demand for Sonoma County in order to be a leading supplier in California today. In the near term of a few years, less than 1,000 acres will be needed for cannabis. That is 23 times more acreage than is in use today, and less than 2% of current wine grape

Realistically, cannabis farmers need only to have enough acres in production to meet local market

Here's why that doesn't add up: If farmers used the 65,000 acres zoned for cannabis, it would produce \$342 billion in crops, exceeding four times the global demand for cannabis.

Cannabis is 520 times more
economically productive than wine
grapes and yet allocating acreage for it
has run into political obstacles. Dated
scare tactics conflate the number of
acres "available" for cannabis farming
with an assertion that farmers will use
all the acreage available.

One gram of cannabis flower can be consumed by several people for \$10. A \$10 bottle of wine can produce similar desired social effects. The difference is that it takes around 850 grapes, or 1,000 grams heavily processed, to produce a bottle of wine. The cannabis flower is ready to roll with minimal processing. **NUMBERS FROM A CONSUMER POV** 

Average per acre production for WINE GRAPES: \$11,000 | Cultivation tax on total production: \$0

consumption markets. Agricultural economics drives available land use for us all. Vineyards consume roughly 60,000 acres in Sonoma County, representing \$650 million in 2019 production.

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From a regulatory side, it's a heavy burden. But the people I work with—who are very professional and business-driven—are grateful to move away from a cash-intensive process and to be able to utilize legitimate banking to write checks and pay their taxes through ACH.

PAT DUNCAN, VP OF COMPLIANCE, COMMUNITY FIRST CREDIT UNION (BANKING SERVICES)

TERRY GARRETT, MERCY WELLNESS COTATI AND SANTA ROSA

stays locally longer.

then 31% more of every purchas

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NUMBER OF LOCAL
FINANCIAL INSTITUTIONS OFFERING
BANKING SERVICES TO CANNABIS BUSINESSES

There are currently 144 cannabis cultivation licenses in Sonoma County representing indoor, outdoor and greenhouse. If they all used the maximum square footage permitted, it would total 44 acres, representing \$250 million of annual cannabis production. The largest economic powerhouse before cannabis has been wine grapes. These two crops are used as a standard of comparison in both ag and adult WINE GRAPES IN COMPARISON

\$250 MILLION
ESTIMATED ANNUAL REVENUE 144 LICENSED CULTIVATORS

**AS OF MARCH 2021 IN SONOMA COUNTY** 

cannabis because we love this magical plant that ALEXA RAE WALL, CEO LUMA CALIFORNIA (CULTIVATION SERVICES) FELICIA ACCOMAZZO, OPERATIONS DIRECTOR, MERCY WELLNESS

brings both joy and medicinal benefits to others and allows us to promote regenerative farming practices. operators in Sonoma County are rallying together to promote pro-cannabis, Triangle, a place of beautiful rolling hills, and world class craft cannabis! Industry Sonoma County is the gateway to the Emerald Triangle, a place of beauti will keep locally grown craft cannabis at the forefront. ess policies that

**ECONOMIC** MAGIC lot about cannabis and refused chemotherapy and radiation.
Since incorporating it into my daily regime, I wake up wanting to live each day to the fullest surgery, I learned that I had pilocytic astrocytoma behind my left eye. Part of the tumor was removed and I felt helpless, fearing death more than ever, and I wanted to live! I learned a industry and I'm inspired to share my story to give others hope. of well-being. My journey has empowered me to work in this cancer over 7 years ago and cannabis saved my life. After l was diagnosed with brain FROM D MAGICAL PLANT

NUMBER OF SONOMA COUNTY
LICENSED MANUFACTURERS

benefit as doing any other business in Sonoma County. This region is jam-packed with community minded, environmentally focused people, and we love being able to work in conjunction with folks who really understand that we only succeed when we all work together.

ASHLEY NELSON, CEO, THE ESOURCERY (EXTRACTION SERVICES)

Mercy Wellness appreciates all the support we've received from locals. Prior to the pandemic, our

customers hailed from 5,100 zip codes in the U.S. outside of the North Bay, which disappeared

immediately. However, locals quickly stepped up and filled the gap by referring friends and

ly. If residents buy from a lly-owned retailer who sells

Being a cannabis operator in Sonoma County carries the same



sion is to strengthen sources to support

visit golocal.coop.

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## COMMUNIT

they weren't paid. To help grow the next generation of local farmers, Community First introduced a 0%, zero-fee loan to AG students to Community First has partnered with cannabis dispensaries to make sure retailers could pay their employees, taxes and business profit financial co-op was started by teachers who couldn't get home loans because banks didn't think expenses with checks and money The not-for raise their farm animal projects. Now, to keep people safe in what had been a cash-only business, teachers would make payments over the summer months when by teachers who couldn't raise their farm animal pr Now, to keep people safe over the sur



local economic impact. Grow it locally, process and manufacture

market and grow. Locally owned retail is crucial to increasing the

suppliers gain a foothold in the

at fair prices to help those

locally, use a local distributor and

round out the benefits by putting

money in a local bank

sell through a local retailer. Then

highest standards of production and heavy regulations at the local and state level; and higher costs and longer waiting periods for permission to pursue their livelihood. They should to bring safe cannabis crops to the modern consumer. They have the same right to their livelihood in a legally permissible be respected for meeting these incredible demands in order occupation as any other crop or industry in this progressive just like any other value to the local economy. legitimate business that state of California.



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\$65 MILLION ESTIMATED ANNUAL REVENUE (LEGAL)

6 MICROBUSINESS LICENSES

day one, Mercy committed to purchasing from local suppliers. Mercy also paid cash on delivery

**LICENSED RETAILERS** 

**AS OF MARCH 2021**IN SONOMA COUNTY

**OF MARCH** 

31% MORE RETURN TO LOCALS

inty Buying from ally-owned Retailers:

nefit to S

MELL'NESS

Mercy Wellness supports two

County (Cotati and Santa Rosa)

retail locations in Sonoma

wnership in Do

and has

Nights (Santa Rosa). From

consume cannabis. We locally produce hundreds of millions of dollars in cannabis products every year. That in turn creates IN USE AT LEAST SINCE THE 5TH CENTURY BC. established. One in four residents in Sonoma County RESEARCH INDICATES CANNABIS HAS BEEN Consumer acceptance and demand has been long

thousands of jobs and contributes millions to tax revenue. June 2019: The earliest direct om National Geographic,

drug has been discovered in a 2,500-year-old cemetery in Central Asia...the wide diversity in cannabis around the involved with the plant and harnessed its many uses. "It's a real indication of how long humans have been manipulating evidence for human consumption of cannabis as a cannabis," notes Mark Merlin, ethnobotanist and cannabis world today is a testament to how long people have been historian, University of Hawaii at Manoa.



accepted: that they will pay higher taxes than other farmers; the Cannabis farmers deserve equitable treatment. They have