

Hello Clerk of the Board, Staff and Supervisors,

Please see the attached memo from the Mendocino Cannabis Alliance and Origins Council in support of agenda item 4d.

Also attached is the letter from the Humboldt BOS to Senator McGuire, referenced in the MCA-OC memo.

Many thanks,

**Genine Coleman**  
**Executive Director**  
**Origins Council: Mendocino Appellations Project**  
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[genine.coleman@mendomap.org](mailto:genine.coleman@mendomap.org)  
[www.originscouncil.org](http://www.originscouncil.org)



Mendocino County Board of Supervisors  
501 Low Gap Road  
Ukiah, CA 95482

June 22nd, 2020

Re: Agenda Item 4d) Approval of Transmission of Letter of Support for Proposed Legislation Regarding Appellations of Origin (Sponsor: Supervisor Haschak)  
Recommended Action: Approve transmission of letter of support for proposed legislation regarding appellations of origin to Senator Mike McGuire.

Honorable Supervisors,

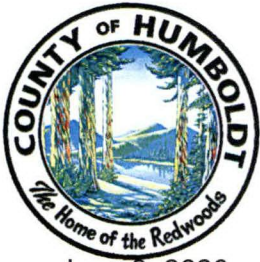
Senator McGuire is considering carrying cannabis appellations legislation this year. Attached is a letter from the Humboldt BOS submitted to Senator McGuire last week. That letter requests that statute be amended to reserve appellation of origin designations exclusively for cannabis that is planted in-ground, in open-air, with no use of artificial light during the flowering stage of cultivation.

The request from the Humboldt BOS aligns with a priority request coming from a coalition of cannabis industry organizations statewide, including MCA and Origins Council. In the Spring of this year, MCA signed a partnership agreement with Origins Council along with several other regional cannabis trade associations, to collaborate on policy initiatives related to appellations and rural economic development for cannabis producing regions. Origins Council was founded last year, and builds upon the work and collaborating partnerships of the Mendocino Appellations Project. Please see [www.originscouncil.org](http://www.originscouncil.org) for more information.

We strongly support the proposed action in this agenda item and are grateful to Chair Hascak from bringing this agenda item forward. We ask the Mendocino Board of Supervisors to encourage and support Senator McGuire in moving this legislation forward this year.

Thank you for your consideration and for the opportunity to comment.

Mendocino Cannabis Alliance & Origins Council



June 9, 2020

BOARD OF SUPERVISORS  
**COUNTY OF HUMBOLDT**

825 5TH STREET, ROOM 111  
EUREKA, CALIFORNIA 95501 PHONE: (707) 476-2390

The Honorable Mike McGuire  
California State Senate  
State Capitol, Room 5061  
Sacramento, CA 95814

**Re: Outdoor Requirement for Cannabis of Appellation of Origins**

Dear Senator McGuire,

On behalf of the Humboldt County Board of Supervisors, I am writing to you today to urge you to consider pushing forward a statutory fix as it relates to California's Appellation of Origins (AO) program that you have championed for the past few years. In light of recently proposed CDFA AO regulations, it has been brought to our Board's attention that there is a critical flaw in the proposed plan that must be fixed for the program to have value and integrity moving forward.

We are respectfully requesting that the statute be amended to reserve AO designations exclusively for cannabis that is planted in-ground, in open-air, with no use of artificial light during the flowering stage of cultivation.

This statutory clarification would mandate that appellations must meet this baseline standard and, in turn, act to incentivize the program by adding value to the most environmentally friendly production methods. Such production methods are deeply rooted in the regenerative farming movement and truly reflect the farming practices of the original back to the landers for which Humboldt County and the Emerald Triangle is world-renowned. Additionally, tying appellations to the sun and the soil ensures that appellation products are truly reflective of the natural environment in which they're grown, ensuring the integrity of appellations and their close relationship with the land.

This change will help our county, region, and state further advance our commitment to confront global climate change and secure our collective future through meaningful and immediate action.

Due to the public health and economic crisis in which we currently find ourselves, we believe it is our responsibility as policymakers to develop creative policy that can advance rural economic development without depleting the state's limited financial resources. This request is non-fiscal and does just that.

Thank you for your consideration.

Sincerely,

Estelle Fennell, Chair  
Humboldt County Board of Supervisors