

## Resumen del formulario

Applicant Name and Title	[REDACTED] Director
Applicant Address	[REDACTED]
Applicant Phone	[REDACTED]
Applicant Email	jeromy@cannabisconservancy.com
Applicant interest in project/site	Director of program, not-for-profit project
Business/Association Name	Redwood Alternative Agriculture Fund
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	Cannabis Support Business
Cultivation Lighting (as defined in Humboldt County Code 719-3)	
\$50,000 Eligibility	Nonprofit Cooperative Associations (As defined in California Food and Agriculture Code 54001 et seq)
[[ ]]	
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	Non-profit fund governed by a humboldt-based board of directors
# of FTE Employees	

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Summarize the business/association and its activities Word Limit: 250

Formed in 2016, The Cannabis Conservancy's mission is to empower the regulated cannabis industry to achieve environmental, economic, and social sustainability. We have developed a rigorous sustainability certification platform to certify legal cannabis organizations that adhere to: Good Agricultural Practices (GAP,) avoid harmful inputs, utilize waste reduction methods, are energy efficient, and conserve water. We guide cultivators towards compliance and provide support in achieving sustainability and resiliency in the marketplace.

We are a collaborative and well-connected organization. Our auditors also independently certify and review for the Sun+Earth Certified regenerative standard and have developed cannabis-specific government funded initiatives such as the Boulder County Carbon Conscious Certification program. We conduct roughly 50 audits annually and have offices and founders in Colorado, New York, British Columbia and Humboldt County. Big Sun Farms and Mountainwise Farms are two of our local certified producers. The Cannabis Conservancy also licenses our sustainability platforms to Rotterdam-based Peterson-Control Union, enabling TCC to issue certifications internationally. We actively participated in the working group process for development of CDFA's OCAL program and in 2020, we conducted working group meetings with a technical advisory committee of diverse industry professionals for the development and finalization of our indoor cultivation efficiency standards.

The Cannabis Conservancy's Redwood Alternative Agriculture Fund (RAAF) is intended to raise money to offset the financial burden of obtaining reputable third-party certification on small producers; to offer free educational and consulting services to cultivators; and to work with other local environmental organizations to bring Humboldt Cannabis to the global stage as the most sustainably produced in world.

Program / Project Name

2021 Redwood Alternative Agriculture Fund

Requested Amount

USD 50000.00

Total project cost/funding needed:

USD 50000.00

Additional Funding Sources

Other available grants and donations from industry supporters

Type of project

Planning, Implementation, Technical Assistance

If Other, please explain

Project Address

N/A

Project Assessor's Parcel Number (APN):

N/A

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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	Jurisdiction Business License, Articles of Incorporation, Federal Employer Identification Number (FEIN)
Licenses, Permits, & Agreements	<a href="#">archive-1.zip</a>

Word Limit: 500

The Cannabis Conservancy sees that the emerging legal cannabis industry has a unique opportunity to build systems which have sustainability as their core value, leading to healthier human communities, healthier ecosystems, and more resilient local economies.

The West Coast division of the Cannabis Conservancy has been closely following the Trellis program. We are pleased to see that the Board of Supervisors adopted the recommendations of the Humboldt County Growers Alliance Marketing Assessment, as we feel that these recommendations contain a broad and powerful vision for equitable value distribution among legacy Humboldt producers.

The core focus of the assessment was to investigate geographical indications and the potential for a regional marketing campaign which effectively promotes sun grown, sustainably produced cannabis. In other geographical indications (GI) strategies, environmental certifications have played a central role in providing clear evidence to consumers that the products they are buying have been produced in an environmentally responsible manner. Though certifications such as the USDA organic program have been shown to add great value (agricultural products carrying the USDA organic stamp sell for 22-35% more) the cost of third-party certification can be very high for small agricultural producers, and is burdensome on an administrative level. This is no different in the world of cannabis. We find that the cost, in both time and money, is a major factor in whether a producer is willing to complete the certification process. Though many of our permitted Humboldt producers would already meet the requirements for a certification, it can be a major hardship for a small family farm to get all the way through the process.

Our West Coast division is seeking to raise funds to provide certification and environmental consulting services at no cost to legally operating Humboldt County cultivators. We offer a step-wise and individualized approach to environmental certification that meets farmers where they are and gradually leads them to fully regenerative practices. Our goal is to raise between \$10,000-\$50,000 to provide third-party certification for ten-fifty outdoor and mixed-light cultivation sites in Humboldt County for the 2021 growing season.

The Cannabis Conservancy proposes to develop an open application process in order to distribute certification vouchers under the direction of the Humboldt County Office of Economic Development using criteria approved by the Board of Supervisors. In light of the passing of SB 67, we suggest that the county choose to prioritize offering these certification vouchers to producers who are organizing around appellation regions.

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This project is in alignment with the adopted strategy for marketing regional Humboldt cannabis and will positively impact both white label and branded product sales. The wholesale price

of products that have certification marks will rise, potentially leading to higher measure S revenue within one to five years, depending on the scope of this fund. Additionally, pending accreditation with CDFA in January 2021, our vouchers will also include certification for OCAL (California Comparable-to-Organic stamp.) Funding certification for more than 15 farms will result in the creation of at least one part-time administrative and auditing position in the county.

The HCGA marketing assessment adopted by the Board of Supervisors in November 2020 recommended several ways we could effectively market our regional cannabis products and benefit the local economy.

