

Culture

Tradition

Passion

FAT NOCS

Vol 7

Magazine

Cannabis Cruises
PIPE DREAM?

Letters From Africa
FEAR HOPE DESPAIR CANNABIS

Plants
Pills

The Reign Of High THC
COMING TO AN END?

The Real OGs
INDIGENOUS POPULATIONS

The Great Debate
ROLLING TRAY V FRISBEE™

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DINNER INVITE WE ALL WANT



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Culture Tradition Passion

FAT NUGS

Magazine

Hello Dear Reader,
Welcome to the first issue of Fat Nugs Magazine,
no ordinary breed of cannabis magazine.

In keeping with our roots, we begin this issue by recognizing the importance of plant medicine over pills on page 4, and on page 10, Matthew Dean remembers a cannabis cruise from his youth, asking when it'll be possible to re-live in the experience. In her interview with chef Jordan R Wagman on page 18, Nicole Stover explains why he's got the dinner invite we all want.

This is a place where you'll find true nug-lovers who think, eat, smoke, sleep and live cannabis culture. Our goal is to build bridges both within our community and to others who want to understand it. Fat Nugs will bring our culture to life through story, art, comedy, parody, education, science, and much more.

To make this happen, we're privileged to bring together some of the best talent in the industry. Such as Conor Macleod, writer and animator from Scotland, and creator of the CANNAMAN comic strip. Check out his illustrated celebration of our first issue on page 7, and his breakdown of cannabis in the UK on page 8.

On page 12, Wilfred Maina gives us a rare glimpse of cannabis culture in Africa.

On page 24, Jessica Reilly reveals interesting developments on New York's cannabis scene, while Bernadette Faure tells you all you need to know about Stoner NFTs on page 29. And because we're fans of cannabis in all its glorious variety, two of our writers take High THC strains to task in this issue, Ruth Fisher Ph.D on page 26, and Rob Sanchez on page 28.

Anyone who's been paying attention has seen stoner culture pillaged in recent years. In his article on page 20, Nigel Despinasse examines the question of how we can make space for progress while respecting the traditions that got us here today. In his story, on page 16, Dan Russell honors one of those traditions, the Frisbee™. And finally, Juliana Montano, President of Cannabis at USC, on page 22, sheds light on some of the ways cannabis already shapes our thinking and lives, whether you're a consumer or not.

I truly hope you enjoy this magazine as much as we enjoy creating it for you. I think back to my younger days of MTV and magazines like Thrasher and MAD, media that helped me find my tribe and then gave it a voice. If Fat Nugs fulfills that role for you, it'll make me one very happy stoner.



LIGHT'EM IF YOU GOT'EM,

Dustin Hoxworth

Chief Stoner & Editor-at-large

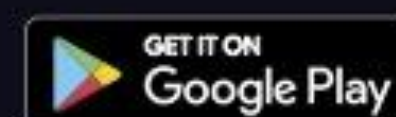




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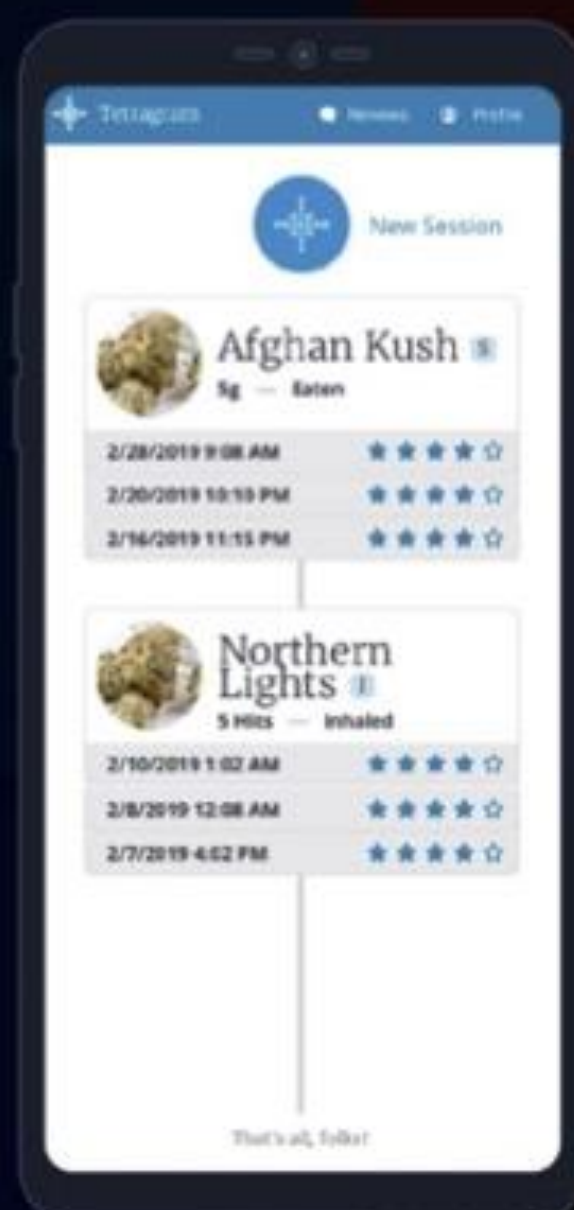
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Empower

Feel confident every time you walk in the dispensary that you'll be able to find the products that treat your symptoms best.

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of
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FAT NUGS

free all Cannabis
prisoners



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PREScription DRUG USE PLUMMETS IN LEGAL CANNABIS STATES

BY MARK COLLINS

LOS ANGELES- According to a recently published Cornell University research study, legalizing recreational cannabis reduces demand for expensive prescription medications through state Medicaid programs.

Prescriptions for drugs for pain, depression, anxiety, sleep, psychosis, and seizures decrease dramatically when states legalize cannabis, according to the study.

The research was carried out by Shyam Raman, a PhD student at Cornell's Jeb E. Brooks School of Public Policy, and Ashley Bradford, a doctoral student at Indiana University.

Their study was published in the journal Health Economics on April 15 and is titled "Recreational Cannabis Legalizations Associated with Reductions in Prescription Drug Utilization Among Medicaid Enrollees."

The majority of cannabis research has focused on the influence of medicinal cannabis on prescription drug demand or the impact of legalizing recreational cannabis on opioid demand.

This is one of the first studies to look at how legal personal-use cannabis affects a wide range of prescription medications. The findings are significant and could potentially lead to replacement of certain prescription drugs with cannabis.

"These findings have far-reaching ramifications," Raman explained. "The decreases in drug usage that we discover could result in significant cost savings for state Medicaid programs." The findings also point to a way to lessen the harm caused by serious side effects associated with some prescription medicines."

Raman and Bradford based their research on an examination of data from the Centers for Medicare and Medicaid Services in all 50 states from 2011 to 2019, a time during which the number of states allowing personal cannabis use increased.

Around 40 states have approved medical cannabis, which requires a doctor's prescription. About 20 states have allowed personal-use cannabis for all adults so far, but that number is expected to grow. Raman and Bradford discovered a significant change in demand for medications to treat sleep and anxiety disorders in such states, but no effect on drugs to alleviate nausea.

Raman and Bradford point out that cannabis usage is not without risk, citing numerous research that link it to the onset of anxiety and psychosis like schizophrenia. Other insights found in the study were that people who use cannabis to manage their medical ailments may be less likely to contact their doctor, resulting in gaps in primary care.

As cannabis use spreads, and more realize its many medicinal properties, it's likely that this trend will continue. After all, cannabis has been used for millennia as a cure-all analgesic and anti-anxiolytic drug. Which means these recent breakthroughs in the understanding and the use of cannabis will be known as a rediscovery of cannabis as one of the world's favorite natural medicines.



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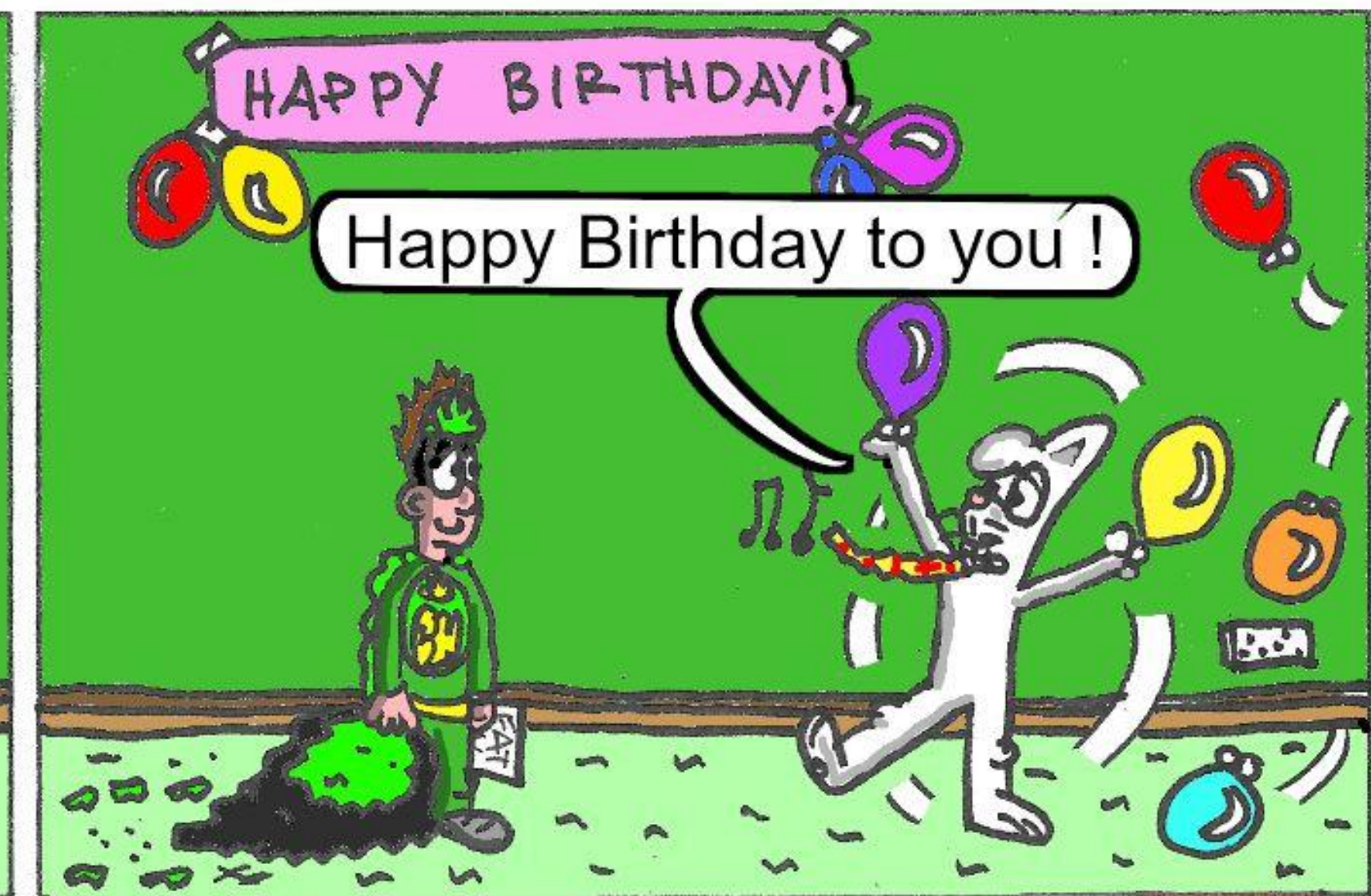
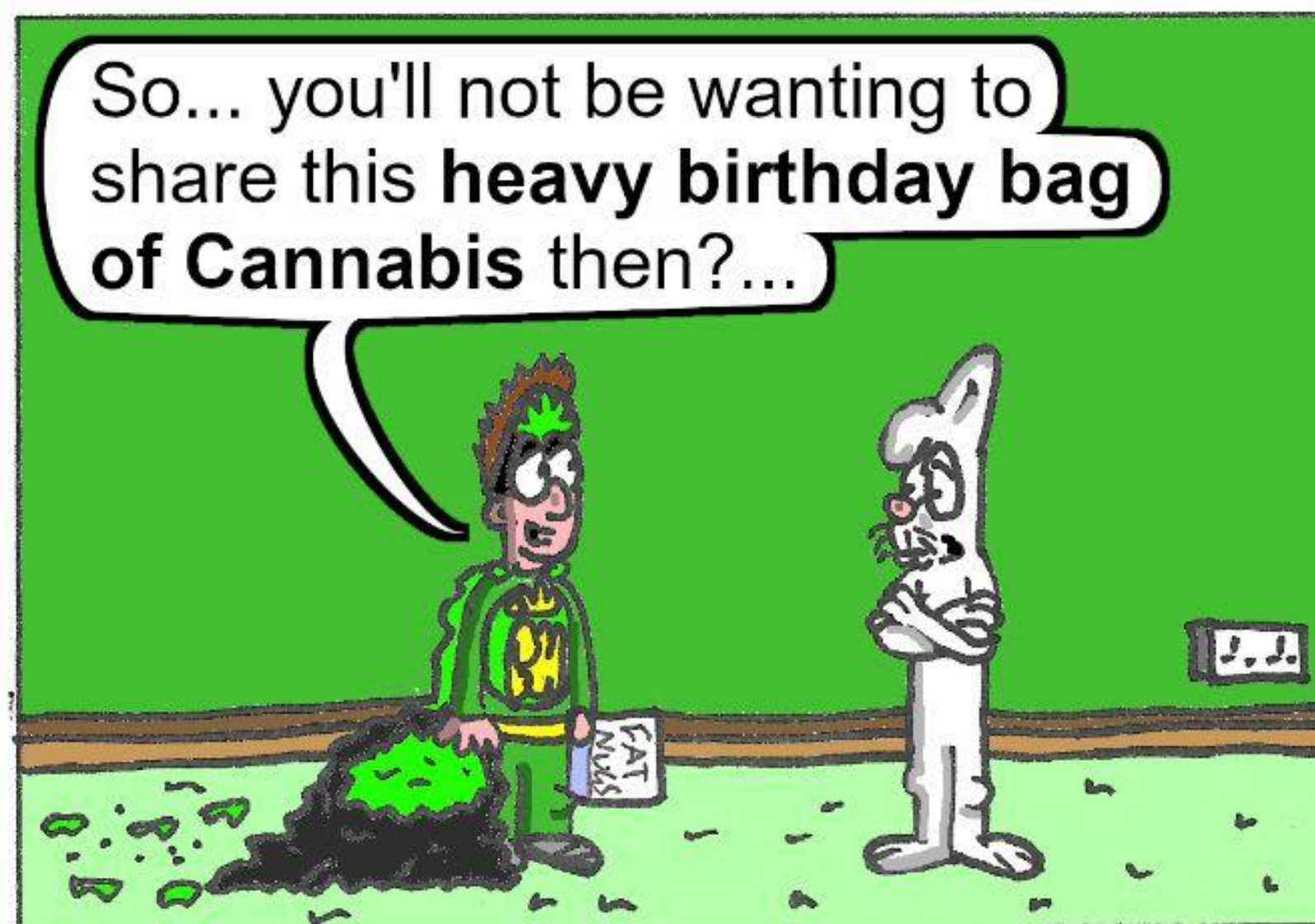
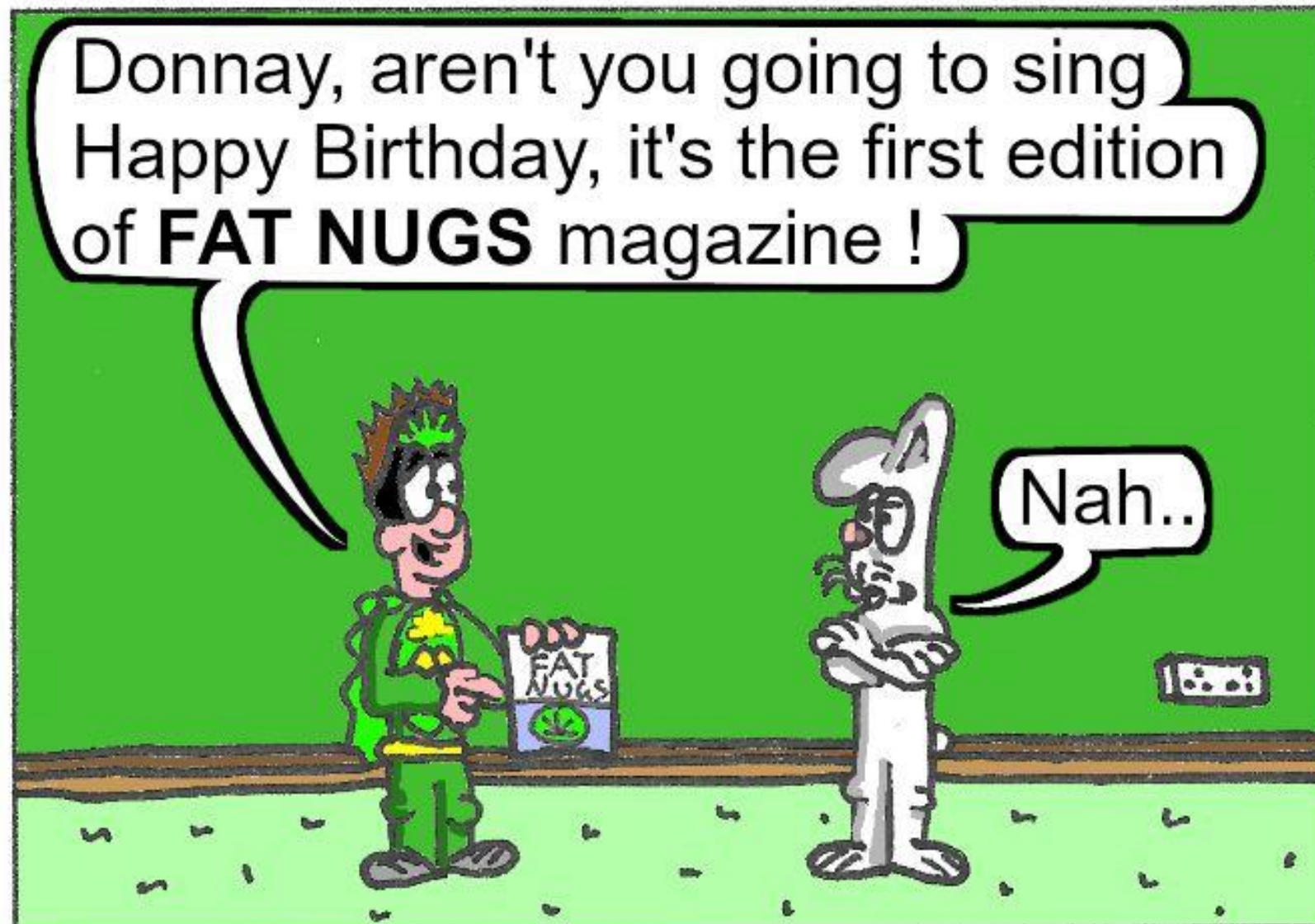


CANNAMAN

FAT NUGS EDITION #1

HAPPY BIRTHDAY !

