

Resumen del formulario

Applicant Name and Title	[REDACTED] - Owner
Applicant Address	[REDACTED]
Applicant Phone	[REDACTED]
Applicant Email	consciousgardeners@gmail.com
Applicant interest in project/site	50% Owner
Business/Association Name	Conscious Gardeners
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	
[[[]]]	
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	LLC - [REDACTED]
# of FTE Employees	

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Summarize the business/association and its activities Word Limit: 250	Import and distribution of jute trellis netting.
Program / Project Name	Conscious Gardeners Billboard Advertising
Requested Amount	USD 9650.00
Total project cost/funding needed:	USD 9650.00
Additional Funding Sources	N/A
Type of project	Capital Investment
If Other, please explain	
Project Address	██████████ Whitethorn CA 95589
Project Assessor's Parcel Number (APN):	110-131-056-000
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, California Department of Tax and Fee Administration tax permit, Articles of Incorporation, Federal Employer Identification Number (FEIN)
Licenses, Permits, & Agreements	archive-1.zip
Word Limit: 500	<p>Hi, we are ██████████, and we have a small cannabis and vegetable farm in Etnersburg called Rolling Acres Organics. As two farmers who believe in reducing waste and constantly bettering our practices, it was about four years ago when we got completely fed up with using plastic trellis netting to support our plants.</p> <p>We did an exhaustive search of the domestic market for natural netting alternatives (there are none). We believed if our farm was interested, other farms would be too.</p> <p>We eventually found a jute manufacturer in India to work with, and designed a custom product with his assistance. It took us over a year to design a product we were satisfied with. We use vegetable oils as a natural coating - no petroleum products. And in 2019, we started our business Conscious Gardeners LLC right here in Humboldt County in order to import and distribute this custom-designed jute trellis netting. (consciousgardeners.com)</p> <p>Conscious Gardeners is the only company that distributes jute netting in the United States.</p>

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Conscious Gardeners does direct-to-farm sales within Humboldt, and is currently available in more than 20 stores in California, Colorado, Washington and Oregon. Eleven of those stores are located in Humboldt. We ship throughout the U.S. and Canada.

This is a serendipitous development, we believe, because as we began our rollout of Conscious Gardeners, numerous Humboldt County permitted farmers contacted us to let us know that their compliance agreements with the CDFA mandated the use of natural fiber alternatives to plastic netting for cultivation activities.

Indeed, one of our customers sent us a copy of their compliance agreement with a state regulating agency, which included the following stipulation:

To minimize the risk of wildlife entrapment, Permittee shall not use any erosion control and/or cultivation materials that contain synthetic (e.g., plastic or nylon) netting, including photo- or biodegradable plastic netting...

In other words, licensed cultivators need this product, and we are literally the only company in the United States making it available. Plus, it has a craft appeal farmers and consumers love!

Monofilament netting is getting phased out slowly for cannabis cultivation, and here we are selling a compliant product. We've had it tested with the Humboldt Ag Department for diesel, kerosene, and formaldehyde. It passes Phase III cannabis testing (we do our testing locally), and it actually is a food grade product.

We are providing direct support to the cannabis industry by importing and distributing this product. Our proposed project is billboard advertising for Conscious Gardeners jute trellis netting for FY2022. We are requesting \$9,650 to fund six months of the billboard lease. (See Budget. See Allpoints (CBS Outdoor) Billboard Rental Info.)

The billboard location we want to lease has a traffic count of 40,000 cars per week. Of all the advertising mediums available to us, we believe a well-placed billboard advertisement will be the most effective way to spread the word about Conscious Gardeners jute trellis netting to local cannabis cultivators.

Word Limit 500

With minimal advertising, Conscious Gardeners has developed a large and devoted customer base in Humboldt County and beyond

Our business will grow in the coming years because more cannabis cultivators are becoming licensed in the U.S.; cultivators face restrictions on materials used in their operations, namely the prohibition of plastic trellis netting; consumers and regulators alike want to see more sustainable and natural products in cultivation operations; and our business model is uncomplicated we import jute netting and distribute it to commercial ag producers via online portals and commercial

storefronts.

We support the local industry by providing farmers a compliant and efficient choice, thereby lowering their bottom line. It takes way less time to put up trellis than it does to put in 100s of bamboo stakes. Staking plants can take weeks. Jute trellis can be done in a day.

As of now, most of our clients are based in Humboldt County. When they flaunt their use of Conscious Gardeners jute netting to their cumulative tens of thousands of social media followers (as many of them do), it adds to Humboldt's competitive edge by publicizing how much our local cultivators care about the environment. They flaunt our product to show that they use best practices.

For farms that have been told they can't use plastic netting, we provide an option for them to stay compliant and continue to grow. By increasing the viability of local cultivation licensees in this way, we indirectly add to revenues collected through the Cannabis Excise Tax.

Conscious Gardeners is structured as an LLC -- Oliver and I run the business ourselves, with 100% of the business operations in Humboldt County. We split the workload equally with both of us answering emails, making phone calls, packaging and delivering the jute, doing inventory, managing the website and social media.

