

Humboldt Sun Growers Guild/Eel River Recovery Project/KHUM Present: Harmony in Humboldt!

The cannabis industry is a growing factor in the Humboldt County economy, but large-scale cultivation and related rural development have had some undesirable effects on our local rivers and watersheds. The Humboldt Sun Growers Guild and the Eel River Recovery Project are teaming up on a public awareness campaign, in cooperation with KHUM and Lost Coast Communications, to promote cannabis farming in harmony with Nature. Native American cultural heritage and current beliefs today are Harmony based – if you work with Nature you will be rich, but if you work against her, she will play tricks on you. The campaign will culminate with the raffling off of a Polaris Side by Side quad runner at the September 15 HSGG 3rd Quarter Meeting at the Bayside Grange that will be broadcast live on KHUM.

The campaign will feature experts in water conservation, permaculture, and agricultural “best practices” with the ultimate intent of promoting regenerative cannabis farming that heals the land and improves ecosystem function, while still growing the best medicine on the Planet. Making a living on the land and being one with it. Leaving enough water and avoiding pollution so that streams can once again flow year-around and toxic algae are less likely to form downstream.

HSGG is donating proceeds from a raffle for a highly desirable Polaris side-by-side quad runner to ERRP so it can bring more information to farmers about how to decrease their environmental impacts and grow better medicine with less water and nutrient pollution. The campaign will promote the HSGG and ERRP brands, get across the mission driven messages that can help promote change, and build traffic and recognition for outlets.

The Talent: The KHUM campaign will allow on-air interviews with experts on cannabis farming using “best practices.”

Sunshine Johnston: Sunshine has an organic cannabis farm that is fully compliant and in line for permits. She is a current member of the ERRP Board of Directors and formerly was a member of the (name of State-wide cannabis group California). She is also a full-fledged volunteer for ERRP and has monitored the Eel River at Holmes Flat (where she lives) for temperature and cyanotoxins and nearby Bear Creek. She can talk about ERRP and why folks should support us, but also her good works in promoting sustainable cannabis.

Jesse Dodd: Jessie is a rock star in the regenerative cannabis culture and is a master of living soils. He can talk about large scale composting using a number of techniques and can also attest to the success of growing cannabis organically. One secret to using less water in your garden is having mushroom mycelia in your compost.

Dan Mar: A pioneer of sustainable cannabis, Dan Mar has promoted “Watershed Conscious” properties and spread the gospel of “Slow it, Spread It, Sink It” to promote groundwater recharge and maintain or increase the water bank of our hillslopes. He is out in the watershed all the time helping farmers through his private for-profit Hightide Permaculture and also gives clinics and

classes on sustainable farming and rural living in compliance with the law of gravity and in harmony with nature. Dan thinks like a watershed and he has a mustache like Wyatt Earp.

Holly Hall: Holly has a Phd in natural resources and adaptive management. She is an expert on water rights and is constantly assisting people with getting permitted and in compliance with CA water law. She can tell cannabis famers that water they catch off their roof and store in a tank is absolutely exempt from CA water law and does not measurably deplete stream flows if taken during the appropriate time of year.

Kendra Meyers and Patricia Lay: Kendra is a licensed engineer and holds a California Water Operator license, while Patricia is an engineer in training and holds an MS degree from HSU in Environmental Systems. Together they operate Mother Earth Engineering, which serves the cannabis farming community, helping them make their farms sustainable and non-polluting.

Pat Higgins: ERRP Managing Director, KMUD Radio personality. He can do “Why Organic Humboldt?”

Crystal Ortiz: Crystal Ortiz is a conscious small cannabis farmer and the Operations Manager at the Humboldt Sun Growers Guild.

Messaging: Actual radio spots will not feature best practices experts, so the following should be thought of as points to cover in interviews not as ad copy as originally drafted. All ideas below are preliminary. Bayley Brown will prep folks who will be interviewed.

Slow It, Spread It, Sink It (Dan Mar): High this is Dan Mar from Hightide Permaculture and I help cannabis farmers with farm planning. The key to water supply in Humboldt hills is to make sure we promote infiltration of water back into hillslopes. Gullies can cause major problems so out-sloping roads can keep that winter runoff in the hillslopes on your property for your future use and for stream flow. Don't cross springs and seeps with road beds and try to keep your roads up on the ridges as much as possible.

Water Storage and Water Security (Dan Mar): Water is a critical element of rural living and farming, but we all need to treat water like it was a precious commodity and conserve so we share water for wildlife and our downstream neighbors. If you are in the hills, get a water meter, calculate your water budget, and then get more storage if you need it to stop creek withdrawals in late summer and fall. Try watering your garden less you may find you have healthier plants and better medicine. Install overflow valves on your tanks so that you leave as much water at the source in springs and creeks as possible.

Would Your Plants Be Better Medicine If You Used Less Water? (Hollie Hall): Get a water meter. See how your plants respond to less water. You will grow better medicine and healthier plants that won't need to be treated with nasty stuff. Go Organic Humboldt! Conserve water. Grow better medicine.

Why is it hard to get an organic designation for cannabis? What is the difference between pesiticide free and organic? (HSGG):

Should Your Compost Be on Mushrooms? (Jesse Dodd)

Thinning the forest – reducing fire risk, decreasing garden mold and increasing available water
(Dan Mar)

Roads, Erosion and Cannabis Farming – Keep Your Soil on the Hillslopes (Kendra Meyers):
This is Kendra Meirs of Mother Earth Engineering and I work with cannabis farmers who want to come into compliance and the biggest problem I see is roads.

Win a Polaris 4 X 4

Help Save the Eel River!



**Buy a \$25 Raffle Ticket for a
Chance to Win
(5 Chances for \$100)**

All Proceeds go to:



Free ERRP Membership
When You Buy a Ticket

www.EelRiverRecovery.org

Drawing will be held at the
Humboldt Sun Growers
Guild Quarterly Farmers
Meeting: Friday, September
15 at the Bayside Grange,
Arcata, CA.

Call 707 444-TRUE



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Sustainable Cannabis Farming

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