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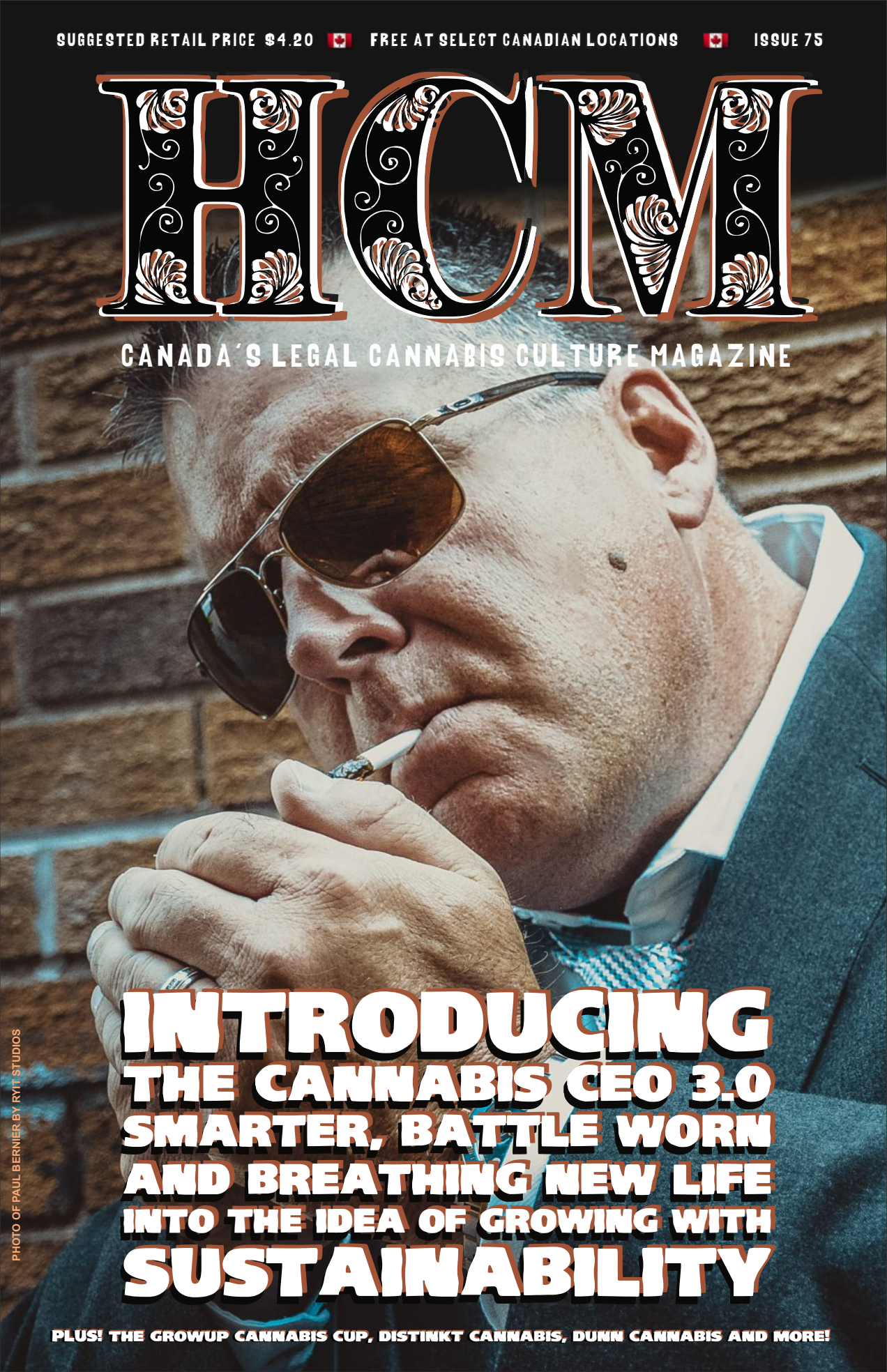
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ISSUE 75

HOCM

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I S S U E 7 5

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CANADA'S LEGAL CANNABIS
CULTURE MAGAZINE

LOOKING ON WITH ENVY! HOW FOMO OVER AMERICA'S GREEN RUSH IS EYE-OPENING FOR MANY CANADIANS.



The **Growup Conference and Awards** are back and the timing could not be better. We need this as an industry to remind us how far we have come.

It is a hard thing to sit back in a country that has had legal cannabis now since 2018 and watch our friends to the South discover the space and



fully relish in the cannabis related changes going on in America right now. They are - where we were 5 years ago - at the beginning of a green rush, a bonfire of entrepreneurial spirit and business savvy, witnessing a massive rise in cannabis culture, cannabis events, innovative products, phenomenal genetics, an explosion of cultivation and extraction culture, amazing packaging and brands and dispensary culture washing over the entire United States of America. Job creation, taxation and figuring out regulations. It is exactly where we were five years ago except its 100 times bigger and is permeating American media in ways we have never before seen. The FOMO I am seeing in the Canadian market for the American market is palatable.

It is a hard thing to be on the other side of these times watching another country live through what some will later consider to be the golden days of cannabis industry in America. We had our golden years and they are pretty much behind us now. This FOMO we are feeling will pass, we have been down the road that the USA is currently on and Canada has gone through the





Robert, Adam Mendel, Hannah Ansari from Mission Melts, Ganjier Matt, Wacky Willy and more. We will be live streaming this exciting event!

Its going to be held in the Boveda sponsored Consumption Lounge, the **Grow Up Cannabis Cup** will be bringing in some of the best flower and hash in Canada. The live flower judging will take place Sunday, September 11th and the hash judging will take place Monday, September 12th. With over 20 LP's participating and over a dozen judges, this will be historic and a heck of a lot of fun!

