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SEPT 2017

Contributing Artists/Writers: The usual gang of stoners. The names and characters used in High! Canada are fictitious except when identified as real in interviews, stories and other types of interesting and factual articles. Any similarity without satirical purpose to a living person is completely coincidental unless permission was given.

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High! Canada is distributed to age verified shops and lounges and by subscription. High! Canada is intended to educate and inform adults over 18 about the complexities of cannabis consumption and reflects the multifaceted nature of this new industry.

HIGH! CANADA MAGAZINE

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High! Canada Magazine
Issue 23 - September 2017
Digital downloads available online at
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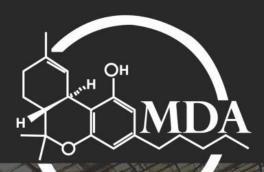
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Happy 'back to whatever floats your boat' this September my friends! Be it that post secondary education, a new grow, a new project or even a new job or volunteer position. Fall is about getting out there, getting active and involved.

For us Autumn means Cannabis related trade shows and we have some of the best in the Canada and perhaps the world coming down the line over then next few months. From Toronto to **the Karma Cup** on Sept 9th - 10th to **Hempfest** in Calgary on Sept 30th - Oct 1st, to the **Grow Up Conference and Expo** in Niagara Falls on Oct 6th - 7th, to Ottawa's Lift Cannabis and Hemp Expo on Oct 28th - 29th and Winnipeg's first ever **Hempfest** on November 4th and 5th.

There are literally a slew of informative and educational events across Canada this fall so make sure you get out there and check them out. Want to see your event featured in High! Canada Magazine? email editor@highcanada.netfordetails

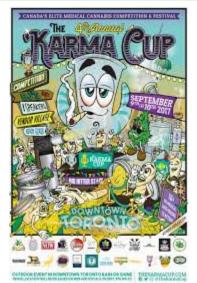
Stay lifted!

~ Editor ~

"The only way that we can live, is if we grow. The only way that we can grow is if we change. The only way that we can change is if we learn. The only way we can learn is if we are exposed. And the only way that we can become exposed is if we throw ourselves out into the open.

Do it. Throw yourself."

— С. JoyBell С.









ANNOUNCING: THE OTTAWA CANNABIS & HEMP EXPO Due to the success of the Cannabis & Hemp Expo in Calgary and Edmonton, and the Lift Cannabis Expo in Vancouver and Toronto. Canwest Productions and Lift are proud to announce their continued partnership with a new event launch into the Ottawa market this fall. Building on the success of our current brands, Ottawa promises to provide a quality Cannabis event unlike no other.



Meet-ups

Find a local meet-up for cannabis entrepreneurs and professionals. These events can be found in large cities like Toronto and Vancouver. If you live in a small town, why not create your own meet-up for locals interested in the industry? You can connect with your town's cannabis community using online forums like Reddit and Instagram. You may find a job helping advertise for a new "grey market" start-up or potentially shake hands with the head of Human Resources at a licensed producer. Joining or building a community around your interest is always one of the best ways to enter an industry. These events can also help you find a mentor. There are successful people that are willing to help you along your journey. A mentor can help you advance in your career and prevent you from making the same mistakes.

Suggestions:

Leaf Networking Events - www.leaftoronto.com Women Grow Toronto www.womengrow.com Lift Conferences Business Day - www.liftexpo.ca

Kalogia, Weedmaps & Cannabis At Work

Kalogia is basically "Linked-In for the Cannabis Community". It is a website that allows you to connect with professionals in the marijuana industry. It is a growing platform that may be extremely valuable in the future. General networking and job sites will also frequently post job openings online. Weedmaps can be used as a directory of every cannabis business based on your geo-location. The app and website also provides the contact information for all of these establishments.

