

CANNABIS CONVERSATIONS

An exploration of cannabis and hemp topics from multiple perspectives:
medical, historical, social equity, ecological and more.

Featuring:

- **So Fresh and So Clean: Aeroponic Cannabis** ◦—
- **Know Where Your CBD Comes From** ◦—
- **No More Mystery Cannabis** ◦—
- **How to Read a Cannabis Label** ◦—
- **Managing Fibromyalgia Symptoms with Cannabis** ◦—
- **Demystifying Edibles** ◦—
- **The Future of Retail** ◦—
- **Know Your Rights** ◦—

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REACHING NEW HEIGHTS WITH AEROPONIC CANNABIS

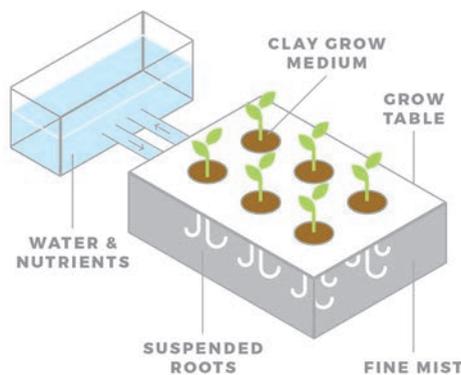
Astrophysicist Carl Sagan once speculated that cannabis might be the first crop ever cultivated by human hands, leading to the invention of agriculture- which, in turn, led to the development of civilization itself. While it's impossible to know definitively if cannabis was the very first cultivated plant, we do know it was among the first, with records of human use of the plant reaching back over 10,000 years. For millennia, cannabis and agriculture have been inextricably linked, with innovation and human ingenuity continually working towards a better way to grow.

You've likely heard of cannabis grown hydroponically, a method involving growing plants in a solution of water and nutrients rather than soil. The earliest record we have of hydroponics dates back to Francis Bacon's 1627 book *Sylva Sylvarum*. However, it would take several centuries more before the next innovation in cannabis cultivation would surface- aeroponic growing.

In the early twentieth century, ideas began to crop up about plants growing in nothing but air, with nutrients being misted directly onto the root system. The term "aeroponics" was coined to describe this process in 1957. However, the final piece of the aeroponic puzzle wouldn't be developed until 1983 by a man named- and I promise I'm not making this up- Richard Stoner.

Stoner's innovation was patenting a microprocessor interface that delivered water and nutrients to plants in precise amounts. He continued to refine the process for years, while marketing the first aeroponically grown food in supermarkets and helping NASA build systems to grow plants in space.

While growing cannabis has become more accessible in recent years, it's still far from easy- and like anything, it's a challenge to truly excel. Aeroponic growing offers numerous advantages over other types of cultivation, providing reliability that's otherwise difficult to achieve. The most obvious of these benefits is consistency- misting roots with the precise amounts of water and nutrients that plants need to thrive allows growers to produce the most robust and healthy plants possible. When a cannabis consumer finds a product that they really love, or even depend on, buying aeroponic means they can count on getting exactly what they want each time they go to the dispensary.



Free from the constraints of soil and other sources of contamination, aeroponic flower is terpene-rich and intoxicating in flavor and aroma. The lack of residual nutrients results in flower that is essentially 100% pure. The experience of opening a fresh jar and savoring the complex bouquet of scents that unfold from within is universal to cannabis enthusiasts, and aeroponic cannabis delivers that experience with an unforgettable brightness and intensity.



By Zack Bigg, head grower at Aeriz Illinois
With Ian Krass

“we’ll have saved an estimated 2.15 million pounds of soil by 2025”

Another enormous benefit of aeroponic growing is its extremely low environmental footprint. While a traditional cannabis grow can go through thousands of pounds of soil and countless gallons of water, aeroponic cultivation uses no soil and far less water than any other method. At Aeriz, we'll have saved an estimated 2.15 million pounds of soil by 2025- and we go even further by recycling our water and nutrients in a closed-loop system.



From the very beginning, we at Aeriz decided to grow exclusively aeroponic cannabis. At the core of our mission is a belief that consumers shouldn't have to compromise when it comes to the quality, purity, and consistency of their cannabis. Aeroponics is the best, and indeed only, way to achieve that mission. We're the only cultivator in Illinois that grows aeroponically, and we believe that the resulting cannabis speaks for itself.

