60 days and can push out five wet pounds a plant when grown full term. What you get is rosin that looks creamy and wet, glowing peach-gold, like it's alive. Open the jar and it smacks—garlic and gas right in your face—then you catch the sweet citrus, the grape candy hiding underneath. Dab it and it flips: garlic-grape sweetness wrapped in earthy citrus. Within two, maybe three minutes, it's in your system, and it stays for hours. The high isn't messy—it's balanced, euphoric but focused, creative but still medicinal. Exactly the kind of relief that lets me keep moving.

This strain was a reminder that my body can actually still be functional after all the pain I've endured. Not the ache, not the heaviness, but a release. No pills. No prescriptions. Just heat, pressure, ice, and water turning flower into gold.

As women, we don't get offered wholeness. The system breaks us into pieces—OB/GYN for hormones, pain clinic for endo, and therapist for ADHD. They see parts, not the whole person. But my body doesn't separate like that. My endometriosis doesn't clock out when fibromyalgia flares. My ADHD doesn't chill during a night sweat. Perimenopause doesn't ask permission before it barges in. It's all happening at once, layered on top of each other, and I have zero control over it. And that's exactly where Blood Orange Rosin meets me—in the middle of the mess, making sure I can still show up for myself, my family, and my community.

For my endometriosis, the pain has been brutal—cramps that drop me to the floor, constant left hip pain that makes it impossible to sit for long periods of time, and a bladder wall that has been penetrated twice by tangerine-sized endometriomas. Blood Orange Rosin, especially with its caryophyllene, eases the

inflammation around my bladder and uterus so I can walk, rest, and even pee without pain. That's not just instant relief—that's pain management.

Perimenopause brings its own wave of discomforts—mood swings, hot flashes, irritability that sneaks in without warning, and heart palpitations that make me feel like I'm having panic attacks. The limonene in this rosin lifts me up so that I can feel joyful, happy, and creative.



Then there's fibromyalgia, the ache that feels like bruises under my skin, shoulders and back locked up tight, and electric shocks down my arms and hips. The myrcene in this rosin lets those places soften, lets me breathe into my body again.

And my ADHD—the disorganization that so often leaves me paralyzed and bedridden—finds energy and focus with the terpinolene. It doesn't shut me down; it lines me up. Suddenly, my chores feel possible, and my creativity stays alive.

This isn't just about dabs and dabbing. It's about a relationship with the plant in its most concentrated and purest forms. For

years, I was gaslit by doctors—told my pain was normal, told to just manage it, told to take another pill. The medical system wanted quick fixes and easy labels, but never the truth of what I was carrying.

Rosin works differently. It lines up with the way my body actually heals—slow, layered, full-spectrum. No one-size-fits-all prescription, just plant compounds working together the way nature intended.

When I set up a dab, I'm not just heating glass. I'm setting intention. I think about what my medicine is for in that moment—am I asking for relief from cramps, release in my muscles, or clarity in my mind? I guide myself into how I want my body to receive it. The process slows me down: heat the banger, wait for the right moment, place the rosin gently. That rhythm and respect protect the terpenes so I can feel them work—calming inflammation, lifting mood, relaxing tension, quieting the ADHD paralysis. It's not just consumption. It's preparation. It's education. It's medicine.

And that's what generations before us already knew. The curanderas, the herbalists, the women who sat with plants and



trusted them to support the body. They weren't chasing quick relief—they were tending to the root. That's what I'm doing too—one dab at a time, with intention guiding every inhale.

When the medicine lands, I notice it first in my breath. My chest loosens. The tightness in my pelvis isn't screaming so loud. My shoulders stop fighting me. It's not that everything disappears—it's that I finally get a break. A moment where my body isn't the enemy.

Blood Orange Rosin gives me that space. Space to think, to move, to be present. Space to remember that even with endo, fibro, ADHD, and perimenopause layered on top of each other, I can still feel like myself. Not fixed. Not cured. Just me, with a little more room to live.

And if you're carrying pain too, I want you to know this: it's okay to want relief. It's okay to look for medicine that meets your whole body, not just the parts doctors decide to treat. For me, that's rosin. It doesn't erase who I am—it lets me show up as who I've always been.

When I set up a dab, I set the tone. I clear my glass, get my banger ready, and already know what I need from my medicine. Sometimes it's "ease the cramps." Sometimes it's "help me get through the day." I heat, I wait, I drop the rosin, and I breathe it in with purpose. Every inhale is me telling my body, this is for you. Not to escape, but to keep me moving. It's simple. It's my ritual. It's how I turn pain into function.

I'm not here to tell you this plant fixes everything. What I am saying is it gives me relief when nothing else has. It gives me space to breathe, to function, to still be me, even with endo, fibromyalgia, ADHD, and perimenopause riding me every day.

Blood Orange Rosin helps me show up. For myself. For my kids. For my community. And that matters.

This isn't about getting high. This is about healing with the plant.

@QUEENEEDAKRITIC



BLOOD ORANGE

WORDS | [Queenee Da Kritic](#) / [Lauren Lindsay](#)

STRAIN NAME: Blood Orange ((GMO x Lemonheads) x modified grape))

BREEDER: Phil and Sue Crews. Mendocino Family Farm @mendofamilyfarm

WEIGHT: 5 wet lbs per full-term plant

FLOWERING TIME: 60 days

SATIVA/INDICA RATIO: 50/50

TASTE (BURNED AND UNBURNED): Herbal Earthy, citrus

SCENT (BURNED AND UNBURNED): Undabbed: Heavy Garlic and Gas terps, with a hint of sweet citrus, and undertones of grape candy. (Dabbed: sweet, garlic, grapes)

WHAT IT LOOKS LIKE: Creamy, wet in consistency, bright tones of peach and golden.

SPEED OF HIGH ONSET: Within 2-3 minutes

DURATION OF HIGH: 4-6 hours

QUALITY/TYPE OF HIGH: Creative, anti-inflammatory, medicinal, euphoric, and yet focused.

MEDICINAL QUALITIES: Very cerebral, strong pain and anxiety relief, helped with my ADHD.





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BLACKLUNG (F1) FEMINIZED PHOTOPERIOD

Flavor That Lingers in Your Lungs

WORDS/PHOTOS | Jake W.



STRAIN NAME:
Blacklung

BREEDER:
Romulan Genetics

GENETICS:
Romulan x Mendobreath

FLOWERING TIME IN DAYS:
Indoor 63-70 Days, 1-2x Stretch during flowering

WEIGHT (YIELD):
Above Average-Heavy Yield

TYPE:
Hybrid, Romulan x Mendobreath

FORMAT:
Feminized Photoperiod

SATIVA / INDICA RATIO:
5% INDICA / 25% SATIVA

FLOWERING INDOORS:
9-10 weeks

FLOWERING OUTDOORS:
October

YIELD:
Above Average-Heavy

STRUCTURE:
Tree-style structure, typical 1-2x stretching

BOUQUET:
Baby Breath, Beach Tar, complex floral, earth, spice, dank, pepper

HIGH:
Potent indica leaning hybrid. Very loud and extremely tasty.

GROWING TIPS:
Easy to grow at any experience level. Resistance against spider mites, Powdery Mildew, Botrytis, heat, and cold is average. Resistance against thrips is above average.

A wonderful combination of Romulan and Mendobreath, Blacklung (F1) feminized seeds were originally dropped in 2024 as a very small batch release. Only 80 packs were sold, but the loud response from the growers who managed to snag a pack was heard clearly. They demanded more, so we set about getting the mother cut back and making more Blacklung fem seeds. She's an absolute stunner, with heavy yield potentials and a mouthwatering flavor. Blacklung is also the highest terpene percentage hybrid we have made at Romulan Genetics. This cultivar is for the taste-chasing, terp-loving champions of the world who crave something a little extra loud. Coming in at an impressive terpene (4% flower) range even in stress testing, intentionally poor grows.

Blacklung is sure to make your senses ask for seconds. She has a delicious taste of floral babies' breath (flowers), beach tar, and complex floral notes. Her effects are hybrid, leaning towards Indica-dominant, and they will send you straight into a wonderful state of relaxation without the typical sleepiness that comes with Indica-dominant strains.

The seed progeny is full of winners, with some extra heavy yielders waiting to be found. This will be restocked with plenty of packs for all in June of 2025. We will aim to keep it around for a while so everyone can get a chance to grow this spectacular creation of ours. We highly recommend taking cuts before flowering, you may regret it come harvest time if you don't!

@ROMULANGENETICS2





PLATINUM MIMOSA

WORDS | DIRTY BIRD GENETICS PHOTOS | JP



Platinum Mimosa is an eye-stopper with insane sugar and quality across the board.

The Dirty Mimosa 'White Cap Cut' shines through in the appearance of this strain, with tightly stacked calyxes covered with fuzzy white blankets of sugar. The Platinum Kush Breath Remix (In House Genetics) helps reign in the mind-racing, stimulant effects of the Dirty Mimosa (Dirty Bird Genetics), making for a very comfortable and full-bodied high.

