

# Coalition Support Letter

## Terroir Based Appellations & City of Origin Legislation



CANNABIS  
DISTRIBUTION  
ASSOCIATION



CALIFORNIA  
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CBASC



# Coalition Support Letter

## Terroir Based Appellations & City of Origin Legislation

June 30th, 2020

Senator Mike McGuire  
State Capitol, Room 5061  
Sacramento, CA 95814

**RE: SB 67 (McGuire) Appellations of Origins - SUPPORT**

Dear Senator McGuire:

The organizations listed on this letter are pleased to inform you of our collective support for your SB 67, as amended on 6/30/20, which would provide a “terroir” baseline for appellations of origins as well as establishing a “city of origin” designation for cannabis cultivation in California.

California Department of Food and Agriculture (CDFA) is required to establish a process for licensed growers to establish appellations of origin for cannabis produced in specific localities by January 1, 2021. Appellations of origin include standards, practices, and cultivars of cannabis grown in certain geographical areas of California. This program enhances the ability of licensees to accurately brand their products and safeguards against the use of deceptive marketing names that are likely to mislead consumers.

California’s cannabis appellations program is the first of its kind globally, and other states and countries will scrutinize it and hopefully follow California’s lead once it is implemented. In order for appellations to have integrity over the long-term, we strongly believe that they must be specifically reserved for cannabis that is planted in-ground, in open-air, with no use of artificial light during the flowering stage of cultivation. Clarifying that appellations must meet these baseline standards will ensure that appellation designations express a defensible causal link between product and place, inclusive of land, soil, climate, and other geographic and human factors. These standards, reflective of the terroir in which cannabis is produced, assign value to California’s unique and diverse growing areas, which cannot be duplicated or outsourced to other states or countries. The terroir-focused amendments mirror the successful system of wine appellations that have enabled Napa and other distinctive wine growing regions to elevate our state’s collective reputation for excellence.

Additionally, the bill would provide important marketing protections for “city of origin” that mirror existing protections for county of origin. “City of origin” protection will enhance the ability of city-based cultivators and manufacturers to accurately brand and protect their cannabis products, particularly in cases where a county of origin would not adequately express the origin of the product. A “city of origin” designation would be immediately and broadly applicable, benefiting all producers of a municipality, including qualified manufacturers, without the need to adhere to a shared set of regulated standards, practices, and cultivars as would apply to appellations of origin.

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As attitudes regarding cannabis continue to shift throughout the country and national markets begin to emerge, this program will communicate the authenticity of California appellation-grown cannabis. Collectively, a comprehensive system for the protection of county of origin, city of origin, and appellations of origin that expresses the diversity of California cannabis production and ensures that California-based products can be marketed accurately and defensibly, will secure California as a formidable leader in positioning this policy across regional, national and global arenas as those opportunities open up.

We thank you for your leadership in authoring this important legislation.  
Sincerely,



Genine Coleman  
Executive Director  
Origins Council



Terra Carver  
Executive Director  
Humboldt County Growers Alliance



Oliver Bates  
President  
Big Sur Farmers Association



Diana Gamzon  
Executive Director  
Nevada County Cannabis Alliance



Patrick Sellers  
Chair of the Board of Directors  
Mendocino Cannabis Alliance



Adrien Keys  
President  
Trinity County Agricultural Alliance



Joanna Cedar  
Board Member  
Sonoma County Growers Alliance



Kristin Nevedal  
Chair of the Board of Directors  
International Cannabis Farmers Assoc.



Lauren Frazier  
Chair of the Board of Directors  
Cannabis Distribution Assoc.



Jerred Kiloh  
President



Ellen Komp  
Deputy Director



Lindsay Robinson  
Executive Director

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United Cannabis Business Association  
Association

California NORML

California Cannabis Industry



Christopher Davis  
Executive Director  
International Cannabis Bar Association



Aaron Smith  
Executive Director  
National Cannabis Industry Association



Gretchen Giles  
Founding Board Member  
Sonoma Valley Cannabis Enthusiasts  
Cannabis Business Association of Sonoma County