By Conor Macleod



END

FROM SOAPBAR TO NOVEL LAWS: CANNABIS IN THE UK

BY CONOR MACCLEOD

Scotland, UK. A fourteen-year-old boy stands waiting on a front doorstep. His friend, Mark, waits at the end of the path, anxious to see what happens. The boy reaches out, hand shaking, 'knock, knock, knock'. The door opens to a woman in her fifties, wearing a pink bathrobe, hair wet, smoking a cigarette. Nervous, the boy asks, "eh, do you have a quarter of hash?"

The woman pauses, frowns, takes a slow drag from her cigarette, and replies, "you're looking for Jackie's hoose, son. She's next door," before closing the door. The boy walks to the end of the path and looks at his friend, "it was the wrong hoose, dickhead!" before proceeding to knock on Jackie's door, collect the hash and spend the rest of the night with his friend, blissfully stoned and giggling hysterically.

That fourteen-year-old boy was me and this was my first attempt at buying cannabis. My friend, Mark, had been told by his big brother where to buy the hash, and had given me the wrong address by mistake. An epic fail to say the least.

WHO'S THAT BOY?

My name is Conor Macleod, I am an author/illustrator/ animator and YouTuber from Scotland, United Kingdom. My history with Cannabis is extensive but over the past few years, I have created the CANNAMANTV YouTube channel which includes the CANNAMANTV Podcast, where I interview professionals, academics, scientists, activists, patients, and creatives speaking about life and the wonders of the cannabis plant.

I have also created the CANNAMAN comics series, which was a precursor to CANNAMANTV and has now been adapted into the on-going and highly popular CANNAMAN animation series on the channel.

My most recent work, *The Productive Path*, is a short semi-illustrated book, which highlights factors many encounter when engaging on a personal pursuit of productivity. You can find *The Productive Path* on Amazon.

A SHORT HISTORY OF SOAPBAR

The hash story mentioned above happened around 2004 and since then cannabis in Scotland, and in the rest of the UK, has changed significantly.

First off, the hash at the time was known locally as soapbar, imitation hash which had an embarrassingly low level of THC and not only came in the shape of a bar of soap but essentially contained the same ingredients. Bits of plastic bags were a regular occurrence to be found in soapbar.



Other more potent forms of hash, and flowered cannabis were available at the time, but for most of the younger generation back then, soapbar was the only option.

With a collective sigh of relief from the UK cannabis community, soapbar was phased out over the next few years as home growing became more popular with increased availability of grow tents on Amazon.

By 2014/2015 it was fully established that cannabis flower was the most predominantly accessible form available, either from friends or family who cultivated, a local grower someone knew, or through one of the numerous online vendors. You could still buy hash, by now in the form of 'pollen' or infrequently 'squidgy black,' but the favoured product for most people was cannabis in its flowered form.

Although still illegal and regarded as a class B drug, the UK opinion of cannabis is far more tolerant than it has ever been, with 52% supporting legalisation according to a YouGov survey, and this is down to several factors.

THE ERA OF CBD

In 2014, and as a direct consequence of the ground-breaking work conducted by the Stanley brothers in Colorado, CBD became widely available on the UK high street.

As of 2020, there were estimated 7.2 million consumers of CBD with that number now expected to be much higher. The growing popularity of CBD, along with growing evidence that the CBD market was not providing accurate labelling of expected CBD percentage, inevitably led to a regulatory clampdown in the form of the Novel Foods Act being implemented in the UK.

According to UK law, a Novel Food is any food that does not show a history of consumption before 1997. The Novel Foods Act has been subject to much criticism and rightly so, considering cannabis has been consumed for thousands of years meaning CBD has also been consumed for thousands of years.

The Novel Foods act came into action, March 31st, 2021, and requires an extremely expensive application (in the hundreds of thousands of pounds!) for a company to provide its authenticity to trade its CBD products.

Due to the exorbitant price of the application, smaller family run businesses which established the CBD market in the UK in the early days, have been badly

hit by this, with many going out of business or removing products entirely from their stock to avoid prosecution by the UK *Food Standards Agency (FSA)*.

On April 1st, 2022, the FSA released its latest update on which products had been granted a license, which ones had been removed and which ones were still, 'awaiting evidence'. Misinterpretations, inaccuracies and illegal levels of THC in products, which had been approved by the FSA were amongst some of evident failings of the most recent update.

Although, here in Scotland, we have a separate regulatory system from the rest of the UK, *Food Standard Scotland (FSS)*, which has allowed CBD companies in Scotland to continue to trade and have been more flexible in their approach.

This has been aided with expert guidance from the Scottish Hemp Association, who are pushing for CBD isolate and synthetic CBD to be categorized as a Novel food, due to their manufacturing process only being established after 1997, but for broad and full spectrum CBD to be regarded as a food stuff, in the same category as hemp seed.

The ambiguity around CBD in the UK is on-going and will likely be so for years to come, but CBD has nevertheless brought cannabis conversation to the public domain alongside the legalisation of medical cannabis in the UK.



STEPS TOWARDS MEDICINAL CANNABIS

Several high-profile cases involving children requiring cannabis oil for epilepsy led to medicinal cannabis becoming available in the UK, November 9th, 2018. But since then, this has led to only 3 prescriptions being given through the Government backed National Health Service (NHS).

Legislative barriers, regulatory hurdles and the absence of cannabis and endocannabinoid system knowledge amongst medical professionals, have all contributed towards a difficulty accessing medical cannabis in the UK.

Currently, there are around 30 private clinics in the UK, which allow medicinal cannabis to be prescribed, with an estimated six thousand private cannabis prescriptions thus far. This leaves millions of individuals still using the legacy market to acquire their medicine, as private prescriptions can range anywhere from a few hundred pounds to thousands of pounds a month.

A removal of legislative barriers and regulatory hurdles is of primary importance to the newly created *UK Cannabis Industry Council (CIC)*, an organisation of individuals, professionals, and academics, formed in 2021 and who represent the best interests of the UK cannabis industry and one which I am delighted to say CANNAMANTV is a member.

UK CANNABIS INDUSTRY COUNCIL

The CIC is the first attempt in the UK to create a unified structure where all the various aspects of cannabis can be addressed and directed by those who know cannabis best due to years of interaction and experience with the plant.

The CIC is made up of 7 subgroups: Environment Social and Governance, Hemp, Prescription, Plant Science, Research, Adult-Use and Standards. Each subgroup serves a vital role in representing diverse voices in cannabis, and is potentially the most exciting step in the UK cannabis industry in recent years.

“Three years ago, my friend Mark was found dead. He was 31 years old. He had become an alcoholic and died from alcohol poisoning on the floor of his flat.”

A LONG WAY TO GO

My own journey into the world of cannabis was instigated, at first, by the desire to get high with my friend, Mark. Since then, however, my appreciation of the plant and what it contributes to humanity has grown exponentially, to the point where I am happy spending the rest of my life raising cannabis awareness and reducing the unjustified stigma which is associated with this healing plant.

Three years ago, my friend Mark was found dead. He was 31 years old. He had become an alcoholic and died from alcohol poisoning on the floor of his flat. Instances such as this are a sharp reminder that we are in a Western society, which promotes the consumption of a known poison whilst a plant that has never killed anyone remains illegal and greatly stigmatised. This must change.

Conor Macleod is an author/illustrator/ animator and YouTuber from Scotland, United Kingdom. He created the popular CANNAMANTV YouTube channel, the CANNAMANTV Podcast and the CANNAMAN comic series. His semi-illustrated book, The Productive Path, is available on Amazon.



MY CANNABIS CRUISE PIPE DREAM

BY MATTHEW DEAN

Have you ever been on a cruise? The second time I went on a cruise I was lucky enough to be connected to a group of stoners sourcing their DNA from the Dam, twice a year. At the time, I was slinging some of the funkier shit in Palm Beach County – no bragging, no bullshit – meaning before boarding the Bahamas-bound liner, I stocked up, my stash including a handful of pre-rolls and a few fat nugs.

The year was 2001 and I was 27. The traveling party included my mom, her then boyfriend and his daughter, a college kid I hardly knew who was a softball jock. I was the total opposite. When my mom informed me, the jock and I would be sharing a room no larger than a cubicle, I added an extra nug to the stash. I was planning for two things: unwelcome drama and a blaze buddy. I got one, not the other.



Weed was totally forbidden on the boat and my mom warned me not to bring any. But I knew both she and her boyfriend enjoyed a toké every now and then, so I ignored the warnings, and was glad I did. I had decided on White Widow, which my boy had all the time, and was the most terpilicious shit ever. It had a serious bang. My roommate clocked the scent the moment I walked in to our wardrobe-sized dorm.

WTF? How did you get that in here? However, rather than be annoyed – as I'd assumed she would be – she was stoked. It broke the ice between us. We quickly set about looking for an ideal smoke-spot i.e. somewhere out of the way that sucked the smell of my bud out to sea and not into the path of my fellow-unstoned-cruisers.

The cruise set up was pretty standard, a huge tub the size of a sky-scraper with a mix of entertainment options, chief amongst them, food and gambling. Buffets were laid out three times a day, mountains of food, enough to feed an army. The casino was open 24hours, as was the bar. Everywhere you went there was a deckchair and Pina Colada nearby.

We found the perfect smoke spot under an out-of-the-way lifeboat. It became a go-to spot, not just for us but every other stoner on the cruise.

Almost every time we went there, we found roaches or stumbled into someone just finishing up their sesh. We exchanged pleasantries at the smoke spot, and subtle nods when passing each other on the ship.

Having that Widow made the cruise so much more awesome. Not only did I get the chance to bond with a new family member, and a bunch of random stoners, there's nothing quite like getting blitzed at sea. After one solo sesh, I found myself a deckchair, Pina Colada in hand, and lost hours watching the waves melt into the horizon. Is there anything more magical than the ocean, when baked?



It's for this reason I'm keeping a keen eye on the evolution of the cannabis tourism industry, in particular, mentions of a cannabis cruise. A few brave companies have attempted to float the idea but nothing solid has emerged yet.

I went on one trip to Jamaica claiming to be a cannabis cruise, which turned out to be little more than a networking event. Consumption, in any form, was not allowed.

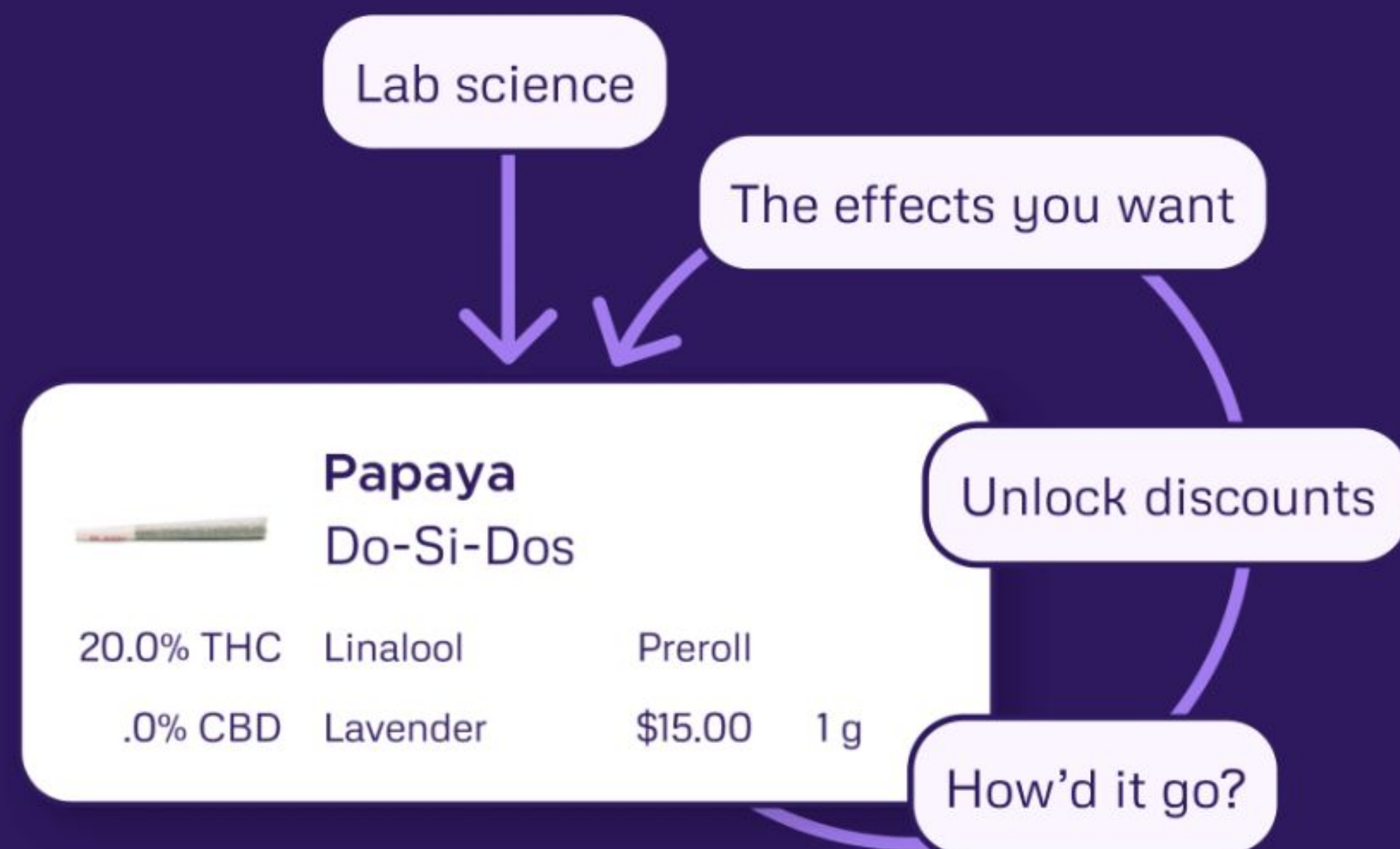
My dream cannabis cruise would be open to all forms of consumption, and would have a choice of smoke nooks on deck where stoners could indulge, sheltered from the pesky wind.

For safety reasons, dab rigs and e-nails would be handled by crew only. The Pina Coladas would flow.

It would be an once-in-a-lifetime experience. A chance to bond with stoners from all over the world. And share stories from the crazy days of prohibition.

“I had decided on White Widow, which my boy had all the time, and was the most terpilicious shit ever. It had a serious bang.”

Matthew Dean is a connoisseur of cannabis culture, having worked in legacy sales and distribution for 30 years. He's also a champion of the forgotten, a food and music dork, psychonaut and cultural attaché to the Outer Rim.