This was a rewarding cultivar to grow for those looking for that extra special boutique quality. The smell and flavor are like sweet, piquant candy, and the smoke expands your lungs like an ultimate test of respiratory strength. With both strains proving their worth in the outdoor gardens of Maine, we have high (get it?) hopes for Platinum Mimosa this sun-grown season.



@DIRTYBIRDCENETICS



STRAIN NAME:
Platinum Mimosa

GENETICS:
Dirty Mimosa "White Cap Cut"
x Platinum Kush Breath Remix

BREEDER:
Dirty Bird Genetics

HEIGHT:
Medium/tall

WEIGHT (YIELD):
Medium/high

FLOWERING TIME IN DAYS:
56-63 days

SATIVA/INDICA RATIO:
50/50 Hybrid

**TASTE
(BURNED AND UNBURNED):**
Sweet hash and pepper. A dense and lung-expanding smoke.

**SCENT
(BURNED/UNBURNED):**
Sweet grape candy with notes of gas and pepper

**WHAT THE DRIED/CRUMBLED
BUD LOOKS LIKE:**
We found a purple/maroon pheno and a pale green pheno with tight orange hairs. Mega bag appeal with tightly stacked calyxes covered in a dense coating of trichomes. Very high calyx-to-leaf ratio.

SPEED OF HIGH ONSET:
10 minutes

DURATION OF HIGH:
2-3 hours

QUALITY/TYPE OF HIGH:
A perfectly relaxing high that is great for both a wake-and-bake or a nightcap. Physically comforting and mentally energizing.

MEDICINAL QUALITIES:
Offers muscle relaxation, aiding in pain relief. Helpful for insomnia and anxiety.



GLAZED LEMON THAI

WORDS | MR D PHOTOS | @HIGH_COUNTRY_CANNABIS

STRAIN NAME:

Glazed Lemon Thai

LINEAGE:

Lemon Thai x
(Chem-dog x Hindu Kush)

TOP TERPENES:

Limonene, Linalool,
Caryophyllene, Myrcene

BREEDER:

MrD

HEIGHT:

Medium with natural LST bushing

WEIGHT (YIELD):

Huge yielder

FLOWERING TIME IN DAYS:

63 - 70 days, October 15th - 20th

SATIVA/INDICA/ RUDERALIS/ETC. RATIO:

50/50 balanced hybrid

TASTE (BURNED/UNBURNED):

A fresh and fruity aroma
with a sweet flavor profile
to match and strong gassy notes
upon exhalation.

SCENT (BURNED/UNBURNED):

Sweet, earthy, powdered milk and
lemon mint taste

SPEED OF HIGH ONSET:

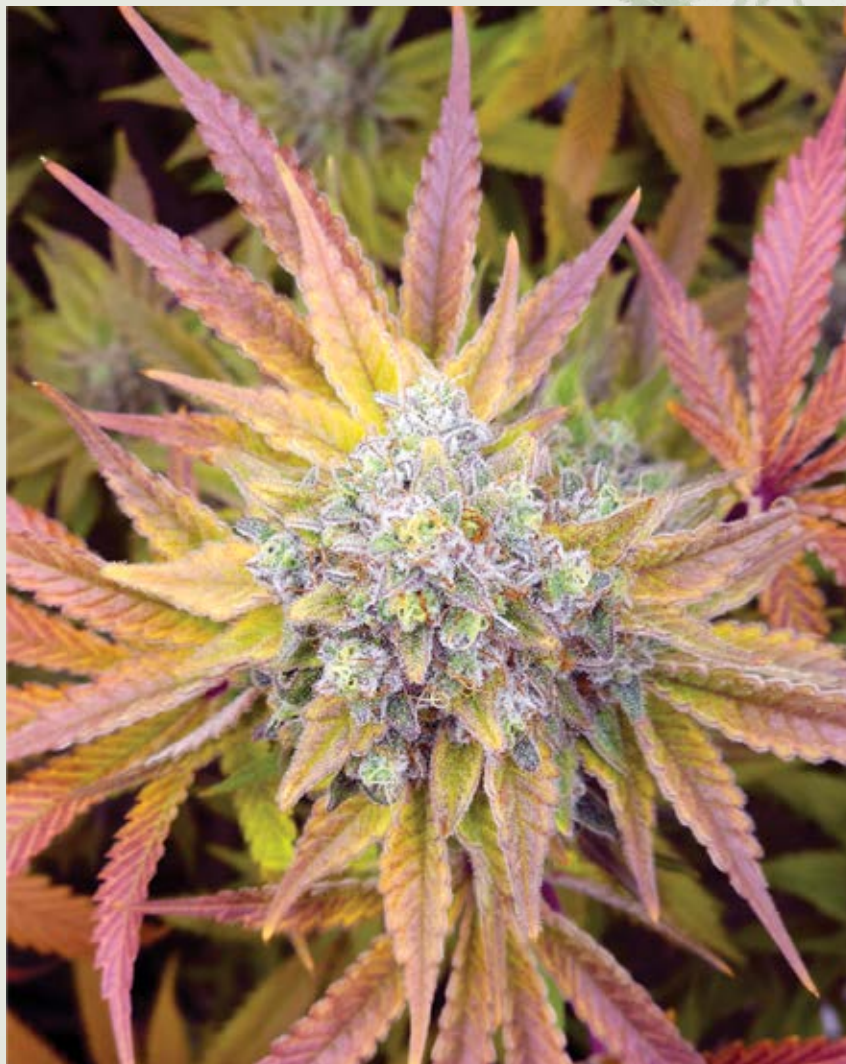
Within minutes

DURATION OF HIGH:

Lasts and lasts sometimes
over 2 hours

QUALITY/TYPE OF HIGH:

Glazed Lemon Thai brings a
creative and functional, balanced
tranquility, but still heady feeling
with the flavor and nose of an
earthy powdered milk and lemon
mint taste as well.



Glazed Lemon Thai was a project of Happy Dreams in which Mr. D incorporated a solid landrace female of Lemon Thai and crossed it to his stellar loud male (Chem-dog x Hindu Kush). The original F1 seeds were tested in the Eel River Valley floodplain and dry-farmed in native soil, and the results were astounding! Major mold resistance and huge yields from this plant that naturally bushes, similar to LST in nature. The second round was grown in the harsh Oklahoma environment @pinkgranitetish Farm, also in native soil, and again the results were more than spectacular! After a few backcrosses with the proper phenos we have seen solid stability and use this cultivar in med to large production, as well as seeing beautiful results from small home growers with just one pack. Strong Lemon and spicy with some GAS coming through from the Chem-dog. A sativa-leaning hybrid that produces beautiful purple plump, juicy, medium-sized buds with a loud, bold flavor. The flavor is creative and functional, balanced, tranquil but still heady, with a nose of earthy powdered milk and lemon mint. Happy Dreams are made from seeds.

@HAPPYDREAMSGENETICS





LION STRENGTH

WORDS/PHOTOS | CAPULATOR

STRAIN NAME:
Lion Strength

BREEDER:
Capulator

HEIGHT:
Medium/stocky

WEIGHT (YIELD):
900g per sq. meter

FLOWERING TIME IN DAYS:
56 to 63 day

SATIVA/INDICA RATIO:
70/30 hybrid

**TASTE
(BURNED AND UNBURNED):**
Lemon and Cream

**SCENT
(BURNED/UNBURNED):**
Incense-like on the nose when burned. If you get the pheno that leans MAC, it will smell intoxicating when burned. People will walk into the room and ask what you are smoking on. Unburned smells like buttered lemon candy, or tennis balls and cream, depending on selection.

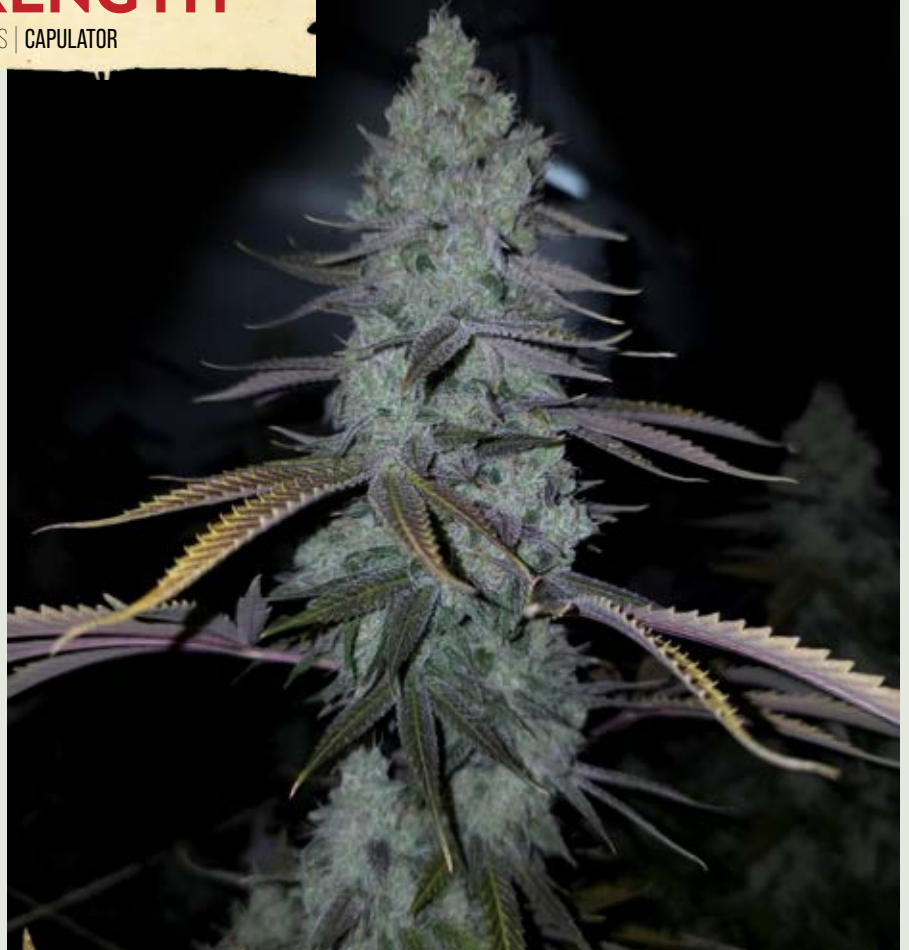
**WHAT THE DRIED/CRUMBLED
BUD LOOKS LIKE:**
Expect excellent bag appeal and shelf life.