Winners will be announced at the **Grow Up Awards Gala** being held on Monday, September 12th. The Grow Up onsite Consumption Lounge offers a great opportunity to connect with other delegates in Niagara attending Growup and will also be provide professional education and sensory experiences through sampling. The Boveda Consumption Lounge will be open all three days!

Also on Sunday September 11th, Grow Up will kick off with its exhibitor load-in

gauntlet and now represents a mature market, full of lessons learned and the realization of how much still needs to be done. I envy the USA in the optimism I have been seeing

Presented by ND Supplies, this is one of High Canada Magazine's favorite cannabis cultivation conferences is back and this time it's with a unique show experience and a brand new format, first-time exhibitions, and more. I was very honoured to have been invited to judge the inaugural Grow Up Cannabis Conference, Awards and Expo's Cannabis Cup, happening on Sep 11/12.

will be putting my very specific set of skills to the test as I judge some of the best cannabis and hash in the Canadian market - representing team High! Canada Magazine, I will be joined by some of our industry's best!

This first Growup legal Cannabis Cup will be hosted by the one and only, Remo Colasanti, with guest judges including Peter Shearer, Jameson Welbourn, Angelina Blessed, myself, -Cy Williams, Nikki Lawley, Ben Miner, Claude



and a few other ticketed and non-ticketed events including the **Canadian Premiere of Frenchy Dreams of Hashish**. The documentary focuses on the Master Hashishin and Grow Up Hall of Fame inductee Frenchy Cannoli and a small group of Emerald Triangle cannabis farmers in Northern California. The group tries to reintroduce traditional hashish to the public, amplify their ethos of sustainable farming, and prove their dedication to quality sun-grown cannabis. The film's screening will be followed by a Q&A with Kimberly Hooks (widow of Frenchy Cannoli).

This Niagara event will provide educational and collaborative B2B events including unique sessions and networking opportunities, and more. Grow Up brings the cultivation industry together in Niagara Falls, ON from September 11-13th. Other amazing things going on at this year's Growup Conference in Niagara include **The Cannabis Science Symposium** being held Monday September 12th - which is a new one-day event designed to showcase the latest research and development and cutting edge topics in the cannabis industry. Attendees will have the opportunity to hear top doctors and professors discuss advances in cultivation, nutrients, plant growth, and disease control.

Hosting its first ever seed exchange On Tuesday, September 13th,, Grow Up is bringing together coveted breeders and phenohunters. the seed exchange will include education around flower, seeds and extracts. All registered delegates will be gifted packages of

feminized seeds, donated by **4Plants Canada**, to swap with during the exchange, in addition to any seeds delegates bring themselves. This unique offering will allow breeders to exchange seeds live on the show floor. High! Canada Magazine will be on-site all Conference long. We have a few interviews planned and some live coverage via our www.weed.tv channel and on Youtube. We are excited to head to Niagara to attend and report on this revamped and revitalized cannabis cultivation event!

Thank you to our cover photographer **Shawn Ryt** for providing some of the most stunning covers - this one included. Check out **Ryt Photography** for more on this incredibly talented photographer. Thank you for joining us for 75 issues of High! Canada Magazine. This issue features a look at a better breed of Canadian Cannabis CEO's rising up within the industry. There are a number of great people working in the Canadian cannabis industry doing amazing jobs leading the way into a better future for us all. We are super excited to share a few of our favorites with you here in this issue.

Stay Lifted!
Cy Williams

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**ONE ON ONE WITH
HEALTHVIEW PHARMS CEO
PAUL BERNIER**

**REPRESENTING A NEW BREED OF CANNABIS CEO
SOMETHING WE LIKE TO CALL THE
CANNABIS CEO 3.0**

By Cy Williams

I have known Paul Bernier for much of the time I have been in the Canadian cannabis industry and his career within the space over the last five years has been of particular interest to me and that is for a number of reasons.

You see, I know the real reason why Paul Bernier is in the Cannabis industry. Let me tell you, it is not for the money, it is not for any sense of canna-fame or capitalist opportunism or anything dark like that. Paul is one of those rare people who has been in it from the start and will be in it for the long haul.

Paul is as passionate about the cannabis plant as they get. He has always had an eye on progress within the cultivation side of things, within the field of athletics and cannabis use and Paul has always been deeply rooted within the medical side of cannabis as well. I have watched Paul navigate his way through the early days of the industry with poise and true leadership. He had a dream that would take years to accomplish but when this dream saw fruition it would be worth it. I have watched him take years and years to navigate to where he is today. He slowly but surely pulled the very best people together. After the right people came the he right location, the right equipment, the right formula - a dream coming together bit by bit. Grown with dedication to

doing it better and doing it more sustainably.

Paul is the perfect example of a new type of CEO that has risen out of the last three years of legalization. This breed is now battle tested, they have learned from each and every opportunity - good and bad and they are the ones who will survive and flourish.

Why? The reason is simple - they are a part of that rare breed out there running legal facilities that actually understand the nature of the plant, the importance of indigenous ownership within the industry and in Paul's case they are actually putting their money where their mouth is and building a better facility in order to actively work to reduce their carbon footprint and building one of the most sustainable facilities out there as a result.

Paul has scoured the globe that last few years finding more sustainable ways to grow. He is the CEO of Healthview Pharms, We featured his facility last month in a wonderful company overview. Healthview Pharms was nominated for an Environmental Impact Award at the 2022 GrowUp Awards.

Paul, Thank you for agreeing to sit down with me after all these years and talk about what



you have been building and have finally launched. Years in the making and here we are - bigger, better, way more sustainable....

I spoke a bit in my introduction about your personal reasons for working tirelessly in the space the last number of years. Knowing the real reason why you are such a powerhouse within the Canadian cannabis space, I am hoping you will share your personal journey with our readers Paul?

