

## Resumen del formulario

Applicant Name and Title	[REDACTED], Chief Executive Officer & Founder
Applicant Address	[REDACTED]
Applicant Phone	7 [REDACTED]
Applicant Email	daniel@hendrx.farm
Applicant interest in project/site	Increasing equity and education in the cannabis industry.
Business/Association Name	Grass Valley Patient Resource Group DBA HendRx Farm
Are you applying as a Humboldt County based business, cooperative, association, or nonprofit organization?	Yes
Are 75% or more of its operations based in Humboldt County?	Yes
Are you currently licensed and registered to operate in Humboldt County?	Yes
If you are not licensed or registered to operate in Humboldt County, are you in the process of doing so?	
Are the activities of your business, association, or organization, specific to the cultivation, processing, manufacturing, distribution or retail of cannabis, or whose organization provides support and/or services to the cannabis industry?	Yes
\$10,000 Eligibility	Cultivation (as defined in Humboldt County Code 719-3)
Cultivation Lighting (as defined in Humboldt County Code 719-3)	Indoor
\$50,000 Eligibility	
[[]]	
If Other, please explain	
What amount of the business is Humboldt-owned? "Humboldt-owned" is defined by registered residency of owners	51%-99% Humboldt-owned
Ownership Structure and Owners	The structure is a C-Corporation. [REDACTED] [REDACTED]

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# of FTE Employees	7
Summarize the business/association and its activities Word Limit: 250	<p>At HendRx Farm all clones are created equal. It is with this core principle that HendRx Farm delivers powerful and proliferate cannabis clones to cannabis farmers. HendRx Farm is a clone and seed nursery located in Humboldt County, California, in the heart of the famed Emerald Triangle. We specialize in licensed cannabis clones, elite genetics, and iconic, cutting-edge cannabis chemovars for all your cultivation needs. Our team of dedicated experts and plant scientists were born and raised in Humboldt County, and have decades of experience working in the cannabis industry. We are proud to provide the highest-quality clones to our fellow cannabis growers, and to represent our home county through sustainable, environmentally-conscious business practices. We are strong supporters of creating an informed cannabis industry. To that end, HendRx farms partnered with the Humboldt County Growers Alliance to put on our inaugural Cannabis Genetics and Bioethics Conference this year to virtually educate the community about the importance of genetic preservation of cannabis cultivars.</p>
Program / Project Name	Cannabis Genetics and Bioethics Conference 2021
Requested Amount	USD 10000.00
Total project cost/funding needed:	USD 10000.00
Additional Funding Sources	HendRx Farm, Goddess Organics, Ticket Sales, and Sponsorship/In-Kind
Type of project	Other
If Other, please explain	We want to continue our educational conference series to raise awareness of cannabis equity and other important issues.
Project Address	The 2021 event will be virtual due to the Covid-19 pandemic.
Project Assessor's Parcel Number (APN):	510-041-016
Does the project/business consist of a qualified outdoor cultivating operation (as per Humboldt County Land Use Ordinance) that produces less than 10,000 sq. ft. of cannabis (not including co-ops and associations whose cumulative area may exceed 10,000 square feet)?	No
Licenses & Permits	CDFA Cannabis Cultivation Annual Permit, CDFW Lake And Streambed Alteration (LSA) Agreement or written verification if not needed., Humboldt County Provisional Permit, Jurisdiction Business License, California Department of Tax and Fee Administration tax permit, CDFA Weighmaster license, Articles of Incorporation, Federal Employer Identification Number (FEIN)

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Licenses, Permits, & Agreements

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HendRx Farm and the Cannabis Genetics and Bioethics Conference (CGBC) were both founded in Humboldt County by longtime county residents who are dedicated to creating a more robust local economy. Due to our exquisite genetics and high quality clones, HendRx Farm has been voted Best Cannabis Nursery in Humboldt County in 2018, 2019, and 2020 by the North Coast Journal; a title we do not plan to give up in 2021. While HendRx Farm is not ourselves a cannabis equity business we have a deep appreciation for the individuals who sacrificed their freedom to create this legal industry we are now a part of, and we believe that victims of the drug war need to be welcomed to the regulated cannabis industry with open arms.