SPEED OF HIGH ONSET:
Immediate.

DURATION OF HIGH:
Medium duration (3 hours)

QUALITY/TYPE OF HIGH:
Cerebral without anxiety. Very calming daytime smoke.

MEDICINAL QUALITIES:
Anti-anxiety, relaxation.



Lmade the Lion Strength S1 in honor of my father, who passed in July of 2023. The name Lion Strength is a translation of his name. I found a cut of Super Lemon Haze that was an outlier in 2009, from approximately 150 seeds. It was short, finished early, and was super frosty compared to her sisters. Her finished buds were mine and my father's favorite. I would give him six clones every year, and he would grow them by the river. His harvest would last him the entire year, and he was always so happy to tend those plants. The smoke made him really happy and was the perfect high. Uplifting, without the anxiety. I made a MAC cross with this Super Lemon Haze, but never gave it a name. To honor my dad, I decided to pop those seeds in his ashes and grow them out to do a project. I selected a beautiful plant that finishes early and has characteristics of both parents, but leans more towards the SLH. I used this selection, #17, to create the S1, which has been tested and shows remarkable intersex stability for feminized seeds, and also exhibits more MAC traits than the F1 cross.

My plan is to release the seeds and the pollen, so the Lion Strength and its outcrosses can be enjoyed in gardens all over the world. R.I.P. Dad.

The Lion Strength S1 is built like a brick shit house. Super sturdy plants that need no support, thanks to the MAC and SLH parents. The flowers will be mostly straight Lemon Candy, and some will lean MAC with a black cherry, tennis ball canister, and cream vibe. Expect excellent trichome coverage and incredible shelf life. The SLH #17 donor is one of the greasiest plants I have ever grown, even greasier than the orange cookies. The MAC male was selected due to its being a near-identical twin of MAC 1. If you enjoy lemon, gas, and cream, you will love these. They are really easy to grow and will be well worth the space in the garden. The high is awesome. It's happy, cerebral, and will drop your shoulders immediately after the inhale. Zero anxiety and pure bliss for a medium duration, with no crash. Excellent for daytime use or with a morning coffee. Will wash decent based on selection. MAC leaners will do better. Enjoy!



@CAPULATOR



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TIGERS BLOOD

WORDS | SHANOAH STANLEY PHOTOS | ZIPLOCK SEEDS



FLAVOR PROFILE:

Tigers Blood offers a unique and complex flavor profile. It begins with floral, rose-like notes and a sweet candy dessert flavor. Sweet basil herb notes emerge as the flavor develops, adding a savory touch to the sweet, floral base. The combination of floral sweetness with herbal and candy notes makes this strain a delightful and sophisticated experience for the palate.

APPEARANCE:

Visually, Tigers Blood is an eye-catching strain. The buds are frosty and iced-out, with a vibrant lime green color that pops. The high resin content makes the buds appear covered in a shimmering layer of trichomes, giving them a sparkling, frosty look. The overall appearance is striking and visually appealing, with a fresh, vibrant green hue that adds to its appeal.

GROWER'S POINT OF VIEW:

Tigers Blood is a Sativa-dominant strain, offering energetic and uplifting effects that are perfect for daytime use.

BUD STRUCTURE:

Expect large spear-like buds with a towering flower structure. These buds are dense and resin-packed, providing a solid, potent product. Their unique shape makes them stand out in your garden and offer great potential for high yields.

PLANT STRUCTURE:

Tigers Blood grows with a dominant, tall, and vigorous structure reminiscent of a Hawaiian sativa. Its sturdy frame can support large flower development and handle heavy yields. The plant's towering height and vigorous growth make it ideal for those looking for a powerful and productive strain.

YIELD:

High yield. Tigers Blood offers a generous harvest of dense, resin-coated buds, making it an excellent choice for both commercial and personal growers.

LIGHT PENETRATION:

Great. The plant's structure allows for excellent light penetration, ensuring that all buds, even those at lower branches, develop fully.

PREFERRED ENVIRONMENT:

Indoor, Greenhouse, and Outdoor. Tigers Blood thrives in a variety of environments, making it adaptable and versatile for different cultivation methods.

EFFECTS:

Tigers Blood delivers an uplifting and euphoric high that is perfect for daytime activities. Expect a fast-acting cerebral rush that boosts creativity and social energy. The effects are long-lasting, providing a burst of focus and motivation followed by a calm and relaxing finish. This strain is great for creative endeavors, outdoor activities, or socializing. Due to its potency, it's best suited for those with a higher tolerance.

OVERALL:

Tigers Blood is a potent, flavorful, and highly productive Sativa-dominant strain. Whether you're growing it for a high yield or enjoying its complex flavor and energetic effects, it stands out as a premium strain. With its striking appearance, high resin production, and uplifting effects, Tigers Blood is an unforgettable addition to any cannabis collection. This strain is sure to impress both growers and consumers alike.

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OAKLAND RUNTZ

WORDS | OAKLAND SEED CO



STRAIN NAME:
Oakland Runtz

BREEDER:
Oakland Seed Co.

HEIGHT:
Medium

WEIGHT (YIELD):
High

FLOWERING TIME IN DAYS:
63

SATIVA/INDICA/RUDERALIS ETC. RATIO:
Balanced hybrid

TASTE (BURNED AND UNBURNED):
Candy gas

SCENT (BURNED/UNBURNED):
Candy gas

WHAT THE DRIED CRUMBLED BUD LOOKS LIKE:
Frosty purple/green

SPEED OF HIGH ONSET:
Fast

DURATION OF HIGH:
Medium

QUALITY/TYPE OF HIGH:
Uplifting

MEDICINAL QUALITIES:
Calming



Oakland Runtz from Oakland Seed Co. was rigorously tested and selected with both smoker and grower in mind. It delivers a colorful and potent twist on the classic candy/gas profile in both aroma and flavor, with a vigor unmatched by other Runtz varieties.

By crossing the gold standard for candy, Obama Runtz, with the rare and coveted Runtz phenotype, Burtz, this line was built for candy dominance. A deep hunt through hundreds of seeds produced a cut that showcases the best qualities of its parents while producing yields that surpassed them.

Smokers describe the flavor as rich and layered — bright and fruit-forward with notes of funk and fuel riding on that candy/gas wave. With frosty purple camouflage, it's as easy on the eyes as it is on the palate. Add potency, high yields, exceptional stress tolerance, and early-stacking dense colas, and what's not to like?

Oakland Runtz clones are available exclusively at Phinest Nursery on their Dubplatez menu.

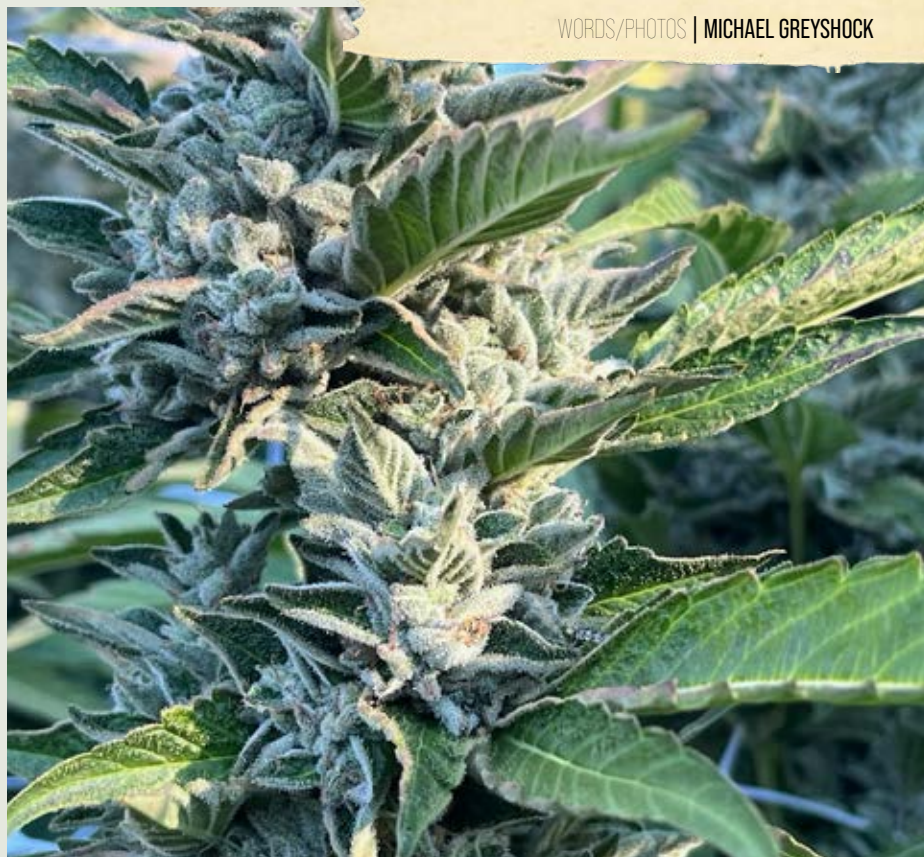
@OAKLAND.SEEDCO





DOUBLE LANTERNS

WORDS/PHOTOS | MICHAEL GREYSHOCK



his plant was selected and bred by Mark Greyshock from a female of the famous Green

