



June 23, 2020

The Honorable Mike McGuire
State Capitol
1303 10th Street, Room 5061
Sacramento, CA 95814

RE: Senate Bill 185 (McGuire) – Support

Dear Senator McGuire:

On behalf of the Mendocino County Board of Supervisors, I am pleased to report that our Board supports SB 185, which expands the prohibitions already in statute on improperly using county names for cannabis products to include any similar sounding name of appellations that is likely to misrepresent the origin of the product. This will ensure that if products are labeled in ways that lead consumers to believe they are from certain areas, the products should in fact be from those locations.

SB 185 also clarifies the organic certification process for cannabis and manufactured cannabis products, empowering distributors to certify their products as organic under CDFR in conjunction with the Department of Public Health.

This bill closes a loophole in current law that allows for companies to use the names of appellations (place of origin) in the products and advertising. Mendocino County is a pre-eminent producer county in the state of California, home to a very large number of multi-generational cultivators, manufacturers, and other added-value cannabis industry participants. Ensuring the protection of Mendocino County appellations protects the hard work and heritage of our small famers.

SB 185 will build upon our important consumer laws relating to cannabis in California and will be one of the best tools to protect small, family cannabis farmers and Mendocino County's appellations. For these reasons, the Mendocino County Board of Supervisors supports SB 185.

Sincerely,

John Haschak, Chair
Mendocino County Board of Supervisors

CC: Honorable Jim Wood, California State Assembly
California State Association of Counties
Rural County Representatives of California
Paul Yodar and Karen Lange, Shaw/Yoder/Antwih, Inc.