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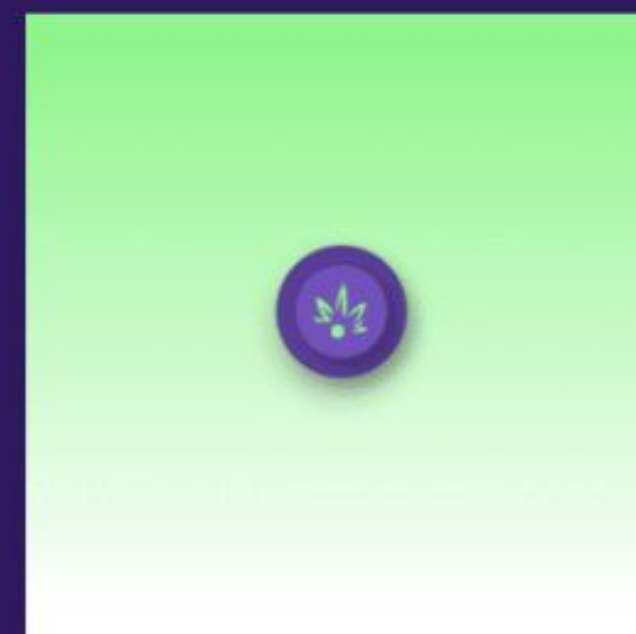


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LETTERS FROM AFRICA: FEAR, HOPE, DESPAIR

BY WILFRED MAINA

My mom died on August 27, 2021. She didn't know that I worked in the cannabis industry. All she knew was that I write and do PR. It was a conversation I didn't want to have because I was afraid of her reaction. It's a conversation we will never have. She wanted me to be a pilot; I chose to get high differently.

Working in the Kenyan cannabis industry is a surreal experience; heck, calling it an industry is being generous. We are a disjointed collective, blindly trying to find our way in an industry still trying to find its way. We have no mentors, opportunities are few and far between, and we don't have the same support system available to most people.

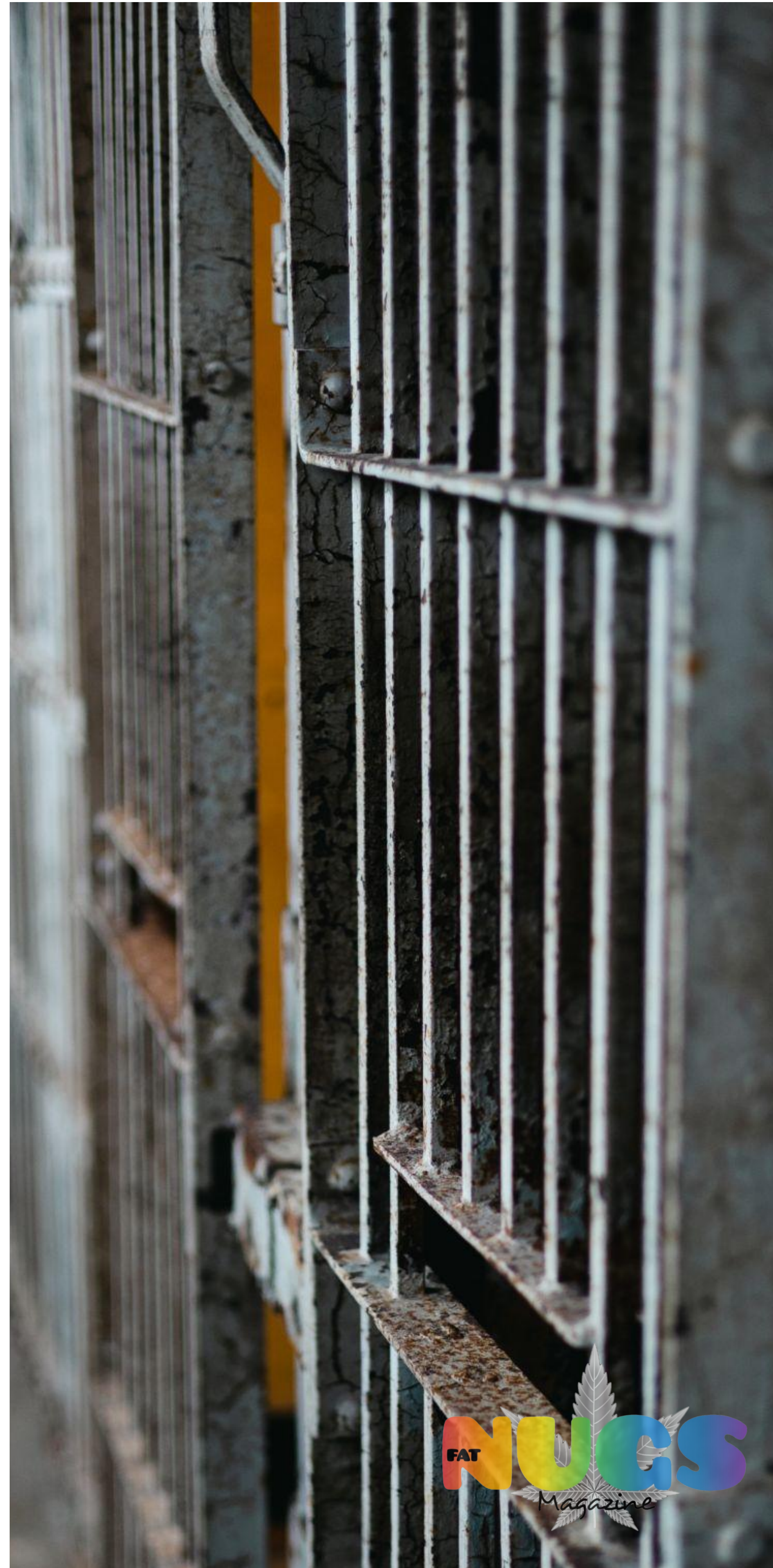
We talk in hushed whispers, afraid that our discussions on the science of THC and CBD will be misconstrued for a drug deal. We live with the constant fear of our families shunning us, our friends turning their backs on us, and our banks deciding we are too great a risk. We are privileged to be living a dream that could come crashing down on us at any moment. These fears are compounded if you choose to work in cannabis advocacy.

Fear

Advocacy and activism in Africa carry an inherent risk. Our governments and constitutions are in love with the ideas of human rights, especially freedom of speech, but activists have been killed for being too free with their speech.

You're not supposed to challenge the status quo, you're not allowed to criticize the prevailing orthodoxy, and you're especially not allowed to make the government look bad.

Caroline Mwatha was a human rights activist who founded a center dedicated to investigating and documenting extrajudicial police killings. Her work exposed how the police would target those living in the impoverished Dandora slums with impunity and face no consequences for their actions.



She went missing on February 6, 2019. Her body was found in Nairobi's City mortuary six days later, where it had been registered under a different name. Despite not performing an autopsy, the police determined that she had died of a botched abortion.

Her death, and the lackluster police investigation, sent a clear message to Kenyan activists, "You are not safe." Caroline wasn't the first activist to die under unfortunate circumstances; tragically, she wasn't the last.

Our governments have created an atmosphere where anyone with a dissenting opinion, even if it's as innocuous as supporting the decriminalization of a plant with proven benefits, has to fear for their life. Predictably, a lot of advocates have left the industry.

Despair

Those of us still in the industry have to grapple with an existential question, "Is all this worth it?" Are our efforts bearing any fruits, or are we just screaming into the void?

In 2019, Kenya's then Interior Cabinet Secretary, Dr. Fred Matiang'i, said those seeking licenses for cannabis production plants would never have their way. He called those involved in the industry lunatics and said no government would allow it.

His words were a gut punch to our entire industry. Here's one of the most powerful men in the country, a man with the president's ear, basically saying legalization is a pipe dream.

In 2022, he, and Aden Duale-another powerful politician, went a step further by introducing an amendment to the Narcotic Drugs and Psychotropic Substances Control Act.

The amendment would significantly increase the penalty for possession of psychotropic substances. Anyone in possession of between 1-100 grams would either be fined not less than 30 million Kenyan shillings (roughly \$30,000) or be imprisoned for 30 years or both.

Anyone in possession of more than 100 grams would be fined not less than fifty million Ksh (roughly \$50,000) or three times the market value of the drugs depending on which one is greater. They can also be imprisoned for 50 years or face both the fine and imprisonment. It's 2022, and I might go to jail for 30 years for smoking a joint.

Hope

I know I've painted a grim picture, but there is hope. In November, The Caucus on Harm Reduction and Drug Policy invited me to speak about cannabis and how we can work towards legislation. It felt amazing just to let my guard down and talk about a topic I love. I didn't have to worry about people looking at me funny because I love weed. I didn't have to feel afraid.

We still have a long way to go. We need to dismantle the myths about cannabis that our governments use to justify incarceration—not just the harms of the war on drugs but its premise. There is hope. I hope my mom is proud of me.

"We are privileged to be living a dream that could come crashing down on us at any moment."

Wilfred Maina is a Kenyan-based writer, editor, publicist and cannabis advocate. He believes in cannabis and looks forward to the day when he can smoke a joint without any fear. Find Wilfred on LinkedIn or email wilfredthewriter16@gmail.com.





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ROLLING TRAYS V. FRISBEE™

BY DAN RUSSELL

I can't help chuckling when I see a rolling tray emblazoned with Rick and Morty graphics, some psychedelic paisley pattern, or an astronaut smoking a blunt. Cannabis might be legal, and no one is going to give you the side-eye when they see a rolling tray in your back seat, but that's no reason to stop using a frisbee™. Let me explain why newer isn't always better.

I love Rick and Morty (or at least Morty) and find them hilarious but that's not what gets me. I find it funny that so many people buy rolling trays. Maybe I'm cheap (it's true, I am) but everywhere I look I see some place to roll my joint. Is that a plate on my drying rack or a rolling tray? Is that a magazine or a rolling tray?

Is that my office desk or a rolling tray? Is that a frisbee or a rolling tray? The answer to all four questions is a resounding yes! Rolling trays abound.

I grew up in an era when a television had half a dozen stations and a dial to tune them in, classic rock was still just plain old rock 'n roll, cars used gas, and their backseats or trunks contained a frisbee or two.

In fact, the frisbee was the multi-tool of my youth. Do you need to stack a bunch of beach shells or colorful rocks? Frisbee. Need to throw something at your brother without leaving a mark or drawing blood? Frisbee. Need a fan on a hot day? Frisbee. Need a plate to eat that burger for dinner? Frisbee. And at night when you want to roll a joint by the campfire, that's right, reach for your trusted frisbee.

At some point after the turn of the century smokers became too good for the plain old frisbee. Or, maybe smoking pot became too commercialized and rolling trays became a better way to show your cultural cred than a Wham-O frisbee?



To my mind, the 70’s and 80’s were a simpler and more judgmental time, and you simply weren’t going to pull the Carpenters Greatest Hits out to roll a joint. You could grab your Peter Tosh or Bob Marley album, but then you’d risk getting pigeon-holed as that stereotypical rastafarian stoner.

Depending on your audience you might grab Zeppelin’s Physical Graffiti, Stevie Wonder’s Innervisions, or the latest King Crimson album. Maybe the true rolling path went from album cover to rolling tray and the frisbee was a fun and useful detour (like college) through the 80’s and 90’s. But then again, maybe not.

What people seem to have forgotten in this world of high-tech concentrates, thousand dollar chillums, and 26% THC levels, is that the frisbee *is* the perfect mousetrap, ahem, rolling tray. The good old fashioned frisbee is slightly concave, providing the proper width and angled surface needed for rolling. It features a raised lip preventing your grinds from falling off the edge and needing to be vacuumed from the carpet.

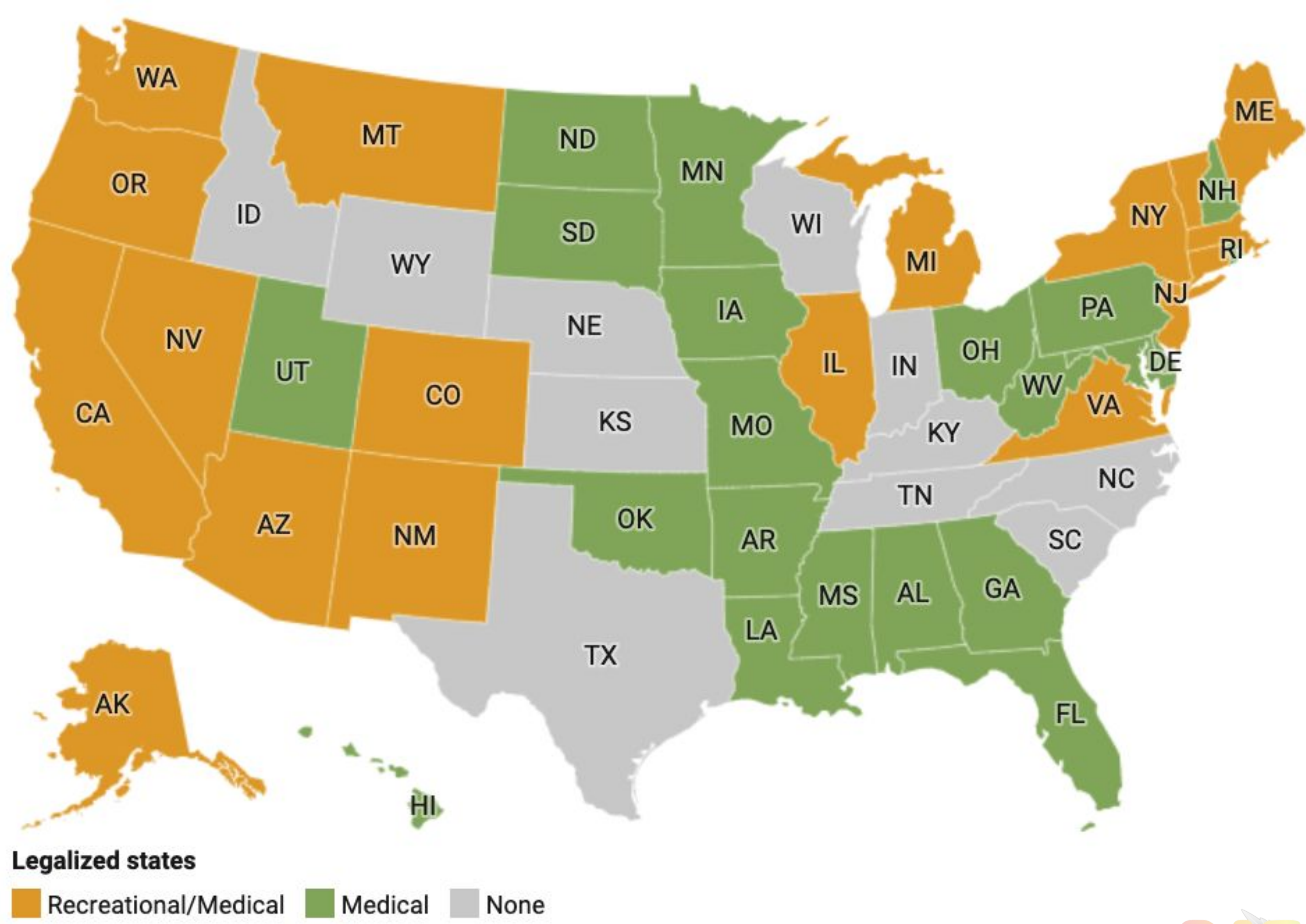
And best of all after your joint is rolled you can go outside and have a catch with your friends because joints should be social.

Ever try having a catch with a hard rectangular rolling tray? If you are lucky enough to get it to fly, pro-tip: catch the flat part instead of the corner.

And if none of this convinces you, keep in mind that \$10 spent to roll a joint on Rick and Morty’s faces, could have been spent on a pre- rolled joint instead. And if you really want to roll that joint on Rick and Morty, slap a sticker on your frisbee and roll away. You just saved \$5.

“What people seem to have forgotten in this world of high-tech concentrates, thousand dollar chillums, and 26% THC levels, is that the frisbee is the perfect mousetrap, ahem, rolling tray.”

Dan Russell currently makes his living selling rolling trays, flying discs, and all the branded swag you can imagine. Currently living in Chicago with his wife and dog, Dan has a lifelong interest in cannabis culture. He is a veteran of many Phish tours and a lover of all things phatty. Find him on LinkedIn.