Lantern of Ridgeline Farms, a male cross of the Double OG/Sour Chem from Rebel Grown, and a Long Valley Royal Kush. It features cup-winning lineage and extremely high mold and pest resistance that is benefited by its ideal structure that allows for good air and light resistance to penetrate deep into the plant. The high cannabinoid and terpene numbers make it an all-around exceptional plant that Mark considers to be one of the finest in his collection.

Growing, smelling, smoking, and just looking at this plant excites any connoisseur.



@GREENSHOCKFARMS



STRAIN NAME:
Double Lanterns

BREEDER:
Greenshock Farms

HEIGHT:
Above average

WEIGHT:
Medium to Heavy

FLOWERING TIME:
56-62 days

SATIVA/INDICA RATIO:
30:70

TASTE:
Strong Gas with a little Skunkiness

SCENT:
Offensive Gassy Skunk Aroma

WHAT IT LOOKS LIKE DRY:
Beautiful Purple and Silver colors

SPEED OF HIGH ONSET:
Fast to the head

DURATION OF HIGH:
Long body

QUALITY/TYPE OF HIGH:
A quick head-hitting high settles into a long, nice, relaxing effect

MEDICINAL QUALITIES:
Muscle relaxation and anti-inflammatory due to the high caryophyllene temps



CHERRY PAVLOVA

WORDS/PHOTOS | G13 LABS



STRAIN NAME:
Cherry Pavlova

GENETICS:
Cherry Pie x Gelato

TYPE:
Indica-dominant Hybrid

FLOWERING TIME:
Indoor: 8 to 9 Weeks
Outdoor: end of October

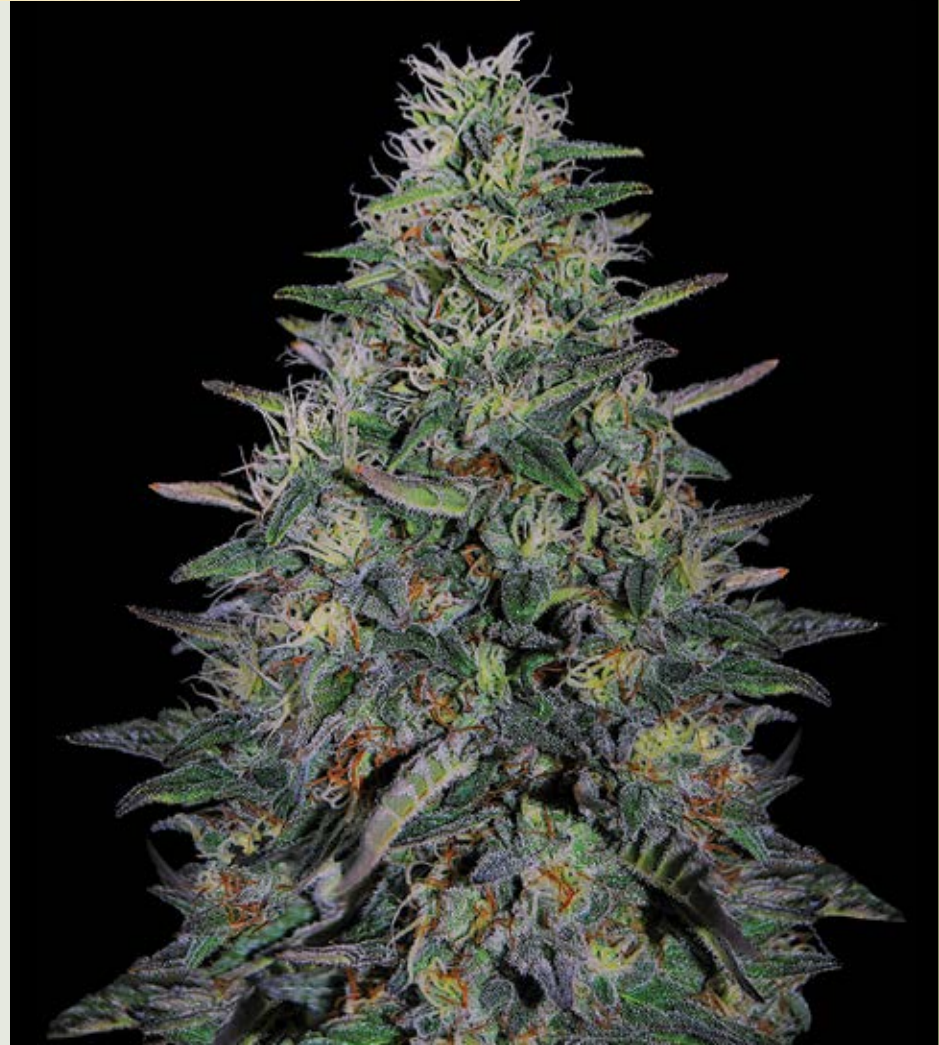
YIELD:
Indoor: 400-500g/m² | Outdoor:
500-600g/plant

FLAVOR:
Sweet Cherry, Berry, Vanilla, Creamy

AROMA:
Fruity, Sweet Cherry, Earthy, Creamy

EFFECTS:
Euphoric, Uplifting, Creative, Happy,
Relaxing, Soothing, Stress-Relieving

THC:
18-24%




Cherry Pavlova is a cross between the two esteemed strains—Cherry Pie and Gelato. This delectable hybrid combines the best of both parent strains, delivering a sweet and potent experience. This beauty will please everyone with its unique flavor profile and balanced effects.

True to its name, Cherry Pavlova brings a mouth-watering flavor that bursts with the essence of ripe cherries, complemented by hints of sweet berries and creamy vanilla from its Gelato lineage. On the inhale, you'll experience smooth, slightly tangy cherry notes, followed by creamy, dessert-like undertones, making it a delightful treat for the senses. The scent is equally enticing, filling the room with a mix of sweet fruitiness and earthy notes.

With THC levels ranging from 18% to 24%, Cherry Pavlova provides a balanced experience. Despite its Indica domination profile, it offers both mental stimulation and physical relaxation. It's ideal for relaxing with friends, unwinding after work, or engaging in creative pursuits. In terms of the cultivation process, Cherry Pavlova is relatively straightforward to grow, making it an excellent option for both beginners and seasoned cultivators. It thrives in indoor and outdoor environments, with a flowering time of 8-9 weeks. Outdoor, the harvest can be collected by the end of October.

The plants grow to a moderate height and can produce a satisfying yield of dense, resin-coated buds. Thanks to its resilient genetics, Cherry Pavlova is resistant to common pests and mildew, ensuring hassle-free growth.

@G13LABS 



HEARTS OF DANKNESS

AUTHOR | Jason Dunlap

CURATED BY | High Concept

Linda Senti and her husband, Eddy Lepp, weren't just fascinating — they were defiant, unforgettable, and unlike anyone I'd ever met. So compelling, in fact, that I would spend the next 22 years of my life documenting theirs.

In 2003, I was a young filmmaker chasing any gig I could find, backpacking across the country looking for a camera and a story. The digital revolution was just beginning. For decades, film had ruled the industry. But near the close of the 20th century, technology shifted. The invention of the three-CCD camera changed the game for filmmakers across the world.

Video had existed before, but its colors were muddy and fused together. The new three-CCD chip separated red, blue, and green into distinct channels, producing an image so sharp and accurate it would eventually destroy the film market. Independent filmmakers seized on the breakthrough, and the digital revolution swept through the industry like wildfire. Understand that this was pre-social media, what some have even called the Stone Age of creator-based content. Then, about a year later, digital editing was unleashed on the world. With a \$2,000 computer, a \$2,000 camera, and a bootleg copy of Final Cut Pro, you could make a movie the world could see.

Before then, I only dreamed of making films. Afterward, I, like so many others, picked up a camera and went searching for a story.

I happened to find Eddy Lepp.