It is with that goal in mind that HendRx Farm is requesting \$10,000 from the Project Trellis Micro Grant to host our 2nd annual Cannabis Genetics & Bioethics Conference (CGBC). The 2021 theme will focus on increasing social equity in cannabis agriculture. Due to restrictions from Covid-19, the CGBC will continue to be a virtual event to ensure community safety. The CGBC consists of a keynote speech, five educational tracks, and a bioethics review over the course of five days, with one track per day. Those five tracks are Farming & Society, Tools of the Trade, Achievement, Governance, and Threats & Obstacles. For 2021's CGBC, all five educational tracks, the keynote, and the review will be focused on ways to increase equity in cannabis agriculture. With your help, we aim to build on the international success of our first event, which was attended by hundreds of Humboldt County cannabis professionals, pioneers, industry leaders, students, entrepreneurs, community members, UN policy makers, influencers, and others from across the US and the world.

The CGBC was created to foster community dialog, and HendRx Farm welcomes and invites a lively discussion throughout the conference. Some of the best solutions to problems in the cannabis industry have been reached through community input and dialog, and HendRx Farm wants to help be part of the solution to making this industry more inclusive. The CGBC promotes cannabis education and always aims to discuss the ethical implications and policies that affect cannabis agriculture, in Humboldt and around California. The CGBC will close with a panel of cannabis experts and community members with real life experience with issues of equity, inclusion, and diversity.

The 2021 CGBC will be hosted by and feature speakers who have direct life experience with social equity, specifically racial equity as it relates to cannabis agriculture. Additionally, our event budget includes money for scholarships to cannabis equity businesses to attend our event who may not otherwise be able to afford to take part in the normally high-cost world of cannabis conferences. HendRx Farm will also be seeking out a diverse and representative group of speakers and an equally diverse

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advertising team, ideally one which also has direct life experience with social equity.

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The Covid-19 pandemic has further restricted advertising and marketing opportunities for cannabis businesses. Several industry-focused publications are now gone and numerous trade shows have cancelled or swapped to virtual events. Beyond the loss of advertising opportunities, cannabis companies are hurting after many years of bad fires and a prolonged pandemic that has changed the way they have to work. The CGBC will open up another avenue for Humboldt-based cannabis businesses and growers to advertise their brands and bring new revenue to their companies and to Humboldt County. While there cannot be an in-person expo hall with brand-sponsored tables, as in years past, there have been virtual versions at many of the cannabis conferences held over the past year of the pandemic. A virtual expo hall allows brands to network online like they formerly did in person and to make new business connections that will bring additional tax revenue to Humboldt County. In addition to creating new business to business sales, the CGBC will introduce new consumers to the brands featured and lead to more business to consumer sales as well.

The legal cannabis industry is still in its infancy, and is struggling to make gains on the unregulated market, specifically gains for people of color and those otherwise systematically oppressed by the war on drugs. Cannabis equity is a crucial component of legalization to atone for the injustice done to people who were arrested and jailed for the now-lawful cultivation of a plant. While the whole cannabis industry needs assistance to continue thriving during this once-in-a-century pandemic, cannabis equity businesses should be a focal point, which is why 2021's CGBC will prominently focus on cannabis equity.

HendRx Farm, a Humboldt-based and Humboldt-owned business, recognizes the hard times many are in, and plans to pay all of our speakers and event coordinator a living wage for their contributions to our 2021 event. Despite that, we anticipate budgeting things tightly enough where we should have additional funding leftover to go towards putting on our 2022 event, which we are hoping will be able to be held in person. This grant is not just an investment in one educational and promotional event in Humboldt County, but a series of events which will bring in new tax revenue to the county.