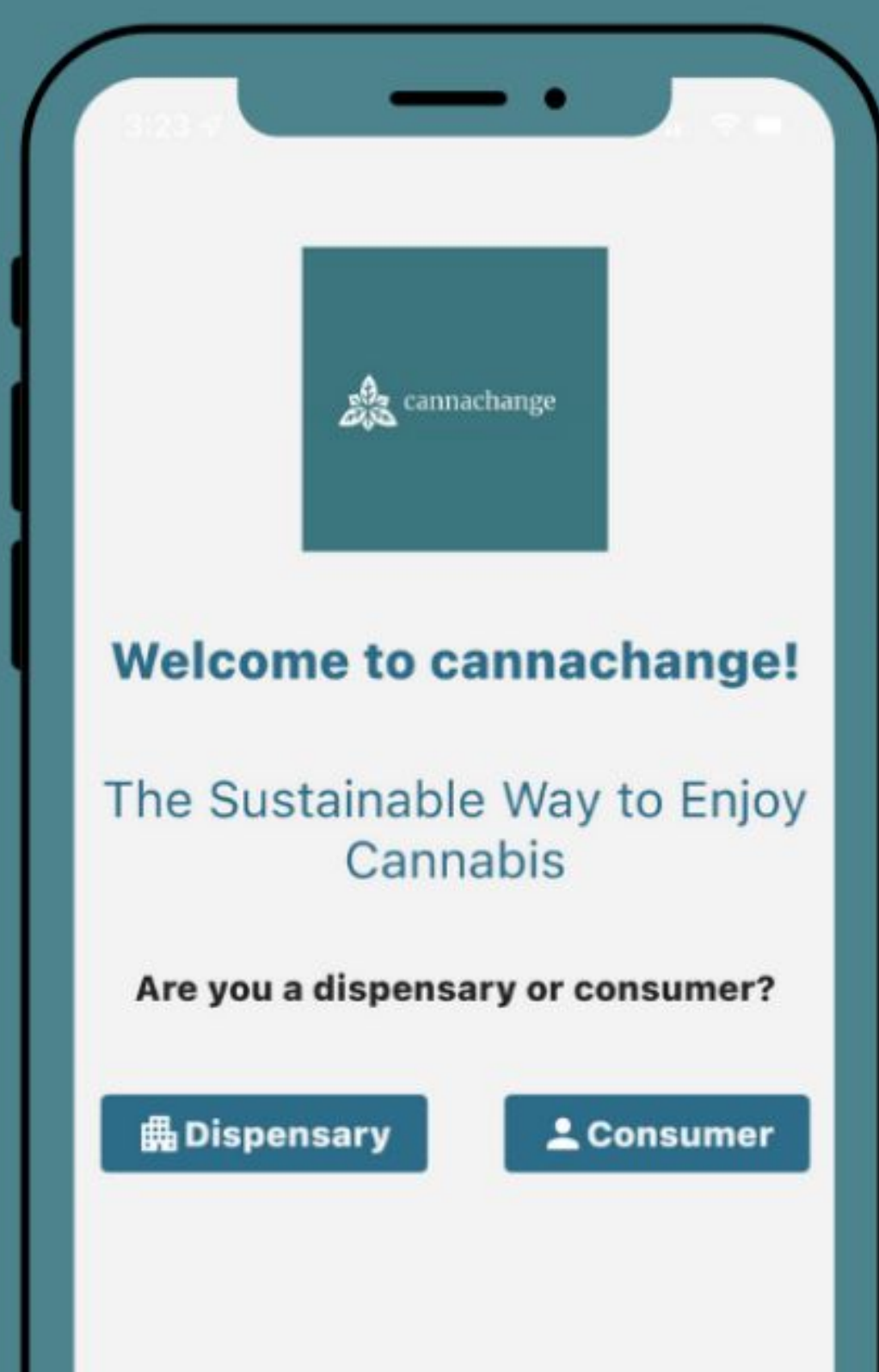
Does not include states that have legalized only CBD-based oils.



cannachange

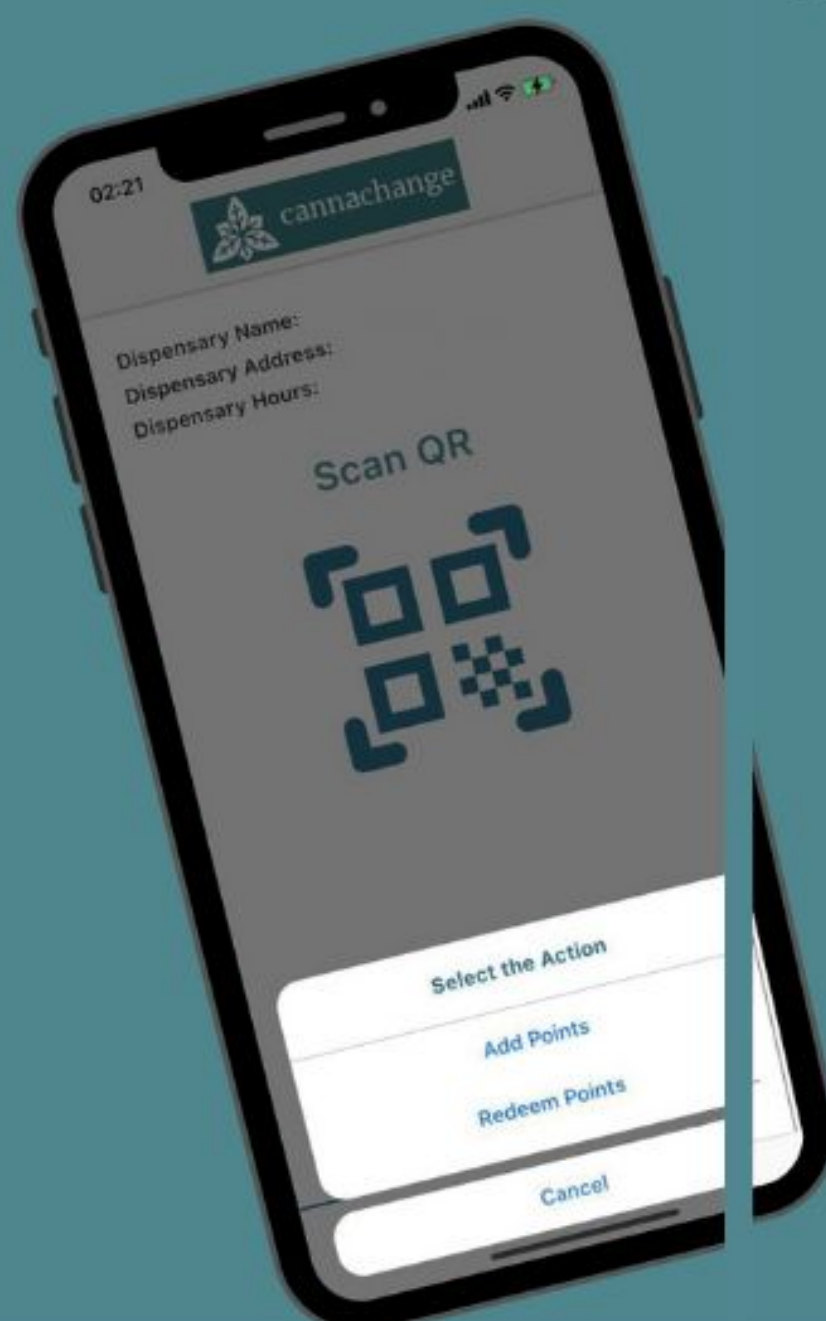
The Sustainable Way to Enjoy Cannabis

Through the cannachange mobile app, consumers can return their **recyclable, reusable, and compostable** cannabis packaging to participating dispensaries for **points** that turn into **dispensary credit.**



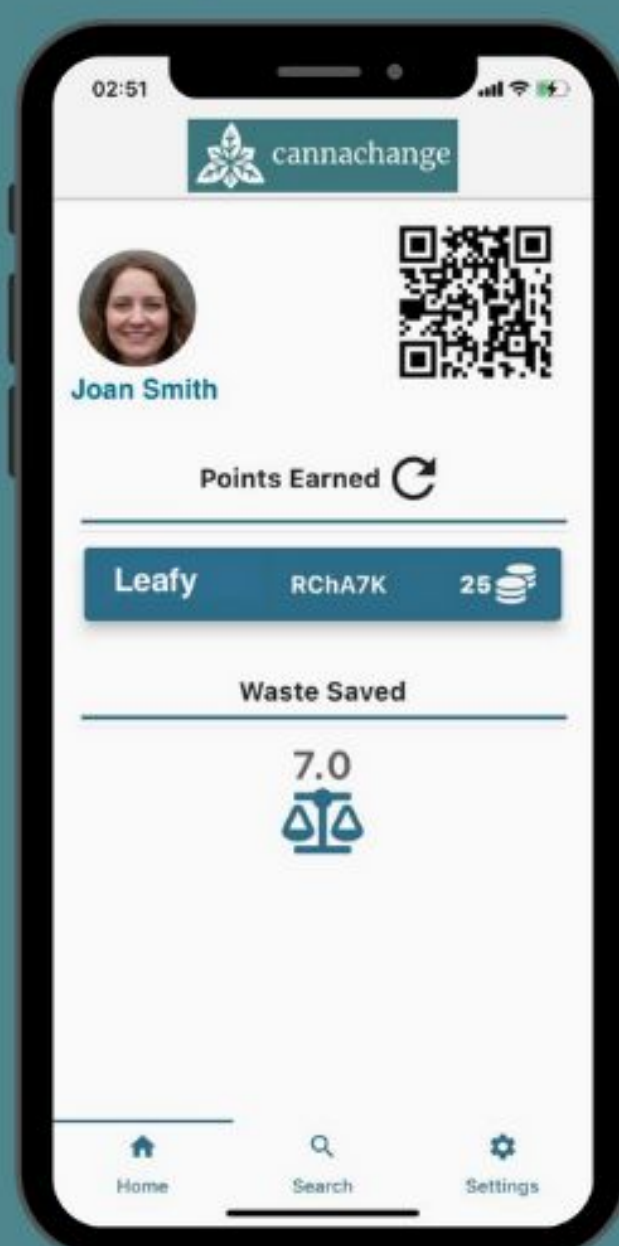
Step 1

Download the app and get QR identifier



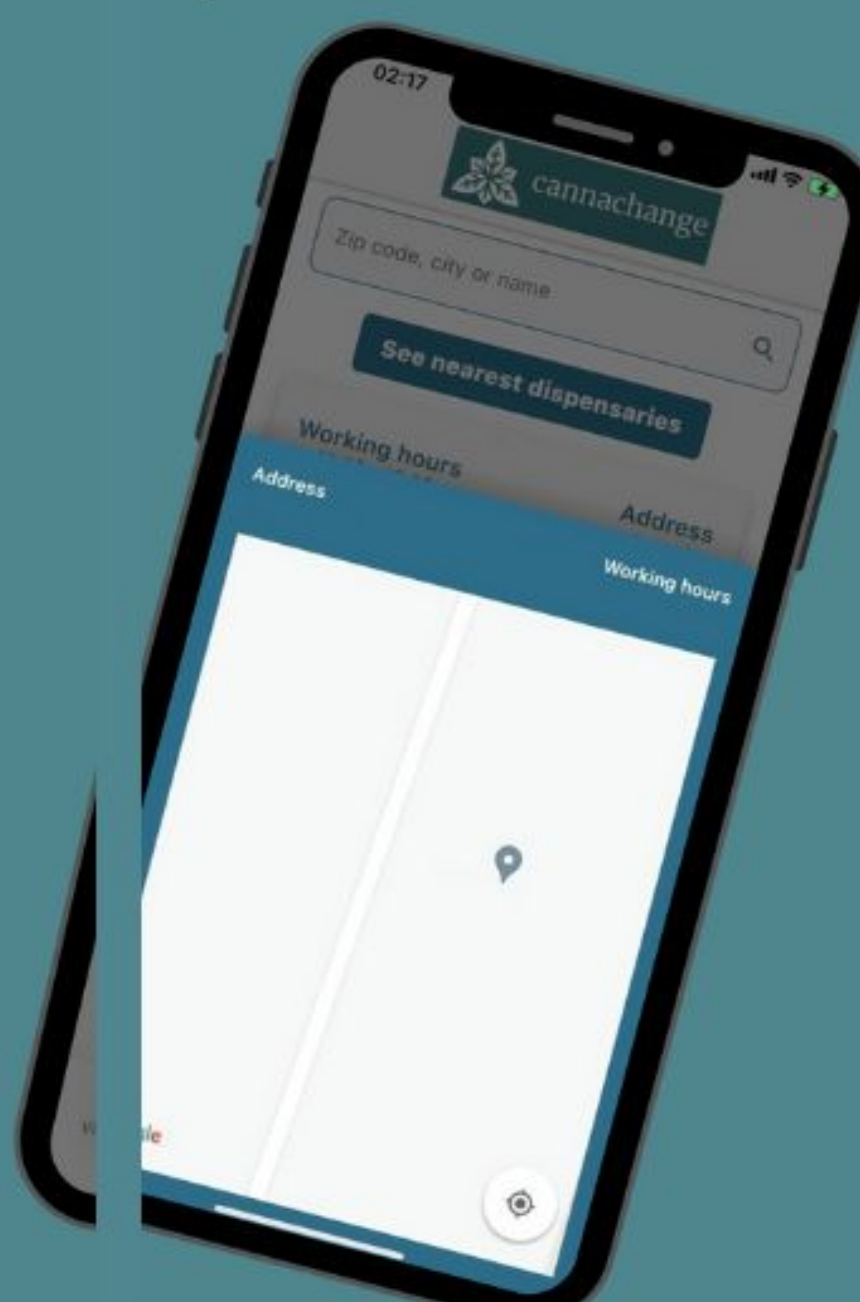
Step 2

Use the app to find participating dispensaries near you and take your recyclable cannabis packaging



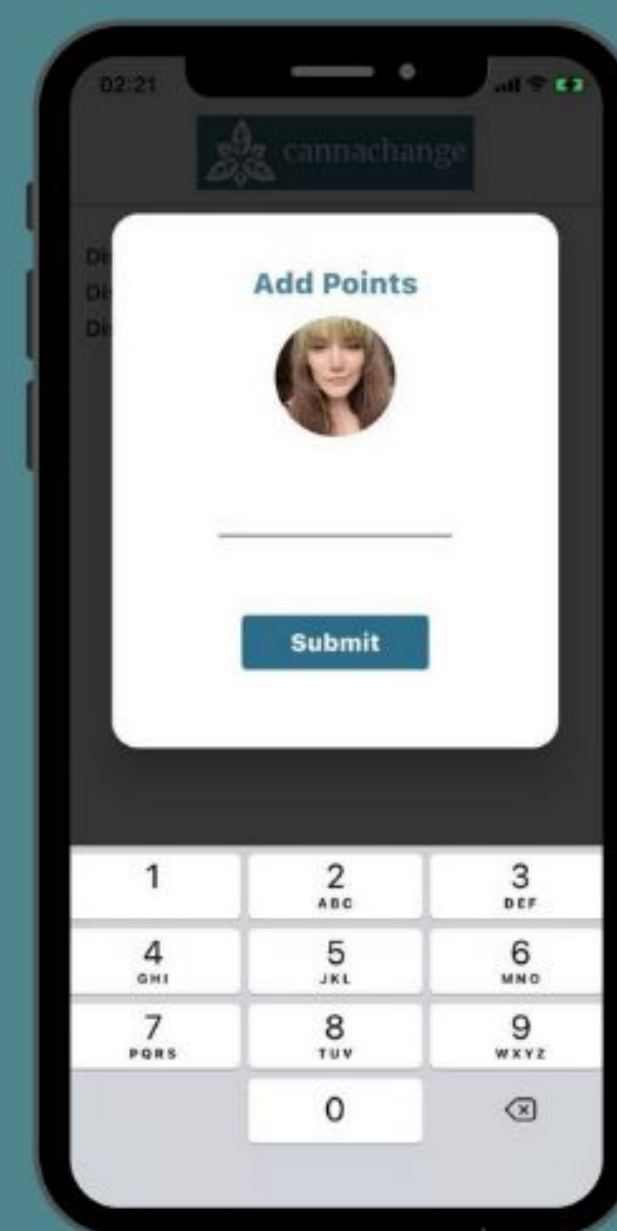
Step 3

The dispensary will scan your profile's QR code to add points to your account



Step 4

Track your points and saved waste to see your impact



For More Info on Our App and Mission:

Website: cannachange.co

Social Media: [@cannachange](https://twitter.com/cannachange)



THE DINNER INVITE WE ALL WANT: ON MEETING JORDAN R WAGMAN

BY NICOLE STOVER

One of my favorite things about being a journalist in cannabis is the chance to meet some real motherfuckers who are serious about making change in the world. One such person is Jordan R Wagman, the renowned chef.

Jordan started our interview sporting his red-rimmed sunglasses and taking fatty rips off of his glass pipe. I knew right away he was going to be one of my most favorite people.

A Short Intro To Jordan

Becoming one of the very few Canadians to ever receive the honor, Chef Jordan Wagman has been recognized as the Rising Star of North America by the James Beard Foundation.

He is a best-selling author of 4 cookbooks filled with healthy recipes ranging from baby food to appetizers and a 5th book very soon to be released. Portions of the proceeds will go to Last Prison Project, PACT, NORML and Jewish Family and Child Services.

