

FOR IMMEDIATE RELEASE

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FROM: Cooperation Humboldt

RE: Free CAN Academy - Starting Cooperatives in the Legal Cannabis Industry

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Cooperation Drives Success in the Marketplace

The [Cooperative Agriculture Network](#) (CAN), a project of Cooperation Humboldt, is offering a free Cooperative Academy on starting cooperatively owned businesses in the legal cannabis industry. The Academy will be led by worker-owners from California's first two cannabis producer co-ops, Uplift Co-op and Salmon Creek Legacy Farms, and be led by the worker-owners from CAN, and Worker Owned Humboldt.

The first day of the Academy will be on [Thursday February 9, 1:30-3:00 p.m. via Zoom](#). Following that there will be seven more days of instruction each week on Thursday's at the same time and all via Zoom. The Academy will go over all things cooperative from the foundations of a cooperative, culture and management, to finances and business models and more.

The goal of CAN's Academy is to empower our communities with the knowledge they need to build sustainable, resilient economies based on cooperation rather than individual competition. The regional organization of cooperatives has historically proven its value in various agricultural enterprises from Champagne France and their myriad of cooperative producers, Italian dairy co-ops and Parmesan cheese, and even to an exclusively American enterprise of cooperative Bourbon production in the state of Kentucky.

We believe that forming a cooperative sector within the cannabis space is an economic lifeline to our region's independent craft farmers. The current state of the market is not sustainable for our communities and we have already seen drastic effects from the consolidation of the industry by larger well funded operations, for the most part located in the southern half of our state.

The development of a cooperative sector within the cannabis industry will lead to long term economic viability for our region's cannabis farming community. The consolidation of our individual power into a cooperative framework provides a multitude of benefits. The crisis we face is in actuality an opportunity, an opportunity to form a united front in the face of what some have called an 'extinction event'.

Our ability to thrive is based on cooperation, and cooperation within this current marketplace will drive evolution . Through this cooperative evolution our capacity to adapt and overcome the obstacles we all face will take shape, presenting a new system of survival in which we can all play an equal role and in which we will all flourish.

Producer Co-ops

Increase quality of product and quality of life

Increase product value & ease of sales

Reduce cost of production

Uplift
HUMBOLDT COUNTY
CANNABIS GROWERS CO-OP

LEGACY
SALMON CREEK
HUMBOLDT COUNTY CALIFORNIA
Farms

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