Cannabis At Work is a staffing agency focusing exclusively on the cannabis sector. Their website allows you to search for jobs, recruit qualified individuals and sign up for industry training courses. www.kalogia.com www.weedmaps.com www.cannabisatwork.com

Create a Personal Brand, Blog or Website

Becoming a personality and cultivating an engaged audience is increasingly valuable to cannabis corporations. Use social media to connect and build a community around yourself. Organizations will recognize that you have leverage because you can act as an employee and an online billboard. Social media influencers with large followings can become brand ambassadors and monetize through affiliations. Writing a blog and creating content can help spread your name. Even if you only have 10 readers or followers, you never know who those people might be. If the CEO of your dream company happens to read your blog or follow your channel, the return on investment was easily worth the work. I suggest reading the book "Crush It" by Gary Vaynerchuk.

Apply Previous Experience & Knowledge

The cannabis industry is full of people who love cannabis. What the cannabis industry needs are experienced professionals who can translate their skills to marijuana ventures. If you've worked as an accountant your whole life but also love the herb, I have good news for you. You can continue to do what you do best in a growing industry that is making a real impact in the world. Reach out to organizations and explain how your experience can add value. The marketing aspect of cannabis will be looking to outside industries as we move towards legalization.

E-mails & Direct Messages

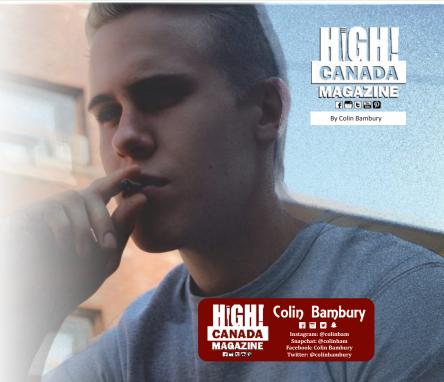
Your dream job is only an e-mail or DM away. Consistently reaching out to several companies every day, directly or through social media, will eventually yield results. Find organizations that you can add value to given your skills, knowledge and experience. Approach them with a value proposition and be willing to work for free to prove yourself. Remember to follow up and be persistent.

www.missenvy.ca



Side Note: You Can Stay Legal

You don't have to wait until legalization to find a fully legal job in the Canadian cannabis industry. Licensed producers are looking for a variety of employees ranging from trimmers to Chief Financial Officers. Cannabis clinics are always looking for qualified nurse practitioners. Ancillary services like marketing agencies and accessory producers are abundant. There will likely be more opportunity after the summer of 2018. However, there is no need to wait to start building up your resume. Those with valuable experience in the industry will have the upper hand once the market expands.



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Marijuana goes mainstream with Netflix's Disjointed.

Growing up, any time marijuana was mentioned on TV or in the movies, it was generally either in a prohibitive way, or else,

in a silly, almost patronizing way. With a shaking finger of disapproval and a sly hypocritical wink, the puritanical storytellers would condemn marijuana consumers as, at best, harmless stoners with permanent grins and nothing useful to contribute to a conversation, or at worst, as slothful burdens to their parents (whom they live with into their 40s, of course) and to society as a whole.

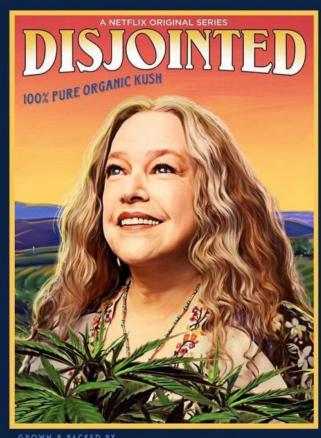
In any "stoner movie", the characters all get up to ridiculous hijinks and bad behavior, which is, of course, blamed on that wacky tabaccky. Basically, to cut to the heart of it, cannabis users are the fools of the story – the idiot court jester called upon to lick up the king's vomit (and do so joyfully). Now, don't get me wrong – at face value, I think it's hilarious. I've seen Tenacious D and the Pick of Destiny so many times I can act it out. But I think there's a difference between a movie made by self-professed stoners showcasing the lighter side of things, and a movie that depicts a marijuana smoker as an idiot, a fool, or a useless sloth.