Certainly Cy - thank you for having me here to talk about this journey I have been on.

My Father was diagnosed with Cancer of the mouth and throat again Nov 25th 2016. He had beaten it before but cost him emotionally and physically with the removal of many facial structures. They advised him that radiation and Chemo would start immediately. They informed us that if my father made it to January 2017, it would be a miracle. Nov 26th 2016, I began making the high THC oil for him again, known as the "RSO". With the help of Tom Doyle and George Chuvalo, after hearing of my father's news, they contacted Patrick McGuire of the Toronto Maple Leaf's, my father's favorite team. Mr. McGuire pulled out all the stops for my dad. The Organization rolled out the red carpet for my father and had him and our family to a game. He got to meet one of his favorite stars Wendel Clark, it was all smiles and a night we would all not forget.

I will never forget sitting with my dad in the cancer ward at the hospital that cold winter. He



had just finished radiation treatment in the morning and were now back for the afternoon chemo session, as we were on day 3 of 15. It was radiation at 09:30 and chemo at 2:00pm, just like clockwork. As my dad sat in this cold grey pleather fitted recliner, hooked up for the treatment, I looked around at a room full of people. Young, old, middle aged.... Cancer did not care. The visual emotional drain on the individual and family members was beyond incomprehensible. I had seen large improvements with my father on the oil and the quality of life it gave him. Speaking of quality of life... he passed on June 28th 2017, 4 months longer than ever expected.

I was determined to help bring other healthcare choices that worked.

I travelled heavily through North America, touring as many cannabis facilities I could and speaking to anyone I could, going to events to gain knowledge. My knowledge became unprecedented and my desire and drive to share those in need was my driving catalyst. I worked with several great groups over the years, bringing them to market and creating successful teams that continue to flourish in the cannabis markets in Canada and the United States.

Now it's time for the world to experience HealthView Pharms Quality!

Paul, You have been building and and you are finally ready and it is a hard time to be a legal producer right now. How are you navigating around such an interesting time as we now find ourselves in?





This is a great question! Many companies facing difficulties, are spending their budgets all over the place instead of staying focused on quality. When I walk through most cannabis businesses, before I even get to the production rooms, which is the heart and soul of the company's, I pass about \$2-\$3 Million dollars in salaried positions. The amount of uncontrolled and irresponsible spending in the market is absolutely absurd.

HealthView Pharms was brought to life to change the market and change the playing field!

Companies over the last 3 years have been so focused on the consumer as being the "end user" that they have lost sight on their target markets and quality.

HealthView Pharms comes to market with a different mindset, believing that We are the "end user" with our focus on the consumers "wants, needs and Habits", as the company's main focus is they're experience each and every time.

With the current saturated & competitive marketplace, we really had to focus on fixing the broken culture that all got lost in the "Green Rush" first!

We went out and created the most cannabis passion friendly and knowledgeable team we could find. We followed up with a low operation cost, fully controlled production facility and a genetic bank that would drop the jaws of many in the top echelon of the cannabis culture around the world. We will further stand out with our "think outside of the box" type of marketing never seen in this type of industry.

Paul, you stress the need to do things differently - to do things better and with more of an eye on the impact that we are having as an industry on the environment. It comes down to patients over profits every time for both of us. Can we talk about that a bit more?

This has to be one of the most talked about topics over the last dozens or so months. The CEO mentality of the last three years doesn't fit the culture the cannabis space requires to stay the course in a new industry to build growth and longevity. When the "Green Rush" started, the industry was built around "legacy CEO people" trying to run a business without proper corporate governance. Then it all changed when funding was impossible to get without a proper management team.

The next shift in the market happened, the people that were brought in to provide corporate structure and create a profitable legal business were met with personality and cultural clashes. It was Bay Street vs the Legacy growers.





They absolutely did not speak the same language and a rift in the culture began to grow with the mentality of US vs Them.

The “Legacy CEO” people left, and the changes were on the way. The care for the quality of the product disappeared as did the care for the culture. What was left behind was nothing more than people just there for a meaningless hourly wage. It was like the whole reason we fought for this was gone.

I bring passion back through a hands-on team environment and have the mentality to be a “Marathon runner in a world full of sprinters”. I may be the CEO, but you will find me several times a week in the production rooms pruning, helping clean a harvest room to trimming. The new type of CEO needs to be hands on and know his people personally, erase that imaginary line between front office staff and back-office staff... simply put “were all the same staff”!

Paul - the future is sounding very exciting indeed. Tell me more about where you are right now and a little more about the tech your team decided to use?

We just submitted what we hope is our final RMI (request for more information) to Health

Canada, through the Indigenous Navigator program, as HealthView Pharms is Indigenous owned. It was built with strict core values, especially with our carbon footprint being the center of it. We are hoping to have our License by end of October 2022.

With sticking to our core values when designing the brand-new state of the art 35,000 sq ft facility, which sits upon a 155-acre agricultural property, it was important for us to make our decisions with our carbon footprint always in mind. We employed technologies such as LED lighting systems and HVAC systems that are environmentally friendly and sustainable. After a yearlong process of educating ourselves on new light technologies and doing extensive traveling, Agnetix’s LED lights had been found to be far more advanced than others in the lighting space. These lights are environmentally friendly & sustainable as the facility and light design has the capacity to reuse the water that is used for cooling the lights back into our facility.

