

#1
MARCH
2023

HIGH! USA **MAGAZINE**

A hand is shown holding a single, vibrant green cannabis leaf. The leaf is positioned in the center of the frame, with its stem held between the thumb and index finger. The background is a close-up of the American flag, showing the red and white stripes and the blue field with white stars. The lighting is bright, highlighting the texture of the leaf and the fabric of the flag.

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BETWEEN U.S. AND CANADIAN COMPANIES**

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AMERICA'S CANNABIS
CULTURE MAGAZINE

ISSUE 01
MARCH 2023

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Every effort is made to ensure that the majority of advertised products will be available for sale in America.

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It should not be used as a substitute for the advice of qualified and licensed practitioner or healthcare provider.

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HIGH! USA MAGAZINE

We are excited to be publishing this 1st issue of the all new, all legal - **High! USA Magazine.**

On behalf of our entire **High! USA Magazine** team - we would like to welcome you this inaugural issue of information and education centered around cannabis in the United States of America.

As of this editorial - twenty-one states – along with Washington, D.C. and Guam – have acted to legalize recreational marijuana. Today, support for marijuana legalization has become mainstream among Democratic politicians, and some Republicans also back the idea. State legislatures are grappling with if and how to legalize the drug, while several marijuana-related bills – including those aiming to decriminalize it on the federal level – have been introduced in Congress. The House passed a marijuana decriminalization bill on April 1, 2022 and months later, several senators – including Senate Majority Leader Chuck Schumer – introduced the Cannabis Administration and Opportunity Act, which would federally decriminalize weed, as reported by Marijuana Moment. The bill's future in the Senate is uncertain.

The movement toward relaxing punishment on marijuana use took a new turn on Oct. 7, 2022, when President Joe Biden said he will issue pardons to everyone convicted of the federal crime of simple marijuana possession, while calling for governors to make similar moves for convictions under state laws. The proclamation will apply to about 6,500 Americans, but a senior White House official clarified to reporters that no one is currently behind bars for simple possession of marijuana.

Opponents say marijuana poses a public health and safety risk, and some are morally against legalization. Proponents, however, argue that it is not as dangerous as alcohol and point to evidence that it has therapeutic benefits, such as stress and pain relief.

Advocates also see it as a moneymaker for states and a necessary social justice initiative. Marijuana laws have disproportionately affected people from minority communities, contributing to mass incarceration. States where the drug is legal have sought to retroactively address the consequences of marijuana prohibition, often including provisions allowing for the expungement or vacation of low-level marijuana convictions.

States where legal recreational marijuana has been approved:

1. Colorado
2. Washington
3. Alaska
4. Oregon
5. Washington, D.C.
6. California
7. Maine
8. Massachusetts
9. Nevada
10. Michigan
11. Vermont
12. Guam
13. Illinois
14. Arizona
15. Montana
16. New Jersey
17. New York
18. Virginia
19. New Mexico
20. Connecticut
21. Rhode Island
22. Maryland
23. Missouri

A December 2022 study published by the American Medical Association found that complete legalization reduces marijuana-related arrests even in states that had already decriminalized cannabis, meaning the drug is still illegal but a person would not be prosecuted for possession under a specified amount..

Cy Williams

Publisher/Editor

High! USA Magazine

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available at

www.highusa.us





**The earth revolves
around the sun.**

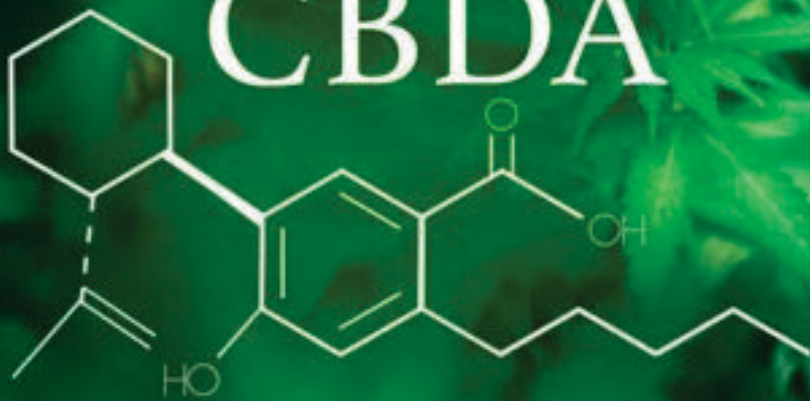
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The latest projections by Grand View Research indicate the legal cannabis market could reach \$35 billion by 2025 in the United States and 73.6 billion by 2027 globally. The key to realizing or even exceeding those projections? ***Innovation.***



What is

CBDA



CBD-A A SELECTIVE COX-2 INHIBITOR

BY DR RUPERT HOLMES-SMITH

The recent announcement that CBD-a and CBG-a both interact with the spike protein on the SARS-CoV-2 virus inhibiting its ability to enter and infect epithelial cells (R. van Breemen, et.al.), has prompted a surge in interest in the cannabinoid acids, and we decided to revisit what we know about CBD-a. Not surprisingly, there is a marked lack of information about CBD-a; however, its behaviour as a COX 2 inhibitor has been investigated and is relatively well documented.

Research shows that CBD-a, cannabidiolic acid, selectively inhibits cyclooxygenase (COX)-2 activity. COX-2 is an enzyme that

plays a role in the development of pro-inflammatory compounds called prostaglandins. Specifically, the COX-2 enzyme is produced by cells that are involved in inflammation and it makes prostaglandins that are involved in acute and chronic inflammatory processes.

The fact that it is selective is also important because COX-1 is involved in a range of other bodily functions and being able to target COX-2 specifically is significant; in treating inflammation, we want to avoid affecting other functions. There's a range of pharmaceutical products (NSAIDs) available that target COX-2; most are



CBDA (Cannabidiolic Acid)

unselective, like aspirin and ibuprofen. Celecoxib is a selective COX-2 inhibitor, and meloxicam and diclofenac show partial selectivity.

When we look at the molecular level, we find two features that likely contribute to this selectivity.

Firstly, there is the bulky side chain that is too large to appropriately orient the molecule to the binding site of the COX-1 enzyme isoform. Secondly there is the acid function itself that distinguishes CBD-a from CBD, and the free alcohol function that

distinguishes CBD-a from THC-a, which combine to create an overall functionality that is well suited to the binding site of the COX-1 enzyme isoform.

This means that CBD-A, cannabidiolic acid, is distinct from CBD and other cannabinoids that primarily interact with the endocannabinoid system CB1 and CB2 receptors.

Given that CBD is already well recognized for its anti-inflammatory properties, the combination of CBD-A and CBD provides a dual function anti-inflammatory model.

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LEGAL CANNABIS STOCK MARKET OUTLOOK

There's no question that legal cannabis has seen massive market growth over recent years. According to data from Leafly, an online marijuana marketplace, legal U.S. cannabis sales — medicinal and recreational—increased 35% in 2021, to a total of \$24.6 billion.

However, the first wave of U.S.-listed cannabis stocks has been something of a disappointment. Shares of high-growth, multi-state operators (MSOs) have slumped in 2023 as cannabis producers face pricing pressures in a fiercely competitive U.S. market.

In U.S. states with mature marijuana markets, like California and Colorado, prices have fallen significantly. The price of most

cannabis categories are near record lows in Colorado, with the price of flower down 50% and the price of trim down 41% year-over-year.

While U.S. producers have benefited from ongoing state-by-state cannabis legalization, there has been little meaningful progress on national cannabis reform. Even with Democrats in control of the White House and both houses of Congress, the Marijuana Opportunity, Reinvestment, and Expungement (MORE) Act and the Secure and Fair Enforcement (SAFE) Act have stalled in the Senate.

