

April 16, 2021

To: Mendocino County Board of Supervisors

From: Joshua Keats, Henry's Original

My name is Joshua Keats and I am a legacy cannabis farmer from Laytonville. I am also the co-founder of Henry's Original. We are an employee owned company that provide over 100 full-time well paying jobs with benefits to the community, as well as an additional 50 seasonal positions during harvesting and planting.

Today we have the opportunity to create a future for Mendocino County's cannabis industry. Not only is this ordinance significant for the farm owners and businesses who will finally have the ability to compete with the legal and licensed State-wide cannabis market, with neighboring producer counties who are allowing their farms to scale to 10s of acres of canopy; to compete with other Cannabis Brands on the dispensary shelves that procure their cannabis inputs more cheaply from Santa Barbara, Santa Cruz, Salinas, Lake and Sonoma County - most importantly, Phase 3 with 10% expansion presents the opportunity for Cannabis to provide a normalized agricultural community and economy to every Mendocino County resident that chooses to participate.

Without a doubt, this ordinance will create thousands of jobs on-farm and in post-harvest processing centers - 500 positions in my company alone - in distribution, construction, trucking, as well as clerical and management positions to support the operations;

Without a doubt, this ordinance will create a far greater tax base for the county, increase property values and thereby increase property tax revenue; it will increase tourism and the TOT;

*But the most important change this ordinance will create is the normalization of our community.* Too long have we dealt with cannabis as an illicit market crop, forced its production to the most remote parts of our County, without the possibility of regulatory oversight and enforcement, focused our efforts on prioritizing previously illegal operations, looking to the past at the expense of the future.

As written, this ordinance will create a truly viable, legal market commodity that can be produced responsibly by farmers in ag appropriate areas that are accessible and actually possible to be regulated; it will create revenues that can be re-invested in well-paying jobs, shared facilities for collective processing, public safety, infrastructure improvements and many other community initiatives throughout the County. It will allow the scale at which the heritage and legacy of Mendocino County cannabis can be recognized State-wide by legal consumers; it will allow for our County's appellation to grow and thrive for generations to come. The future of Mendocino's Cannabis industry is upon us here, today, and time is of the essence: the cannabis industry is continuing to evolve outside our County lines - I hope that today you will vote to allow Mendocino County to evolve with it.

Sincerely,



Joshua Keats

Co-Founder, Henry's Original

President, Cannabis Business Association of Mendocino County