With new and cutting-edge technologies in the HVAC systems, we were able to design a system that was environmentally friendly and sustainable for our future. We use a system called HTS to monitor our HVAC system which includes an array of sensors, controls

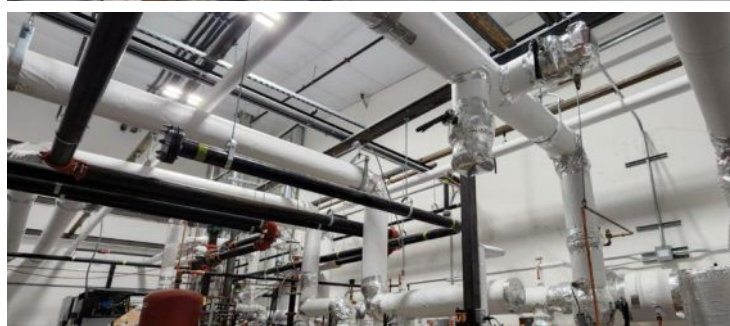


and safety systems. This system allows for a less than 5% humidity swing in each room at any given time. This system design also allows us to recover the condensation water from the HVAC units, which gets treated through various filters and UV systems and introduced back into the facility for daily use. This process reduces our “grey water” discharge significantly. These are just some of the many secrets that built the most sustainable carbon foot print friendly production facility’s seen yet.



What does the rest of 2022 and beyond look for you and Healthview Pharms?

The future is very bright for HealthView Pharms. Currently we just finished off our phase one buildout, 35,000 sq ft with a cost of about \$17 Million Dollars. When we started the project, we worked closely with the township with regards to zoning. We believed it best to submit the entire 155 acres of property for cannabis cultivation and processing zoning. The Township agreed with our future vision and granted our zoning request for the entire acreage property. We are anticipating a Health Canada License at the end of October to mid November which will round out, an exciting 2022 for us.





2023 will be an explosive year for us as we have created a plan to push our genetics envelope to the limits and bring to market fresh exotic genetics. We will also look to further add new talented team members, to help us to continue to achieve our goals of consistent quality products. We will expand our educational relationships through various College's and University's and their cannabis programs. Our research will continue with the development of a variety of safe products and delivery methods for consumption by consumers.



As we watch the global market unfold over the next several years, we will focus on new international relationships and continue with our journey with genetic research. We will also continue to work closely with our devoted customer base and build strong sustainable brands.



Advice to people who are out there doing what you do?

As easy as this question sounds, its equally as hard to answer. First and foremost, spend time will all staff members regularly, get to know them and give them the comfort level of support they need to succeed in. If they succeed, you will as well. Learn to be more open minded, take and create opportunities for personal and business growth but don't get all caught up in the "shiny items" around you... stay focused and believe in the culture, it's been here longer than all of us!



Thank you Paul Bernier for sharing some of your story with us here today!

For more information on Healthview Pharms visit them online at www.healthviewpharms.com



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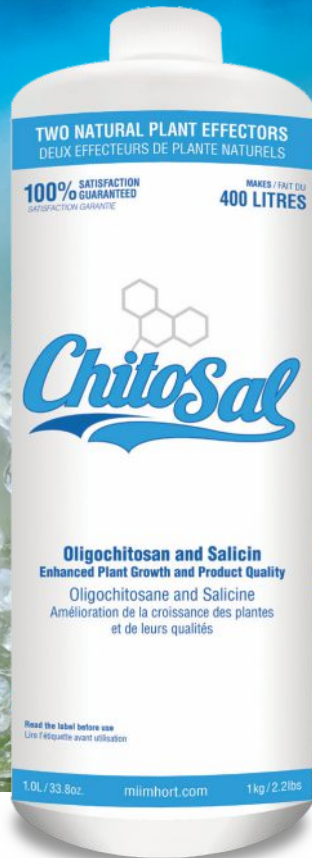




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Company Spotlight

Company Spotlight

Distinkt Cannabis is a Canadian-based, soon to be an award-winning industry leader in the cannabis, extraction, and solvent recycling industries. They are based in Calgary and they have a level of commitment that outshines most of their contemporaries. Especially when it comes to an uncompromising stance on quality.

This team represents all that is good within the Canadian cannabis industry and we are proud to showcase them in this very special 75th issue of High! Canada Magazine.

We got to interview their most amazing example of the all new iteration of CEO 3.0 - Mark Corrigan.

What events led to the creation of Distinkt? How important was building a perfect team to you at that time?

The creation of Distinkt was a simple idea after visiting





Denver in the fall of 2016. A realization that legal cannabis was coming. I was a long-time consumer and Fred McIntyre, a good friend, as well as a full-time legacy provider, started throwing the idea around of quality cannabis in the legal market. Craft grow, controllable rooms, and legacy cultivars out of Nelson BC to get us started.

We quickly added Steve Sissons, our master grower, to the team and still needed to find someone who could do special things with solventless extract as that is what we envisioned for the company.

It was the beginnings of the goal to create quality products for cannabis lovers and for consumers who wanted quality products. I pitched the idea to an investor; someone I knew through the golf industry. After 30 minutes, I had \$500,000.

Distinkt suddenly grew from an idea into a numbered company that had some legs.

As we moved through construction, we quickly realized finding the right people to help us navigate through this highly regulated space was crucial. Getting a QA for our application was paramount. Richa Parikh jumped on board and gave us some HC credibility. Patrick Rasmussen filled in so many holes, from extraction, to his understanding of regulations, and his overall cannabis knowledge.

Adding Charlie Gibson into our solventless program and product development, along with Steph Schremp on the grow side really rounded out our team. Separately everyone had their own strengths that they brought to Distinkt, but the real magic was the sum of their parts.

The mutual desire and drive to do great work and produce great products that we can all be proud about. Everybody paddling in the same direction is powerful. We speak about the uncompromising commitment to achieve a premium product. We don't cut corners. We are all shareholders, greatness is our goal.