Cantor Fitzgerald's analysts see bigger opportunities for long-term cannabis investors north of the border, in Canada. Four years after recreational cannabis was legalized

nationwide in 2018, there is a thriving market for public cannabis companies.

RISKS OF BUYING CANNABIS STOCKS

Owning cannabis stocks is associated with some unusual risks that you need to clearly understand. These include legal and political risks, as well as other unconventional financial constraints.

Possession and sale of marijuana is against federal law in the U.S., while only four states have maintained complete legal prohibition of cannabis.

The 56 other states have enacted a patchwork of different legalization regimes governing cannabis.

Financial constraints. Given federal prohibition, there are severe restrictions on banks that deal with cannabis-related businesses.

This makes it difficult for some U.S. marijuana businesses to access key financial services.

Given the factors above, plus its status as a rapidly growing industry, cannabis is prone to irregularities in supply and demand. Canadian



growers initially undertook major expansion initiatives to increase production capacity in order to meet recreational marijuana demand, then curtailed production because supply rapidly outstripped demand, causing prices to fall and corporate revenue to suffer.

Some of the cannabis companies listed online have not achieved profitability and carry large debt burdens, meaning they could face the prospect of running out of cash. Growth stocks of this sort often raise capital by issuing new shares, which dilutes the value of the existing shares.

Many cannabis stocks trade in over-the-counter (OTC) markets, which means they are not required to file regular financial statements or maintain minimum levels of market capitalizations. This means the financials of OTC stocks can be opaque, and they may have low liquidity making them difficult to trade.

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An American flag is visible on the left side of the page, and several green cannabis leaves are on the right side. The background is a dark, textured surface.

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**THE AMERICAN RECREATIONAL
CANNABIS MARKET WILL LOOK
VERY DIFFERENT FROM THE
CANADIAN MARKET.**

One of the major differences is that each province in Canada decided themselves how cannabis retail sales would work. Ontario has chosen to let the government-run Liquor and Control Board handle commercial sales. British Columbia's provincial government has elected to allow a mix of private and public cannabis retailers, while Saskatchewan and Newfoundland exclusively permit private dispensaries.

The Canadian legalization bill set the minimum age to purchase cannabis at 18, however several of the provinces have mandated that it be set at 19 years old. This is in stark contrast to the legal age in the United States of 21. Home grows vary among the provinces as most Canadian provinces have decided that 4 mature plants should suffice, but Manitoba has banned home cultivation entirely.

The U.S. marijuana market has traditionally been supplied by private grower and cultivators, while in Canada the federal government will have regulated control of marijuana production. Federally licensed growers will be the top of the supply chain and government officials will determine the minimum market value for marijuana.

After 20 years of experience, legal marijuana growers in the U.S. have the reputation of creating the best product in the world, scientifically grown and tightly regulated for quality and safety. Instead Canada has emerged as the dominant exporter in the burgeoning global trade of marijuana, which ArcView Market Research and BDS Analytics estimated at \$14.9 billion in sales for 2019. Companies there are raising capital and building international trade ties despite

having an unlikely climate to be an agricultural pot haven.

The crop would be in high demand internationally — perhaps the centerpiece of a new U.S. industry — if not for the regulatory conundrum in which growers operate.

Because marijuana is legal in many states but still illegal federally, marijuana growers are unable to ship their products to other countries or even other American states that have legalized the drug. So while U.S. cannabis firms have driven product innovation and mastered the science of large-scale grow operations, they restlessly wait for the export curtain to lift.

The patchwork of legalization means cannabis isn't always grown where it's easiest to grow, in warm climates with limited rainfall. It's grown where it's legal. California, Oregon and Colorado grow most of the country's authorized marijuana as legally isolated islands.

That leaves cooler Canada as a somewhat odd choice to be the world's leader in marijuana exports. When Canada legalized marijuana in 2018, its firms could be listed on the New York Stock Exchange and NASDAQ. So Canadian companies represent a back door for U.S. firms to access capital and export markets, and, for smaller firms, provide a potential exit strategy. Many U.S. marijuana growers are positioning themselves as attractive acquisition targets for Canadian firms eyeing the lucrative U.S. market.



Canadian firms are using their head start to sign trade deals and secure licenses to sell marijuana internationally. While the market remains limited, at least 30 countries — including Mexico, Germany and Italy — have legalized medical marijuana. And the numbers are growing as scientific studies have demonstrated its utility for pain control, nausea and glaucoma.

Cannabis taxes in the United States have reach exorbitant amounts as many dispensaries in California are tacking on taxes that can be as much as 50% of the sale. This allows the black market to flourish as consumers will seek alternative mean for more affordable marijuana. Canada is planning to tax \$1 per gram or one tenth of the products retail value. There will of course be provincial and federal sales tax in addition to the cannabis tax, however this is expected to be a fraction of U.S. tax rate.



One of the biggest hurdles for cannabis retailers in the U.S. has been limited access to banking services. Most dispensaries are forced to use cash or gift cards to pay expenses, utilities, and payroll leaving them very susceptible to armed robbers. Since Canada does not consider marijuana as a Schedule I drug, cannabis retailers will be deposit their profits into their bank account as any other business would.

Early on in Canada's medical marijuana legalization, some of the corporate banks were hesitant to work with cannabis businesses. Instead retailers sought financial assistance from small independent banks, brokerage firms, and investment banks. In recent years the big banking players have gotten more involved allowing dispensaries to establish bank accounts and credit lines.

Canadian recreational cannabis have some regulations that may hinder retailers, distributors, and manufacturers. Labelling statutes could be seen as excessive now that

the federal health department has decided to mandate large warning labels with specific requirements on font size, style and color.

The Canadian labelling regulations leave little room for original branding or design. It's clear that preventing sales to minors is a high priority, however, this also limits smaller businesses from differentiating their products.

Canada allows recreational consumers to purchase cannabis online directly from the government. This extremely advantageous for very remote regions as they'll be able to place an order and have it delivered to their door. This will be nothing new for the Canadian Postal Service as they've been providing shipping services for the medical marijuana industry for quite some time. Upon delivery, the purchaser must be present, as they will not be allowed to leave the package without seeing identification.

America's patchwork system of cannabis oversight is restricted to individual state markets, which has created a variety of problems for both businesses and consumers. Technically, cannabis is still federally illegal, and transportation between states is prohibited. This creates a large barrier to entry for companies that wish to expand to new markets, as well as confusion among patients and consumers who are traveling between states with legal cannabis but cannot bring cannabis from one state to another.

To add to the confusion, some states have reciprocity agreements that allow patients to possess or even procure cannabis from states other than the one they reside in. At the time of publication, 17 states had a reciprocity agreement in place:

- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Hawaii
- Maine
- Massachusetts
- Michigan
- Nevada
- New Hampshire
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- Washington
- Washington DC

In these states, users are allowed to purchase or possess cannabis, but it is against the law to consume it anywhere but your personal residence or private venues (in accordance with local laws). This prevents consumers from using the products that they legally possess.

Additionally, a lack of national standards for legalization has largely prevented banks and traditional stock exchanges from working with cannabis brands. As a result of 2018's Farm Bill, credit unions and some markets have



become favorable to hemp businesses.

A lack of consistent regulations between states and inadequacy at the federal level has also created an inconsistent market. States have varying quality control when it comes to lab testing to check for pesticides, molds and chemical residues while others can't keep the products on their shelves. States like Oregon have an oversupply, which has brought down the price per gram to the lowest in the country. While Canada has had its share of national shortages due to an unexpectedly high demand, each of the states with legal cannabis in the U.S. must address this problem on their own, without federal oversight or funding for education.