Late August 2003. Highway 20, early morning, the sun barely clearing the ridgeline. We drove from Lucerne toward Upper Lake, the road winding along the lake and through vineyards until we reached Eddy and Linda's driveway.

Greeting you was a towering 10-foot sign — Eddy's logo, a cannabis leaf and caduceus painted boldly on the tin, with the words Eddy's Medicinal Gardens. The other half of the sign, in large red lettering, read No Trespassing, citing the California Code. And tucked beneath both, a small weathered board with Eddy's welcome: "If I know you're coming, come on up. If I don't, stop and read the fucking signs."

Before you even got past the sign, the second thing hit you — the smell. Six hundred cannabis plants in the ground, their scent thick in the morning air. I grew up



THE HEALING FIELDS



LINDA, JACK, EDDY AND DENNIS



on a farm in the Midwest, surrounded by ditchweed, but I had never been this close to a cultivated plant, let alone an entire garden of them.

I saw just how big these plants could get. They harvested one using a step ladder because they couldn't reach the top. The buds were so large I could barely close my hand around them. It was beautiful. And it scared the living shit out of me every single day.

The year before, Eddy told me, the place had been raided. A few years before that, too, he had been arrested. Understand my point: I was a total outsider, a neophyte, and I was convinced another raid was coming any minute.

Then I learned why Eddy wasn't worried. In 1998, during a trial for a raid, he'd used the freshly passed Proposition 215 as his defense — and won. He became the first person ever tried and acquitted under the new law. Overnight, he was world-famous in the cannabis industry, launching a life of trips to Amsterdam and guest appearances at events all along the West Coast.

So I filmed — a lot.

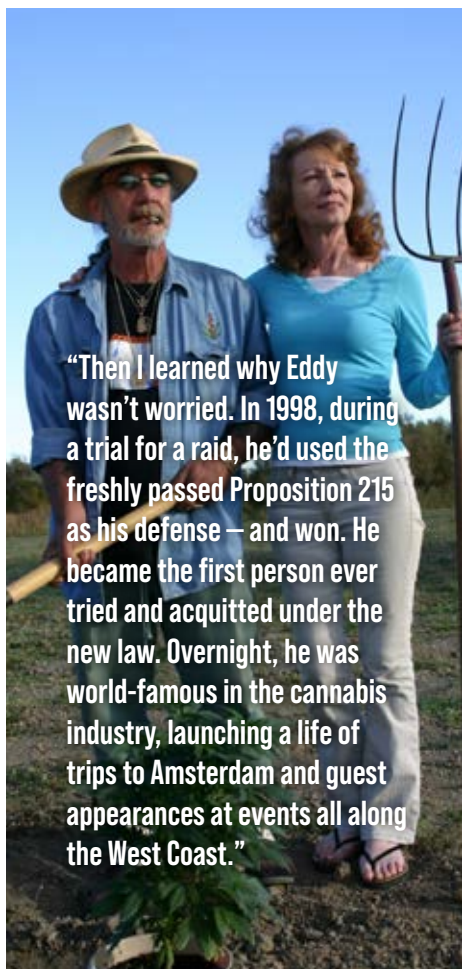
Cinéma vérité is a style of shooting where you let everything play out in front of you — the camera is a fly on the wall. I asked questions and did interviews, but for the most part, I just filmed. I filmed as the garden got smaller, and the storage sheds filled with hanging trimmed cannabis. I filmed as the cannabis branches piled so high they went from the floor to the ceiling. I filmed as Linda spoke of the cancer she had beaten with the help of cannabis. I filmed as Eddy spoke of his love for Dennis Peron and Jack Herer.

This was all a new world for me.

Proposition 215, I learned, was the law passed in 1996, written by Dennis Peron and a handful of others, that made cannabis legal for medical patients in California — the first law of its kind in the world. Linda had thyroid cancer and was helping petition for Proposition 215 when she met Dennis. Eddy and Linda were in the Cannabis Buyers Club, the first medical marijuana club in the world,

owned and operated by Dennis Peron and a staff of AIDS patients and activists.

Eddy was a disabled veteran, and Linda was going through hell with her second cancer fight. Being on a fixed income, they were shopping for the cheapest weed they could find. When Dennis heard that, he called them up into his office and gave them an ounce of the best cannabis Eddy said he'd ever smoked. Dennis then pulled out \$500 in cash, handed it to Linda, and told her to pay the bills and buy some groceries.



“Then I learned why Eddy wasn't worried. In 1998, during a trial for a raid, he'd used the freshly passed Proposition 215 as his defense — and won. He became the first person ever tried and acquitted under the new law. Overnight, he was world-famous in the cannabis industry, launching a life of trips to Amsterdam and guest appearances at events all along the West Coast.”

That night, Eddy and Linda went home, and not long after, decided to follow in Dennis's footsteps — and never looked back.

Life with Eddy and Linda was an adventure, to say the least. Eddy suffered from PTSD from the Vietnam War, and breakdowns came without warning. Sometimes he could shoulder the stress; other times, his pain was on full display. Linda and Eddy had a unique relationship; today it would be called a polyamorous relationship, but back then, they were just called hippies.

Side by side, my friends and I went through everything with Eddy and Linda: two federal raids, Linda's battle with cancer that she would lose in 2007, Eddy's entire court case that he would lose in 2009, and his eventual release and death. In 2005, the DEA seized 275 hours of my footage — later returned under the protections of the First and Fourth Amendments.

Twenty-two years later, I sit with approximately 700 tapes, thousands of photographs, a box of newspapers, and as many souvenirs as I was able to save.

Now I have a story — the story of a Vietnam veteran facing four federal life sentences for growing medical cannabis while his wife was dying of cancer. A story of defiance, of love, of perseverance — lived alongside a handful of the greatest people I will ever know. And soon, I will share it with you. Emerald Giants: The Legend of Eddy and Linda isn't just a love story. It's the greatest cannabis love story the world has ever known — and soon, the world will see it.



CREATE THE THINGS YOU WISH EXISTED

*Nor-Cal Women in Cannabis,
a community-centered movement*



“It’s now been almost two years of free monthly community-building events all across Northern California. Each one is different: from retreats to pool parties to themed events. We’ve done dab bars, made roach clips, terpene tastings, cacao, bath bombs, breathwork, yoga, reiki, and more.”



AUTHOR | Leah Cerri  PHOTOS | @ashley_ann_photos

I've told the story of how I started hosting free community-building events for Northern California women in cannabis a few times, but I've never shared the full story of why. It began during a dark period in my life, and I don't like to revisit it for long. Like many, I entered the cannabis space with bright eyes and hopeful idealism. It felt like a calling. I believe this plant has the potential to deeply heal, and I fell in love with the community I found and the notion that we could shape a new industry and create a more equitable way of doing business. And for a while, it felt like we were building it.

It's been about two years since the lowest point in my life thus far. Working in this industry puts you through it. I dealt with the instability, with getting laid off by brands that couldn't make it. I forged myself against the rampant sexism and being constantly underestimated. I recovered from a former collaborator stealing my ideas and money. I was determined to stick it out. Until I found myself in a toxic workplace that was seriously impacting my health. At the same time, I had a major health scare and felt like the rug had been pulled from under me. I lost my connection to why I chose to enter this space to begin with.

I took a moment to take stock of my situation: I was not thriving. I did not feel hopeful. The industry was not thriving or hopeful either. Brands folding, doors closing, farms going fallow. Everyone I knew was laid off or leaving. I thought about trying to find work elsewhere, to rebuild, but when I looked inward, this was not an option. I did not want to leave. What could I, as one person, do to help myself and help make things better? What was important to me? This brought me back to my why. Why I entered cannabis in the first place. The plant was a healer for me, but the community that I found was the congregation and the choir. It was the church.

I decided to host a gathering for other women in the space to come together, share, and hopefully gain back some of that initial hope and enthusiasm—lofty goals for a four-hour event on a Saturday. I invited a sound healer and cultivator I admired, a yoga instructor, and every woman I knew in cannabis locally. My house was full! We had almost 30 women doing yoga in my living room and kitchen. We smoked, commiserated, and made vision boards. It was the happiest I'd been in some time. I held another event in March and kept on doing them. I started to spread the word and invite more people. Some women did not understand what I was doing or why, or ignored me,

or questioned my intentions, or thought my events were competing against their own. It took time for this to catch on. I understand that what I'm building is different.

It's now been almost two years of free monthly community-building events all across Northern California. Each one is different: from retreats to pool parties to themed events. We've done dab bars, made roach clips, terpene tastings, cacao, bath bombs, breathwork, yoga, reiki, and more. But the one thing that's always constant is the positive, joyful energy that builds up when we come together. Women from the community have stepped up to offer their time, contribute their talents in leading workshops, and are co-building the community alongside me. There is a magic in it, born from authenticity.



As these events get bigger and expand, I've had to close them and start wait lists. It has been so much work. Especially as I found a job I enjoyed again and have less free time. Running a non-monetized monthly event series alongside all my other work and responsibilities is something many people question: "Why don't you charge and get compensated?" I understand why people ask this. Living in a capitalist society, we are taught that our labor only has value if we are paid for it. I value this labor myself because it has value to me. I am being compensated in joy, connection, creation, and creativity. The emails,

messages, and in-person talks I've had with women who have attended these events and found their community, their motivation to keep going, and their why, feed my soul.