The other approach we take at Distinkt is that of collaboration. I believe Distinkt only gets better if we use all good ideas, I provide guidance, but we get to decisions as a group. If ego is off the table, and we don't compromise on the philosophy, good things usually come as a result.

I've always loved working in teams or playing on teams but more importantly achieving something great, a championship or contract, it feels better to win as a team. Sharing a win with a teammate or shareholder feels better than winning alone. Building that perfect team has always been on my mind.

What has 2022 brought for Distinkt? What is different today then when you began this journey?

The biggest thing that 2022 has brought Distinkt is a sales amendment. Thank you, Health Canada. It was a death sentence for us without one. It's hard to find good partners in business, and the cannabis industry might be harder. They are unicorns, I hope to be a unicorn to micros in the future.

It's so different now. I use to tell potential investors we are going to be a premium cannabis company, which was met by, "Out of 20 decks I've seen, all of them were craft or premium cannabis companies." Which isn't untrue. Now we are living it. Operations is a different animal and we



Mark Corrigan
CEO & Owner at
Distinkt Cannabis

make hard decisions about quality. Is it more money and time to hand trim? Yes, but there is a big difference. We cure cannabis for 21 days, this process doesn't help timelines. Saying your premium and actually being premium are 2 different things and consumers are beginning to understand that. Shouldn't there be a difference in price for non irradiated versus irradiated cannabis? Talk is cheap, producing quality product is not.

Plans for 2022 and beyond? What does the next year look like for Distinkt?

Keep establishing Distinkt as a premium player. When you purchase something from Distinkt, whether it be dried flower, Live Rosin jam, whatever it is, it's going to be quality. We are bringing out 6 new cultivars, phenohunted in house, which will rotate to always add something new to the line up. We will continue to focus on



solventless products and further educating consumers on what Live Rosin is and how it is made. This crew was made for this industry, they were born to be in cannabis. The process matters and in many ways that is what makes us different.

We are currently in BC, Alberta and Sask on the rec side along with 2 medical channels, Mendo and Teedy. We are also in the process in getting a couple listings in the OCS. That would drive our business to the next level.

The next year will see us dive further done the rabbit hole with psychedelics and extraction. We have a 2nd facility coming on board which includes large scale cannabis ethanol extraction and cultivation and extraction of

Psychedelics. We are in the process in achieving our DL/DEL.

Our immediate focus is the cannabis extraction piece with all the available biomass coming online this fall, we feel we can become a major disruptor on the extraction side. As for the pace at which the psychedelic industry moves, we will monitor the global appeal and bring it online accordingly.

Although Distinkt has been incorporated since July of 2017, we feel like we are just hitting our stride. It's been a slow and steady ascent with each year being better than the last for Distinkt. I don't like wishing my life away but 2023 looks quite bright.

Steph Zissou

Lead Cultivator at
Distinkt Cannabis



Steph Zissou is a legacy grower with deep roots in the Kootenay region of BC.

Raised in a community rich in pre-legalization cannabis innovation, Steph has taken her almost fifteen years of grey market expertise, combined it with her deep respect for the cannabis plant and applied all that passion and knowledge to bringing the legacy of the black market into the legal framework today.

*Steph is currently leading the cultivation department at **Distinkt Cannabis** and applying all her experience and intuition to give consumers looking for a truly unique and memorable experience.*



Charlie Gibson

Head of Solventless
Extraction at
Distinkt Cannabis



CELEBRATING THE BEST IN CANNABIS

2022 **GROWUP** AWARDS

FINALIST



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*Charlie Gibson, head of extraction at **Distinkt Cannabis**, is not a new name on the block. Nominated for Extraction Specialist of the year at the 2022 Grow Up awards, Charlie's craft is gaining the recognition it deserves. Charlie's passion for the plant started years ago after finding therapeutic benefits for his insomnia and ADHD. Eventually wanting to have access to higher quality products, Charlie began experimenting at home, with "science experiments," or so he told his mom.*

After honing his craft Charlie started operating in various avenues of the grey market and growing a very successful name and business. Charlie made the transition from the grey market and started his career in the legal market with Canopy Growth based in Smith Falls until he made the move to Calgary to assist Decibel in launching their new extraction program.

*Through Charlie's expertise and dedication to producing premium quality extracts, Decibel quickly became one of Canada's top selling extracts and vape brands on the market. Charlie then made the decision to join **Distinkt Cannabis** and has been continuously committed to putting out clean, top-quality extracts that are making a splash in all the markets they have been launched in thus far.*

Patrick Rasmussen

COO at
Distinkt Cannabis



*Patrick Rasmussen, owner and COO at **Distinkt Cannabis**, started his journey into the cannabis world at a young age fueled by experimental curiosity. Curiosity turned to appreciation and evolved from a hobby to a side hustle, working in the grey market.*

Patrick was initially motivated more by the financial aspects of operating in the grey market, but that motivation was turned on its head when a close friend was in a horrific car accident that involved a drunk driver. His friend was left with significant trauma and his road to recover required a lot of pain management. Wanting to help his friend, Patrick was determined to learn as much as he could. He went to Oregon to learn ethanol extraction and how to winterize crude oil and distill it into what everyone referred to as 'Clear' back then. His experimental curiosity was once again renewed, and he continued to educate himself on extraction techniques and lab practices.

*Patrick eventually went on to open a retail dispensary in Alberta and started consulting for **Distinkt Cannabis** and then joining the team full time in 2021. Since then, Patrick and the extraction team have dedicated their efforts to create some incredibly innovative extracts.*

Patrick is currently also preparing for Distinkt's Dealers License and DEL where he will focus on the cultivation and extraction of psilocybin mushrooms and the formulation of other psychedelics.