Jordan is the host of a successful podcast called *In The Weeds*, available on Apple and Audible. His legendary guest list consists of cannabis industry leader Andrew DeAngelo and the dynamic-duo of the Weed+Grub Podcast, Mary Jane Gibson and Mike Glazer.

Razor focused on educating and inspiring, Jordan explained to me where he felt the opportunity lies in reaching others:

"The opportunity is not, as I see it, with the people that currently consume cannabis it is with those that don't. All of these people that don't, they are so curious about cannabis and they have no idea what to do."

Coping with Cannabis

Jordan grew up one of four siblings, raised in the bustling, beautiful city of Toronto. At age 12, he was diagnosed with the autoimmune disease, psoriasis. A condition in which skin cells build up and form itchy, dry patches, Psoriasis triggers include infections, stress and cold.

Having been hospitalized several times and experiencing the negative side effects of medications, Jordan began consuming cannabis daily as a way to cope. He didn't yet understand the wellness benefits of cannabis, but he knew it helped him in a way that nothing else could.

"I have smoked joints everyday since I was 12. I was a stoner, pothead".



A Glimpse Of Hope

Jordan found himself in his second year at York University working towards a Bachelors of Arts degree. Feeling defeated, as he had tried every remedy available with no relief for his condition, Jordan made a radical decision.

He hopped on a plane to Israel in hopes that the Dead Sea would be his saving grace. The salty body of water is rich in zinc and bromide, which are both

anti-inflammatory agents. Partnering these treatments with sunshine and a regular routine of working out, Jordan was experiencing an entire new way of healthy living.

With his psoriasis now manageable, Jordan returned to Toronto. But life quickly resumed as normal. The flare-ups came back. Doing his best to grapple with them, Jordan continued to medicate with cannabis.

I'm Out!

One afternoon while daydreaming in Anthropology class, Jordan made another decision, one that would alter his course in a way he never imagined. Two credits shy of graduation, he headed to Florida, dreaming of a career in the culinary arts.

Taking occupancy in his Grandma's home in Pompano Beach, Jordan seized the opportunity to enjoy life with friends, and finish culinary school at The Art Institutes. He spent the next twenty years perfecting his craft and learning new, unique techniques in the kitchen.

"I didn't want to go with the grain, I never wanted to go with the flow."

While studying under Oliver Saucy, renowned for his refreshing, balanced cuisine, Jordan honed his skills at The East City Grill in Fort Lauderdale. Upon his return to Canada, he took on the role of Sous-Chef for Mark McEwen and Brad Long at Air Canada Center, home of the Toronto Maple Leafs.

With years of experience under his belt and passion in his heart, Jordan went on to excel as Chef de Cuisine at Pascal Restaurant, a high-end location in sunny Newport Beach, California and Executive Chef for Cliff House. Nestled at the base of Pikes Peak in the Manitou Springs Historic District, Cliff House is a luxurious four-diamond hotel known worldwide as one of Colorado's premier dining destinations.

Purification

By age 43, Jordan had found great success in his culinary ventures, but was still fighting his excruciating battle with psoriasis. Realizing he was finally ready for a life-long commitment to change, he sought out a Naturopath that could educate him in alternative means of healing. Within 60 days, his flare-ups were clearing and he had lost 30 pounds.

Jordan removed gluten, dairy and refined sugars from his diet and continued to consume cannabis with health and wellness benefits in mind.

Jordan also began purifying his recipes, substituting refined sugars for things like honey, agave and maple sugar as well as infusing cannabis into his food.

In doing so, he constructed a unique, full flower experience that his clients rave about!

"When you remove refined sugar from the equation, all of that cannabis becomes way more bio-available. That is the hypothesis, that's the premise in which I build all of my experiences on."



The Dinner Invite We All Want

Our conversation continued as Jordan made his way indoors. We spoke as he stood in a large, open area that looked out onto a lush backyard. Admiring the space, I couldn't help but tell him how dope it was!

Jordan revealed that he uses the room not only as his office and gym, but his dining room. He welcomes clients into his own home and cooks and serves, along with a fully trained staff, healthy delicious food from the heart, with intent.

Having served thousands of people, Chef Jordan has mastered an impeccable technique of infusing his food with cannabis. I asked him to share what his overall approach to cooking is:

"My approach is this - I buy the best ingredients that I can, I do very little to them and I serve them, but now I do it without gluten, dairy and refined sugar and especially when it comes to cannabis, it makes a huge, huge, huge difference."

The Chef's experience consists of you and seven guests sitting down to a stunning table in a relaxing environment, where you will enjoy a 10 to 15-course meal finely curated by Chef Jordan with you in mind.

Collecting your dietary restrictions and preferences prior to the engagement, Jordan creates a culinary masterpiece that includes 20mgs THC, 50mgs CBD, 25mgs CBG, raw cannabis and terpenes. The Full Flower Experience. Literally the dinner invite we all want.

"I am Building the narrative worldwide for what cannabis can be in food and beverage. That's what I do."

Educating The Canna-curious

As our conversation started to wind down, I asked Jordan how he planned to continue advocating for the normalcy of cannabis use. His response was nothing short of amazing.

"Let's create food and beverages that are conducive to people that are canna-curious – who really want to consume cannabis and don't know what, don't know how and don't know where."

Jordan touched on how important education of the plant is, not only for those that consume cannabis, but those that do not.

"People are not going to come here through combustion, they are going to come here through eating and drinking. And why? Because its what we know. We celebrate over food. We mourn over food. We do business over food. Everything is about food and beverage thats in our life."

In Closing, Just Fucking Be A Good Human

Jordan's ultimate goal is to reach at least one person every day. Whether it be through cooking delicious food, writing books or volunteering his time at the hospital that once treated him as a child, his efforts are put toward making a positive, long-lasting impact on everyone he comes across.

"If you just fucking be a good human, be kind to everybody, just be a good person and it's the easiest thing to be and it changes people's lives. A simple hello. A simple coffee. A simple Happy Birthday. These little bits of dopamine you inject into someone's life, it's life changing for people."

"The opportunity is not, as I see it, with the people that currently consume cannabis it is with those that don't."

Nicole Stover is the founder and owner of Copy Cultivated, offering creative writing services focused on cannabis wellness. She is a cannabis copywriter and product reviewer that has been advocating for the medicinal plant for over twenty years. Find her @copycultivated



PRESERVING THE CANNABIS CULTURE THAT RAISED ME

BY NIGEL DESPINASSE

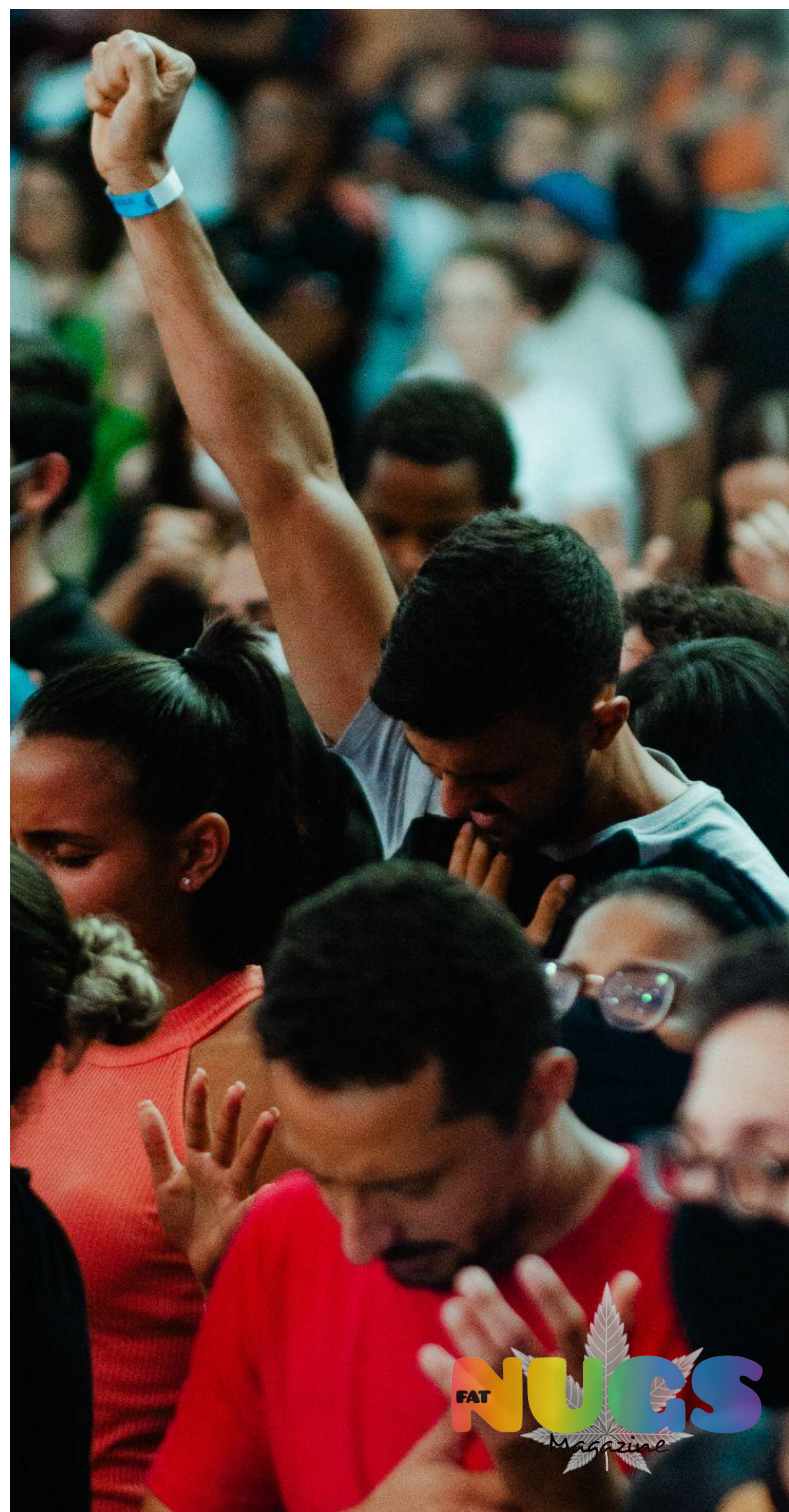
“No weed is legal.” My high school disciplinarian delivered these words to us in detention one afternoon, following a debate about Colorado's decision to legalize the plant for recreational use. His disdain was mirrored by his actions, as he had just expelled or put on probation many of my friends for their cannabis use. I may have been lucky enough to escape that same fate, but those four words would echo in my head for years to come, proving to be a pivotal moment in my relationship with cannabis. I knew what I was doing wasn't wrong, it was just illegal.

After high school, smoking transformed from a covert taboo ritual to a form of communion with my closest friends. In college, I met people from all over the world, from every background imaginable. Weed became a kind of common ground, where our differences ceased to exist. Sharing a joint was almost like a new way of making a friend over a cigarette. The trust that one builds in the commission of a crime allows you to form a bond within moments – the kind that would normally take years to make.

Cannabinoids have neuroprotective properties, which in practice means they help slow the degradation of brain cells after impact trauma. This is a fact I learned after meeting Nadir Pearson, a devoted athlete turned staunch cannabis advocate. Our affection for cannabis may have arisen from different places, but our mission would soon become one and the same.

Nadir was looking to start a new club, one that would educate and empower students in the cannabis industry, and eventually, design an infrastructure that would deliver opportunities for meaningful employment in a rapidly evolving space. It felt almost prophetic, and I knew then that smoking weed was more than just an act of rebellion – it was a calling.

As we built SMART (Student Marijuana Alliance for Research and Transparency), we started to connect with students who had a spectrum of interests: research, policy work, business, and even closeted users who just wanted to learn more about what they were consuming.



We were all committed to learning cannabis together, myself included. We worked hard to advocate for students' rights to safe cannabis consumption. Having this platform to educate my peers lit a fire under me to make this industry as accessible as possible.

Despite the momentum and velocity of this movement, it isn't without its obstructions. The fundamental issue lies in the deficit of opportunities for entering the industry, rights to consume and study, and resources to learn more about this plant. Lack of legality still endangers the lives of millions whilst also posing significant threats to forward progress. If we have no accepted medical use for cannabis because of the lack of research, and have no research because of its illegality, then what needs to happen in order for us to move forward?

If we move forward with legal cannabis, where does that put the mission of the culture? I interned at a tobacco company and got an inside look at the wolves circling the industry. People who have the means to produce endless amounts of biomass and flood the market with product in order to get ahead, armed with ample resources to acquire and expand, and people with visions of becoming billionaires from this industry.

What is this industry becoming? The mission of the culture has always been to have cannabis be accepted and accessible. If accessibility and acceptance is the goal, then that means making the market accessible to these players who have a laundry list of resources. Once we have legalization, what's the next step? What makes cannabis any different than any other commodity?

At one point the foundation of this industry was built as an oppositional force because we were the outcasts, and that foundation is slowly eroding as legalization becomes imminent. Currently, the industry still has the power to own the narrative of what makes cannabis different, but when the doors open and legalization comes, that narrative is out of our hands.

The people who walked so we could run risked everything to have the opportunity for cannabis to be accepted, and the culture hasn't yet calculated the cost of acceptance. If our culture is rooted in opposition, and grown by acceptance, how do we honor the pioneers of the industry when it's time to decide what direction the culture needs to take in the face of legalization? The narrative that needs to be built is one that's focused on the end user while also doing justice to the plant that brought us together in the first place. Working at a cultivation center helped drive home why this culture is so important to me.

Having a small shop that works in service of both the patients and the plant exposed me to a different sense of commitment to the culture in me. It ingrained a sense of duty in me that I hadn't experienced before, and was the first real example I had seen of a business putting people before profits. Seeing a community that genuinely cares about its patients should be a staple in this industry, not an exception.

At a town hall meeting where the Department of Business Regulation was looking to stop allowing patients to use out-of-state medical cards, patients were given time to on stage to give testimony about why this amendment shouldn't be passed. A woman spoke about how RSO eased the pain for her bedridden son dealing with terminal illness, a man spoke about his tremors from Parkinson's being eased by smoking, and another mother talked about her mute, neurodivergent son being able to have conversations after ingesting his oil. To date, I haven't had a moment that cemented my love of this industry more.

Today, I find myself in the middle of this industry, standing on the shoulders of the giants who risked everything for it, and rubbing elbows with people who are actively working to leave their mark on cannabis by being stewards of the plant. This community has not only built me up but has shown me support and compassion, and I'm eternally grateful for that. This community has instilled the fact in me that all cannabis is legal.



“The people who walked so we could run risked everything to have the opportunity for cannabis to be accepted, and the culture hasn't yet calculated the cost of acceptance.”

Nigel Despinasse is a cannabis nerd, entrepreneur, and writer who has been working in the legal industry for the past 5 years. He holds a Business, Entrepreneurship, and Organizational studies degree from Brown University and loves house music. Find him online @nigel_deez

A HIGH-ACHIEVING STUDENT

BY JULIANNA MONTANO

Hello, I am Julianna Montano, President of Cannabis at USC. While it's been about a year and a half since I've taken the mantle, saying that always feels so surreal. To be a voice for this unique intersection of cannabis and college is a bit of a fever dream. After all, I never consumed cannabis until my undergraduate sophomore year. Not to mention my first semesters at USC made me feel like I was on the brink of dropping out.

Though this is no different from many freshmen, my directionless first year put me through an early quarter-life crisis. I was on the Pre-Law track, much to my family's concern, as they did not know the field well and could not guide me. As a first-generation Filipina, there was significant pressure not to take the road less traveled and fasten safety nets. Becoming a lawyer was impressive but they worried that it may not be what I anticipated, so they ushered in a plan B. My parents' ideal plan would have been nursing school or an MD.

In many eastern cultures, STEM is sought as the express lane to success. Very narrowly, that only applied if you were a full-fledged doctor or engineer. And if you grew up in a developing nation, you often did not get a second chance if you fumbled your career choice. I understood my parents' apprehension when I got into USC for Philosophy, Politics, and Law. Honestly, I also lacked the confidence to defend my own choices.

Deep down, I knew it wasn't for me, but I took on pharmacology as a second major, hoping to magically love it. If all went according to plan, I would be a doctor lawyer. *Super rigorous! Super prestigious! It would be the ultimate flex.* Piece of cake. This was all banking on the idea that I would not thrive off of the social sciences and have nothing to fall back on. I doubled my work, fearing I'd fail my first assignment before I'd even started it.

About 32-units in, with three C-minuses and a global pandemic

that stunted all my motivation, I had dug myself into a hole.

I was even further away from my initial goals and way too deep to turn back. Graduate school was a long shot at that rate. My internship applications were all rejected, and networking with no value to my name was fruitless.