The truth is, creating these events healed me when I needed it most. The community I've found has been nourishing, motivating, and energizing. It helped me get back on my feet and land in a better place. That's worth more than revenue from ticket sales.

This whole process has also taught me a few things: If you show up for your community, they will show up for you. I trusted that this work would have value for others, and the community responded by contributing and participating. I can do amazing things. I can make things happen. Not only that, I can do it again and again FOR FREE. I'm producing really cool events once a month, with a budget of zero. I'm creating something special and fun and memorable out of thin air. I'm a fucking magician.

@NORCALWOMENINCANNABIS 



WHY A GENETIC BASELINE

is the industry's missing key

AUTHOR | Priscilla Agoncillo

Picture this: you walk into three different bakeries, order Nana's Lemon Bar, but you get three completely different desserts. The current state of cannabis is totally beloved, completely creative, but wildly inconsistent. The industry is missing a sort of shared "recipe card"—a way for everyone, the breeders, labs, doctors, and patients, to speak the same language. This is why establishing an official cannabis genetic baseline can offer.

In another example, you can think of this baseline as a universal music sheet. Cannabis breeders can still riff, improvise, and create, but the base melody of a cultivar is now written down & documented for all to see. With that score in hand, a breeder can finally prove their original songs and the work they have done. That clarity matters for developing real intellectual property. When the identity is undeniable, genuine innovation can be defended, recognized, and rewarded. It was and has always been the breeders who have kept these plants alive through prohibition and throughout time, and they deserve honor instead of dilution or erasure.

A baseline can also be used like a library card catalog. Instead of wandering the aisles blindfolded, we can go straight to the right shelf: disease resistance is here, early finishers are there, and rare terpene bouquets are tucked in the back. Cannabis breeding now becomes faster, cleaner, and more intentional. Through this fundamental step, we preserve diversity rather than wearing it down, and it gives heritage lines the respect they deserve.

Now let's take a step back and look at the bigger picture. Right now, lab tests are like rulers that disagree—centimeters in one country, inches in another. A genetic baseline gives the world one standard measuring stick. This would mean that a terpene profile in Mendocino can match up with a report from Madrid or Morocco. COAs can finally be compared apples to apples. Clear, sensible regulations can finally be in place to create a seamless intrastate and international trade. Manufacturers will benefit from consistency, and consumers will start building trust.

Now we get the cherry on top: Personalized Medicine. Cannabis is a symphony of cannabinoids, terpenes, and flavonoids, each interacting with our bodies in unique ways. Once cultivars are anchored to a baseline and labs test against shared unified standards, we can finally start connecting specific plant profiles to individuals. Imagine, through the organization of this data, the patterns that begin to reveal themselves. This genetic "chord" eases nerve pain without heavy sedation; that one quiets anxiety without blunting creativity; another supports sleep without foggy mornings. Patients and consumers can begin to count on cannabis in the same way they count on prescription medicines to be consistent, safe, and tailored to their needs.

But who would own or control this baseline data? The answer is You. The cannabis genetic baseline itself belongs to everyone. Think of it as an infrastructure—like the highway or freeway system or even the alphabet. No single company, person, or government should be able to lock that gate ever. But whatever you create on that road—your cultivars, your stabilized seed lines, and your unique discoveries—all belong to you. It is your intellectual property, now easier to defend because the measuring stick is public and unified. Commons for the framework and credit for the creators is how fairness in this industry will finally take root.

To our beloved breeders: this is your story. You carried the plant through shadows, kept the flame alive, and shaped cannabis culture. A global baseline doesn't tame your art—it spotlights it and ensures your signature is legible, your work is respected, and your contribution is never erased.

For consumers and patients, standardization is about making sure the medicine & products you have come to rely on are always safe, dependable, and designed around you.

The future of cannabis is bigger than one breeder, one company, or one country. It's a chorus. A genetic baseline gives us the key, the tempo, and the tuning fork, so the song we play together rings clear, compassionate, and stays true to its roots.

Priscilla Agoncillo is the CEO of Original Breeders League



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A CENTURY OF ROLLING CULTURE, NOW IN XXL

AUTHOR | **Julie Chiariello**

I rolled my first joint in high school and it was the beginning of a lifelong love affair with rolling that has never left me. From the very start, I found joy in the poetry of the process, the rhythm of breaking down the flower, shaping it into the thinnest paper, sealing it with care, and watching it come alive in fire and smoke.

Rolling has always been more than a means to an end; it's a meditation, a ritual, and a craft that connects me to the plant in the most intimate way.

When I moved to Spain at 20, I learned to roll cones and tasted traditional Moroccan hash for the first time. Those years deepened my respect for rolling as an art form that transcends borders and speaks a universal language among smokers everywhere.

Through all of this, one paper brand has held my loyalty above all others: OCB. For over a century, they've been quietly perfecting the tools of the trade, papers that are thin yet strong, gum that always sticks, and a burn that stays steady without stealing from the flavor of the herb. OCB has always felt like the best choice out there, the one I instinctively reach for at the smoke shop.

Now, with the release of the OCB X-Pert XXL, that tradition takes on a new scale. Extra wide, extra long, and feather-thin with a relaxed weave for airflow, these papers offer a bigger canvas for creativity. Perfect for donuts, or simply a longer, smoother session, they remind me why I fell in love with rolling in the first place.

OCB understands that rolling is heart work. The X-Pert XXL is another way to celebrate that timeless ritual with beauty, care, and culture intact.



@OCB_USA





BUILDING CANNABIS CULTURE WITH BEARD BROS PHARMS & THE CANNABIS GUIDEBOOK – CALIFORNIA EDITION

AUTHOR | Beard Bros Media

At Beard Bros Pharms and Beard Bros Media, everything we do starts with purpose. Our RSO product line is built for real patients who deserve access to clean, consistent, and effective medicine to help them live stronger and live better. Our tinctures and Dablicators are carefully formulated to meet different needs throughout the day, from CBD-rich morning support to THC/CBN blends designed for restful sleep. These products are more than SKUs; they represent our commitment to the plant and the people who rely on it.

Alongside our product line, Beard Bros Media offers a full suite of media and marketing services for brands that want more than surface-level exposure. Our approach integrates authentic storytelling with programmatic advertising, retail network access, and a media platform trusted by decision-makers across the industry. Whether it's a spotlight article, a campaign that cuts through the noise, or a sponsorship that connects directly with retailers and operators, we focus on amplifying stories that matter.

A PLATFORM FOR AMPLIFICATION

This is why The Cannabis Guidebook – California Edition is such a natural fit. Produced by Skunk Magazine, the guidebook is a resource created for California's cannabis community, debuting at Hall of Flowers and distributed statewide. With 15,000 copies in circulation, it honors legacy operators, farmers, small shops, patients, and cultural hubs. Beard Bros Pharms is aligned with this mission because we believe cannabis products, services, and media all work best when they elevate the community around them.

EVENTS AS PROOF OF CONCEPT

While our core focus is on products and media, Beard Bros Pharms and Media also produce intentional events that showcase

what authentic connection looks like. Friday Sesh Live is not about badges and booths; it is about creating space for the industry's top minds to meet, collaborate, and build something lasting. These gatherings demonstrate what happens when culture and commerce meet in the right setting, and they serve as proof of the same values that guide our media and product strategies.

WHY THIS PARTNERSHIP MATTERS

Skunk Magazine has been a global voice for conscious cannabis culture for nearly two decades, preserving and amplifying the legacy of breeders, growers, and advocates. The Cannabis Guidebook continues that tradition in a format designed to reach both insiders and newcomers to the California market. For Beard Bros Pharms and Media, this collaboration is an opportunity to highlight what we bring to the table: trusted products, respected media services, and a track record of delivering real results for partners.

MOVING FORWARD TOGETHER

The cannabis industry is facing challenges from over-taxation, over-regulation, and consolidation. At the same time, new opportunities are opening for brands and operators who are able to build trust, tell their story, and deliver value. Beard Bros Pharms and Beard Bros Media exist to make sure those stories are heard and those products find the patients and partners they are meant for.

The Cannabis Guidebook: California Edition is more than a show guide. It is a platform for collaboration and a movement rooted in respect and integrity. We are proud to stand alongside Skunk Magazine in carrying that message forward. Stay tuned for more from us in future issues of the guidebook!

@BEARDBROSPHARMS





@MOONMADEFARMS





MOON MADE HARVEST RETREAT

AUTHOR | Tina Gordon



Step into a sacred season of harvest and renewal. The Moon Made Women's Harvest Retreat is a three-night, four-day journey into the rhythm of the land, the wisdom of the plant, and the power of feminine consciousness. Held at Heartwood Mountain Sanctuary

in Southern Humboldt, in the heart of the Emerald Triangle, this intimate retreat is designed to nourish your body, mind, and spirit while honoring the cannabis harvest.