Steve Sissons

Head of Cultivation at
Distinkt Cannabis



DISTINKT

*Steve Sissons is a dedicated, hands-on owner and the Head of Cultivation at **Distinkt Cannabis**. He has over a decade of experience as the Operations Manager for a prominent furniture and design company. Steve has gained invaluable management skills needed to be successful in any new business venture he embarks on.*

-Certification in Cannabis Cultivation from Oaksterdam University





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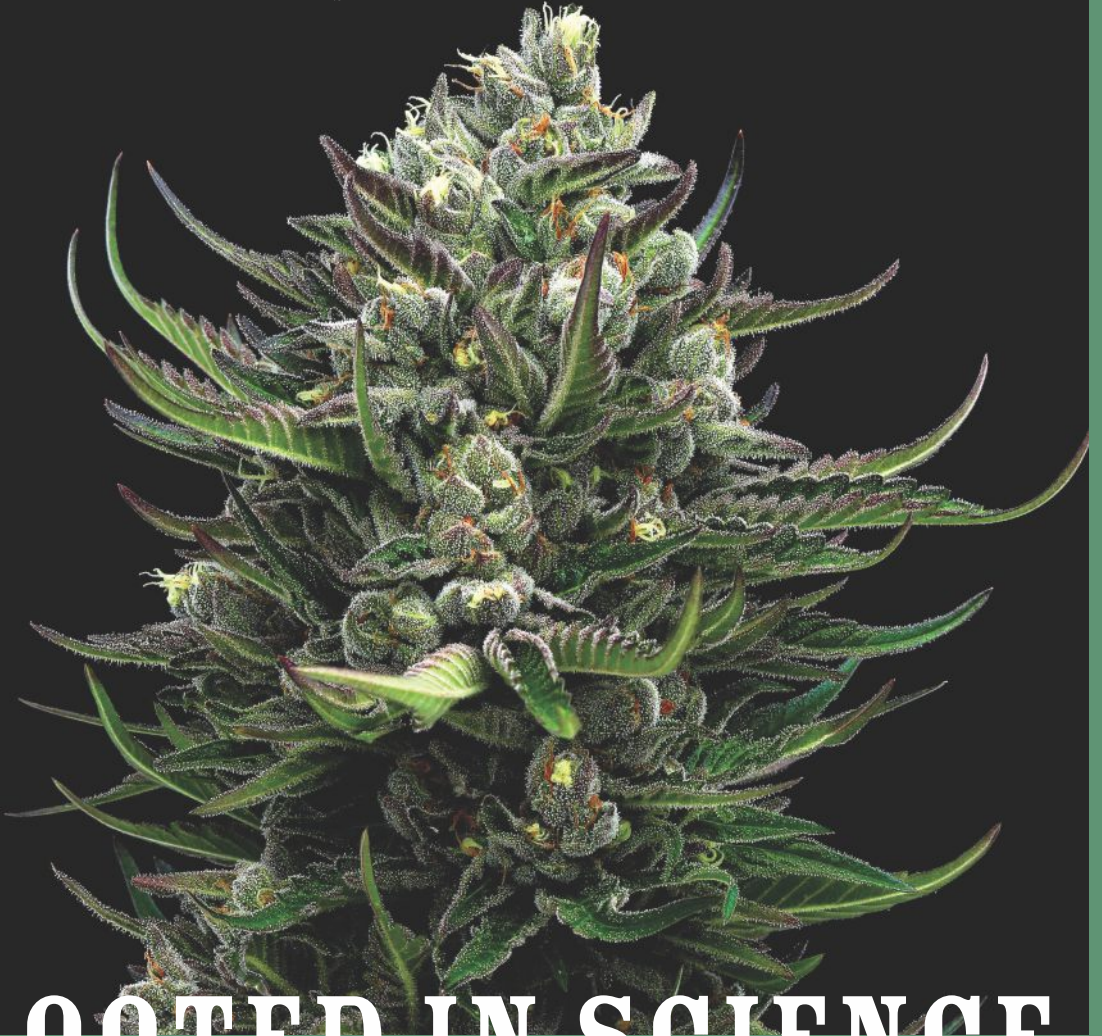
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DAVID FALKINS DUNN CANNABIS

THE CLIMB TO THE TOP

By Sara Jane Wilson

David Falkins is nothing short of a seasoned veteran in the Cannabis world. His hands on knowledge has sky rocketed him from the illegal market, to the medical market and finally to where he stands today, at the top of Canada's legal market. It's a goal all growers have dreamed of, how ever, many have yet to attain. The Canadian Government doesn't make it an easy feat.

Even from a young age, David was determined to succeed. Originally, he had opened a vehicle detailing

company, but when he began seeing men he knew who were five or six years younger than him, rolling in the cash, he became intrigued. The next thing he knew, he was a part of a risky underground world where cash grew on plants.

How does a grower get to where he is, you might ask? Well, sometimes it involves lying through their teeth. While he may have found his foot in the door, he hadn't the first clue on what he was doing. P.H. levels what? What portions of nutrients?

David opened the old Cannabis bible, tediously self-training himself all there



was to know. For as much as there was to learn, there was to tweak and correct. The knowledge in such an industry never stops growing and evolving. There was always something he could do to change the results; something he could do to make it better than the last round. While he spent his time reading to retain

the information he needed, back then you had to be careful. Often times, he could also be found at the public library, leafing through web pages that taught you the top secret tricks everyone else was too afraid to Google themselves.



With the introduction of the medical Cannabis market came the first lows of the highs he had thus experienced. While many others had found themselves floundering during these years, David managed to ride the waves with a passion for the plant and an ability to adapt with the ever evolving industry. He's adamant if you're in it for the money, you're not going to make it. It's the passion that builds a distinguished grower in Canada's saturated market.