Voting for pro-cannabis senators and representatives is the best way to bring national change. It also means working with local governments to

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demonstrate that a legal cannabis market benefits the community at large and can be enjoyed in a responsible manner.

Supporting the efforts of organizations like the National Cannabis Industry Association (NCIA) or Students For Sensible Drug Policy (SSDP) that lobby for change is another way to positively affect legislation.

The legal requirements of cannabis quality is the baseline. At Happy Valley, we use best practices and industry standards from long-standing legal industries throughout the world as our model for moving the cannabis industry forward. When it comes to raising the bar on cannabis standards, we choose to lead by example.

Most states require testing for microbes, pesticides, heavy metals, and harmful chemical residues in cannabis products. All states must

have seed-to-sale systems that can track where cannabis comes from and where it's headed.

Transparency about your products is essential to building trust in the cannabis industry. Transparency gives the industry as a whole cues for integrity in cultivation, production, testing, and consumption, which promotes a safer, more responsible market.

The cannabis laws in the United States are changing rapidly, sometimes on a daily basis. It's important that consumers and producers stay informed about the laws and pending legislation in the cannabis industry, and any areas they intend to visit. Knowing all of the rules of cannabis possession and consumption no matter where you are will prevent you from encountering any issues while enjoying this unique plant.

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March 8th marked International Women's Day, a global celebration of the social, economic, cultural, and political achievements of women. This year, the focus is on DigitALL Innovation and Technology for gender equality, recognizing the need for change in a world that still struggles with gender disparities. While progress has been made in achieving gender equality, the reality is that the current "equal opportunities" are not enough.

Women in STEM fields are still very under-represented, with only 28% of women holding STEM-related jobs.

Furthermore, the gender pay gap persists, with women earning only 82 cents for every dollar earned by men. Women continue to face discrimination, harassment, and bias, both in the workplace and in their personal lives.

However, despite these challenges, women have been at the forefront of technological innovation and are making strides towards gender equality. From developing apps that empower women and girls, to using technology to fight gender-based violence and discrimination, women are proving that they can be powerful agents of change.

One area where women have been making an impact is in artificial intelligence (AI). AI has the potential to transform industries, but it is only as good as the data it is trained on. If that data is biased, then the outcomes of the AI will be biased as well. Women are working to ensure that AI is fair and inclusive by advocating for diverse datasets and developing algorithms that promote equality.

Another area where women are innovating is in the development of blockchain technology. Blockchain has the potential to revolutionize industries such as finance and healthcare, but it is also being used to promote gender equality. Blockchain can be used to create



secure digital identities for women, which can help to prevent gender-based violence and discrimination. It can also be used to create decentralized marketplaces that empower women entrepreneurs.

Despite these advances, there is still much work to be done to achieve gender equality in the tech industry. Women need to be given more opportunities to enter and advance in STEM fields, and workplaces need to be more inclusive and supportive of women. We need to break down gender stereotypes and biases, and ensure that everyone has an equal chance to succeed.

Innovation and technology have the power to transform the world, but only if we ensure that they are used to promote gender equality. On this International Women's Day, let us celebrate the achievements of women in technology and commit to creating a world where everyone has equal opportunities to succeed

By Tammi Stanhope

Happy International Women's Day



International
Women's Day

#EmbraceEquity
#IWD2023

Women have the power to make a positive impact in both their personal and professional lives. By lifting each other up and supporting one another, women can help to create a brighter future for themselves and for the world. Some ways that women can support, help each other grow and succeed in both business and personal life are:

Network and Collaborate:

Building strong networks and collaborating with other women is one of the most effective ways to grow and succeed. By sharing resources, knowledge, and ideas, women can help each other to overcome obstacles and reach new levels of success. Whether it's through formal networking events or informal get-togethers, connecting with other women can provide valuable opportunities for growth and development.

Share Your Skills: Sharing your skills and expertise with other women can help to create a supportive and empowering community. By offering mentorship, coaching, and training, women can help each other to develop new skills, improve their performance, and achieve their goals. Whether it's in the workplace or in your personal life, sharing your skills and expertise can have a positive impact on those around you.



help women to stay positive and focused on their goals.

Create Safe Spaces: Creating safe and supportive spaces where women can come together, share their experiences, and be themselves is an important way to help each other grow and succeed. Whether it's through online communities, local groups, or informal get-togethers, these spaces provide women with the opportunity to connect, grow, and support one another. By working together and supporting each other, women can make a positive impact in both their personal and professional lives. From networking and collaboration, to sharing skills, celebrating successes, providing encouragement, and creating safe spaces, women have the power to help each other grow and succeed.

Celebrate Each Other's Successes: Celebrating each other's successes is an important way to support and empower women. By recognizing and acknowledging each other's achievements, women can help to build confidence and create a positive, supportive environment.

Whether it's through public recognition, personal notes of congratulations, or just a simple pat on the back, taking the time to celebrate each other's successes can make a big difference in helping women to grow and succeed.

By lifting each other up and empowering each other, women can create a brighter future for themselves and for the world.

Provide Encouragement and Motivation: Encouragement and motivation are key to helping women grow and succeed. By providing positive reinforcement and offering words of encouragement, women can help each other to stay focused and motivated, even when faced with challenges and obstacles. Whether it's through a supportive conversation, a motivational quote, or just a listening ear, providing encouragement and motivation can

By Tammi Stanhope

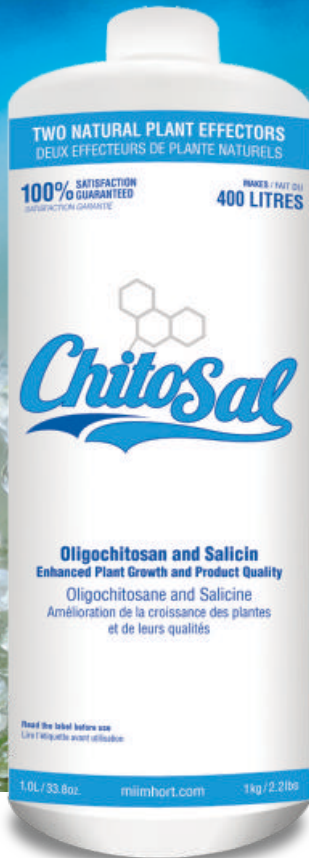




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Lift

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LIFT EVENTS & EXPERIENCES ANNOUNCES GAME-CHANGING SAN FRANCISCO CANNABIS BUSINESS CONFERENCE & TRADE

Lift's inclusive, community-focused philosophy is poised to challenge the cannabis industry status quo.

Lift Events & Experiences, known for Canada's number-one cannabis industry conferences and trade shows, is expanding across the continent. This U.S. debut is set to disrupt - and pleasantly surprise - through advocacy-oriented content, inclusive networking, irresistible activations and unmatched new product discovery opportunities with live product on the show floor to see, touch and smell.

Dedicated to honoring the grassroots legacy of the cannabis industry, while serving each of its unique modern audiences, Lift's premiere U.S. event will be hosted at the Moscone Center in San Francisco from Wednesday, August 2 - Friday, August 4, 2023.

"Lift welcomes everyone, from legacy participants to multistate operators to everyday folks who enjoy and respect the plant," says Lift Events & Experiences Portfolio Lead, Lindsay Roberts. "We're producing a year of shows that care for the specific needs of each segment of the cannabis community while inspiring an exciting future. To emphasize this commitment, we're dropping our old '&Co. Expo' moniker to put the focus simply on 'Lift' as we work to affect positive change across North America."

Well-known for events in Toronto and Vancouver, Lift's recent ownership change places an experienced and driven group at the

The background of the page features a close-up of an American flag, with the stars and stripes clearly visible. The flag is draped over a dark, textured wooden surface, possibly a table or a wall. The lighting is warm, highlighting the textures of the fabric and the wood.