The intentional branding of strong ties between product and place, or the concept of terroir, is a key point in the assessment. Since the organic food movement and the fight against widespread industrial pesticides began in the late 1960's, we often see the small craft producer cast as the savior of an over-industrialized, over-commoditized, ecologically imperiled world. The resurgence of American small batch craft distilled spirits, organic fair trade coffees, and the thriving family owned wineries of Napa, are a few examples of movements that successfully tie their products to the real humans who produce them and the places where they are created.

“The notion of terroir ties together many of the most important aspects of Humboldt's cannabis industry and community: the unique relationship between product and place; the connection between smallholder agriculture, environmental sustainability, and livelihoods; and sub-regional cultures and communities that make up the larger Humboldt community.”

With the passing of SB67 on Cannabis Appellations following closely on the heels of the report, the assessment formally recommended that, “marketing efforts promote and chronicle the development of appellation regions that grow cannabis utilizing higher voluntary environmental standards.” The Napa Green certification, developed as part of a terroir-based regional marketing strategy, set and met their goal of certifying over 95% of all wine producers operating in Napa with little to no cost to the producers. In a similar way, we want to see Humboldt cannabis achieve widespread recognition as being produced using the most environmentally sustainable and regenerative practices possible. We foresee that organizing appellations may wish to include an environmental certification as part of their minimum quality standards, but that members may struggle to pay the fees on top of the costs of regional organizing.

Subsidizing the cost of certification and consulting will support the adopted strategy of the Trellis Marketing and Branding program, allowing producers and developing appellations to move more quickly to adopt higher regional environmental standards through collaboration and support, rather than enforcement and compliance.

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The environmental crisis our planet is facing is too pressing to be ignored, and the emerging legal cannabis industry stands at an opportune place and time to make an impact that urges us back toward balance with our natural world. As we are seeing so clearly, our local and global economy is deeply tied to how well we manage our natural and human resources.

His present passion and focus is on bringing the values of responsible stewardship into the forefront of what we do in the legal industry, without over-burdening individual farmers.

The successful funding of this project will allow between ten and fifty cultivation sites to be formally assessed using a set of rigorous internationally-aligned environmental criteria. It will likely result in the reduction of the over-use of fossil fuel derived inputs in our soils, improper management of water resources, reduction of greenhouse gas emissions from unsustainable transportation of materials or improperly maintained equipment, and the reduction of the use of supplemental lighting. Up to fifty sites will be assessed for biodiversity and ecological impact and free educational information will be provided for producers to encourage more sustainable practices. Excellent record-keeping is required for our certified farms, and the maintenance of accurate water, electricity, and waste logs will result in useful data and the ability for producers to develop benchmarks and set achievable goals/targets for reducing energy, water, and waste. The more producers are certified according to these high standards, the more economic pressure we are able to put on makers of industrial products developed to be used in commercial cultivation and processing. Certification will encourage the future development of sustainable solutions and discourage the sale and use of uncertified or harmful products.

The careful stewardship of the earth is at the heart of what we do at The Cannabis Conservancy, and the success of our 2021 project will undoubtedly encourage greater environmental sustainability of the region.

Word Limit: 500

The Cannabis Conservancy began the process of developing a fund for the benefit of Humboldt producers in late Summer of 2020, originally known as the Flagship program. We've determined that the simplest way we can assist small local farmers, is to create a fund dedicated to distributing free vouchers for third party certification.

The vouchers are not designed to be used exclusively for Cannabis Conservancy certification, but instead are intended to provide ground floor level environmental consulting with the goal of achieving any number of reputable certifications. Depending on where the farm is in their compliance with standards, the 2021 program will offer vouchers for the Simply Eco Step program or Sun+Earth Certified regenerative standard. The OCAL

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comparable-to-organic stamp is scheduled to launch in January 2021, and we have developed the framework to offer these vouchers as well, once accredited organizations are able to begin auditing and certifying. Some cultivators may meet requirements to become certified for all three stamps.

We are currently in the process of drafting and refining the by-laws for the “Redwood Alternative Agriculture Fund” (RAAF) and expect to receive our 501(c)3 status for the fund in early 2021.

As a not-for-profit developed strictly for the subsidizing of third-party environmental certification, we are a “no-touch” organization not directly involved in the cultivation, processing, or distribution of commercial cannabis. The related organizations, The Cannabis Conservancy and Sun+Earth Certified are also no-touch. They provide environmental consulting, standards development, and auditing services and thus do not require a state or local license/permit specific to cannabis businesses. No peace labor agreement is required.

Our simple goal for this fund is to help as many small producers achieve certification as possible by December 2021. We propose upon approval of this project, that the Office of Economic Development provides us a list of approved criteria for the selection process of voucher recipients. We will use this criteria to develop a simple and easy to use application website and collect applications for review by March 2021. We propose providing the administrative resources to sort and review applications, and will provide recipient recommendations, with the final decision on who receives vouchers resting with the County. Vouchers should be awarded no later than June of 2021. Recipients of the vouchers will be able to immediately begin receiving services individualized to their needs, with final certification marks approved in the Fall of 2021.

Aside from Trellis project funding, we hope to raise money for this fund through other means such as grant-writing and donations from our successful supporters in the legal industry. Over the past four years we have primarily focused on developing our rigorous standards and establishing international reach and industry connections. We are adding to our focus the necessary next step of subsidizing the cost of services to the small producer. Though our fundraising goals for 2021 are modest, the certification fund project is an important first step forward on the path toward aligning the cannabis industry with environmental, economic and social sustainability.

Word Limit: 250

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., Brief resumes of key personnel, Associated Research

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File upload

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