The legal market rolled in, destroying the medical market and much of what



DUNN CANNABIS

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CRAFT

was left of the illicit market. Once again, an ability to balance the wave came into play and in doing so, he was hired on at craft farms such as Dunn Cannabis and other Canadian LP's. He started as head grower and worked his way up to head consultant. David worked his way to the very top, baby step by baby step.

Best known for house hold name strains on the market such as Acai Berry Gelato and Black Apple Hitchcock, David has found himself working his way into the hearts' of the consumers.

Pumping out dense buds coated in sticky trichomes has not gone unnoticed with the public. The meticulous amount of care and effort that goes on behind the scenes to produce the perfect product can take years. From spending a significant amount of time finding the perfect pheno, selecting the strongest mother plants and vegging them to long enough to provide a rooms worth of beautiful strong clones, it can take up to a year more to bring new crafty genetics and phenos to the market.

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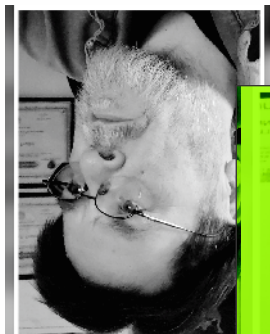

**MICROBIAL
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PRO**



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HOMEGROWN: AN OUTPOST OF COMMON SENSE

BY @TFPRUDENTHEWRITER



Hello
neigh
bor,
and welcome.

The end of summer nears as I write this month's column. In trees nearby, a growing tinge of red and gold now lingers, like faerie's dust, sprinkled among the still abundant leaves of brilliant green.

Meanwhile, outdoor growers check trichomes and watch, daily, close, and nervous, their local weather report.

Last year, I talked about harvesting the indoor grow here. This one, I'm ceding that floor to the columns ahead of me here in HCM Magazine, while also straying further down the path of advocacy.

With any luck, you've been enjoying the detour.

As for me? Well, let's say the trip has been... enlightening.

For, much like our democracy, in a short while I've learned enough to

convince me there remain plenty of serious threats to legal cannabis. Both here at home and worldwide.

At this writing, the cannabis flower remains a political football, albeit one used for profit.

Now, in a place like the one in which I find myself just now, which distills to that of magazine columnist, cannabis advocate, and pundit writing about happenings within a now legal industry, it often seems ethics or comfort limit the choices.

To make a finer point, a columnist can tell how it is, or he can curry favor. Either course will, as usual with such matters, serve its share of pros and cons. What remains for the scribe is choosing his menu.

Here, in the daily guise of bachelor cook, I'm near as particular about the grub served as I am about what gets written. Which is to say, I am a picky SOB. At the best of times.

Not only that, but I encourage others to be the same way. And, seeing as how you're here, I'm going to recommend you try it.

Because I think we're all better off living that way. That's right. I also believe more of us need to get busy being far pickier about what's happening in our lives.

I think we'll all be better off if we demand the best of, and for, ourselves.

Instead of taking whatever the current darlings of industry or politics give us.

That doesn't mean I'm advocating for revolution. I am not. No, because here, I promote change by evolution. While certainly slow, it causes less misery for you and me.

Not to mention those living in the ivory towers running the place!

So, don't get too excited. I'm one unknown writer, an anomaly in a sea of sameness, and neither an industry nor a government need concern themselves with my ramblings.

What I'm hoping is to entertain you, the readers of this magazine.

But I will admit, to support that, most days here are spent trying to figure out a way to have my say without getting fired. And make no mistake, for a cantankerous fool like me, that's tough enough.

The plain truth is, much as it goes with my ideas about life, love, family, politics, cannabis, and any other old



thing you could easily name, my sense of humor is shared by few. More often than not, the damned thing gets me into trouble.

So, I'm careful when sharing it.

Not only that, but having a monthly column published in a national magazine is a prize not too many writers ever get to claim. I also know I'm not captain of this ship. And will, too, admit that fear of being put ashore limits any desire to rock the boat with misguided attempts at juvenile humor.

But did I lately mention how I'm struggling with the contrarian urge? Well, there you go.

Through the better part of my life, I've been mostly unaware of this aspect of my personality. In fact, if long-term friends of Harwill didn't point it out, there's a good chance I'd have never known about it.

Don't get the wrong idea. I'm not making some kind of public thank-you to anyone for pointing it out. On that



point, I'd go so far as telling you it's best not to mistake me with anyone so forgiving.

But it strikes me as funny that I've lived so long, ignorant of my own habits. And in case I've not been clear, I had not a clue about it.

That I'm often a contrary jerk, I mean. I'm being sincere, too. The info came as, literally, news, to me!

I tend to think of myself as, mainly, level-headed, with a somewhat mercurial temper. Not only that, but I'd be lying if I told you finding out I'm more often an ill-tempered jerk, with a penchant for playing the devil's advocate, almost caused me a tantrum!

What can I say? Aside from "it's a good thing nobody gets to see any of my first drafts"? Or how I'm suitably impressed by the patience of friends, family, and colleagues in dealing with my crackpot self?

While I'm at it, thanks to you, too. For getting this stuff. And me.

I'm a writer. I take the job seriously. But with myself, I most often find the subject ridiculous, and the butt of much humor.

Likewise, I find the ongoing democratic experiment a source of both tragedy and humor. That's because, from here, it seems ever to

swing from one extreme to the other, with scarcely a thought spared for why, by those living here.

Most times, I'm not sure whether to laugh or cry.

Anyway, by now, I've learned I'm not that much different from anyone else. Aside from what we do to earn a living, there's little separating us. And so, I don't take life, me, or anything else, as a too-serious subject.

Though I want the best for all.

Maybe it's best to remember that when you read the column. Because, though I won't deny trying to make you aware of the many issues surrounding both cannabis and society, most of all, I'm trying to entertain. Despite the many tears we often share.