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helm as it adds San Francisco to its 2023 line-up. Through one-on-one connections and conversations, the Lift team ensures that each event's content, expo and activations are unique. And most importantly, Lift focuses on individual audiences within the full cannabis spectrum – growers, brands and product delivery, advocacy and investment, legal/compliance, budtenders and more – while paying tribute to the roots of each event's location.

“The Lift brand has a remarkable history of elevating thought-leaders and trailblazers in our industry,” says Gia Morón, President of Women Grow. “Cannabis is at a pivotal juncture across the United States, Canada and throughout the world. I am so excited to see Lift bringing its unique event to San Francisco. This is a wonderful opportunity to grow a responsible, equitable and profitable industry – and have a really great time while doing it.”

“It's great to see a Canadian event like Lift now expanding into the U.S. market, especially a market as close to the heart of the cannabis industry as San Francisco,” says Dan Sutton, CEO of British Columbia-based Tantalus Labs.

“The ties between the U.S. West Coast and Western Canada's long-thriving cannabis culture are well known, and the Lift event bridging those cultures highlights the value in this increasingly global conversation.”

The event will take place at Moscone Center in San Francisco, California. Lift will incorporate some of the historical elements of the Cannabis Business Summit & Expo into Lift San Francisco and is honored to host in a city renowned as the epicenter of the U.S. cannabis reform movement. The three-day schedule will include the Lift Cannabis Business Conference on August 2, 2023, followed by two days of exhibits and activations, August 3-4, 2023. Key to the experience are Lift's signature surprises and “a-ha” moments, which can include live music, cameo appearances, prize giveaways and unique demonstrations, as well as the legendary Lift After Party. Notably, the Moscone Center in San Francisco also makes possible something completely unique: the ability for brands to showcase products on the show floor for attendees to see, touch and smell. In short, those in-the-know always



“expect the unexpected” at Lift.

Throughout the event, topics affecting the business, diversity, and future viability of cannabis will be addressed, and healthy debates with tangible outcomes will be encouraged. Leading subject matter experts and fresh new voices will take to the stage. Retailers, brands and those who help to create them from seed to sale will be elevated and innovative new products will come to light. Last but certainly not least, the team at Lift is also committed to competitive pricing in a time when so many members of our industry are feeling the crunch. It’s all in a day’s work for the events and experiences dedicated to lifting the cannabis community.

Lift by the Numbers (per event):

- 10,000+ Participant Admissions
- 200+ Exhibiting Companies
- 130+ Leading-Edge Speakers and Educational Sessions

Lift Events & Experiences Features:

- Strategy-Focused & Advocacy-Oriented Business Conferences
- Discovery Neighborhoods, Incl. Brand Pavilion & Retailer Zone
- Dedicated Budtender & Store Manager Programs
- Philanthropic Partnerships

- Industry & VIP Consumer Activations
- Live Entertainment, Cameo Appearances & Prizes
- Competitive Pricing for Attendees, Exhibitors & Partners
- Onsite Outdoor Consumption Lounge

Upcoming Events:

Lift Toronto: June 1-3, 2023 | Metro Toronto Convention Centre

Lift San Francisco: August 2-4, 2023 | Moscone Center

About Lift

Lift Events & Experiences serve the cannabis community as both a meeting place and a destination for discovery. With dates across North America, each Lift event showcases leading-edge content and premiere exhibitors in a high-energy setting for thousands of cannabis growers, processors, manufacturers, brands, budtenders, retailers, educators, advocates, regulators, consumers, investors and more – while paying tribute to the roots of this rapidly-evolving industry. Lift is proudly produced by MCI. For more information, visit LiftEvents.com.
Contacts

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HIGH! USA MAGAZINE

MARCH'IN TO THEIR OWN BEAT.

BY ZARA BOORDER
@THE.FIT.CANNA.MAMA

In the retail marketplace, Cannabis is sold at either...

Multi-store franchises with the big name (artist and/or athlete attached) to them, and can often be found next to other familiar, big named chain stores, or within high traffic, multi-plaza commercial areas, province wide.

The big chain with staff decked-out in merched uniform; hoodies, fitted hats, and name-tag ready to impress.

Google reviewers noted that they feel more talked to with

scripted facts when product demo'ing by employees at franchise stores. Also reviewers noticed feeling rushed and impersonal connections in the form of greetings and good byes. Or sold at (the alternative choice canna stores) individually owned, often times family-run, local shops.

They're known mainly to the community it serves and across social settings online and irl via active followers and gleaming personal reviews, Google

would be forced to make an 'EXTRA Like' button, for.

These unique spaces are your neighbours nestled amongst local bakeries, historical landmarks, and vintage clothing shops.

They're seen lining hip, pedestrian-familiar, gentrified streets and on pathways many times wandered over by eager tourists' footsteps, maneuvering the chase of the city's icy chill.

But once inside, its all warm smiles and greetings from your friendly canna friends.

This type of big-hugs-energy in a cozy ambience, welcoming of new faces, and first-name-basis-regulars, alike.

So what type of high bar-setting goes on behind the scenes of these sheathed storefronts, that make weathering a -15° storm to shop, worth it?

In my experience at every independent solo owned store I've visited, I notice employees, not just spewing out the product knowledge facts or quickly upselling to the highest brand mention before knowing the consumer's full needs. I've experienced up close and personal handling of product demos. Patient ears that tune into customer inquiries, and thoughts re: feedback.

I've noticed subtle promoting, gently guiding brand awareness in non traditional sales-y ways. And mainly I've noticed connecting one to one on consumption likes and dislikes of current market products. It's the number one thing independent stores pride themselves on. And you'll find one to one personal interaction ratios at their highest in these community driven spaces. Have you visited a local mom and pops canna shop recently? Tell us your experience...

Canadian Canna Mamas from Province to Province...

I had the best time this year so far, putting together the monthly canna mama features and highlighting these lovely ladies.

Each are uniquely Dope Moms! They are your everyday consumers, the regulars who buy, the shoppers of the home, the ones who potentially want, like, or dislike what the cannabis market, has to offer.

The thing about us Canna Mamas is,

"We March to our own beat."

See us.

Believe in Us.

***We make changes happen
with purchase power &
choice.***

Ask us.

