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Tine Mathiasen

From: Jonathan Collier [REDACTED]
Sent: Tuesday, August 11, 2020 8:49 AM
To: BOS Public Comment; Genine Coleman; Diana Gamzon Nevada County Cannabis Alliance
Subject: Comment: Support Agenda Item SR 20-3341

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Honorable Board of Supervisors,

I'm writing to you today to request approval for the Letter of Support for Senate Bill 67 (McGuire) as proposed by the honorable Chair Hall.

As a long time cannabis advocate in our County and a current Board of Director of Origins Council, a nonprofit education, research, and advocacy organization dedicated to supporting legacy cannabis producing regions of California, I would like to emphasize the importance of this bill.

SB 67 is pivotal legislation to strengthen and ensure the integrity of the CalCannabis Appellations of Origin (AO) Program initiated by the state. As it stands the AO program is susceptible to standards and practices that would dilute from the sense of place that is essential to any geographic indication system. By amending the language to include a more terroir-based criteria we create distinct, exclusive appellations of origin that clearly define a premium product by a causal link that necessarily originates from a particular region.

By doing so we help to ensure a program that honors the skill and quality of products from distinct regions, increasing their prestige and value and therefore benefitting their producers: small, craft and legacy farmers.

The cannabis industry is poised to explode with production expected to reach levels of scale that will lead to the eventual commodification and consolidation of most companies into the mighty few.

This is not what we want for our farmers or our community. There is another way. Like Napa wine, Champagne, or Cuban cigars, high end specialty products, limited in production but high in margins, allow small operators to succeed in the marketplace.

By supporting this piece of legislation we help encourage our small craft and legacy farmers by giving them an opportunity to take advantage of the years of dedication and care they have put into their craft. We also help preserve and promote our position as an internationally recognized cannabis producing region.

Please vote to approve the Letter of Support for SB 67.

Thank you for your consideration,

Jonathan Collier

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