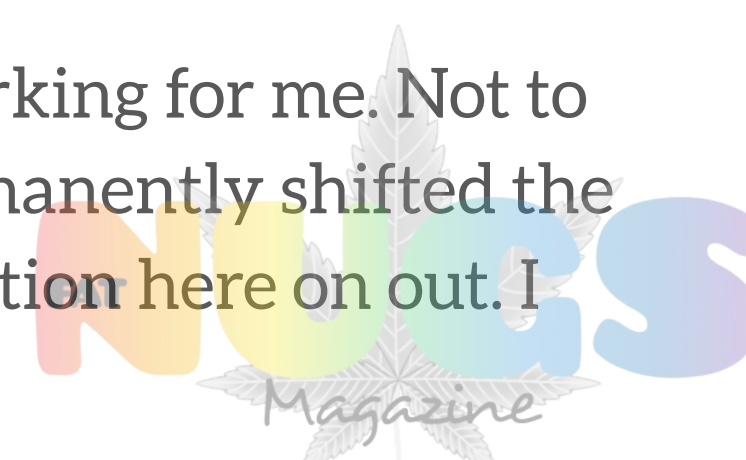
The "traditional" and coveted safe route led me to a painting of a tunnel. Just like Wile E. Coyote, I came to that realization way too late. I felt a lot of shame for not knowing that amount of academic responsibility would surmount to this. I was playing the role of two totally different students, plus a daughter who did not want the blistering efforts of her immigrant parents to go to waste.



I hit a breaking point in the second semester of sophomore year while I was building my course plan with an academic advisor. She pulled up my progress report and I sat in the Zoom room, frozen. *Why the hell, with my 3.25 GPA, would I even bother pursuing both Pre-Law and Pre-Pharmacy?*

Had I lost all notion of my self-worth and consciousness to continue selling my soul for a future I didn't even want? I'd already forgotten the pieces of myself that I truly liked – my creativity, my entrepreneurial spirit – because I was so caught up in this rat race of grades and handshakes at career fairs. I didn't even have friends to turn to vent about these problems.

The current system was not working for me. Not to mention the pandemic had permanently shifted the way we'd navigate higher education here on out. I needed to pivot.



And fast. The first step was finding an outlet on campus that was not 2am crying sessions in a study hall. That is when I found the Cannaclub USC.

At first, I thought I was having another stint at being someone I'm not. I had no relationship with cannabis whatsoever. I knew nothing about it, only that I loved *The Chronic* and *Pineapple Express* is a great movie. Never even tried it! Total poser moment. While I worried that I'd be sniffed out by the club, I really convinced myself that this was the right decision. Cannabis was the most culturally relevant reconciliation of law and pharmacy. I knew there was no harm in just wanting to learn more about it. I took the plunge, head-first in deep green waters.

About two years later, here I am, incredibly grateful to be a part of an eclectic community of brilliant people. We all come from different backgrounds; stoners and the simply canna-curious. Engrossed in the start-up fever, I came to realize that cannabis and college are not too different from one another. Note the comparisons:

1. It Feels Like a Leap of Faith

Though we're definitely in an era of re-emergence, we're still staving off the residual effects of the War on Drugs.

It takes conviction and true desire to learn to last in the cannabis industry, as goes for college. There is no time to waste on misguided motives and get-rich-quick schemes. This Green Wave is not green for everyone. The measure of your success is how well you can bolster the communities you are part of. Knowledge is power. Use it.

2. No One **Really** Knows What They Are Doing

I call cannabis a human conquest. We are all rallying behind this plant with the intent of unleashing its full potential and sharing it with the world. The price is a lot of trial and error, a lot of bias checks, and sunk costs.

In the same way there is no "right" way of doing college, or a paved path to success, the cannabis industry feels like the wild, wild, west. But gee is it fun!

3. You Are the Underdog

People will doubt you during your young and impressionable college years. Legal cannabis is still in its infancy. There will be nay-sayers and skeptics, but you have to work to prove them wrong. It was hard to convince my parents that law was the right choice. They questioned if I had lost it when I said I was going into weed, but since it was so out of left field, they quickly understood my belief in the space overcame my fear of their disapproval. Let their misgivings fuel our search for answers.

4. With the Right Intentions, You Can Change the World

We must rewrite our wrongs. We must do our due diligence. Profit is nothing without growth. With this plant, we can forge communities, share the wealth, and use our knowledge to give back to the world. We can break chains and turn victims into heroes. Cannabis has always been an incubator of hope. Freshman Julianna had no clue what was in store for her, nor the obstacles and wounds that would come along the way. But every freshman and every newcomer to the industry comes with a bit of hope. We have come too far to drop out now.

"I needed to pivot. And fast. The first step was finding an outlet on campus that was not 2am crying sessions in a study hall. That is when I found the Cannaclub USC."

Juliana Montana is a pre-law and pre-pharmacy student, and President of Cannabis at USC, where her work focuses on mentoring the next generation of 4 leaders and health promotion. Find her online @jamrm_



THE PROMISE OF INDIGENOUS CANNABIS IN NEW YORK

By JESSICA REILLY

All eyes are on the New York cannabis market. It's been over a year since cannabis was legalized in New York, but the state has been slow to get things up and running. This is thanks to a combination of political roadblocks, and plant advocates who stress the importance of getting the regulations right the first time. But state residents looking for locally grown cannabis have somewhere unexpected to turn – Native American tribal businesses.

Tribes take advantage of plant status

Several tribes across the state have already begun to take advantage of the plant's legal status, including entrepreneurs in the Cayuga, Seneca, Shinnecock, and Akwesasne Mohawk tribes. Interested consumers can find CBD and THC flower, pre-rolled joints, edibles, and even oil cartridges for sale in dispensaries and gas stations on tribal land.

Being on sovereign nation territory gives these entrepreneurs a headstart in coming to market, as state officials have already acknowledged their legality. While these businesses are not heavily advertised, knowledgeable residents can find addresses through local news articles and some savvy search engine resources. This presents a unique economic advantage to a community of people the government has long sought to repress.

In a prepared statement, the Cayuga Nation said "Cannabis presents an opportunity to generate economic growth for the Nation and its members while creating jobs for the community. Developing our cannabis business is the next step in expanding and diversifying the Cayuga Nation's economic opportunities and providing long-lasting benefits to the community."

Rainbow, the founder of Shinnecock Hemp, agrees. "We live in a place where things are very expensive including the cost of living. Being a cannabis business grower and retailer, we have the chance to break generational setbacks and not continue to pass down poverty-like conditions."

Going beyond the economic impact

But the economic potential isn't the only driving factor.

"We have a long relationship with cannabis and plant medicines, where we feel we are the best people to represent this plant and all it can help with," Rainbow said. "Our advantage [*in coming to market first*] won't last very long; however, it can set the tone for how this plant can be sold, and honored at the same time."

The bill that passed in New York, the Marijuana Regulation and Taxation Act is a unique legalization bill with a heavy focus on elevating small businesses. The micro-business licenses present the opportunity for a cottage industry, where small growers like Rainbow can bring high-quality products to market, and do it in an agriculturally regenerative way.

Regenerative agricultural techniques have been used by Indigenous tribes for thousands of years but fell out of favor as farming was industrialized in the 19th and 20th centuries. These growing practices call for tending the soil in such a way that cultivates a healthy microbiome population. Regenerative techniques treat the soil as an essential part of the growing process, rather than a sterile medium through which to pump water and nutrients.

And this could spell a change in the tide for an industry that has relied perhaps too heavily on indoor growing and the carbon emissions that come along with it.

"Whether or not they follow our lead, we will grow and distribute [cannabis] responsibly," Rainbow said. That's an example we can all get behind.

"We have a long relationship with cannabis and plant medicines, where we feel we are the best people to represent this plant and all it can help with."

Jessica Reilly is copywriter, content strategist and cannabis aficionado. She combines her passion for cannabis with her talent for writing at Jessica Reilly, Writer and runs the Cannabis Creative Blog. She is the staff writer at The Cannigma and her work regularly appears in industry publications. Find her @cannabis_writer



IS THE REIGN OF HIGH THC STRAINS COMING TO AN END?

BY RUTH FISHER PH.D.

In the world of cannabis, *quality* has become synonymous with *THC potency*. And when the curious enter the market seeking quality product, they quickly learn that *quality* means *potency*. So much so, demand for high THC potency currently drives the cannabis flower market. But is this the right metric for quality and if not, what's a better approach?

High THC cannabis will, indeed, get people high, but consumers seeking a more nuanced experience generally do better with cannabis that contains lower concentrations of THC and higher concentrations of other

cannabinoids and terpenes. Many consumers, especially those in more mature markets, have learned this.

Yet, demand for high THC cannabis still persists. As cannabis grower Sayra Small notes in an interview with Leafly: "The most common question I get is 'what is your highest THC strain?' I inwardly roll my eyes because we all know that doesn't make the best flower."

The pull of potency

In the past, take-it-or-leave-it transactions ruled the black market, as there was no incentive for sellers or buyers to figure out what was responsible for differences in user experiences. And even if the desire was there, the science and technology was not widely available (if available at all) to figure it all out.

However, as the cannabis legalization movement grows, the take-or-leave-it propositions are being replaced by, "Which product do you want?" When faced with such a decision, the response is generally, "Well, what's the difference between the products?"



Once consumers were given choices and sellers were forced to explain the differences, suddenly it was not only desirable but an imperative for people to figure out the relationships between cannabis product characteristics and the experiences they generated in users. Finally, there was a clear incentive.

However, the idea that potency defines quality is such a clear, convenient, and just plain *simple* concept that it makes it easy for anyone to distinguish high quality products from the rest. No fuss, no mess. The ease and intuitiveness of it all makes it easy for people to latch onto the paradigm and so very difficult for them to give up.

Flaws in the potency paradigm

The logic for high THC strains runs something like this: customers just want to get high and want the most bang for their buck. But there are flaws in this thinking. For example, if the most cost-effective cannabis is the strain with the highest ratio of THC, wouldn't THC isolate be *the most cost-effective* cannabis? Why bother with flower? Why not ingest isolate?

And it's also not true that high THC strains offer the most bang for buck. The price of high THC cannabis often runs at a premium, which means you pay a higher price per mg of THC. In this case, high THC cannabis provides the most bang for your buck only in the sense that you ingest a larger number of mg of THC *per hit*. But that metric is generally meaningless, because you can always make up for lack of potency by taking larger doses.

However, a much more important counter-argument is the fact that people respond differently to THC. While some people can get high on 10 mg (or less) of THC, others may require twice as much to achieve the same level of psycho-activity. In other words, it's not the absolute amount of THC that matters, but rather, the amount needed given an individual's tolerance.

Not to mention how crude it is to reduce the effects of cannabis down to one single attribute when in reality that's not how cannabis users generally think about the experience of getting high. In his article, "Top 5 Highest THC Strains of 2022: The Strongest Weed To Get Wasted," Johnny Baldwin describes the nuances of each strain, proving even users of High THC care about nuanced effects.

Godfather OG: *"... so the high is both mind- and body-blowing. It starts with a euphoric feeling that immediately whisks away all stress, and which quickly expands to blast your body as well. Don't be surprised to get a wicked case of couch-lock, but you'll enjoy it immensely."*

Bubba Kush: *"produces a dreamy and powerful euphoria that eliminates stress while making muscles heavy before you may need to hit the couch... experienced indica smokers often say they can maintain focus (and conversations) during this high. Either way, you'll probably have a major case of the munchies."*



Changing the potency paradigm

While demand for high THC strains dominates the market, many dispensary owners are not willing to spend the time and money to educate bud-tenders and/or spend time educating customers when bud-tenders could instead devote that time to generating greater sales volumes.

However, there is also demand for high quality variety cannabis: “Savvy consumers who are shopping for more than THC content will pay a premium for terpene and cannabinoid content,” says Steve Gutterman, CEO of Falcon Brands, based in California.

What’s not clear is the relative size of the premium variety vs. the premium high THC consumer groups, illustrating the need for more research and a better understanding of the individual reasons people use cannabis. To make this happen what’s needed is a desire to understand:

- The nature of cannabis’s many nuances,
- The different experiences consumers seek, and
- The value of providing each consumer with the product(s) that will generate his or her desired consumption experience.

Yet, there’s another need that must also be met for the transition to the Quality = Variety paradigm to actually occur: **The benefits must be worth the costs.**

Specifically, the value of consumer education, in terms of the benefits generated by matching consumers to their appropriate products, must outweigh the costs of becoming informed.

The value in Variety

The value comes in being able to sell a wider variety of product that generate higher levels of customer satisfaction, fuelling a willing to pay for variety and driving brand loyalty.

Dispensary Owners: The value to dispensary owners of having informed bud-tenders and customers is a greater willingness-to-pay-more by customers for variety cannabis products.

Consumers: The value to consumers of finding the appropriate product that generates the experience they seek is the value of the better consumption experience.

Anyone who’s had a great cannabis experience using the right product to meet his or her needs understands the value of that experience, relative to the experience he or she has had when the product used wasn’t great. And what’s at stake is not simply a one-shot deal: People who have had good experiences are infinitely more likely to become repeat users.

It should be clear that the value to be gained from matching cannabis users to their appropriate products is huge, both for the consumers themselves, as well as for the suppliers who stand to profit from enjoyable experiences. To bridge the gap, research and education is key.

“In the past, take-it-or-leave-it transactions ruled the black market, as there was no incentive for sellers or buyers to figure out what was responsible for differences in user experiences.”

Ruth Fisher Ph.D. is a systems design researcher, modeler, and analyst. She is the author of The Medical Cannabis Primer: Ushering in the Golden Age of Marijuana. Find her on LinkedIn or email at ruth@quanta.com.





DOWN WITH HIGH THC

BY ROB SANCHEZ

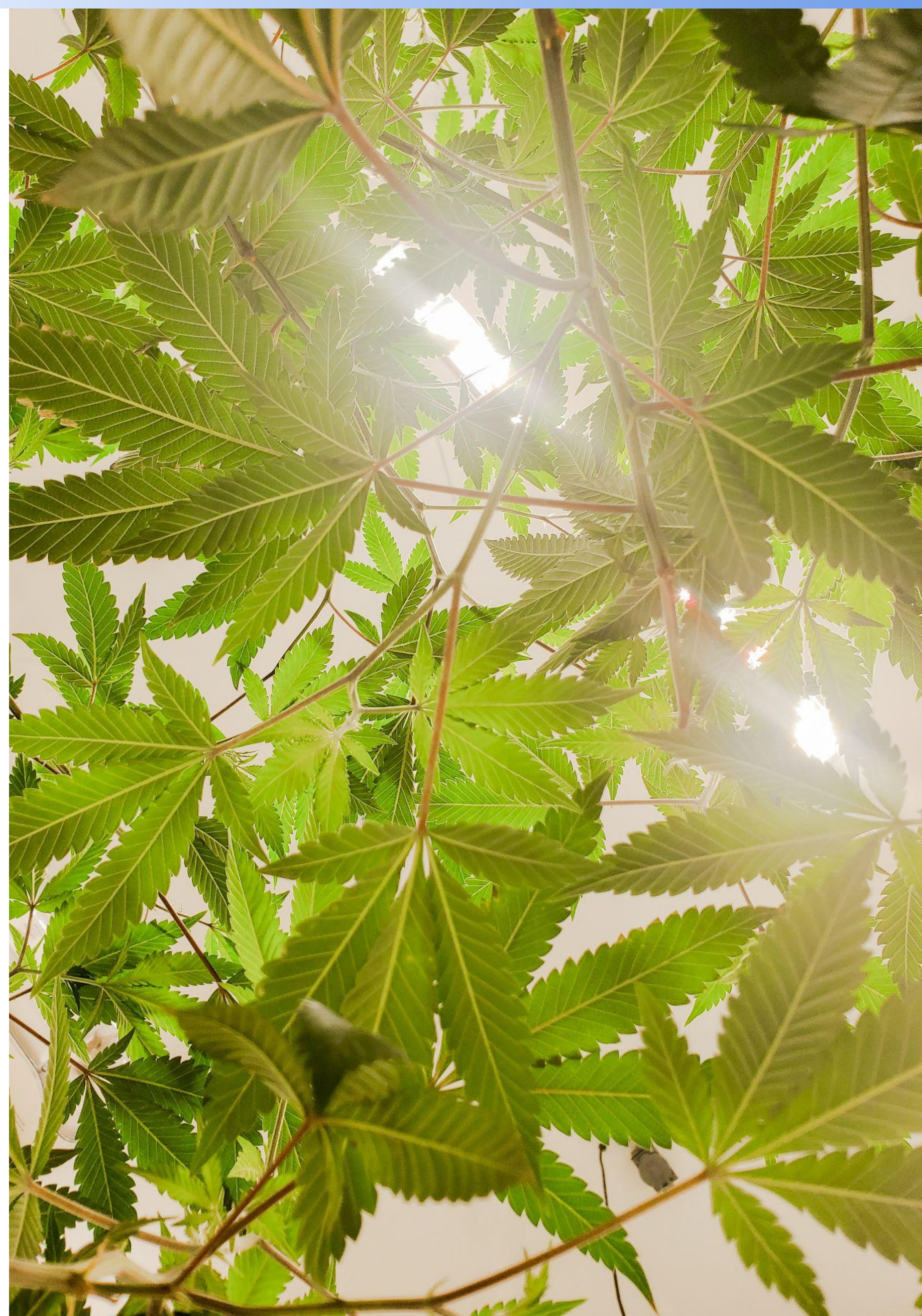
Standing in line at the dispensaries here in Las Vegas, one can overhear customers ask for the highest THC products constantly. Bud-tenders throw words like “sativa” and “indica” around as if they mean more than the morphological traits of the plant. They’re not to blame and neither are the clueless customers. It’s the industry overall to blame, and I’m here to point the finger.