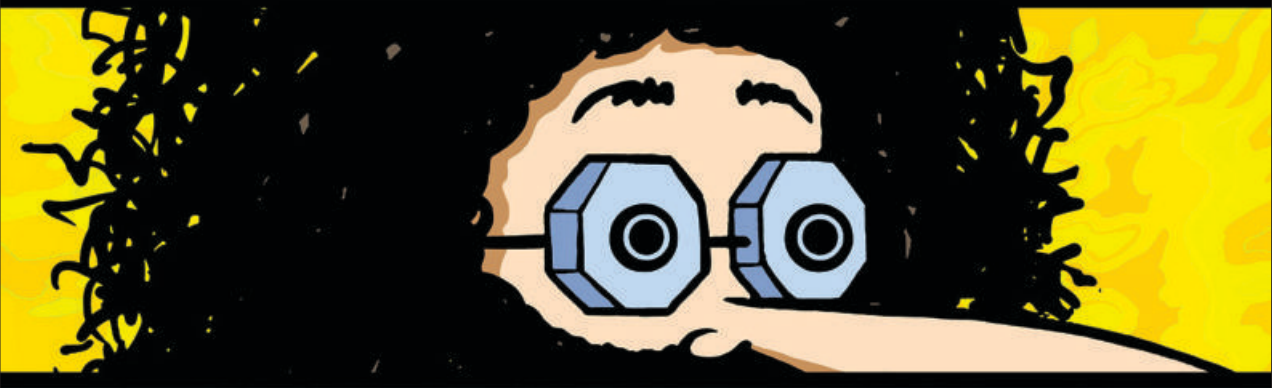
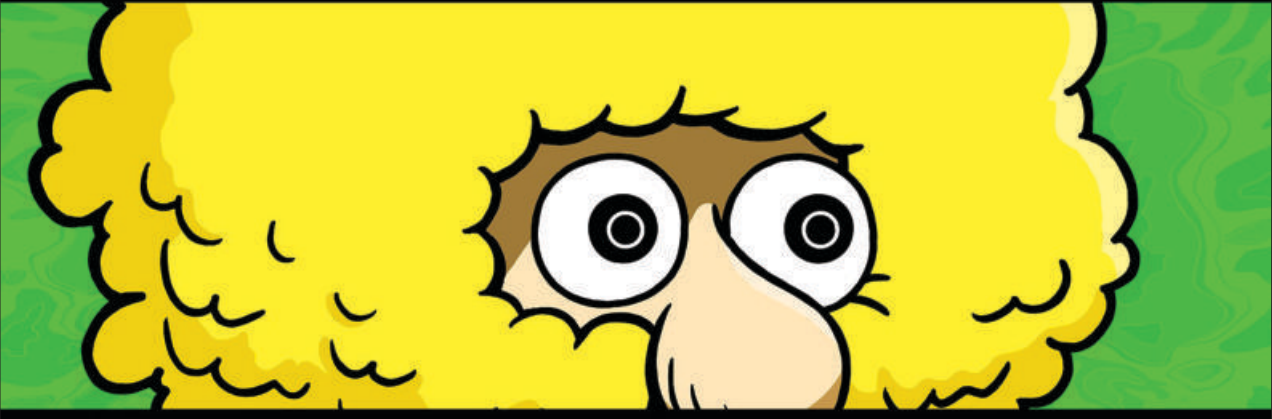
Trust in Us.

We break stigmas daily, inclusive of all forms of consumption, of the flower's abundant blooms.

Happy Spring!.... just around the corner and Happy Spring Feature to our March Canna Mama, Sheron Hibbert, chilling and blooming in her artistry...

as well as booming styles from the busy city streets of Toronto, Ontario.

by ZARA BOORDER
@the.fit.canna.mama



**THE
FREAK
BROTHERS**



THE FABULOUSLY, FURRY FREAKS ARE BACK TICKLING AMERICAS FUNNYBONE ONE MORE TIME!

Based on Gilbert Shelton's acclaimed comics "The Fabulous Furry Freak Brothers" and animated by award-winning Starburns Industries (Rick & Morty), the series is set in modern day San Francisco. It features four cannabis-loving, time-travelling "Freaks" from the late 1960s – Freewheelin' Franklin (Woody Harrelson), Phineas (Pete Davidson), Fat Freddy (John Goodman) and Fat Freddy's Cat aka "Kitty" (Tiffany Haddish). Currently you are able to watch "The Freak Brothers - Season 1" streaming on Crave or for free with ads on Much and CTV.

Back in 1969 when the Freaks weren't hanging out at Woodstock, they were dodging the draft, dodging the Narcs and dodging steady employment. But after smoking a magic strain of weed, laid-back Franklin, paranoid Phineas, man-child Freddy, and sardonic Kitty are Rip-Van-Winkled into the future. They wake up 50 years later in their renovated house, which is now owned by the Switzers -- a family of ethnically diverse "trippin' squares." While the tech-savvy Switzers help guide the Freaks through the rat race of a strange new world, the Freaks – who are unburdened by the baggage of modern life – help the family embrace the values of a simpler time.



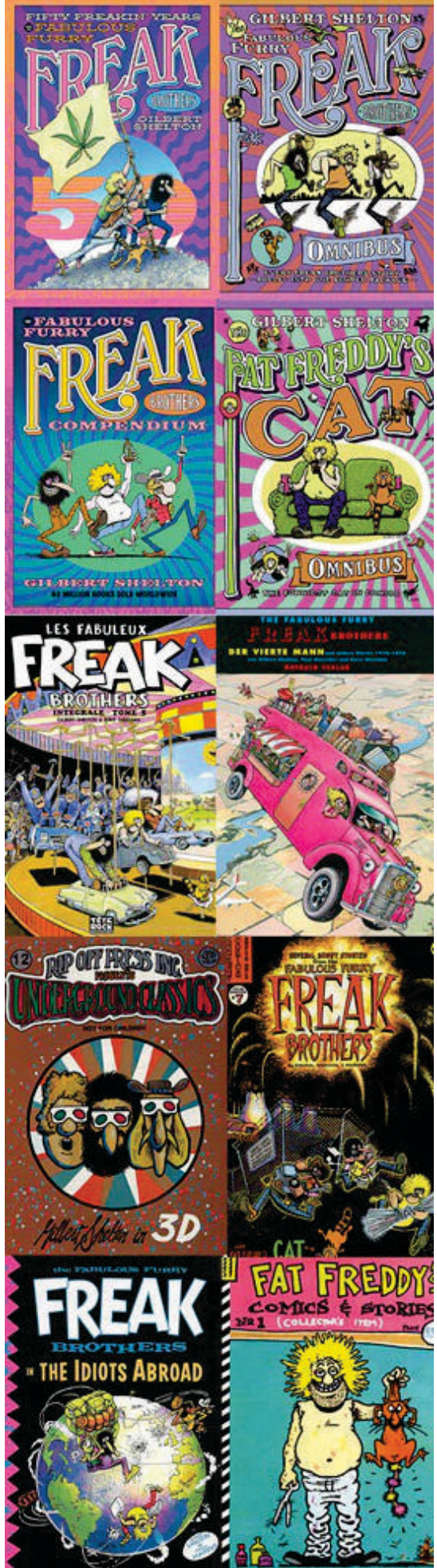
HISTORY OF THE FREAK BROTHERS

Hailed by The Comics Journal as "One of the 100 Greatest Comics of the Century" and considered to be one of the greatest underground comix of all-time, The Fabulous Furry Freak Brothers were the original Cheech & Chong. With 45 Million copies sold and translated into 16 languages, The Freaks are loved around the world.

First published in 1968, the comic presented a critique of the establishment while satirizing counterculture. It was risqué to do comics with weed subject matter so for years Gilbert had to print the comic strips on underground presses. The Freak Brothers became a beloved cult phenomenon.

The unruly trio - Freewheelin' Franklin Freek, Phineas Phreakears, and Fat Freddy Freekowski - have boogied and blasted their way through countless weed-wacked shenanigans that, no matter what the specific details, always come down to the Brothers attempting to score schwag, charm the ladies, and outrun The Man... often with hilariously unsuccessful results.

The Brothers' lives revolve around the procurement and enjoyment of recreational drugs, particularly Marijuana. They are known for their use of weed, stimulants, hallucinogens, and are friends to any mind-melting hippy drugs - though they tend to stick away from crack and heroin. Many of their storylines revolve around their basic needs - the need to eat, the need to toke, the need to party, the need for the opposite sex, the need to sleep and the need to be 100% themselves at times.





WHY NITROGEN IS CANNABIS' NEWEST PHENOMENON

Nitrogen is quickly becoming the cannabis industry's newest phenomenon - but this natural gas is no stranger to the food and beverage industry. When added to a beverage, nitrogen enhances the flavor, aroma, and increases its perceived sweetness and when added to food, it displaces oxygen and thus, preserves freshness, protects the nutrients, and prevents aerobic microbial growth. N2 is one of the few companies in the cannabis space who has figured out the food and beverage industry's trademark secret: oxygen is the biggest enemy when it comes to packaging cannabis. When oxygen enters cannabis packaging, the flower is now at risk of weight degradation, loss of freshness and susceptible to developing mold.

