



Honorable Board of Supervisors and Community Members,

It is with a tenuous foothold that we stand here today as members of the Mendocino County cannabis industry. More and more of our neighboring counties are pushing ahead with the progressive policy required to meet the changing times in both the maturing cannabis industry, and the world at large. Historically, due to the character of its community and the strength of its leadership on the Board, Mendocino has been ahead of the curve and has pushed forward its cannabis economy with a progressive agenda that began many years ago with the 9.31 program. Today we limp far, far behind all other producer counties, and are at great risk of losing completely this pillar of economic support upon which we all lean as Mendocino County residents.

Our current policies and ordinance that regulate cannabis production are untenable. As Mr. Schultz clearly presented in his findings and recommendations, ***there is no path forward with our current regulations***. Now more than ever before we risk losing not only our ability to cultivate, but Mendocino's very place on the stage as a high quality, legacy and legendary producer of cannabis.

While everyone involved in this meeting may know how great and significant the heritage and produce of Mendocino County's cannabis appellations are, the average consumer in Los Angeles does not know Mendocino from Modesto. We are in the beginning stages of telling this story, our collective story, but this story is far from cemented as a legacy in the hearts and minds of the new consumer. To succeed in our efforts will take years of consistent, affordable supply from Mendocino County cultivators, strength of Mendocino's marketing efforts and commitment from locally operated distribution companies -- and most importantly, progressive policy to guide us.

To keep the Mendocino farmer relevant it will require increasing the output of Mendocino County cannabis flower and biomass into the supply chain. Our hope is that a new ordinance is better structured to withstand the test of time and the constantly changing State and soon to be Federally guided regulations. Over the next five years we are poised to see a true maturation and bloom of cannabis on a national level. The output supply demanded of our County will surely shift in ways that are currently unforeseen. We need an ordinance that is flexible and in-line with the State or Federal Government's overarching framework. We need an ordinance that does not constrict the future needs of Mendocino County's supply. We need an ordinance that will not have to be remade at every turn in this winding road we are on.

We risk much with inaction - our ability to produce the product itself, but more importantly, we risk doing irreparable damage to our place in the market in the long term. Without increased, consistent supply the brand of Mendocino will simply lose its dispensary shelf space to one of the many producer counties with progressive policy and community support.

We urge the Board and community to unite in our commitment to the future of Mendocino County cannabis production and adopt the recommendations put forward by Mr. Schultz and the PBS, and for the Board to direct staff to issue cultivation limits in-line with current and future overarching State or Federal legislation.

Yours Truly,

Two handwritten signatures in black ink. The first signature is on the left and the second is on the right.

Joshua Keats & Jamie Warm,
Founders, Henry's Original