Demanding the highest THC content in a dispensary is like walking into a liquor store and asking for booze with the highest alcohol content. If I do this today, the cashier will think I’m crazy and point towards the Everclear. I’m partial to classic Old Fashioned’s, so Everclear would not be at all what I’m looking for. If we continue the analogies, this is like walking into a restaurant and saying, “What’s the most calorie-dense food you have?” The industry has latched onto a single metric for cannabis quality, THC percentage, and it’s flat out wrong.

Customers asking for it means retailers want to sell it, so cultivators invariably have to grow it. Lower THC strains with wonderful terpene profiles have been pushed to obscurity as the mindless zombies of the industry strive for and consume ~30% THC flower. Is a strong high better than a weak one? Well, sure we can all agree with that. But is a strong, short high with no flavor better than a medium high with rich flavor and long lasting effects? Not at all. High THC strains shoot you to the moon quickly and typically crash down at the same rate with little to no terpene content; they’re well... boring.

The terpene profile of each cannabis strain makes it unique and shows the expertise of the cultivator as well as the care and knowledge of the brand. Yes, terpenes! Here in Nevada cannabis compliance requires that the top three tested terpenes be displayed on the label for flower and concentrate products. This of course is widely ignored by most and even viewed as unnecessary.

What it’s actually done is provide a look into the future of cannabis where dispensaries are bringing in unique, excellent strains that have a terpene profile to please.



An aware consumer here can walk in and say, “What’s the highest terpene content you have in the store?” They can flip jars over and see the test results along with the harvest date to get a more realistic dea of what they’re about to smoke.

This becomes a preference, of course, but also brings cannabis into the ring with wine, spirits, and other artisan-crafted products. One can sample a strain high in myrcene and compare with one testing high in linalool. The nuances of a high terpinolene strain can be smelled and compared to one high in ocimene. Connoisseurship emerges and the artists behind each strain or cultivar, if we want to be correct, can be appreciated. Churning out mediocre cannabis is akin to working in a factory, but cultivating high quality craft cannabis with an appropriate cure is making art

In looking for quality cannabis, always start with the lab results. Look at the top 3-5 tested terpenes in the lab, they're measured in mg/g. The highest tested terpene is called the dominant terpene, but the others are still important too. The entourage effect of cannabis relies on the type of light, the soil the plant was grown in, and so much more. Entourage effects like long lasting relaxation or chatty energy can be found by focusing on different dominant terpenes.

The most common terpenes profiles in cannabis are dominant in myrcene (herbal, earthy), caryophyllene (peppery, spicy), and limonene (citrus, zesty). The other less common dominants are pinene (pine and forest-like) and terpinolene (minty, funky). If you're really lucky, you may even find a strain dominant in ocimene, borneol, or linalool. Each of these are associated with different effects and a different high that's much more accurate than "sativa" or "indica."

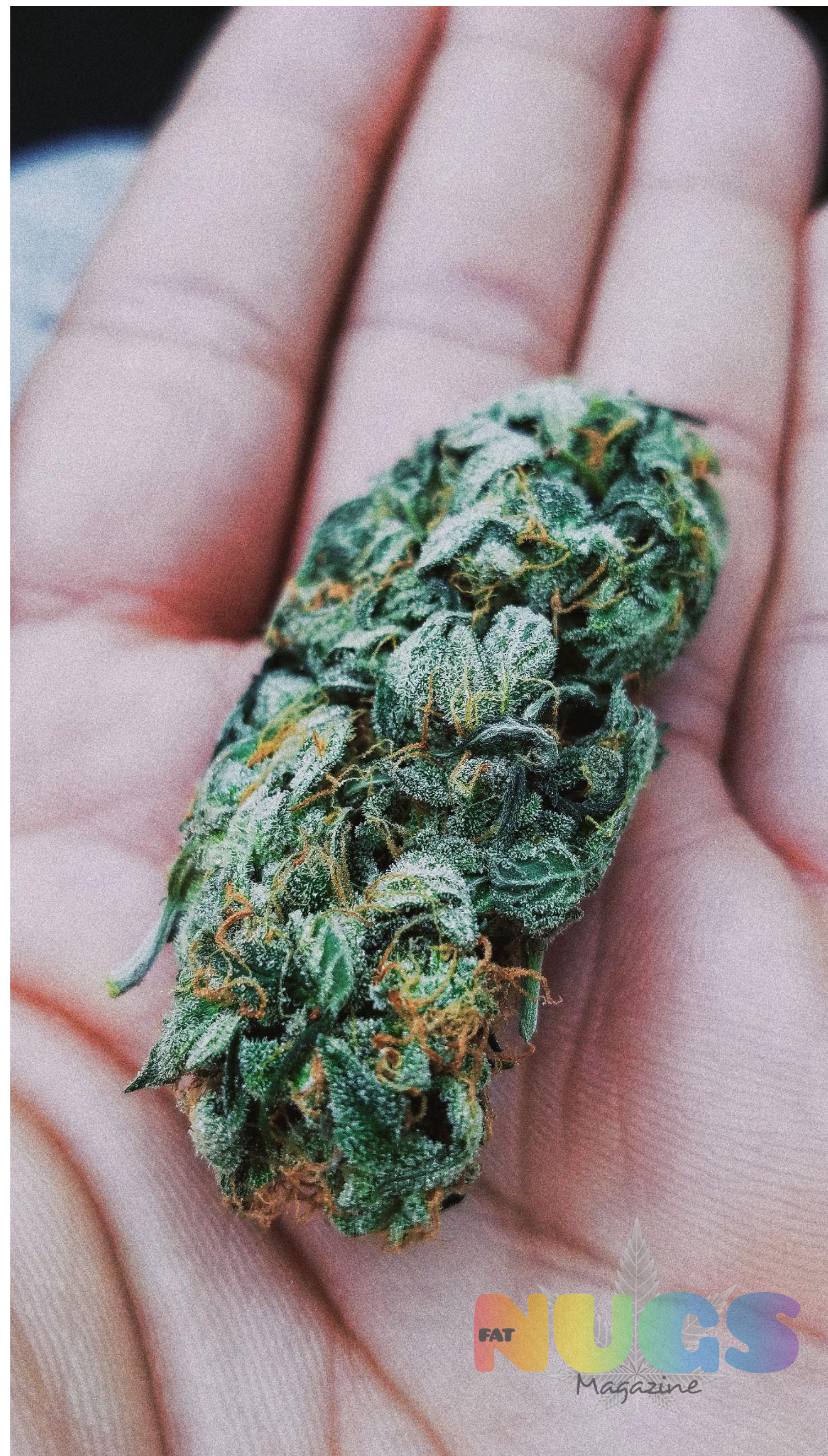
The concentration of terpenes I've found to be the most enjoyable would be strains where the dominant is testing over 10 mg/g. At times, I've had to leave dispensaries because they don't have anything testing that high. It's worth it to find quality and speak up about it. Terpenes are volatile and boil off the flower over time. Low terpene content shows a lack of care for the product overall. With the high THC craze underway, strains like my favorite Ultra Sonja have become harder to find because the THC content is lower.

Now we don't have to be all doom and gloom. The cannabis industry is amazing after all and churning out some excellent products! But, the general perception that THC is the differentiator has to stop. Next time you go to the dispensary, take some time to look at the lab results. If they're not printed on the label, then ask to see them and start to find your perfect smoke.

My perfect smoke and favorite strain in Las Vegas at the moment is Head Cheese by Polaris, which tests at 22.18 mg/g of myrcene, 8.13 mg/g ocimene and 2.15 mg/g linalool. This strain jumps out of the jar and makes my feet float behind me like a cartoon character smelling a pie on the windowsill. If you're lucky enough to find a strain that's testing anywhere near 20 mg/g, it's a must try. They're incredibly rare right now and should be appreciated.

“Demanding the highest THC content in a dispensary is like walking into a liquor store and asking for booze with the highest alcohol content.”

Rob has a lifetime of cannabis knowledge with ten years in the industry. He started as a Cultivator and Hashmaker in Denver's Medical Days before getting involved with cannabis software. Now he's a Product Manager for a cannabis ERP called BLAZE and currently training to become a certified Cannabis Ganjier. Find him on LinkedIn.



WELCOME TO THE WORLD OF STONER NFTs

BY BERNADETTE FAURE

Do you want to own your stoner identity and earn money without coming out of the green closet, per se? If so, the Internet has come up with a solution for you in the form of NFTs. NFTs, give us a new option to share ourselves online.

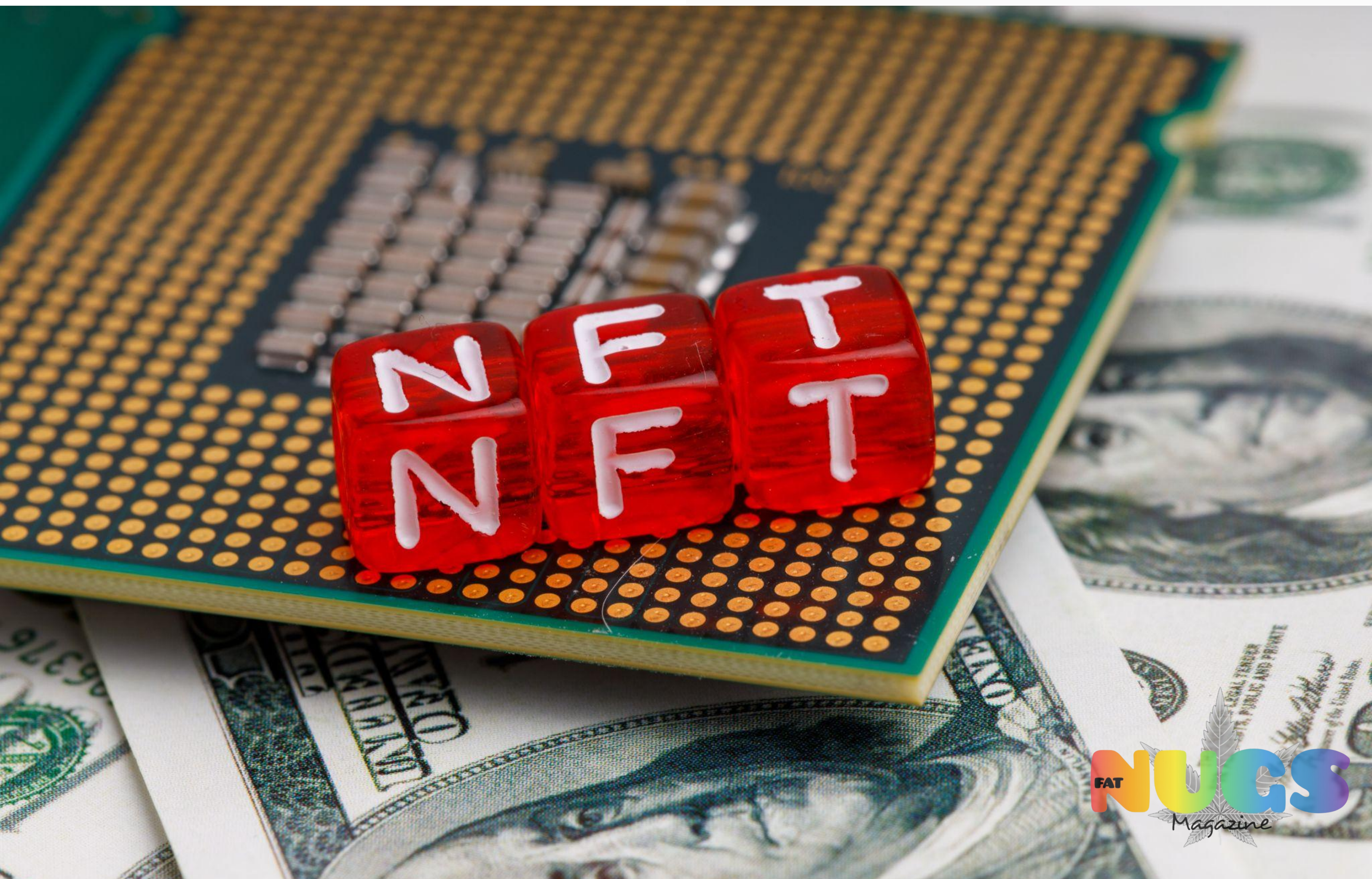
NFT stands for non-fungible token. It's a representation of a specific amount of capital you've spent getting a piece of digital art that's tied to a smart contract. Is it just a dumb picture? Well, that depends on your perception of art, I suppose.

If someone has a Monet up on their wall when you walk into their house, it sends a different signal than a print of a Monet, right? If you buy a Stoner Chick image from 420th Street, that art is tied to a collection of a limited amount of that collection. Let me explain.

What is a smart contract? When you purchase an NFT from an artist or group, you pay for it with crypto-currency. That piece of art you've purchased is now on the blockchain, and the sale is encoded to the address of the NFT, where people can see what you've paid.

A mint is a private sale. To make a purchase in the initial offering, it's necessary to pre-register with a group and sometimes invite so many people in order to qualify to trade.

As the collection sells, more NFTs are minted or sold. The collection appreciates either by the collection's rarity in relation to the number of pieces available or other rewards enabled through ownership of the project. These rewards can include winning free crypto-currency or NFTs, convention tickets, play-to-earn games, and so much more.



There are many NFT project groups, and they communicate in private chat rooms called discords.

There are also groups or discords of stoners building digital art brands for other stoners, such as The High Monks (<https://discord.com/invite/PdPnDUvu>) and Stoned Tigers (<https://discord.com/invite/264fg8gD>).

The plan for the Stoned Tigers art project is to make the collection available for 1 Solana (about USD\$100) on 4/20. After the mint sells out, baby Tigers will be given to about 25% of Stoned Tiger. Holders will receive one of those for free.

They are also launching their own crypto-currency backed onto the project, so once you have one after they are sold, there are other rewards, usually in the form of other crypto and NFT assets that can be bought and sold.

When these projects go well, the holders get rewards, prompting other people to start bidding on your NFT, hoping to get in on the project and the perks. The rewards can be massive. Bored Ape Yacht Club holders recently received 100,000 APE coins when they launched their experimental crypto-currency backed by their project. The value of those coins is about UDS\$11 each right now.

Ownership of NFT assets can come with other rewards; for example, owning a 420th Street NFT also grants you a look-alike avatar of the stoner chick within their metaverse, meaning you can look at these projects as a scaling tool for larger goals too.

If you're in a group of like-minded people and want to convey a shared mentality via a branded platform, how would you go about doing it?

Rather than talking about what I've done and perhaps outing myself as a cannabis smoker, I can own a High Monk, Chad & Brad, or a Stoned Tiger, which creates obfuscation. You're out to your friends who know what the picture is, but your mom will think you're just sharing dorky pictures online.

Let's face it, despite all the progress, today, a lot of stoners are still trapped in one green closet or another. For most people, this is necessary, and it may remain that way for quite some time. NFTs offer you a way to express yourself online in a quieter, even smarter way.

Each of the projects comes with a roadmap to what they'll accomplish. I encourage you to do your own research when doing anything with your money.



But it is my hope to bring you into this new online universe and walk you through the stoner-verse of Web3, Meta, and NFTs!

There's so much to find, from smokey virtual pool halls and metaverse dispensaries to Miami beach parties. It's a whole new world to explore, and it's a place where stoners are always welcome.

“NFTs offer you a way to express yourself online in a quieter, even smarter, way.”

Transgender stoner babe with a penchant for culturally provocative projects in Web3, Metaverse, and NFTs. Find them on LinkedIn.



A NEW FRONTIER IN CLASSIFYING AND JUDGING CANNABIS FLOWER: THE EMERALD CUP DOES IT RIGHT!

BY MARCEL MENARD

As breeders, cultivators, judges and tastemakers continue to push the boundaries and reveal the deeper layers of what defines 'quality' in cannabis, the terpene conversation remains central to the discussion.

“Dang that flower is really dank and gassy! It also has a nice citrus note like meyer lemons, and even some pepper and licorice in the mix. It seems to help me focus and also offers some overall sense of relaxation and calm while still getting things done.”

Congrats! We have graduated beyond just the bro science of the THC driven Indica and Sativa weed craze.