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RACHAEL AND JESSE SMEDBERG, COURTESY TULIP TREE GARDENS

Know where your CBD comes from

SPONSORED BY TULIP TREE GARDENS

CBD products are popping up everywhere, from street corner shops to grocery stores and fashion boutiques. However, it's anyone's guess as to the source of the actual CBD in many of these products.

Tulip Tree Gardens was started in 2015 by Rachael Smedberg and her husband, Jesse. They make high-quality, lab-tested CBD products from hemp that they grow on their 63-acre farm just south of Chicago and process on-site. Using regenerative agriculture and sustainable practices, Tulip Tree Gardens produces a true seed-to-bottle product with an emphasis on quality.

CBD (a non-psychoactive component of the cannabis plant) has gained recognition for its potential to help ease pain, regulate inflammation, alleviate stress and anxiety, impact sleep quality, aid digestion and support immunity. But much of the CBD on the market lacks clarity on its source, quality and dosing.

"So many CBD products are made with industrially produced CBD oil sold on the bulk market," says Rachael Smedberg. "We believe people want more transparency about the products they are buying so they can feel confident in the quality."

How to Recognize and Use High-Quality CBD

When the Smedbergs started Tulip Tree Gardens, they were driven by a desire to heal the earth, their community

and people far and wide who would buy their products. "The deeper we got into researching the right ways to grow hemp and make CBD products, the more passionate we got about educating people about CBD and helping them understand how to use it," adds Smedberg.

Tulip Tree Gardens stands out from other CBD brands in five ways:

1. All products are made from hemp that is farmed regeneratively without any pesticides or herbicides.
2. Every product is traceable to its exact hemp origin and includes a QR code with product details and usage tips.
3. Every batch is lab-tested to guarantee safety and purity.
4. Tulip Tree CBD products are properly dosed.
5. As a seed-to-bottle producer, Tulip Tree is able to price its products very reasonably.

As an example of the price differentiation, Tulip Tree Gardens 1000 mg oil sells for \$55. Many other brands are \$100 or more, purely because consumers will pay that much. As a seed-to-bottle producer, Jesse Smedberg says, "We don't think people should have to go broke to feel well."

Regenerative Farming Benefits the Planet and People

Unlike organic farming, which requires expensive certifications and is a "one-way" practice, where nothing is returned

to the earth, regenerative farming takes from and gives back to the earth, helping preserve critical topsoil and improve soil health.

By not tilling, carbon stays in the soil, instead of spreading into the atmosphere, exacerbating the greenhouse gas issue. Planting diverse cover crops like hay, barley and rye feeds the soil with nutrients to keep it thriving. The key to regenerative farming is building vibrant and sustainable biomes within the farm and soil.

From premium CBD oils to topical creams to smokable hemp flower, Tulip Tree Gardens sells products made exclusively from regeneratively farmed seed-to-bottle hemp. Tulip Tree Gardens even has an on-site market open daily selling farm-fresh produce.

The Dosing Difference

In order to access the potential benefits of CBD, an average adult requires at least .5 ml per day of 1000 mg concentration oil. Brands at the 250 mg or 350 mg concentration require a higher dosage, ultimately costing the consumer more.

Tulip Tree Gardens CBD oils are properly dosed, so customers get a high-quality product that delivers excellent value, and Rachael Smedberg provides personal guidance to customers to help them get the best result from their CBD products.

Tulip Tree Gardens is located at 1236 E. Eagle Lake Road in Beecher, IL and its complete range of products is available

online at www.tuliptreegardensco.com. Follow Tulip Tree Gardens on Instagram @tuliptreegardens and Facebook @tuliptreegardens.



Demystifying edibles

Sponsored content by RISE Dispensaries, a subsidiary of Green Thumb Industries

If you followed the most recent election cycle, you may have noticed one clear winner emerge—cannabis. This election cycle, voters in Arizona, Montana, New Jersey, and South Dakota said Y-E-S to T-H-C, showing that support for legal cannabis crosses demographic and geographic lines.