N2 developed a proprietary nitrogen infusion technology process to combat this all-too-common problem that ultimately pushes any oxygen out of the packaging - achieving fresher, more aromatic, and mold-free cannabis. Cannabis packaging expert and N2 CEO, Thom Brodeur, has been able to debunk the most common myths around nitrogen infusion and explain how cannabis producers can better keep their cannabis fresh:

Myth #1: Nitrogen isn't safe to be in my product's packaging, to breathe in, and is not environmentally friendly.

Myth #2: Nitrogen will freeze my cannabis product, and reduce or alter its potency.

Myth #3: When packaging is sealed with nitrogen it creates an environment for mold growth

Thom Brodeur has served in executive leadership roles in companies including CEO of Yandy.com, CMO at GoDaddy, Executive Vice-President of Global Development at Marketwired, President and Chief Operating Officer at EmpowHER, and Chief Operating Officer at Digital Air Strike. Brodeur became the CEO of N2 Packaging Systems where he is CEO, to scale-up strategies for N2 — and he did just that.

To learn more about how nitrogen infusion technology is keeping cannabis safer and helping operators save precious dollars in the process visit www.n2pack.com, or follow them on Instagram or LinkedIn @n2packagingsystems

CREATE THE UNDERGROUND CONNECTION



MYCORRHIZAE THAT WORK



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ROOT SYSTEM



FASTER
GROWTH



INCREASED
CROP YIELD



HIGHER
QUALITY

FROM THE MAKERS OF
THE #1 GROWING MEDIA
ON THE MARKET



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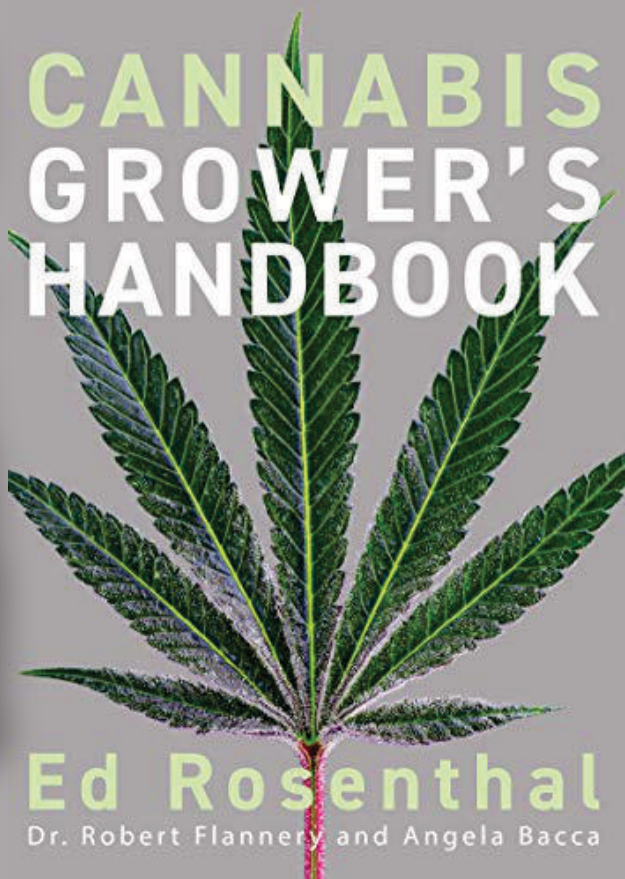
LEARN HOW TO GROW CANNABIS FROM ED!

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

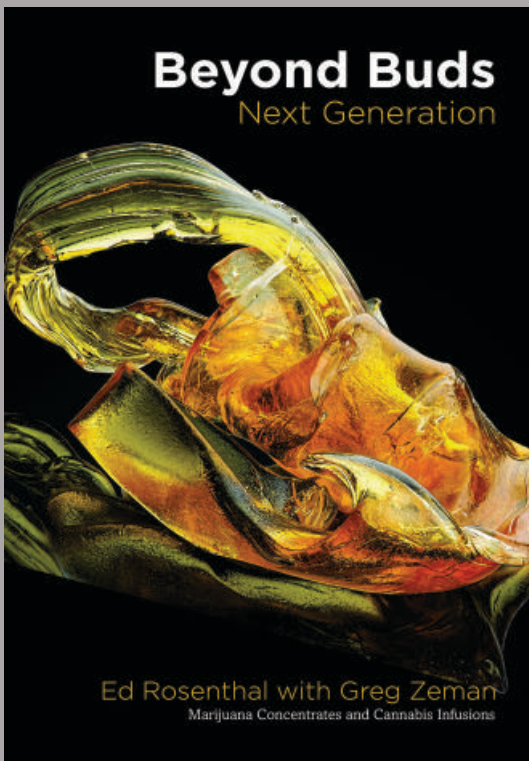
CANNABIS GROWER'S HANDBOOK



Ed Rosenthal
Dr. Robert Flannery and Angela Bacca

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.

If you want to stay up to date with the latest innovation and developments in the cannabis industry, this book is for you. **Beyond Buds, Next Generation** is designed to help you:

- Discover the benefits of CBD and other healing cannabinoids.
- Understand what Co2 extracts are and how to make them.
- Learn the inside scoop on rosin and resin.
- Stay up to date on the latest developments in dabbing gear and culture.
- Decide which vape is right for you.
- Reveal the latest trends in spa products and cannabis services.
- Teach you the cutting-edge techniques being used in CO2 and BHO concentrates.
- Use simple tools and techniques to easily turn your extra trim into hash, salves and lubes.

The burgeoning concentrate industry is evolving with unprecedented speed and relentless innovation.

Beyond Buds, Next Generation is your authoritative guide to the latest developments.

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CANNABIS INFUSED VEGAN BLUEBERRY PIE

BY TAMMI STANHOPE

INGREDIENTS

CRUST

2 cups all purpose flour
¼ tsp salt
⅔ cup solid coconut oil
6 tbsp ice water

FILLING

3 cups frozen blueberries (keep them frozen)
¼ cup organic cane sugar
1 tbsp cornstarch
¼ tsp cinnamon
¼ tsp salt
1 tbsp fresh lemon juice
1 tbsp melted coconut oil (warm not hot)
6 Indiva Indica Capsules, each ranging from 7%-9% THC

WASH

Vegan option: full-fat coconut milk
Non-vegan option: 1 egg + splash of water

INSTRUCTIONS

CRUST: Combine flour and salt in a large mixing bowl. Cut in coconut oil with a pastry blender or a fork until mixture resembles wet sand. Add ice water 1 tbsp at a time until dough forms. Turn dough onto a lightly floured surface and press into a ball. Reserve about ⅓ of the dough for the top design. Roll the ⅔ portion into a round shape approximately ¼" thick. Transfer the dough into an 8" cake pan (line the bottom with parchment paper just to be safe) and flute the edges, ensuring that the dough sits over the edge of the pan.

Prick the bottom of the crust using a fork. Chill bottom crust for about 10 minutes in the fridge before baking.

Blind bake at 400°F for 15-20 minutes or until lightly golden brown. Cool for at least 10 minutes before filling.

Roll out the reserved ⅓ portion of dough into a round shape, again, approximately ¼" thick, and use 2 small heart-shaped cookie cutters, one larger one smaller to create the hearts design. Keep the top crust pieces chilled.

FILLING: Mix first 6 ingredients together in a large mixing bowl. Warm 1tbsp of coconut oil in a small dish, empty the 6 capsules of THC to the warmed oil and stir until combined.

Once done add the oils to the rest of the filling and mix thoroughly.

Transfer filling into blind baked crust, pressing down to compact the berries.