With cannabis culture growing, and legalization happening all over the place, the topic is on the tip of everyone's tongues. Like any zeitgeist item, it spreads like a virus and turns up everywhere: in pop music, on TV and in the movies, and like anything that makes people happy, it ends up becoming a commodity that can be bought and sold - indeed, fortunes can be made by it - and so it becomes more and more visible, normalizing it and making it more acceptable to the great unwashed masses. This benefits not only cannabis users, but also those looking to make a fortune on this new industry. Product placement is one of the most expensive forms of advertising for a reason. So when I discovered the Netflix show Disjointed, I was curious what to expect. Would it be a smart, tongue-in-cheek look at life in a dispensary, or would it just be another formulaic sitcom that just happens to be set in a dispensary (ie, the dispensary is just a prop, rather than a character or subject matter)?

Well, if you were thinking Disjointed would be the new Weeds, I suspect you'll be disappointed. The show is set in Ruth's dispensary. Ruth, played by Kathy Bates, is likeable enough as the eternal hippie that feels kind of like a sell-out by turning marijuana into a business, but her son, a business graduate, urges her to embrace green capitalism. There are other characters, but they are all pretty cookie cutter, and within ten minutes, I'd kind of formed my opinion of the show, and didn't watch past the first episode.



by hk abell



RUTH'S ALTERNATIVE
CARING
LOS ANGELES, CALIFORNIA

AUG 25

While there were some redeeming elements of the show - I think it will provide some education to people about the different products that are out there (see my aforementioned comments about commodities and businesspeople) - I think it is no different than any of the ham-fisted stoner movies that are responsible for the negative stereotypes. With Disjointed, not only do they trip clumsily over every one of those pot cliché and stereotypes, but there are some things going on in this show that are potentially harmful and counterproductive to having cannabis accepted in mainstream culture. For instance, despite the insistence that Ruth's dispensary is about alternative medicine, it is all done with a clear nod-andwink, as if the medicinal claims of cannabis users are dubious. In fact, when a customer comes in talking about anxiety, and says she's going to wait until her husband and kids go to bed and then medicate, she gets this darling bit of advice: Don't wait until after they go to bed - smoking weed makes your family tolerable. Cue laugh track, But I'm not laughing. If the scene involved alcohol, this statement would be the equivalent of the asshat alcoholic father with the T-Shirt that reads: DADDY DRINKS BECAUSE YOU CRY.

As for the laugh track, if you liked Big Bang Theory's heavy overuse of that canned, sterile mirth, then you'll laugh along, too, as growers are portrayed as stoned idiotsavants, an ex-soldier's PTSD is made light of, and stale jokes are recycled. It's not surprising that Disjointed comes from the same brain trust that created Big Bang Theory.

Me, I prefer seeing marijuana normalized as it is in Key & Peele, the edgy sketch comedy show created by Keegan Michael Key and Jordan Peele. Jordan Peele is, in particular, a cannabis advocate, and will just smoke openly in a skit, or have paraphernalia visible. No attention is drawn to it, or if it is, it's never a big deal. I'd like to see marijuana normalized in ways that aren't humorous. What about a scene where a couple smoke together before getting into bed – or use cannabis infused oil for a massage? Or a young adult with crippling anxiety who has an attack at work, and steps out to vape for a few minutes to help the anxiety attack pass?

We'll get there, I think, but for right now, we're stuck with shows like Disjointed, which is essentially cannabis culture blackface in the same way that Big Bang Theory was geek culture blackface. Let's dress up like stoners/geeks and have people laugh at us. But don't forget who is the brunt of the joke. If marijuana is ever going to be seen as something other than the vice of stupid people, then we're going to have to do better than this. But then again, maybe I've got it all wrong. Maybe if a marijuana dispensary is now an acceptable place to set a bad, formulaic sitcom, then I

suppose we should consider it normalized. We've made it, friends We've made it





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I understand you have something of a green thumb. How did you get involved in the cannabis industry? What is your particular cannabis industry entry point origin story?