Though attitudes toward cannabis continue to move toward mainstream acceptance, consumer education continues to lag. A June 2020 survey conducted by Oasis Intelligence showed that despite their support in cannabis legalization, many legal consumers still need help understanding basic cannabis concepts. This sentiment is not shocking, as cannabis is a unique category that brings a relatively new shopping experience to the masses. What's more, outdated stoner stereotypes have historically overshadowed the therapeutic and medicinal benefits that millions are able to enjoy because of legal cannabis, leaving behind a population of adults who may be interested in trying cannabis but have no idea where to begin.

If you are one of the millions of adults living with such canna-curious, edible cannabis might be a good place to start, as it allows for discrete consumption and does not require inhalation, a common barrier to entry for those with an aversion to smoking formats such as pre-rolled joints or loose flower. If you want to get smarter about edible cannabis, here is what you will want to know before walking into a dispensary.

The Basics

When it comes to cannabis, method of consumption plays a key role in defining the experience. Before we dive into some of these differences, it is worth getting acquainted with some of the basic chemistry behind the cannabis plant.

Cannabis contains organic compounds called cannabinoids and terpenes. When consumed, cannabinoids like THC bind to receptors throughout the body to trigger the plant's therapeutic effects. This network of receptors exists within the body's endocannabinoid system, the system that helps regulate and balance body processes such as communication between cells, immune responses, metabolism, and more. While there are more than 80 cannabinoids in existence, THC and CBD are two of the most prominent cannabinoids found in the cannabis plant. THC is generally known for its psychoactive properties or feelings of euphoria associated with "getting high." In contrast, CBD is not psychoactive and has been used to manage a variety of ailments ranging from anxiety to chronic pain and inflammation.

Terpenes, on the other hand, are compounds primarily responsible for the aroma and taste of the cannabis plant. But terpenes are not exclusively found in cannabis. They can also be found in other plants and foods like mangos, which contain high levels of Myrcene, a terpene known for its earthy aroma.

Inhalation v. Ingestion

When consumed through inhalation, cannabinoids and terpenes enter the bloodstream through the lungs. When inhaled, these compounds are said to work synergistically to unlock the nuanced effects of different cannabis strains, a theory known as "the entourage effect." In contrast, edibles must make their way through the digestive system, resulting in a more delayed onset than smoking. As THC gets metabolized by the liver, it is converted into a more potent compound known as 11-hydroxy-THC. As a result, edibles have been known to deliver a more intense and longer lasting experience relative to smoking.

Indica or Sativa? It Doesn't Really Matter.

Ever hear the unwritten rule of thumb asserting that sativa strains are more energizing, while indica strains tend to be more relaxing? If so, here's some news that will rock your world. When it comes to edibles, indica and sativa classifications are generally a misnomer. That is not to say that you will not come across edibles brands that tout these classifications on the shelf. It simply means that consumers often shop based on the effects they are seeking, and brands that use these classifications remain in consideration because consumers are unfamiliar with the science behind edibles.

Most edibles are made with pure THC oil commonly known as "distillate." It is extracted from the plant through a process known as distillation that ultimately strips the oil of terpenes to yield more concentrated THC oil. Distillate lacks taste and aroma, making it easier to manufacture edibles that are both tasty and efficacious. While it is possible to add terpenes back to distillate once extracted, there is no definitive research that shows that terpenes can be absorbed through the body's digestive tract.

This does not mean that all edibles products are the same. In fact, some brands are exploring alternative methods of production to develop edibles that better deliver on specific effects. For example, incredibles, a national edibles brand headquartered in Chicago, recently launched "Snoozzeberry," a blueberry flavored gummy that combines THC with

You snoozze you win.

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CBN, a non-psychoactive cannabinoid known for its sedative properties and potential sleep-inducing effects.

Tips for Safe Consumption

We have all heard the horror stories about that friend of a friend who tried edibles for the first time, only to end up in the fetal position next to a half-eaten bag of chips. If you are considering edibles for the first time, here are a few pointers to help you avoid such a nightmare.

1. Start low: Everyone's metabolism and body composition are unique. As a result, it may take a few attempts to find the dose that is right for you. Remember

to start with a low dose between 1mg and 5mg and gradually work your way up until you find your ideal dose.

2. Go Slow: Edibles can take anywhere between 1-4 hours to take effect. Do not be tempted to eat more just because you cannot feel the effects right away as you could to overdo it.

