

Resumen del formulario

Applicant Name and Title	[REDACTED]
Applicant Address	[REDACTED]
Applicant Phone	[REDACTED]
Applicant Email	[REDACTED]
Applicant interest in project/site	Association of Licensed Cultivators in The Mattole Watershed
Business/Association Name	Lost Coast Farmers Guild
Are you applying as a Humboldt County based business, cooperative, association, or nonprofit organization?	Yes, No
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 Lighting (as defined in Humboldt County Code 719-3)	
\$50,000 Eligibility	Nonprofit Mutual benefit Corporations (As defined in Corporations Code 7110 et seq; and consisting of 2 or more entities)
[[]]	
If Other, please explain	
What amount of the business is Humboldt-owned? "Humboldt-owned" is defined by registered residency of owners	100% Humboldt-owned
Ownership Structure and Owners	MBC
# of FTE Employees	

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Summarize the business/association and its activities Word Limit: 250	The Lost Coast Farmers Guild (LCFG) is a not for profit formed as an MBC, with a board of directors made up of Humboldt County/Mattole watershed cultivators. The Lost Coast Farmers Guild (LCFG) mission is to develop and establish the Lost Coast Appellation of Origin (LCAO) within the region Mattole watershed. The Lost Coast Farmers Guild (LCFG) will support this mission by facilitating actions required in forming and maintaining the Lost Coast Appellation of Origin (LCAO) as well as strategic planning to achieve growth and awareness of the Lost Coast Appellation of Origins' (LCAO) products and cultivators.
Program / Project Name	Lost Coast Appellation of Origin
Requested Amount	USD 50000.00
Total project cost/funding needed:	USD 60520.00
Additional Funding Sources	Lost Coast Farmers Guild (LCFG) member contributions
Type of project	Planning, Implementation, Technical Assistance
If Other, please explain	
Project Address	Mattole watershed
Project Assessor's Parcel Number (APN):	Mattole Watershed
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)?	Yes, No
Licenses & Permits	CDFA Cannabis Cultivation Annual Permit, Jurisdiction Business License
Licenses, Permits, & Agreements	archive-1.zip

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The Lost Coast Farmers Guild (LCFG) intends to develop and establish a Lost Coast Appellation of Origin (LCAO) in the south western portions of Humboldt County and North westernmost portions of Mendocino county (i.e. the Lost Coast, refer to Figure 1: Draft Appellation of Origin Map Proposal). Establishing an Appellation of Origin Designation for the Lost Coast region will empower outdoor, sun grown cannabis farmers with increased market visibility and differentiation of their products from other non-appellation designated products in the market. Products offered under the LCAO designation will be a vehicle to showcase the best of what Humboldt County has to offer in the cannabis industry: high quality products produced under strict environmental and agricultural production standards. The LCAO will allow the marketing of products that are specifically geographically tied to the Lost Coast Region of Humboldt County. This will build upon the reputation that "Humboldt cannabis" already has and protect it from being 'watered down' by lower quality products by imposing strict production and quality standards on all LCAO designated products.

This project will be undertaken by The Lost Coast Farmers Guild, a non-profit mutual benefit corporation recently formed by six Humboldt County permitted and state licensed, outdoor cannabis cultivators who operate in the Mattole Watershed (Mattole Valley Sungrown, Empress Farms, Clear Water Farms, DewPoint, Honeydew Valley Farms, and Whitethorn Valley Farm). There are substantial upfront costs associated with the activities necessary to create and submit a petition to establish an Appellation of Origin. Trellis Grant funding is essential to offsetting some of the costs associated with organizing and petitioning to form the LCAO. As the LCFG expands its membership and participation it will become fiscally stable and self-sustaining through farmer member contributions. Trellis grant funding will be spent on the CDFA Cannabis Appellations Program (CAP) petition fees, which are currently proposed to be \$17,100 but could be subject to change pending the final regulations. In addition, Trellis grant funding will help to cover the legal and consultant fees that will be incurred in order to develop and submit the petition. LCFG members will donate time/professional expertise and private funds as cost share for covering the additional costs (See Project Budget).

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The Lost Coast Appellation of Origin (LCAO) project will help cement Humboldt County's position as an international leader in the cannabis industry by creating an internationally recognized Cannabis Appellation. The LCAO Designation will significantly increase the long-term viability of Humboldt County's cannabis industry, through product differentiation, increased market presence, enhanced regional acclaim, tourism, and much more. Additionally, the successful creation of the LCAO will serve as a model for other groups of cannabis cultivators in Humboldt County and across the state to emulate for the formation of additional appellations.

Product differentiation is key to the development of a thriving craft cannabis market that supports small scale producers. In its essence, the Cdfa Cannabis Appellations Program (CAP) is effectively a truth in labeling program. It provides cultivators with the opportunity to form appellations, develop labeling, and market specific attributes of the product that may be desirable to consumers. By contrasting a product's unique qualities with other competing products, the affiliated supply chain gains a competitive advantage. This has been shown in the wine industry, as the market price of an Appellation of Origin (AO) designated product is greater than a comparable product without such designation. The development of LCAO will help assist and maintain the viability of craft cannabis cultivation in Humboldt County, especially for small farmers (<10,000 ft²), as they will be receiving a higher price for their product. AO establishment further affects regional acclaim, which strengthens local real estate values, and increases County property tax revenue. AO invites agri-tourism, providing opportunities for direct consumer engagement, marketing, and sales, while simultaneously supporting other local sectors such as outdoor recreation, lodging, dining, and retail shopping in other local tourist destinations. Replicable and unique product quality, through grading standards and practices will empower producers to be "price makers" rather than "price takers".