I wasn't always a "green thumb." In fact, growing any type of plant would always end in disaster for me. My skills in the garden came later. My initial interest in the cannabis industry was sparked due to having suffered for years from anxiety and insomnia and I was very weary of traditional medication such as anti-anxiety pills and sleeping aids. I began researching and educating myself on alternatives. I was introduced to medicinal cannabis, an option that worked really well for me. I fell in love with this plant! I researched and educated myself on everything to do with it, including growing it. I dabbled here and there, tried different things, made mistakes and learned from them. I sought out a mentor, someone I could gain knowledge from, someone who proved successful. I began getting involved with Medigrow, a local company serving medicinal cannabis patients that are considering growing their own medicine at home. Medigrow recognizes that not all women feel safe or comfortable working with a male consultant, this is where my role comes in. I'm a personalized client consultant who specializes in educating and mentoring women interested in growing cannabis. I also operate Medigrow's Facebook Page and other marketing relations, which lends itself well to my mission to support and mentor other women in similar situations who are unfamiliar with the medicinal marijuana production process. I also try to mentor and advocate personally on social media. You can follow me and my personal grows on MassRoots and Instagram (YEGGROWGIRL) and let me help you cultivate!

What is some advice you could give to other women wanting to break into working in the industry?

Believe in yourself! If you want to do it, believe you can, that is the first step. Being confident in what you know and carrying yourself well, people are more likely to notice you. I would also suggest finding an experienced mentor and following up with this person regularly. This person would offer great advice and would be a valuable resource to share your successes with as well as any setbacks. The cannabis industry is growing at a fast pace and there are plenty of opportunities for women.





What about advice to women who are interested in growing their own at home?

I want to reassure women that growing at home can be done safely, simply, and successfully. The process of growing cannabis is not all that difficult and with the help of companies like Medigrow, the equipment needed to create the grow environment can be easily installed. Women have great attention to detail, are naturally patient, and the instinct to nurture, all necessary qualities of a grower, making us excellent candidates. All of my women clients enjoy the growing process, both the therapeutic benefits and the end result of harvesting quality medicine.

Can you run us through an average day for you?

A typical day for me involves helping customers with cannabis inquiries, from growing to regulations. On some days, I am on client installations or service calls, installing grow rooms and educating clients on growing medicinal cannabis. In between helping/educating customers and client installations, I'm busy operating Medigrow's Facebook Page and my

personal social media pages. My evenings are spent tending to my own medicinal cannabis garden, a place that relaxes me, my happy place!

Goals for the future-personally and professionally?

Professionally, I would like to continue establishing myself as a cannabis cultivator and mentor. Working with Medigrow, I can build relationships with clients and gain valuable experience. I would love to create a network of growers, in a forum style, that could communicate, collaborate, post questions and share information. On a personal level, I enjoy taking unique and interesting cannabis photo's, a lot of which I post on social media. I want to share the beauty of this plant with the world!

Any big projects on the go right now?

Yes, big things are coming. I'm not at liberty to go into detail, but I can say, this upcoming year is going to be a big one for Medigrow and no doubt me!

Last question-what are three things that you think everyone needs?

Thomas Edward Bodett says a person needs just three things: "someone to love, something to do, and something to hope for." I couldn't agree more!



Cy Williams

is an advocate and educator of Canadians





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Weed # Girls

Wondering what exactly are the 'Weed Girls'? Their standard answer is that they are a growing community of women who celebrate the 420 lifestyle. Sharing Cannabis recipes and product reviews online. You can also find informative articles about a variety of topics. Some of the articles on their blog are personal, educational, some are about the culture and some even explore aspects of the Cannabis industry. The women vary in age and backgrounds, sharing their love for Cannabis with everyone.

First, meet Kelly Chronic! She is a Calgary girl who is a long-time Cannabis activist and medical user. She has been using Cannabis to treat Crohn's Disease successfully for over a decade, without the use of prescription medications. Writing for several Cannabis related blogs and publications, sharing what she knows with others. Her latest project was completing a 420 cookbook, look for that coming soon!