Lay the top crust pieces on top of the berries in whatever creative pattern YOU like and brush crust pieces lightly with food coloured water (if you want a bright crust topping), and wash of choice (coconut milk or egg) and bake at 400°F for 20 minutes. Then lower the temperature to 350°F and continue to bake for an additional 25-30 minutes.

ALLOW THE PIE TO COOL BEFORE SLICING AND ENJOY!



HASHMAN



THANKS FOR HAVING ME HERE. THIS IS WONDERFUL.

ABSOLUTELY. YOU'VE BEEN A FRIEND FOR A LONG TIME.

YOUR SON AND I ARE...



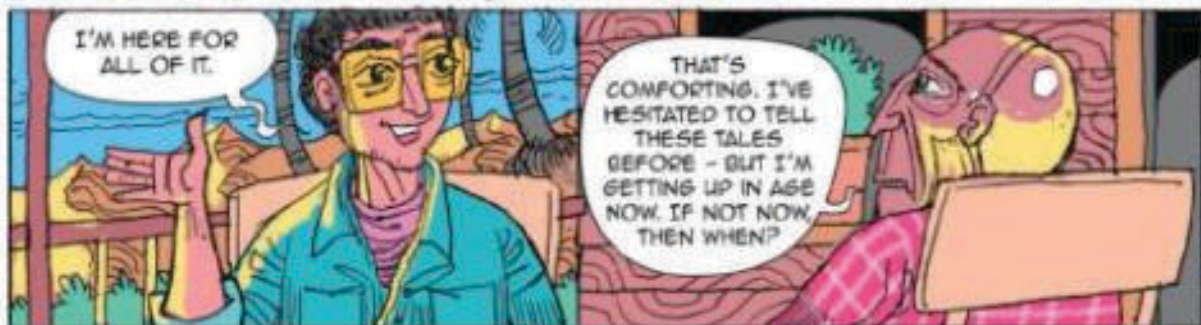
I KNOW YOU GUYS ARE WRITING ABOUT ME - GET IT FROM THE HOOSE'S MOUTH.

NOTHING MORE POWERFUL THAN THE TRUTH.

DEPENDS ON WHICH VERSION YOU WANT.

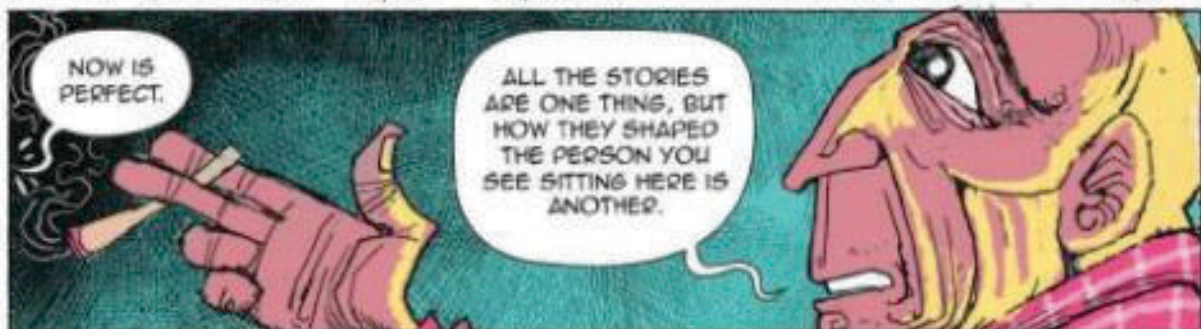
I WANT YOUR VERSION.

NEWS ARTICLES AND RAP SHEETS WON'T TELL THE TALE OF THE LESSONS I'VE LEARNED - AND THAT'S THE MOST IMPORTANT PART.



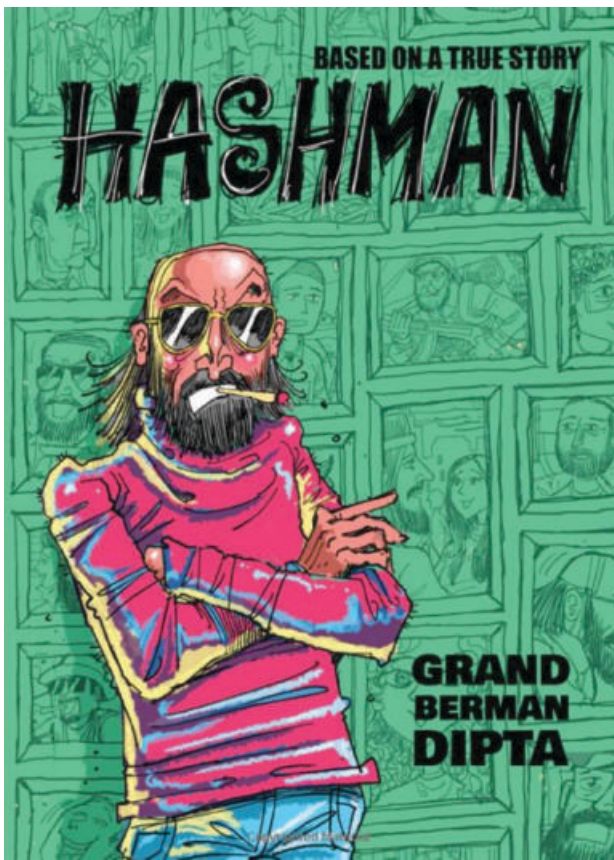
I'M HERE FOR ALL OF IT.

THAT'S COMFORTING. I'VE HESITATED TO TELL THESE TALES BEFORE - BUT I'M GETTING UP IN AGE NOW. IF NOT NOW, THEN WHEN?



NOW IS PERFECT.

ALL THE STORIES ARE ONE THING, BUT HOW THEY SHAPED THE PERSON YOU SEE SITTING HERE IS ANOTHER.



COMIC BOOK HISTORIANS RELEASE HASHMAN - A MUST-READ GRAPHIC BOOK ON THE CANNABIS INDUSTRY

By carefully following the life events of a well-connected cannabis pioneer, Alex, and Josh of Comic Book Historians, constructed an authentic graphic novel on cannabis culture.

Comic Book Historians' Alex Grant and Josh Berman are pleased to announce the release of their graphic novel - Hashman, a graphic book on the true life events of a hashman and the legalization of cannabis in Seattle.

The graphic novel uses illustrations to reconstruct the story of the traumatic childhood of a well-known hustler in the late 20th-century American pop culture landscape and his journey in the cannabis industry. The detailed and colorful graphic illustrations provide readers with an

in-depth knowledge of a man with a complicated past, extending through East Coast mobs, the psychedelic 60s, the New York celebrity drug culture, Berkeley Peace Movement, the Paris riots, Altamont, Woodstock, laundering money in Southeast Asia, and sitting meditation courses in Tibet.

The graphic novel follows a chronological 5-decade event in the underground world of cannabis, marijuana, and drug trafficking. Alex and Josh depict the lead character as a victim of some degree of childhood trauma, and how child abuse informed a skeptical aspect of his nature, causing him to find some sort of satisfaction outside the system.

It is fair to say that his traumatic childhood contributed greatly to his



journey into the cannabis underworld.

Hashman goes beyond entertaining readers, it also shows the consequences of actions, whether right or wrong. The series of events surrounding the life of the lead character led to the legalization of cannabis and the enactment of I-502 - a system established, overseen by the Washington State Liquor Control Board, to license, regulate, and tax the production, processing, and wholesale retail sales of marijuana.

Hashman offers a true-life snapshot of the lead character, how he wittingly evades prosecution, and his rise to become an industry stalwart. In the end, he changed his career to be a psychologist.