Moon Made Farms, an independent female-founded and owned farm in southeastern Humboldt County, is deeply committed to organic, sun-grown cannabis. Certified by Sun + Earth and DEM Pure, the farm practices full-spectrum and lunar farming. Partnering with Heartwood Mountain Sanctuary, Moon Made Farms offers a unique experience that blends cultivation, community, and ceremony. Heartwood is a wilderness eco-retreat center, learning village, and community hub that has welcomed seekers since 1978. With a guiding purpose of "Service is Love in Action," it provides a serene setting to deepen your connection to self, others, and the natural world.

Located just four hours north of San Francisco, Heartwood Mountain Sanctuary rests on hundreds of acres of forested wilderness. Cozy lodging, nourishing farm-to-table meals, outdoor gathering spaces, and panoramic mountain views invite you to rest deeply, breathe fully, and return to your natural state of balance.

Over the course of three nights, retreat host Tina Gordon, in collaboration with Higher Spirits, Marijuana Meditations, Wendy Zeng, Christina Wong, and others, will guide participants through a full-sensory harvest experience. You will learn about cannabis cultivation in alignment with seasonal rhythms, exploring intentional

harvest, drying, and curing practices, and the importance of honoring a direct connection with the land.

Movement and embodiment practices—yoga, nature walks, and somatic exploration—will ground and energize your body each day. Guided meditations and sensory-awareness exercises will support you in honoring the harvest and aligning with the cycles of the Earth. Community meals and storytelling will foster connection, nourishment, and joy. This retreat is not simply about cannabis; it is about remembering our relationship with the land, embracing regenerative living, and celebrating abundance.

Each day will be fortified with a curated farm-to-table menu by chef Wendy Zeng and botanical elixirs crafted by Corrina Miramontes. Together, these offerings bring flavor, vitality, and intentional nourishment to the retreat experience.

The Moon Made Harvest Retreat offers more than rest and renewal—it is an invitation to embody resilience and reconnection in a time of collective change. You will leave with a deeper relationship to yourself and others, a strengthened connection to the land and the plant, clarity of purpose, and inspiration to carry forward the wisdom of harvest into your everyday life.

This is a call to those ready to step into rhythm with the Earth, to honor the plant as teacher, and to gather in community with intention and care.

Join us October 2–5, 2025, at Heartwood Mountain Sanctuary. Spaces are limited to preserve the intimacy of the circle.



WHY LIVE TERPENES ARE THE REAL MVP OF 2025

AUTHOR | ALEX A PHOTOS | CHRISTINE MILLER

The cannabis game is not for the faint-hearted. Prices are dropping like they're hot, competitors are everywhere, and in emerging markets, the rules shift faster than a gust through a field of smoke. Meanwhile, consumers want top-shelf quality without the boutique price tag. Enter live terpenes—the secret weapon brands need to thrive in this high-stakes 2025 cannabis industry.

WHAT ARE LIVE TERPENES?

Live terpenes are the aromatic soul of cannabis, extracted from freshly harvested, Farm Bill-compliant flowers bred specifically for flavor and aroma. Unlike conventional methods that strip the plant of its essence, live terpene extraction captures the full spectrum of aromas and flavors at their peak, delivering a true-to-the-plant experience that's bold and unforgettable.

"In every breath of a terpene lies the power to evoke nostalgia, spark creativity, and create connection." - Christine Miller, Co-Founder, Terplandia

HOW TO USE LIVE TERPENES

Whether it's premium vape carts, infused flower, pre-rolls, edibles, tinctures, or topicals, live terpenes are the ultimate ingredients. These versatile compounds can elevate your products and help them stand out from the noise on the shelves filled with subpar options. Crafting 100% live terpene formulations or blending them with distillate or liquid diamonds ensures your offerings deliver unmatched quality, flavor, and experience that resonates with today's discerning consumers.

HOW EXPENSIVE ARE LIVE TERPENES IN VAPE PRODUCTS?

Let's break down the average cost to formulate a vape cart using live terpenes with bulk pricing. It's actually more cost-effective than you might think compared to botanical terpenes. For example, crafting a 1-gram live terpene vape cartridge with an 8% terpene ratio and 92% cannabinoids costs just \$0.32 in terpenes per cartridge. Ratios may vary depending on the vape hardware and the quality of cannabinoid oil(s) used, but the savings and value are undeniable.

"SMELL IS A POTENT WIZARD THAT TRANSPORTS YOU ACROSS THOUSANDS OF MILES AND ALL THE YEARS YOU HAVE LIVED." - HELEN KELLER





4 REASONS CANNABIS PRODUCERS AND BRANDS SHOULD ADD LIVE TERPENES



Flavors That Slap - Consumers want cannabis that tastes as good as it hits. Live terpenes bring bold, natural flavors that pop, leaving customers hooked on the real-deal aroma and taste.



No More Supply Chain Issues - Dealing with fresh cannabis logistics is like juggling while blindfolded. Live terpenes simplify your life by providing a stable, legal-to-ship ingredient that guarantees consistent quality. Bye-bye, headaches.



Premium Products Without the Price Pinch - Price compression got you sweating? Live terpenes are cost-effective game-changers. From hybrid blends to strain-specific live terpenes, they let you cater to every price point while keeping the premium vibes alive.



Win Over the Flavor Fanatics - Today's cannabis crowd isn't messing around. They want flavor, quality, and value. Live terpenes deliver all three, giving you the edge to outshine competitors and justify those higher price tags.

WHY LIVE TERPENES ARE A MUST

These terpene powerhouses aren't just ingredients—they're solutions. Whether it's scaling production, beating price pressures, or simplifying your supply chain, live terpenes have your back. Plus, they deliver the premium taste experience that's driving the future of cannabis.

Thousands of brands are already reaping the benefits of using live terpenes to elevate their products and build a brand that stands out? Call/Text us today at (760) 519-9547 or Alex@terplandia.com. Let's make 2025 a breakout year for Live Terpenes.

@TERPLANDIA.USA



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BUILDING BRIDGES FOR EQUITY

THE NATIONAL EQUITY TRADE NETWORK'S MISSION



AUTHOR | TONY BOWLES

The National Equity Trade Network (NETN) is reshaping the future of commerce and community by creating pathways for businesses and individuals historically harmed by America's failed War on Drugs. With a clear mission to build bridges and strengthen ecosystems that foster financial success, NETN envisions a landscape where innovation from small businesses not only thrives but also contributes directly to cultural enrichment and community health.



fosters solidarity, accountability, and collaboration across industries. NETN's work doesn't stop with certification. The organization also highlights the legacy of cannabis equity through media and storytelling. A recent example is Not Your TokIN: Legacy Market Documentary, a

collaboration with 3isfour Media that covered the rollout of NETN's "Legacy Market" at Grasslands during Outside Lands. This initiative showcased how cannabis equity brands and small businesses can work together to uplift marginalized communities while shaping the culture of the legal cannabis industry.

At its core, NETN recognizes that true equity goes beyond access—it requires visibility, acknowledgment, and meaningful support. This is why the organization launched the National Equity Trade Certification, the first program of its kind in the United States. The certification increases visibility for brands owned and operated by Black, Brown, Indigenous, LGBTQ, Veteran, and system-impacted entrepreneurs. By amplifying their stories and products, NETN ensures that equity-certified businesses gain the recognition and opportunities they deserve.

“BY CHOOSING CERTIFIED PRODUCTS AND SUPPORTING EQUITY-DRIVEN COMPANIES, CUSTOMERS PLAY AN ACTIVE ROLE IN CREATING NEW OPPORTUNITIES FOR THOSE WHO HAVE BEEN HISTORICALLY EXCLUDED FROM THE MARKETPLACE.”

To qualify as a National Equity Trade Certified Business, applicants must demonstrate how their brand aligns with local, state, or national Equity Programs and show how their work actively contributes to racial equity and diversity. This ensures that the certification is not only a mark of authenticity but also a badge of commitment to systemic change.

In addition, the program extends to National Equity Trade Certified Allies—businesses and organizations committed to dismantling the inequities created by past systems and practices. Allies are asked to demonstrate how their business practices directly support NETN's vision of an inclusive, equitable future. This dual approach

The organization has also built a strong network of members and allies, encouraging consumers to "Buy Equity Trade." By choosing certified products and supporting equity-driven companies, customers play an active role in creating new opportunities for those who have been historically excluded from the marketplace. Campaigns such as #MoreShelfSpace and Weed Like Change further invite individuals, retailers, and communities to pledge their support for racial and economic justice.

Of course, this work would not be possible without partners who share the vision. NETN proudly acknowledges sponsors such as Dr. Bronner's and Sun + Earth, both of whom have a long history of supporting ethical, sustainable, and socially conscious initiatives. For those looking to get involved, NETN offers multiple entry points: businesses can apply for certification, allies can join the

movement, and consumers can pledge their support by demanding more shelf space for equity brands. Together, these actions form a collective push toward a more just and inclusive economy.

In the words of the network itself: We're in this together.