3. You overdid it, now what? Find a safe and quiet place to relax, preferably with a trusted person by your side. Drink plenty of water and try focusing on breathing and remaining calm. Time is one of the best solutions for getting through a bad edibles experience.

No More Mystery Cannabis



TESTING HELPS ENSURE QUALITY AND SAFETY

By Elizabeth Ardillo, PharmD
Lead Pharmacist at Rise Dispensaries

If you're putting something in or on your body—food, medicine, cosmetics—you probably want to know what's in it. Why not hold your cannabis to the same standard?

Thanks to testing, you can be confident your cannabis contains the ingredients that tend to provide a specific effect. Whether you're looking for a pleasant high or for strategies to reduce pain or improve sleep, test results can point you in the right direction.

Even more importantly, testing tells you that your cannabis isn't laden with stuff you definitely don't want in there, such as pesticides and other chemicals.

Marijuana purchased on the black market, meaning not from a legal and licensed dispensary, is unpredictable. You don't know what soil was used to grow it, what it might have been sprayed with or what could be mixed into it. You may have had an experience with marijuana that either made you feel really bad or nothing at all—who knows what was in there?

At Rise, we can provide detailed information about the content of our hundreds of cannabis products because each product undergoes rigorous testing. Here's how it works:

- Cannabis is grown in cultivation centers, where it is processed and turned into products for sale, including flower, edibles, concentrates, vape cartridges, tinctures and more.
- Each batch of cannabis is tested by an independent, licensed testing lab approved by the Illinois Department of Agriculture. The lab worker selects a random sample from each batch for testing.
- The sample undergoes an ingredient analysis to determine its makeup of cannabinoids (THC and CBD) and terpenes, responsible for how cannabis makes you feel.
- The sample is checked for substances, microorganisms and compounds that can cause adverse health effects. Testing looks for pesticides, mycotoxins (toxins made by fungus), solvent residue (left over from processing) and microbiological contaminants (bacteria and mold are two examples).

Products that don't pass testing don't make it to our shelves, so they won't end up in your hands. Thanks to testing, you can be sure you're getting the good stuff—and nothing more.



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**THE RETURN OF
MAGNIFICENCE TO OUR MILE**

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YOUR SCULPTURES,
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CULINARY CUISINE**



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**PROVIDE ACCESS TO
CANNABIS FOR EVERYONE**



risecannabis.com

How to Read a Cannabis Label

FIND THE PRODUCT THAT'S RIGHT FOR YOU

By Elizabeth Ardillo, PharmD
Lead Pharmacist at Rise Dispensaries

If cannabis product labels look overwhelming to you, don't stress: At Rise Dispensaries, there are cannabis consultants ready to help you find the right product—no prior knowledge required.

Of course, as with any other product you consume, it can be helpful to understand the label. Here are some basics.

• **Product name:** This one's straightforward: If you try the Barry Lemonade bud or the Incredibles™ Windy City chocolate bar and love it, you can ask for it by name next time.

• **Product ingredients:** Some products, including edibles and tinctures, have ingredients other than cannabis in them, such as oils, flavoring or sugar. If you have any allergies or sensitivities, be sure to check.

• **Weight:** This tells you the mass or concentration of the product. Over time, this will be helpful information to figure out which dose works best for you. As always, a cannabis consultant can help.

• **Cultivator:** This is the name of the company that grew and processed the cannabis.

• **Cannabinoid content:** Cannabinoids are compounds in cannabis that interact with our endocannabinoid system to cause various effects.
- THC is what makes you feel high, and it may help improve sleep and reduce pain, nausea and vomiting. If you're new to cannabis, you'll want to start with a very low dose of THC and slowly, gradually increase to the desired effect.
- CBD won't cause a high, but it may help to offset the psychoactive effects of THC.

• **Terpenes:** Terpenes are the organic compounds that give many foods and plants, including cannabis, their smell and flavor. They are the best way to dial in on what works for you because they're the ingredient that most correlates with effect.

• **Harvest date, test date, packaging date and use by date:** Cannabis is most effective and enjoyable within a year of production.

• **Batch number:** Batch numbers help dispensaries keep track of which products were made at the same time.

• **Testing company:** This is the name of the licensed, independent testing lab that checked the cannabis for harmful materials and confirmed the active ingredients.