The grant request will result in the solvency of our business by enabling us to expand our customer base. We aim for longevity, and hope to pass this family business on to our children.

We contribute to the local economy by paying rent on two storage buildings in Humboldt to house our jute netting before distribution, hiring Humboldt Moving and Storage and local labor to help empty our shipping containers when the jute arrives, supporting local restaurants when we are out on deliveries, which is on an almost daily basis for six months out of the year, hiring babysitters for our children, holding a local business bank account, and by hiring a local bookkeeper and website designer, both based in Humboldt County.

I have volunteered at the local school for the past six years, and have been in charge of organizing the Shelter Cove Pioneers Christmas Party for the past 10 years.

In the near future, we hope to purchase a storefront and a building for additional storage. The store will have employees. (Number of employees TBD.) We also plan to add more eco friendly tools for farmers to our product line.

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Based on the volume of jute netting we have distributed and sold since the company's inception, we estimate that over 28 million square feet of plastic trellis netting has been diverted from landfills. This is an established success that is also in process -- the more jute netting farmers use, the less plastic netting goes to landfills.

Our product is natural, biodegradable, compostable and passes California cannabis compliance testing. It's unique, natural, salmon safe, owl safe, and deer safe.

The rampant use of (most often) single-use plastics in industrial agriculture is horrifying, but we'll focus on the problematic aspects of plastic trellis netting here.

We know from anecdotal tales and first-hand experience that plastic trellis netting is a tripping and ensnaring hazard, for people and pets. Additionally, at harvest time, people will cut the netting to break it down and remove it from their plants, sometimes resulting in small shards that wind up escaping into the wild, doomed to pollute the environment for years to come. The rest of it goes in the back of a truck to the dump. (Ideally, when harvesting plants, the goal is to remove the trellis and reuse it, but that is a painstaking process.)

At this point there are no recycling options for this type of product at the Redway Transfer and Humboldt Waste Management Authority in Eureka. Here is the most important point: most plastic netting used in agricultural operations endangers wildlife and winds up in the landfill or polluting landscapes as trash.

Hog wire panel fencing is a great alternative and we do use it regularly, but it is expensive and takes up a lot of storage space. The Mr. B's Green Trees trellis netting is made from a proprietary polymer material. It is biodegradable, but only under very specific conditions and specific temperatures. It's not compliant with waterboard regulations and will still kill wildlife before it ever breaks down.

Our jute netting product can be thrown in the compost pile when it is spent, and that is simply not true of the other plant support materials on the market today. It is truly the least impactful plant support option commercial farmers have.

Word Limit: 500

The purchase and import cost of the jute netting is our most significant overhead cost. In 2019, we invested approximately \$140,000 in the purchase and shipment of the netting. As we are on the verge of selling out of our current inventory, we are readying ourselves to spend an increased amount to re-up the jute supply in 2021 year, on the order of \$210,000.

Our next most significant overhead cost is the fee for storing the netting before it goes to market, about \$20,500 per year. While our business is in the black, we've so far had little extra to spend on advertising campaigns. However, we do anticipate brisk and

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increased sales in 2021, and have thereby established an advertising plan and budget for Fiscal Year 2022.

With an estimated 42,000+ weekly impressions, a well placed billboard advertisement will reach the most people in our market demographic. In FY 2022, we will lease a billboard space along Highway 101, between Eureka and Fortuna, for six months at a rate of \$1400 per month. The billboard installation fee is \$1000, with an additional fee of \$250 for the graphics. We are requesting Project Trellis funding to cover the total cost of the billboard for FY 2022 at \$9,650.

Our 2022 advertising budget also includes underwriting spots on Redwood Community KMUD at a cost of \$100 a month for six months, a display ad on the online news site Redheaded Blackbelt at a cost of \$250 per month for six months, four display ads in The Trader at a cost of \$302 per ad, and advertising on the KHUM 104.7 FM reggae show at a cost of \$250 per month for four months. (See Budget.)

Based on statistics and documentation provided by these media outlets, we believe our advertising campaign will effectively reach our untapped market in Humboldt County.

Project Trellis funding will pay for six months of billboard advertising and will increase the solvency of Conscious Gardeners by giving us more flexible spending ability for additional advertising, marketing or capital investments, such as the purchase of property for storage and/or a storefront.

We will provide evidence of outcomes by providing our contract and receipt of payment from Allpoint Signs, which owns the billboard space. Additional evidence of the successful outcome will be acquired by documenting where customers heard about our product, when possible.

We are currently in contact with Allpoint Signs, and we have the necessary information and process in place in order to secure the billboard space in 2022. (See Allpoints (CBS Outdoor) Billboard Rental Info.)

Please note, advertising rates listed above (and in the Budget) and availability are based on current (Dec. 2020) estimates provided by the businesses, and may be different when we move to secure our 2022 advertising spots.

Word Limit: 250

Project Budget

[archive-2.zip](#)

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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., 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, Market Analysis, Associated Research
File upload	archive-3.zip