

So Green! A Marijuana Farming Vision for the Present



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Proposal to build a Marijuana Brand – So Green!!

We would like to help you develop a reliable, cost-effective system for growing healthy, high-quality, untainted marijuana at large-scale, and we would like to help you create a brand around your company's innovative and sustainable growing system and the fine, clean, untainted marijuana that you grow for a green-savvy clientele.

First, we propose to work with your team to design and implement a cultivation system and growing environment that is cost-effective, data-responsive, scalable, and ecological/biological – making it resilient, stable and increasingly cost-effective over time. It will feature biologically-charged container-media growing systems, optimal and water-conserving irrigation systems, and an advanced, flexible Integrated Pest Management System built upon an ecological pest management base. The IPM system, a keystone to any growing operation, features a flexible computer-based decision-support system and cost model. These systems depend upon designed biodiversity and their effectiveness grows with time and spatial scale. And, aside from meeting the short- and long-term productive needs, this type of system is highly newsworthy and publisher friendly.

Second, we propose to work with your team to create and develop a brand based on this highly media-friendly cultivation mindset – and on the high-quality marijuana that it will produce. Because the general marijuana "brand" is shifting as a result of current market transition, the branding target will also continue to shift. Thus, the successful branding strategy will be adaptive and smart. Fortunately, at least three important reference points do exist, and our team has a radical understanding of each. Primary among these points is the positive association between marijuana and health. Your brand will build this association and put to rest the association to pesticides. Further, your brand will address another key issue: sustainability. Not only does your herb represent quality marijuana; it represents quality environment. Finally, your brand can offer common ground in a world of disparate lifestyles and morés – a world that is your market. What do the tattooed hipsters have in common with the suited business crowd? Lots, and your brand can bring them together.

A brief note on our capabilities.

In regard to producing marijuana. Our team has been studiously developing a package of unique and innovative capabilities for large-scale, ecological *Cannabis sativa* cultivation. Now, we are ready to get to work! We combine ecological design and planning with a well-developed integrated pest management program and a mastery of soil science, in the field and in container-environments. To aid us in our work, we have developed a suite of planning, design and analysis tools. Among these tools is an IPM decision-making and cost-model, a container-media formulation and costing model, and a geographical information system template for ecological farming, giving us the ability to georeference all data to high-precision in a relational-database format. Of course, we have also developed a professional library and a large spreadsheet on plant species, plant-arthropod relations, and other relevant aspects of ecological design. In addition, we have organized a logistics chain for

creating high-quality, high-biology cost-effective bulk container media. We are ready to rock. Please see our biographical information (attached).

On the branding side, we sense that your message fits perfectly with our abilities. Our team members bring an advanced knowledge and understanding of environmental ethics and sustainability, science and technology education, environmental policy, communication theory and the sociology of knowledge. In addition, we have proven skills and experience in communicating science and other complex topics to a general audience. We bring proficiency in documentation, document planning, design, editing and publishing (electronic and print), and we have extensive experience in adult education. Equally important to this effort, we enjoy a deep grounding in hipster culture. We are intimately familiar with that space where hipster culture meets professional culture. Working with your marketing team, we can leverage our background in sustainability issues, and we can make this happen.

Please do check us out. Combining your know-how and resources with our technical, science-based ecological cultivation skills and our branding assets... we could create a brand that would grow like a sativa in full veg. And, it would yield golden bud for us all. Please consider working with us. You will be happy.