I like to laugh and find doing it at my own expense is best. So, here's hoping you, reader, whomever you are, take no offense when I get to poking fun at either the industry or our democracy.

Because the only joke being played, as far as I can see, is on the guy writing about it.

Until next time, smoke 'em if you got 'em, and happy growing.

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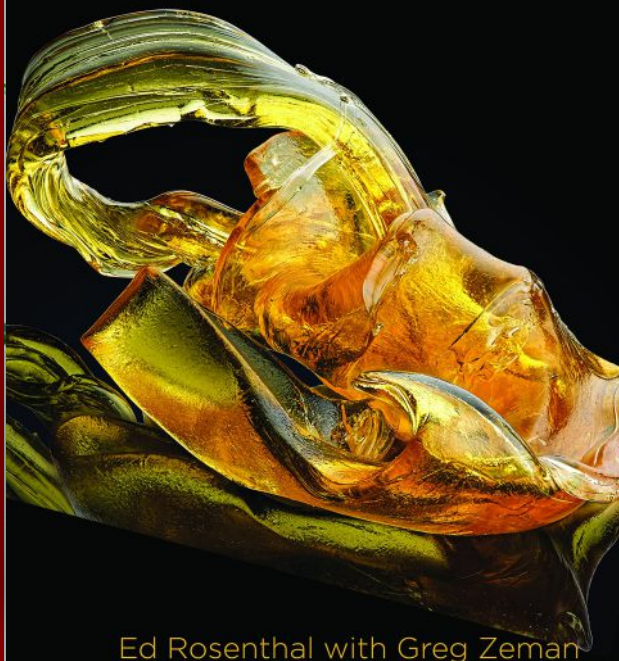
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Ed Rosenthal has been teaching people how to grow marijuana for decades. Let him help you cultivate bountiful buds, and lots of them.

Ed Rosenthal's Cannabis Grower's Handbook is the definitive guide for all cultivators—from first-time home growers to experienced large-scale commercial cannabis operators. The Grower's Handbook breaks down the fundamentals of marijuana cultivation and demonstrates their practical applications in gardens of any size. Learn new techniques to maximize yield and efficiency and to grow bigger, more potent resinous buds!

Cannabis Grower's Handbook covers the newest lighting technologies such as LED and adjustable spectrum bulbs; permaculture and regenerative farming techniques; advanced drying and curing methods and strategies; comprehensive integrated pest management; and over a dozen specialized garden

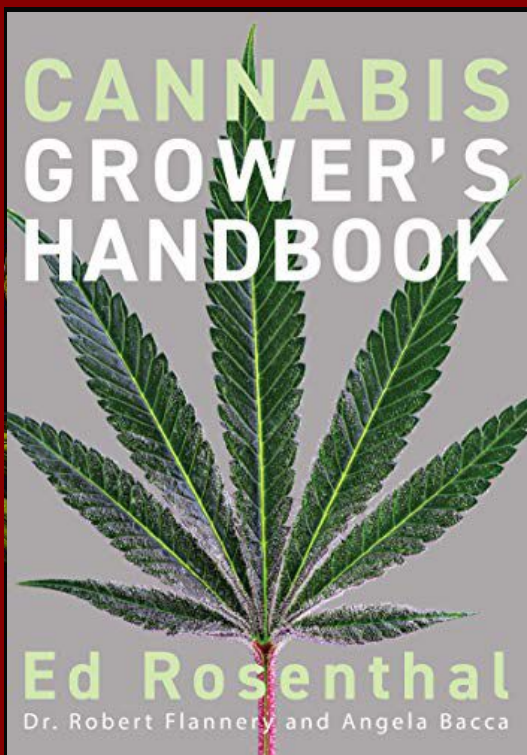
Beyond Buds Next Generation



Ed Rosenthal with Greg Zeman
Marijuana Concentrates and Cannabis Infusions

setups. Still deciding what to grow? This guide will help you choose among the many options from innovative breeders, which now include autoflowering plants and CBD and CBG varieties of hemp. With over 600 pages of full-color photos, this grower's guide presents the latest science, tools, and methods to enable you to grow a cannabis garden of any size, anywhere—indoors or out.

Ed Rosenthal's books are known for their easy-to-understand and trend-setting content and have educated millions of growers—hobbyists and professional cultivators alike consider Ed's books their go-to guides. This fully updated edition of Ed's groundbreaking **Marijuana Grower's Handbook** comes at a time when more people than ever before can legally grow cannabis and want to know how to maximize their yields. Once again, Ed shows you how, this time drawing on



the contributions and research of the pioneers and leaders in the legal cannabis industry, as well as from professors at leading horticultural schools at the University of California at Davis, Cornell University, the University of Connecticut, and Oaksterdam University.

Two new co-authors have contributed their expertise to **Cannabis Grower's Handbook** - Dr. Robert Flannery holds a Ph.D. in plant biology and is the founder of Dr. Robb Farms, a licensed cannabis producer in California. Angela Bacca is an editor and journalist who has specialized in cannabis content for over ten years and edited the 2010 edition of the **Marijuana Grower's Handbook**. Dr. Robb and Angela Bacca join Ed Rosenthal to bring the must-have Cannabis Grower's Handbook to a rapidly "growing" audience.

Ed has a number of great books out there. **Another is Beyond Buds -Next Generation: Marijuana Extracts and Cannabis Infusions is here!**

Are you interested in exploring the world of marijuana beyond the bud? In **Beyond Buds, Next Generation**, 'Guru of Ganja' Ed Rosenthal, author of the much-loved Marijuana Grower's Handbook & Greg Zeman, Assistant Editor at Cannabis Now will walk you step-by-step through the most cutting-edge methods of cannabis consumption.

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