@EQUITYTRADENETWORK





THE NETWORK SHOW: WHERE CANNABIS GETS DOWN TO BUSINESS

In an industry where trade events often feel more like smoke sessions than serious commerce, The Network Show has carved out something different: a space where deals get made, relationships get built, and business actually happens. The Network Show, founded by Nam Tran, Shea Ryan, and Mikey Kush, is more than another trade event. It's a stage for discovery, a hub for meaningful connection, and a space where culture and commerce walk hand in hand. This California event has become the gold standard for cannabis professionals who understand that sustainable success requires more than just good weed—it requires real partnerships.

BEYOND THE SMOKE AND MIRRORS

“The biggest compliment we get is that our show is fun but very business-driven,” says Nam Tran. “Deals are being made and purchase orders are being placed.”

But creating that business-focused atmosphere required intentional design choices from day one. “It’s never been about just filling the floor with whoever can pay,” explains Shea Ryan. “It’s about creating an experience that the industry will remember—because the goal is to connect brands and retailers.”

That philosophy transformed what could have been another forgettable trade show into something memorable and effective. Jeeter built a basketball court where buyers could shoot hoops while

talking business. Kush Cups gave away complimentary coffee. Multiple brands launched new technology or strains. Originals had a shooting range. Top Shelf had PBR doing live rolling.

“The Network Show did more than meet my expectations; it literally knocked them out of the ballpark,” says Tiana Woodruff from Queen Mary. “The retail owners and buyers that attended were there to do business, not scour the place for free samples and swag.”

WHAT RETAILERS REALLY WANT

For dispensary buyers, finding the right brand partners goes far beyond product quality and competitive pricing. “In the modern era of cannabis, it’s beyond just selling weed. It’s selling your brand,” Tran explains. “Selling your brand includes everything from how consistent you can deliver the same quality and pricing, along with your marketing, customer services, last-mile distribution, sales support, and a million other factors.”

The Network Show creates a platform where retailers can evaluate these crucial operational elements firsthand. Can this brand deliver consistently? Will their brand ambassadors represent professionally in-store?

“You have a great product with great pricing, but if you can’t deliver on time, that doesn’t work. Don’t expect stores to be waiting for

AUTHOR | Ishqa Hillman



brands in the parking lot for 2 hours like the old days.” Tran notes. “Retailers need brands that will check all the boxes.”

THE ECOSYSTEM APPROACH

The Network Show recognizes that success in cannabis retail involves more than just buyer-brand relationships. Walk the floor and you’ll see dispensary teams bringing their full crew—owners, buyers, and budtenders—because they understand that everyone plays a crucial role.

Budtenders, often overlooked in industry discussions, actually hold some of the most power in cannabis retail as the people making a daily impact on customers. “Owners look at it from the overall business perspective, buyers usually from trends, and budtenders look at it through the eyes of the customers they interact with,” Tran explains.

IMPACT OVER PROFIT

The philosophy driving The Network Show’s rapid growth comes from a simple belief: “Impact over profit. A strong community will create opportunities for profit,” says Tran.

For Mikey Kush, this translates into practical action: “It’s about making a tough industry a little easier. Cannabis is struggling—so we create a space where deals can happen, but also where people can connect like family.”

This approach has built industry support that money can’t buy. “We’re blessed to have the support of the industry because without that support, our idea of a trade show for the culture is just an idea.” Tran reflects.

The results validate the strategy. Year one sold out 100+ brands in three months. Year two expanded to 150 brands and sold out in six weeks. Year three grew to 167 brands and sold out in 12 days. The current iteration accommodates over 250 brands, and it’s already sold out again.

“We signed up at least 40 new accounts!” reported Mark from Happy Fruit.

WHERE EXPERIENCE MEETS BUSINESS

The Network Show’s approach to space design reflects the founders’ belief in authentic brand representation. Rather than traditional booth rentals, brands receive experiential spaces and encouragement to create environments that truly showcase their identity.

“While every show in cannabis is trying to recreate the magic of the past, Network Show has done something different by adding a professional feel without feeling corporate,” observes Barney from Blueprint.

This lower barrier to entry democratizes access for smaller brands while maintaining quality. The result is memorable activations that facilitate organic business conversations in relaxed settings.

BUILDING REAL RELATIONSHIPS

At its core, The Network Show addresses a fundamental challenge in the cannabis business: moving beyond transactional relationships to build genuine partnerships.

“In business, the strength of the retailer-brand relationship is based on the personal connection,” Tran observes. “We can’t just be DCC numbers to each other. The strength of any industry is the human-to-human connection. We gotta break bread together.” This human-centered approach creates tangible business benefits. Retailers typically prioritize their top-performing brands, but they also favor brands with whom they have strong personal relationships.

The Network Show provides the platform where these relationships develop naturally. “When you fill the room with 4000 industry peers, magic happens,” Tran says.

THE FUTURE OF CANNABIS COMMERCE

As the cannabis industry matures and competition intensifies, The Network Show represents an evolution toward more sophisticated business practices. “We know the current taxes and regulations are absurd, but we do believe that we as a whole industry will have a better chance of success if we break bread with each other,” Tran reflects. The answer lies in creating spaces where commerce and culture intersect authentically, where business relationships can develop into genuine partnerships, and where the entire cannabis ecosystem can connect around shared success. In an industry still finding its professional footing, The Network Show proves that building community and driving serious business aren’t just compatible—they’re inseparable.

“The Network Show recognizes that success in cannabis retail involves more than just buyer-brand relationships. Walk the floor and you’ll see dispensary teams bringing their full crew—owners, buyers, and budtenders—because they understand that everyone plays a crucial role.”

@NETWORK_SHOW





LATINA POWER IN THE CANNABIS INDUSTRY

*HOW LATINAS ARE SHAPING CANNABIS CULTURE, BUSINESS, AND COMMUNITY

AUTHOR | The Latinas in Cannabis team

In the ever-evolving cannabis industry, few voices have been as vital and visionary as Julie Chiariello, Editor-in-Chief of Skunk Magazine. Since stepping into leadership, Julie has transformed Skunk into more than just a publication—it has become a platform for education, empowerment, and equity. In a space historically dominated by men, Julie’s unapologetic advocacy for women and her commitment to sustainability and plant medicine have broken barriers and opened doors for countless women, including Latinas, to shine. For those of us navigating the cannabis space today, Julie’s leadership is a reminder that representation matters and that Latinas belong at the forefront of shaping culture, business, and community.

As we enter Hispanic Heritage Month 2025, the celebration takes on deeper meaning. Across the country, Latine communities are under attack, with recent ICE raids targeting Latino families, disrupting lives, and sowing fear. These injustices echo a painful history of systemic oppression. At both Latinas in Cannabis and Skunk Magazine, we refuse to stay silent. We stand firm in condemning these actions. Now more than ever, it is critical that we come together, uplift one another, and showcase our power, resilience, and brilliance. Our community is not defined by fear but by strength, solidarity, and the countless contributions Latinas make to the cannabis industry and beyond.

The cannabis plant itself teaches us about healing, connection, and resilience—values that resonate deeply with Latine culture. For generations, our abuelas and madres have passed down ancestral knowledge of plant medicine. Today, Latinas are reclaiming that legacy, weaving tradition into innovation as entrepreneurs, cultivators, educators, and advocates. From founding brands to leading equity movements, Latinas are unapologetically shaping cannabis as a force for cultural pride, economic empowerment, and community care.

One of the most powerful spaces where this collective energy comes alive is the Annual Latinas in Cannabis Summit, which returns for its third year this September in Los Angeles. Hosted

in collaboration with Eaze, the Summit has cemented itself as the premier gathering for Latina cannabis professionals and enthusiasts. It is more than just a conference—it is a celebration, a reunion, and a launchpad for opportunities. Deals are struck, businesses are born, careers are elevated, and stigmas are shattered.

This year’s Summit will feature impactful panels and skill-building workshops spanning cannabis education, entrepreneurship, executive leadership, finance, and even the intersections of cannabis with motherhood and cultural identity. With onsite cannabis sales curated by Eaze, a limited-edition Cannabiotix x Latinas in Cannabis T-shirt activation, and immersive experiences like the Puffco Dab Wagon, the event is as dynamic as the women it honors. The Vendor Village will showcase Latina-owned and ally brands, amplifying voices that often go unheard in mainstream spaces.

But beyond the activations and panels, the heart of the Summit is community. It is a sacred space where Latinas can come as they are—powerful, multifaceted, and proud. It’s where we find sisters who share our struggles and our triumphs, and where we collectively build a future rooted in equity and representation.

As Latinas, we know what it means to work twice as hard for half the recognition. We know the weight of stigma, the challenge of balancing culture with career, and the persistence it takes to thrive in industries that weren’t built for us. But we also know the richness of our heritage, the depth of our resilience, and the unstoppable force of our collective power. When we stand together, we are not just part of the cannabis industry—we are transforming it.

This Hispanic Heritage Month, let us honor our ancestors, celebrate our present victories, and envision the future we are building. From the pages of Skunk Magazine to the stage of the Latinas in Cannabis Summit, the message is clear: Latinas are not only part of the cannabis movement—we are leading it.

Here’s to Latina power in cannabis. Here’s to Julie Chiariello and every mujer paving the way. Here’s to community, resilience, and celebration. And here’s to the unstoppable force that is Latinas in Cannabis. ¡Pa’lante siempre!

@LATINAS_CANN





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