One last tip: Keep a cannabis journal to record products you consume, including the dose, terpenes and THC/CBD makeup. This information will help you and your cannabis consultant make more informed decisions each time you shop.

We're Here to Help
Let's talk about THC, CBD, terpenes and what's right for you. Visit risecannabis.com/dispensaries to find a dispensary and how to get in touch with us.





clearing
cannabis
convictions

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CANNABIS EQUITY IL

We are a grassroots non-profit formed by community members fighting to ensure that the legalization of cannabis in Illinois prioritizes the needed repair and reinvestment in the communities most impacted by the War on Drugs, and to ensure the cannabis industry prioritizes people over profits.

CannabisEquityIL@gmail.com | cannabisequityil.org



We are a community of medical cannabis patients helping other patients. We help with recipes, instruction, discounts on needed equipment, facilitating private patient learning events and providing a safe place for patients and caregivers to share and learn.

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**CBAI membership
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- ✓ Gain access to and insights from hundreds of cannabis businesses
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Fibromyalgia and cannabis

Sponsored content by NeuroMedici

Fibromyalgia is one of the most prevalent chronic pain conditions in the world. According to the CDC, fibromyalgia affects four million adults in the United States, about two percent of the population. Living with fibromyalgia can be frustrating and have an effect on your overall quality of life. The most common symptoms we see in the patients we treat include prolonged chronic pain, extreme fatigue, difficulty sleeping, and problems with cognition and memory (often referred to as “fibro fog”).

Risk factors for developing fibromyalgia as outlined by the CDC include: age (people are likely to be diagnosed with it as they approach middle age), a diagnosis of rheumatoid arthritis, lupus, PTSD, repetitive injury, gender (women are more likely to be diagnosed with fibromyalgia than men), body weight, and a family history of fibromyalgia.

Current mainstream treatment options for fibromyalgia are slim and usually include a combination of antidepressants, muscle relaxers, and sleep aids. Success with these medications varies patient to patient and could potentially increase the risk for opioid addiction.

Seeking pain relief and a better quality of life, fibromyalgia patients have been turning to medical cannabis to help alleviate their symptoms. One of the top reasons our patients apply for their medical cannabis card is to treat chronic pain. The cannabinoid THC binds to pain receptors in the brain, making the pain more tolerable for patients. Many patients report feeling relief just after one day of using medicated products that contain THC. THC products range beyond traditional flower to smoke—edibles, tinctures, topical lotions and transdermal patches, and more. If you are looking to use cannabis products that don't cause a “high” effect, you have options such as CBD oil, topical lotions, and transdermal patches. Finding the right product for you can be simple by consulting your budtender at your chosen medical dispensary. If you have been trying to find relief for your fibromyalgia, medical cannabis may be right for you. Visit www.drconsalter.com to schedule your free consultation with Dr. Consalter.

FIBROMYALGIA FACTS

SYMPTOMS:

- CHRONIC PAIN
- EXTREME FATIGUE
- DIFFICULTY SLEEPING
- COGNITION/MEMORY PROBLEMS (“FIBRO-FOG”)

RISK FACTORS:

- AGE
- RHEUMATOID ARTHRITIS
- LUPUS
- PTSD
- REPETITIVE INJURY
- GENDER
- BODY WEIGHT
- FAMILY HISTORY

TREATMENTS:

- ANTIDEPRESSANTS
- MUSCLE RELAXERS
- SLEEP AIDS
- CANNABIS

“Many patients report feeling relief just after one day of using medicated products that contain THC.”

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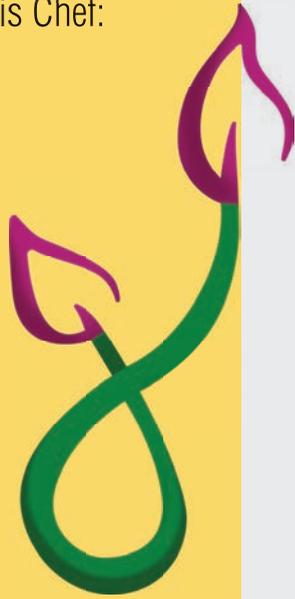
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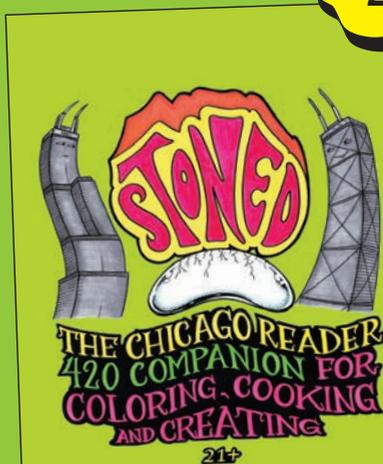