Kelly also works for the local 420 Clinic, which has brought purpose and direction to her life. Helping others to obtain their medical Marijuana prescription and educating them on safe and responsible use. Passion has brought her a long way and the future looks bright for Kelly, with several opportunities within the industry. Don't miss a post and follow her on social media.

www.weedgirls.ca

Miss Amy Blaze resides in Calgary, Alberta but is a true Vernon, BC Bud Girl. Amy was diagnosed with PTSD and was involved in a MVA that has resulted in a lifelong spinal injury.

After trying everything her doctors prescribed with unfavorable results, Amy started using Cannabis as a medical treatment. Since becoming educated with the benefits of THC & CBD, Amy has successfully helped many people in her network to figure out the best combinations and ratios to effectively relieve their pain and or help symptoms.

Cannabis has allowed Amy to live and to move without pain. To experience life without anxiety while doing daily activities that would normally cause a panic attack.

Amy has been lucky enough to see the world through a different perspective, to be happy and content with her life on a daily basis and to grow, Cannabis has given Amy her life back. Watch for her upcoming blog posts, VLOGS and check out her Instagram for updated adventures!













Locations

The Wellness Clinic on King 229 King St E Hamilton ON L8N 1B6 160 Baldwin Street unit 108c Toronto Ontario M5T 3K7

Cafe66 66 Fort York Blvd ON M5V 4A6 5 Bruyeres Mews Toronto Ontario M5V 0G8

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has found from symptoms without any unpleasant side effects. It has brought back an appetite, the ability to get a full night's rest, and helped with depression and anxiety. Migraines have also been relieved this way. Cannajos went from having debilitating migraines sometimes daily for months on end to a migraine once a month if at all. She has also found relief from spasticity, which is an uncontrollable tightening of muscles. Vaporizing almost instantly relaxes those muscles and Cannajos is able to carry on with her day.

It is more important to understand what the Weed Girls are not. At this time, none of the women are professional models or have journalism backgrounds. They have regular jobs in addition to their work within the community. Unlike most of the other Weed Girls seen online, they offer value and not just cute pictures. These girls, or women are individuals with a mission to

end the negative stigma Cannabis users experience. Building a growing community of strong minded, passionate women to help each other and the cause.

For now, they appear at local events and at industry related expos. Talking to the public, showing them that using Cannabis doesn't make you lazy, scary or incapable. The bigger plan is open legal dispensaries in Canada with the roll-out of recreational Marijuana happening next year, which the whole country is looking forward to!

*Check the Weed Girls website for more and follow them on social media!







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a look at Calgary's hempfest cannabisexpo

Medical license is not needed to attend the expo. Expo is open to the general public aged 18+.

EVENT DATE + HOURS

Sept 30th & Oct 1, 2017 Saturday, 30th: 12noon - 6pm Sunday, 1st: 12noon - 5pm (Overnight security provided)

EVENT LOCATION

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High times are on the horizon for the Canadian Cannabis industry. With the election of a new federal government, committed to the full legalization of cannabis for recreational adult use, Canada will be at the forefront in leading a global revolution towards a truly free, open, and legalized cannabis industry.

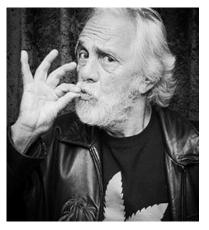
The HempFest Cannabis Expo will provide an environment for industry pioneers to learn more about patients, consumers, industry members, entrepreneurs, local leaders, job seekers and curious individuals to come learn about one of North America's fastest growing industries.

The expo will feature talks and presentations from top industry leaders, and exhibitors showcasing industry-related products and services, including licensed Producers, Dispensaries, Nutrient companies, Hydroponics Manufacturers, Medical Clinics, Health and Wellness providers, and many more.