Our inaugural CGBC in April 2020 was put on in conjunction with the Humboldt County Growers Alliance, and we anticipate having their partnership for our 2021 and 2022 events. HendRx Farm and the CGBC have support from the Humboldt County Business Development Center, North Coast Journal, Humboldt Seed Company, Humboldt State University Extended Education Platform, and countless values aligned cannabis businesses. It is our hope that our annual CGBC events will not just bring in new tax revenue and business revenue, but that, once it can be held in person, it will serve to increase tourism to Humboldt county and benefit local non-cannabis community businesses such as hotels and restaurants.

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Just like our 2020 event, the 2021 CGBC will be a virtual event, which aside from the environmental impact of the electricity used to power the computers to get people online, was effectively a carbon-neutral event. Due to continued Covid-19 public health restrictions on in-person gatherings, we anticipate the virtual 2021 CGBC to also be a carbon minimal event. Instead of flying panelists out from Massachusetts to speak about equity or having speakers drive up from Oakland to talk about equity, everything will be online, and all of those greenhouse gas emissions that would have been required for an in-person event are avoided. As a nursery that embraces sustainable cultivation practices, HendRx Farm strives to be just as sustainable with our event planning. To that end, our 2022 CGBC will have the theme of environmental justice and HendRx Farm will look into purchasing carbon offsets for the planned in-person event to continue being carbon minimal, if not actually carbon neutral.

Beyond the event itself being held in a sustainable and environmentally-friendly fashion, the content of our first event and our planned events will further contribute to creating a more sustainable cannabis industry. For 2020, the CGBC had the theme of Genetic Preservation, focused on the importance of preserving legacy genetics in the face of monoculture. As we know from other plants, monoculture is a threat to the environment through increased reliance on pesticides and genetic modification.

For 2021, we ask and answer the question, “what good is a more environmentally-friendly industry if it discludes the majority of legacy operators, leaving them in the less environmentally-friendly unregulated market?” The National Cannabis Industry Association just released a white paper focused on increasing the sustainability of the cannabis industry. One of the NCIA’s main takeaways is that a robust unregulated market is a threat to the environment, because only regulated operators are required to follow environmental regulations. Equity factors directly into the sustainability of the cannabis industry, as only legal operators are held to higher environmental standards, so the more people welcomed into the legal market the more businesses we have following environmental regulations.

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The owners of HendRx Farm each have decades of cannabis industry experience in both the current regulated market and the previous legacy medical cannabis market, primarily in Humboldt County. Our CEO is well known in Southern Humboldt for his work managing and operating the Wholesale division at Dazey's Inc, specifically for developing the Chikamasa ergonomic cannabis trim scissors and driving sales to new heights in his three years there. Our CFO is a member of both the California Growers Alliance and the Humboldt County Growers Alliance and has been the operations manager for a large cannabis cultivation in Humboldt, where he managed a team of half dozen workers and oversaw 20,000 square feet of cultivation. Please see the owner bios and pitch deck we have included as additional documents with our application for a more in depth look at the vast cannabis industry experience of HendRx Farm's owners.

This grant will enable HendRx Farm to continue our internationally-successful conference for another two years, despite a prolonged pandemic tightening our operational budget, and it will create good paying temporary, part-time gig work. It is our objective to hold our 2021 CGBC within the first half of 2021, sometime during planting season. While HendRx Farm may be running on limited economic resources, we are rich in social capital, and have a strong network of cannabis luminaries we can tap to secure high-caliber speakers for our 2021 event. One of the big benefits of holding an online event, without an expo hall and on-site cannabis sales, is that there are no permits required to hold a conference on Zoom, so there is considerably less red tape and bureaucracy cost in holding a virtual event.

As HendRx Farm only has seven full time employees, AB 1291 just requires an attestation, rather than a formal Labor Peace Agreement, which they plan to incorporate once they grow to 20 employees. HendRx Farm will always work to balance union rights with the running of the business.

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Project Budget

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Select each item being uploaded.

Any accompanying and supportive project documents such as site maps, equipment specifications, contractor bids and estimates., Business Plan

File upload

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