Thanks to some really dedicated scientists and researchers in the space, we can actually talk about the aroma, flavor and potential effects of cannabis with real science backed data!

Let's back up and look at where we came from- "If it looks good and smells good, then it must be good!". We owe so much to the legacy folks who risked everything to keep cultivating the plant and culture; however, years of prohibition and risky indoor growing led to a bottleneck of cannabis genetics as breeders and growers selected for shorter indoor flowering times and desired higher THC plants with

bang for the buck. In other words, we lost a lot of genetic diversity in the cannabis gene pool over those years, but luckily we have breeders who have preserved unique lines of heirloom or landrace cultivars that are being brought back into the fold that can offer an amazing depth of complexity in cannabinoid and terpene expression and could represent the medicine of the future.

Where are we now!? The notion that flower with higher percentages of THC is what defines quality, has been completely debunked by science. However, the tools or path to get the consumer and industry beyond the Indica, Hybrid and Sativa gate posts, was looking bleak until now.



Those dedicated warriors of the lab analytical testing world stepped up to help us to define a new way to classify cannabis, sort of like we do wine.

The result of over a decade of testing cannabis and especially secondary metabolites like terpenes and flavonoids, Josh Wurzer and the SC Labs team have truly been holding it down at the cutting edge of the cannabis testing paradigm. As Josh explains, “We have been testing for multiple cannabis competitions for years and the Emerald Cup for the last 10 years. About 7 of those years we have been doing terpene testing. The Emerald Cup is a blind judged taste test.

The Judges don’t have access to the lab reports or the name of the strain or product, just the blind sample in front of them. Truly blind. When you compare the 100s of entries that don’t make the cut to the winning strains, the THC levels are the same. The average THC scores are almost the same. Total cannabinoids, again almost the same between the winners and the entries. So what differentiates the winners vs entrants in the analytical testing results? It is the terpene content! The top 20 winners have significantly higher terpene content.”

This really elevated the conversation about terpenes and how we should be classifying and judging cannabis flower as an industry and consumer. One of the main revelations from years of testing cannabis, is that most of what we find in the modern market are hybrids or even poly hybrids and they can have a lot of phenotypic variability and uniqueness however, the majority of flower on the commercial market can be classified into a handful of dominant terpene profiles that can give better clues as to what effects a user might experience. Most of modern cannabis on the commercial market is very high in b-Myrcene with little or no Terpinolene, Pinene and other less common terpenes like Ocimene. This classification of dominant terpenes helps us have a more granular way to describe the spectrum of chemotypes and their effects from stimulating to sedative found in cannabis flower, rather than just ‘Indica, Hybrid and Sativa’ classifications.

Then when SC Labs and Napro research teamed up to

offer PhytoFacts things got even more exciting! According to Mark Lewis, Ph.D. of Napro Research, “PhytoFacts didn’t appear out of thin air. It came from an urgent need in the cannabis sector.

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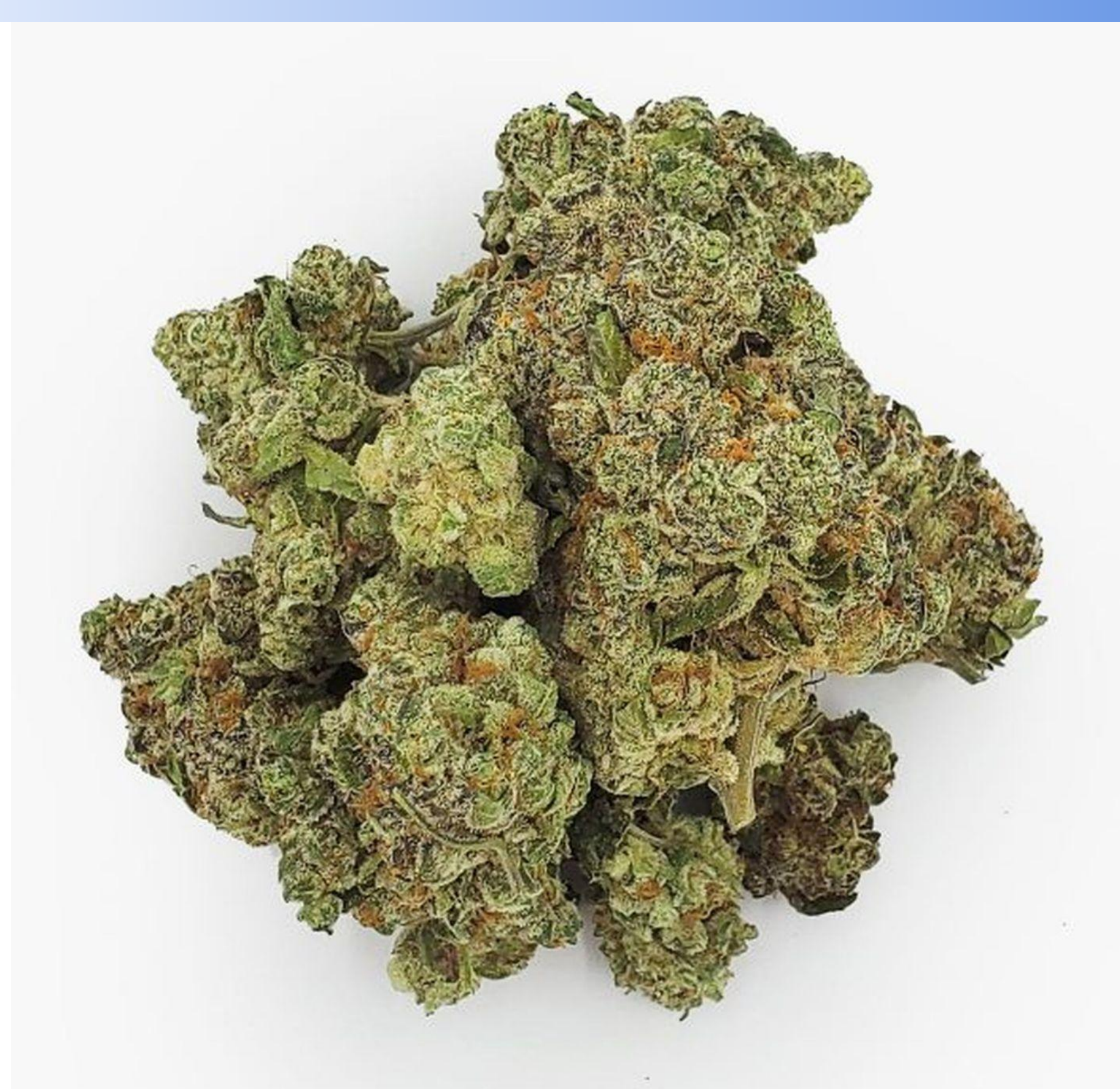
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According to Mark Lewis, Ph.D. of Napro Research, "PhytoFacts didn't appear out of thin air. It came from an urgent need in the cannabis sector.

Breeders, buyers, producers, and ultimately consumers needed a quick reference and easy-to-understand guide to know their products. PhytoFacts began as an attempt to finally make lab results legible and valuable for everyone, no matter their position in the supply chain or educational background."

"Besides aromatic profile, effects are one of the most important characteristics for consumers.

At the time of development, consumers discovered a cultivar's effects through self-testing or budtender intel. This was largely based on problematic associations to the outdated indica, sativa, and hybrid terminology. Through extensive terpene testing at Napro and review of the relevant body of research, we've developed a rubric that displays the expected

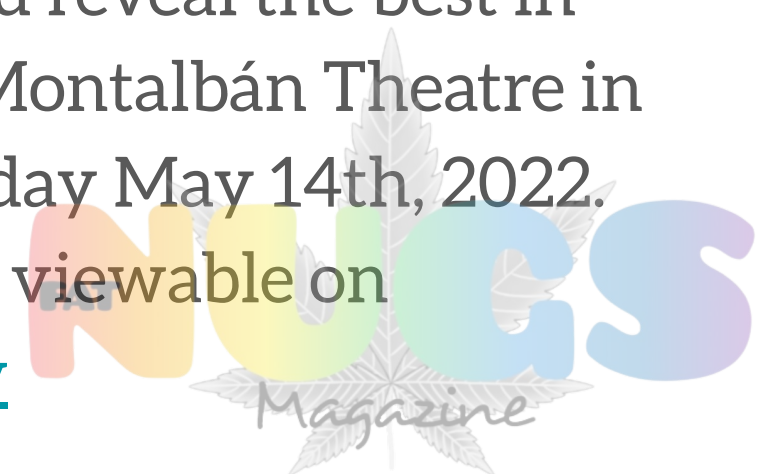


entourage effect produced by the terpenoid contribution. Now, the consumer can visually scan the PhytoFacts® report to glean insight into predicted entourage effects."

Then if that wasn't enough, Alec Dixon a veteran cannabis judge and co-founder of SC Labs, and other amazing minds in the space including Joe Sullivan of Mercy Wellness, Michael Backes, Perfect, ECA founder Tim Blake, Ryan Lee from Chimera all worked together to define these new classifications for the judging process. "The Emerald Cup is revolutionizing the cannabis judging process by categorizing entries by terpene content. This aids the judges in narrowing in on the winners and honoring the best chemotypes of each of these primary terpene classes," said Alec Dixon.

The Emerald Cup is again setting the bar for another year of game changing in the space! The 18th Annual Emerald Cup Awards, co-Producers Tim and Taylor Blake "We're excited to empower our judges with the proper tools so The Emerald Cup can uphold the integrity of our process and our brand,"

Dubbed the Academy Awards of the cannabis industry, The 2022 Emerald Cup Competition & Awards presented by Boveda and PurePressure by Agrify, will take it up a notch and reveal the best in cannabis on center stage at the Montalbán Theatre in legendary Hollywood, CA Saturday May 14th, 2022. The awards presentation will be viewable on ALTRD.TV, <https://www.altrd.tv>



The classes of the Emerald Cup Cannabis Classification Based on PhytoFacts® powered by SC Labs include:

‘Jacks + Haze’ Class

- Mostly ‘Sativa’-leaning varieties
- Tasting notes – Fruity, Pinesol, Haze
- Effects – Energizing, Cerebral, Artistically Inspiring
- Common Cultivars – Classic Trainwreck, Jack Herer, Durban Poison, Super Lemon Haze
- Terpenes Profile: Terpinolene, Caryophyllene, Myrcene

‘Tropical + Floral’ Class

- Mostly ‘Indica’-leaning varieties
- Tasting notes – Sweet, Floral, Tropical Fruit
- Effects – Calming, Soothing, Relaxing
- Common Cultivars – Super Skunk, Hawaiian, In the Pines, Dream Queen
- Terpenes Profile: Ocimene, Myrcene

‘Sweets + Dreams’ Class

- Mostly ‘Indica’-leaning varieties
- Tasting Notes – Fruity, Sweet, Woody, Hoppy, Herbaceous
- Effects – Relaxation, Couch Lock, Analgesic
- Common Cultivars – Blue Dream, Tangie, Forbidden fruit, Granddaddy Purple, Purple Urkel, Grape Ape, Cherry AK, God’s Gift, Purple Punch
- Terpenes Profile: Myrcene, Pinene, Caryophyllene

‘OGs + Gas’ Class

- True ‘Hybrid’ varieties
- Tasting Notes – Gas, Fuel, Sweet, Citrus, and Pepper
- Effect – Uplifting, Stimulating, Analgesic, Relaxation
- Common Cultivars – Classic OG Kush, ChemDawg, Sour Diesel, Gorilla Glue
- Terpenes Profile: Any combination or shifting codominance of Caryophyllene, Limonene, Myrcene

‘Desserts’ Class

- True ‘Hybrid’ varieties
- Tasting Notes – Deserts, Doughs, Citrusy & Spicy

- Effects – Stimulating, Racy, Uplifting, Comforting
- Common Cultivars – Classic Bubba Kush,
- GSC, Gelatos, Cakes
- Any shift in codominance of Caryophyllene & Limonene

‘Exotics’ (Rare Terpene Combinations) Class

- True ‘Hybrid’ varieties
- Tasting notes – varied based on chemistry of entry
- Effect – varied based on chemistry of entry
- Common Cultivars – rarest terpene profiles entered into the Emerald Cup Competition

For a full break down and examples visit:

- <https://enter.theemeraldcup.com/terpene-classes>

Sources/ Credits:

- <https://enter.theemeraldcup.com/terpene-classes>
- <https://www.sclabs.com/resources/understand-our-phytofacts>
- <https://terpenesandtesting.com/phytofacts-standardizing-the-way-we-talk-about-terpenes>
- <https://kymkemp.com/2022/02/02/the-18th-annual-emerald-cup-shakes-things-up-with-a-new-classification-system-with-an-eye-on-terpenes/>
- <https://www.prnewswire.com/news-releases/the-emerald-cup-2021-and-sc-labs-partner-on-new-data-driven-approach-to-judging-301265561.html>



**Emerald Cup Cannabis
Classification System based on
PhytoFacts[®] powered by SC Labs**

Jacks + Haze

Tropical + Floral

OGs + Gas

Sweets + Dreams

Dessert

Exotics

Culture

Tradition

Passion

NUGS

FAT

Magazine

Advertising
Sponsorship
Opportunities

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Thought Leaders
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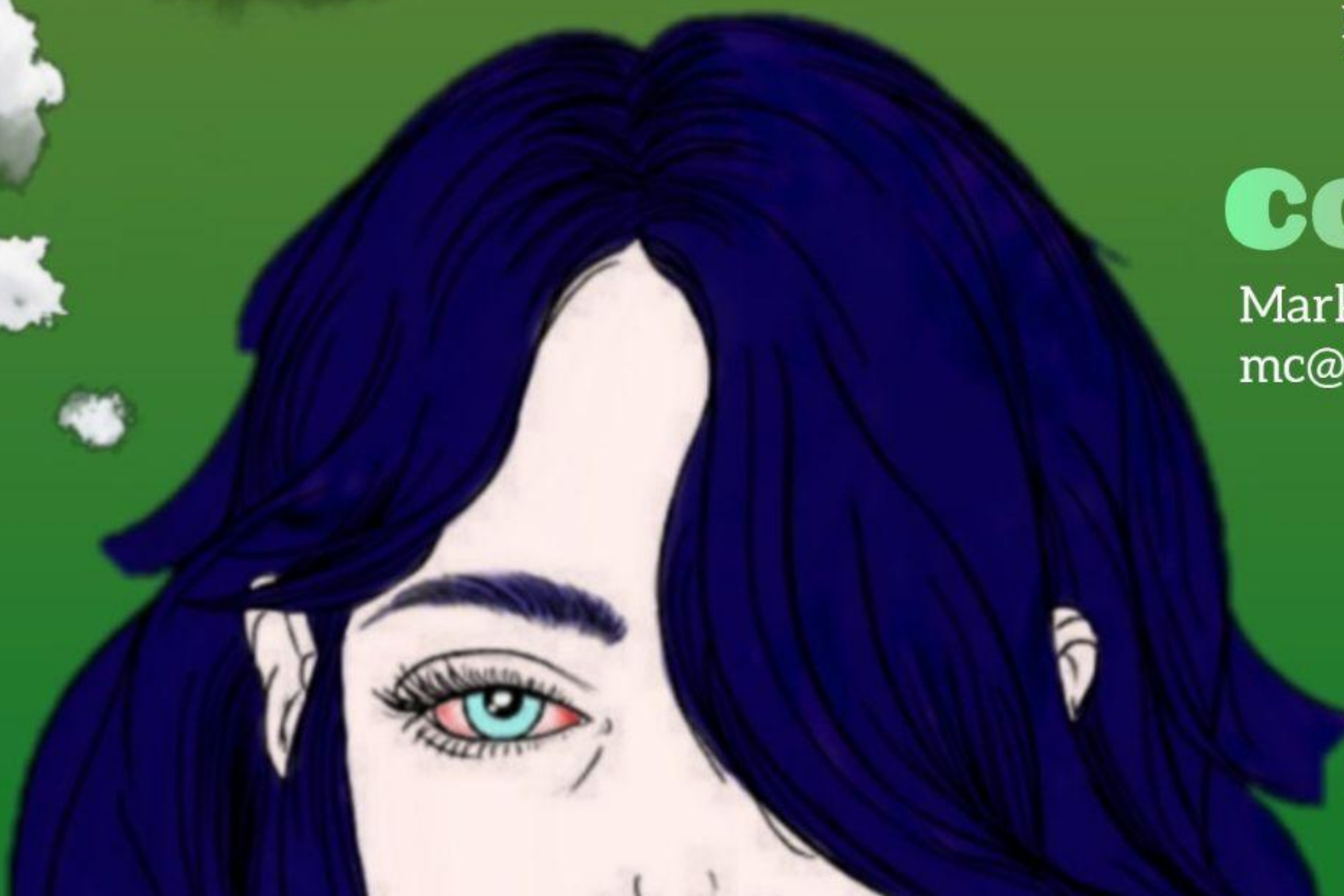
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