When interviewed by 9-Figure Media, Alex, co-author of the graphic novel, Hashman, said, "Hashman tells an authentic story constructed out of a series of

interviews from eyewitnesses, court reports, and newspaper articles. It takes readers through a visually visceral ride through the life of a well-connected and tragically damaged cannabis pioneer."

Fellow co-author, Joshua reported that, "It follows the life of the lead character, a victim of child abuse right to the point of being a central figure in the cannabis legalization scene, as the most authorizing doc, dispensary financier, industry stalwart, and double life as a clinical psychologist."

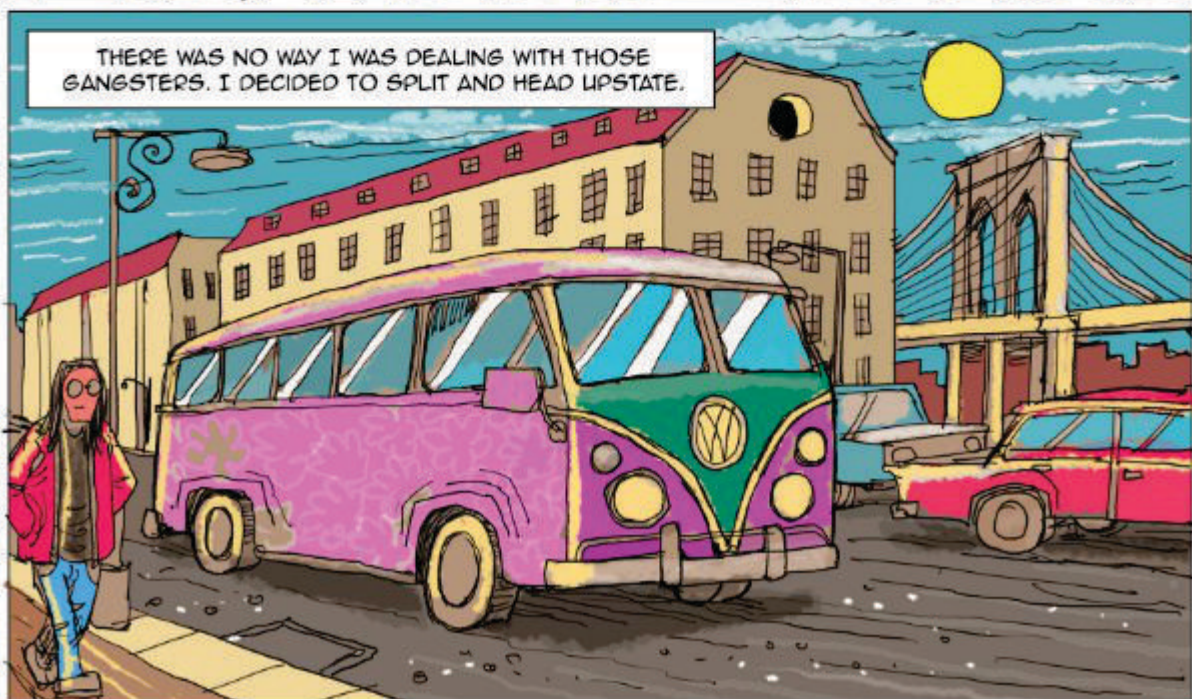
For more information about Hashman, please visit <https://www.amazon.com/Hashman-Alex-Grand/dp/B0BRLK4LWR> or <https://a.co/d/6wG7YUn>.

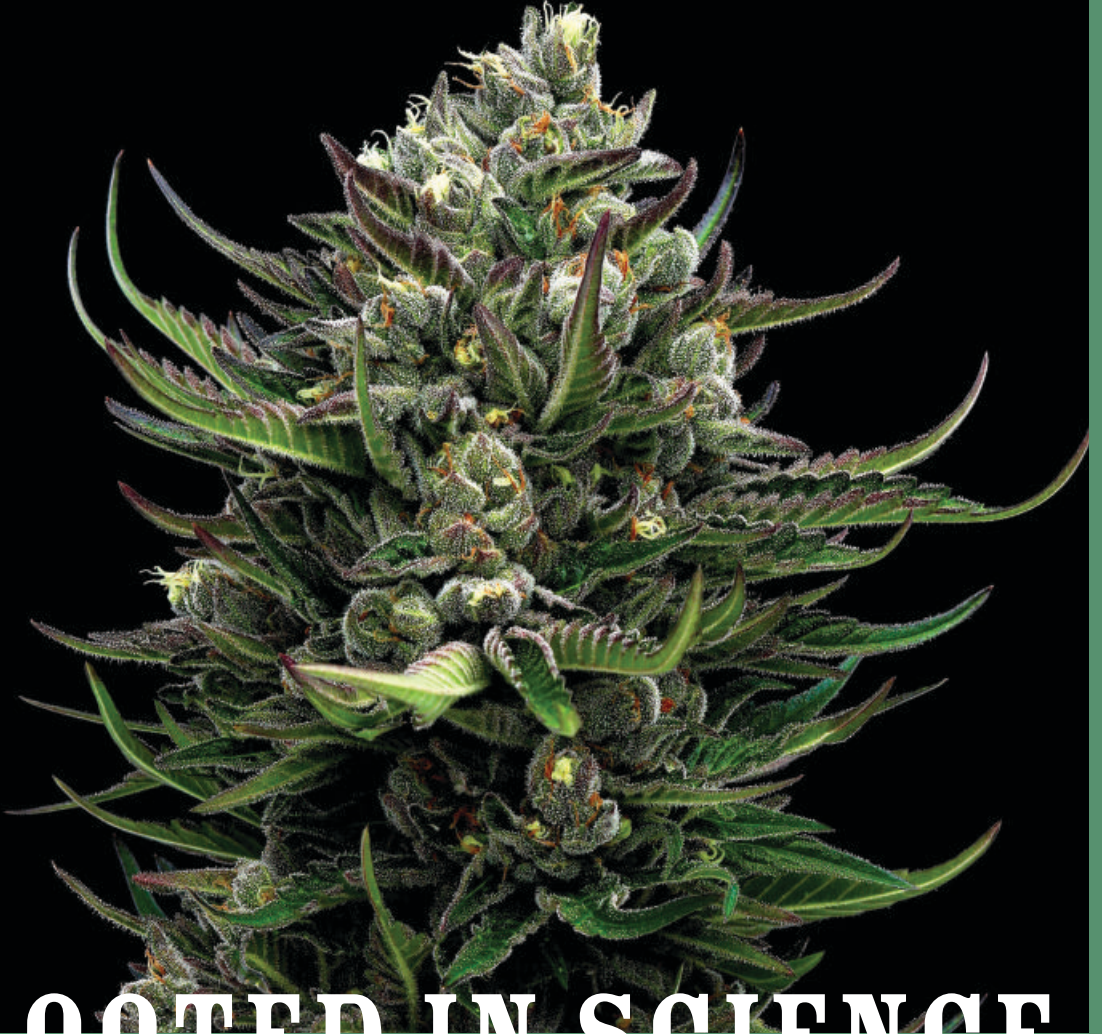
To view the trailer of the story, go to <https://youtu.be/0j2FALN9KbQ> or <https://youtube.com/shorts/k02UkN2cnBs?feature=share>.

I RAN INTO A CLASSIC COMMUNE AND EVERYONE WAS FULL OF DRUGS, LOVE, AND IDEALISM. I FIRST TRIED MEDITATION THERE WHEN IT WAS BRAND NEW TO AMERICA. IT WAS 60S ALTERNATIVE MADNESS BUT THE CULTURE WAS QUICKLY CHANGING.



THERE WAS NO WAY I WAS DEALING WITH THOSE GANGSTERS. I DECIDED TO SPLIT AND HEAD UPSTATE.





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