HempFest Cannabis Expo welcomes exhibitors and attendees from across Canada, and the world to join us in Calgary. We really are just around the corner of a true revolution.



a look at Calgary's hempfest cannabisexpo







HempFest Canada host a speakers stage with informative, funny, and eye opening speakers. Our stage has seen many bright stars from the Cannabis scene. In the past we have host speakers such as Dana Larsen, Tommy Chong, Alison McMahon, Natural Health Services, Sundial Growers, and much more.

Learning to Cook with Cannabis?

Are you learning to cook with Cannabis? First timers and the well versed in cooking with Cannabis will learn the steps to get started or improve their Cannabis cooking skills. Demo's will be held throughout the day.

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Comedian Lori Ferguson Ford

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Joint Rolling Contest



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Jodie Emery

Cannabis Advocate & Political Activist

Katie Larocci

Plant Biologist & Horticulture Manager, Up Cannabis Inc.

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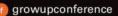


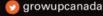


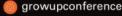


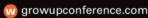














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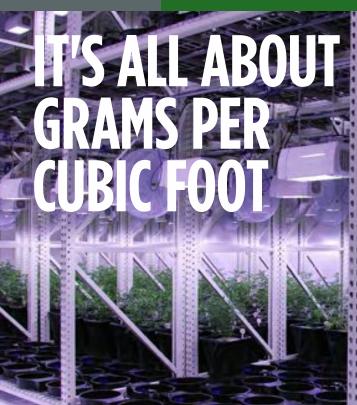
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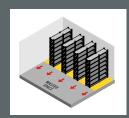
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Hello! I am La Diva Sativa, Sarah Samedi. I'm 37 years old, Canadian (Southern Ontario), and am a stage four cancer survivor. I believe that so many ailments can be treated with cannabis use, and I believe that knowledge is power. Advocating and educating people on how to use cannabis is so important, so I'm overjoyed to bring my knowledge to you through this column.

This month's strains come from BC Weed Co, through TopLeaf, and Pura CO2 Honey Oil, also through TopLeaf. Thank you, friends.

Unboxing TopLeaf's packaging was a true treat: lots of information, a few samples, and some very, very high quality products from BC Weed Co and Pura. I made sure to take lots of photos as I went, and I hope you enjoy my opinions of these three amazing strains.



It's not about getting high, it's about feeling better.





Blue Afghani - Indica

Blueberry x Afghani

Ultra smooth smoke with a very sweet, fragrant bouquet. Fruit on the inhale and spice on the exhale, with very little flavour inside the smoke itself. That's not to say there's no flavour at all; it's a subtle hint of berry through the nose instead of on the tongue.

The quality of the bud is beautiful. Dense and covered in crystal, Blue Afghani breaks down fluffy, potent enough that a ¼ tsp is enough to turn the volume way down on physical pain. The smoke is creamy and rich, and the bud burns down to fine white ash.

Rolled into a joint with CO2 honey oil, the berry flavour is so subtle that it's overwhelmed by the sweet honey taste.

Altogether, this strain is rated high for pain and anxiety, and though it's an indica strain, it doesn't leave me locked to the couch power-watching Twin Peaks all day.

Lemon Haze – Sativa

Let's be frank; I love my sativa strains, and to have Lemon Haze is nothing short of pure joy. Its taste is bright and citrusy, like freshly peeled lemons. It smokes like a dream, which seems to be consistent with all of BC Weed Co's products.







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The effects of this strain were so immediate and overwhelming that I was handwriting my notes and smoking at the same time to get this review completed. I felt confident and cheerful, mood elevated to the max, creative and conversant. Some sativas are so zesty that I can feel jittery, as if I've had too much coffee, but Lemon Haze left me relaxed at the same time I was motivated.

The bud itself is gorgeous, greenish-yellow with golden hair in it, and the bouquet when broken down is incredible: Lemon peel, lemon fruit, with a hint of skunk. This isn't surprising as the parent plants of Lemon Haze are Lemon Skunk and Silver Haze. This produces a very high quality sativa that doesn't leave the user anxious or paranoid

OG Golden Goat – Sativa Hybrid

I'm coming into this strain almost completely blind. I know that OG stands for Ocean Grown rather than Original Gangsta (ie I am a Marijuana OG or something along those lines), but other than that I don't know if it's an indica, a sativa, or a hybrid.