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· A L I M E N T S ·

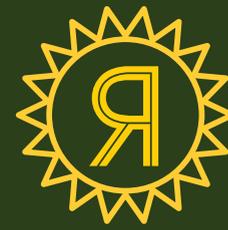
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CANNABIS CONVERSATIONS

An exploration of cannabis and hemp
topics from multiple perspectives:
medical, historical, social equity,
ecological and more.

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the conversation!**

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THE FUTURE OF RETAIL

ART + EDUCATION + TECHNOLOGY

ART

Dispensaries like Consume Oakbrook Terrace create an engaging and unique experience through art, education, and technology. The visual attractions begin as you enter the dispensary with a 96-inch display featuring custom animations by world renowned artists from Limelight Projection Mapping. Consume is sleek and modern with playful elements. It features a mural painted by Chicago artist JC Rivera that showcases the "World's



Largest Joint." Purchasers can take a bit of the visual appeal home by purchasing a handcrafted, American-made glass pipe. The glass pipes are as functional as they are beautiful.

CONSUME
OAKBROOK TERRACE

EDUCATION

Dispensaries need to offer something for both new customers and experienced cannabis enthusiasts. For beginners, a dispensary needs a knowledgeable staff to inform and assist throughout the sale. This includes helping a customer understand



onset, effects, and proper dosing of the products they are purchasing. Consume Oakbrook Terrace has taken that to another level with interactive displays to explain the world of cannabis. Some dispensaries also offer educational classes that cover topics like Cannabis 101 and Cooking with Cannabis. Due to the pandemic, many of these classes are now online.



TECHNOLOGY



Consume Oakbrook Terrace combines education and art in its innovative touchscreen technology to guide purchasers.



The interactive exhibit explains cannabis from seed to sale. This includes the different methods of consumption, the effects of cannabis and the active compounds. One of the most unique parts of the display dispenses the scents of terpenes and different strains. This allows cannabis users to make an informed purchase. The combination of art, technology and education is the future of retail.

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KNOW YOUR RIGHTS



ILLINOIS CANNABIS EQUITY AND SAFE ACCESS FOR ALL

CANNABIS LAWS 101: THINGS TO KNOW ABOUT CANNABIS IN ILLINOIS



- 21 + (with an ID) to purchase cannabis from a state licensed dispensary
- Adult Use customers can legally purchase and possess: 30 grams of cannabis, 5 grams of concentrate, cannabis-infused products containing less than 500mg of THC



- Non-residents of Illinois can purchase or possess half of that amount
- Registered medical patients can grow up to five plants
- Keep your cannabis locked up air tight and out of reach during transport

CANNABIS IS A PRIVILEGE SO IT COMES WITH RESPONSIBILITY



- It's illegal to leave Illinois with cannabis products - medical or non-medical. Mailing cannabis from Illinois is also illegal, even if purchased legally.
- Consuming cannabis in any form - whether it be smoking, eating, vaping or other - isn't permitted in public places. Consuming cannabis is legal within the confines of private property, if allowed by the property owners.

- Only Medical Marijuana Card Holders are permitted to grow cannabis in their homes in the state of Illinois.
- Check with your employer on company policies. Even if it is legal in the state, companies designate their own set of drug and alcohol policies.
- Consume responsibly and don't drive under the influence of cannabis.

NEED HELP? STILL HAVE QUESTIONS? SEE A FEW RESOURCES BELOW

EDUCATION + CAREER PATHWAYS

Through educational sessions, *Nature's Care & ColaGroup* provide professional development and access to information on certifications and trainings needed for a successful career in the cannabis industry. naturescarecompany.com/social-equity



EXPUNGEMENT ROADMAP

The roadmap provides knowledge, educational information, access to legal services and pathways to assist individuals who need to navigate the state of Illinois cannabis related expungement process. www.colagroupllc.com

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