Currently there are over 80 licensed outdoor farms within the LCAO boundary shown in Figure 1: Draft Appellation of Origin Map Proposal. With the benefits of appellation designation, it is reasonable to anticipate an increase in the number of licensed outdoor farms within the LCAO boundary, thereby directly increasing Humboldt County Excise Tax revenue. Additionally, current mixed light license types may opt to change to outdoor cultivation to meet LCAO membership eligibility requirements, in order to take advantage of the notoriety that an appellation designation will bring to this region. Increased product differentiation and increased market penetration for specialty products developed by cultivators and other businesses could encourage innovation in the industry. Additional indirect economic activity in the LCAO could include agritourism, additional sales to support industry expansion, and other regional employment benefits.

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Prioritizing the research and implementation of an AO for rural legacy producing regions supports the transition of a greater number of legacy operators into regulatory compliance and adoption of best management practices. Establishing the standards of practice of the LCAO parameters is an essential part of the proposed project. The communities of the Lost Coast Region share a common identity based on commitment to environmental land stewardship. As a cannabis farming region, the quality of the cannabis produced, and the impacts farming has on the environment are primary concerns. Through the appellation petition development process, the LCFA will work to codify this regional identity and values into the petition's standards and practices. Although it would be premature to commit to specific standards and practices without doing the extensive community outreach and development needed to gather information and prepare the submission, the LCFG intends to shape standard development and adoption around regenerative farming practices and prospective OCal certification, at a minimum.

Outdoor, sun grown cannabis reduces the inputs of other traditional fossil fuel energy sources used by mixed light and indoor operations, thereby reducing carbon emissions throughout the cultivation process. Soil conservation practices and soil health management reduce the inputs of manufactured soil as well as the packaging waste associated with bagged soil, while also fostering stewardship of soil and land health through regenerative farming practices. Soil conservation and soil health management practices limits and/or eliminates artificial fertilizers and agricultural chemicals, thus reducing potential exposure of humans and wildlife to toxic chemicals, and soil and water contamination. Soil health management has been proven to be one of the most readily available methods of carbon sequestration, which is an important component to reducing the impacts of climate change. Benefits of water conservation practices include increased instream flows and reduced water temperatures at mainstem-creek confluences, which are areas of cold water refugia for salmonids and other aquatic species during low flow forbearance periods.

The LCAO establishment will encourage farmers to utilize regenerative farming practices such as planting directly in the native soil and soil health management, reducing use of imported soil by improving on-site soil health; irrigating with rainwater; implementation of water conservation practices including drip irrigation, timing irrigation to reduce water loss, maintaining soil mulch during the cultivation season to reduce evaporation from the soil surface, as well as evapotranspiration from the plant; maintenance of soil cover to reduce/eliminate erosion during the fallow months to improve soil health; and road winterization to reduce the potential of soil erosion and sedimentation (roads are the single largest contributor to sedimentation of waterways in the Pacific Northwest Region).

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Starting in the spring of 2018, informal meetings were begun in

the Mattole Valley to discuss the potential for Appellation Designation and what that could mean for outdoor farms in this region. Out of those meetings came the need to organize and form an entity capable of petitioning the California Department of Food and Agriculture (CDFA) for an Appellation of Origin Designation comprising the Mattole Watershed and surrounding areas based on a shared regional culture, geography, soil type, and spatial orientation in regard to other potential AO's. Stakeholders also attended AO informational presentations held by Humboldt County Growers Alliance and instructed by Genine Coleman during 2018-2019.

Key stakeholders at first sought to work through the Mattole Grange; however, failed to receive Trellis Grant funding in 2019 and it became apparent that a new entity was needed specifically designed for the creation and protection of an AO in this region. Subsequently, the Lost Coast Farmers Guild (LCFG), a non-profit mutual benefit corporation, was formed in the fall of 2020. Comprised of six outdoor cannabis farmer members in the Mattole River watershed, the LCFG has already begun outreach efforts to potential member farmers and has also brought in professional consultants to help refine and finalize the description, baseline eligibility requirements, and geographic boundary of the LCAO. CAP regulations will require the appellations to be established based on a combination of geography and production requirements. It is up to cultivators to define the combination of geography and standard, practice, and cultivar requirements that define an appellation. To that end, the LCFG has been meeting weekly throughout 2020 and has developed a strong working group committed to completing the project. Receiving funding through the Trellis grant will enable the LCFG to hire legal experts/consultants to assist in the next steps in developing a petition. Funding will also be used to pay the State of California application and approval fees for submission of the petition for appellation recognition.

Proposed Next Steps

Part A: Consultant/lawyer will draft a petition with input from LCFG as well as information and feedback gathered from community scoping meetings, surveys, etc.

Part B: LCFG members will continue outreach to the cannabis community to gather petition support.

Part C: Consultant/lawyer will submit petition to CDFA.

The primary project outcome is the development and submission of an AO petition to CDFA in 2021 for the formation of the Lost Coast Appellation of Origin. Should such a petition be unsuccessful, the LCFG will revise and resubmit. An AO will increase the viability of small craft cannabis farms in the region, lending to additional secondary project outcomes including

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	additional Excise Tax revenue to Humboldt County and job creation as existing farms grow their business and new farms become licensed.
Word Limit: 250	Although the (LCFG) is a new mutual formed mutual benefit the founding members are professional, highly qualified, community oriented, cannabis farmers. A brief bio of each of the founding members is included in the attachments.
Project Budget	archive-2.zip
Select each item being uploaded.	Any accompanying and supportive project documents such as site maps, equipment specifications, contractor bids and estimates., Letters of support: attach documentation of collaboration and/or project need in the form of Letters of Support, Letters of Partner Commitment, and/or Memoranda of Understanding, Brief resumes of key personnel, Market Analysis
File upload	archive-3.zip