As a bud, it's gorgeous, so light it's nearly strawberry blonde, and smells, no joke, like October. The scent of apples and cloves and dried leaves fills my nose both before and after the grind. It makes me want to put on my favourite sweater and boots!

The smoke itself is smooth as silk, ultra tasty with those warm spicy notes, and knocks any kind of physical pain I'm having right out of the park. Goodbye aching joints and hello creativity! That's what leads me to think this is a sativa dominant hybrid.



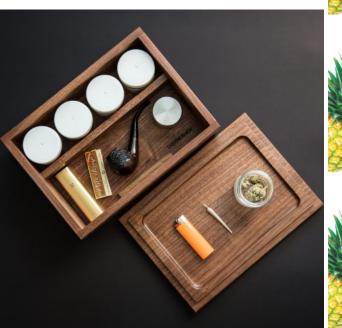


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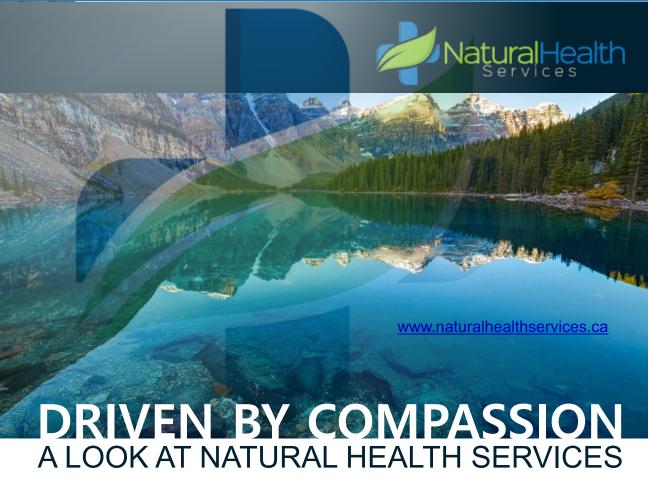
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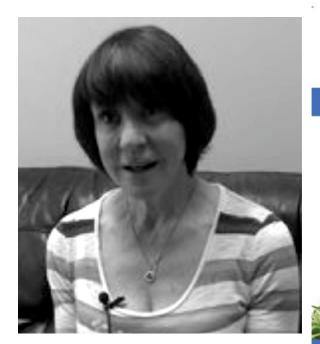


Dr. Stephanie Mason is a founder of Natural Health Services, a pioneering medical Cannabis clinic which opened its doors in Calgary, back in May of 2015. She is a doctor of Psychiatry who specializes in addiction therapy. Stephanie is dedicated to remediating the harmful effects of addiction and other human ailments by prescribing medical Cannabis. This work at NHS is done by a complete team of doctors and technicians all working within the guidelines established by the Canadian College of Physicians. Business at NHS is booming!

Stephanie recruited University undergrad, Viktoria McNeil-Taboika to join NHS in Spring of 2016, as an educator and patient facilitator. Viktoria demonstrates a bubbling enthusiasm for learning and teaching others, about the healing effects of Cannabis. She is bothered by the current lack of scientifically based knowledge that will

only be overcome through years of clinical trials. It is a challenge for Stephanie and Viktoria to direct patients based only on antidotal experience. "This prescription and delivery method worked for this patient, so maybe you should try it", is not the foundational knowledge base they would prefer to possess, but for now, it is all they must work with.

Notwithstanding the challenges, these ladies are committed to providing the best patient care available under the current system. They recognize daily, the benefits their patients derive from the use of medical Cannabis. They are exhilarated by the positive results their patients receive using medical Cannabis. It is clear their motivation is driven by compassion and a true desire to improve the lives of their patients through, the use of medical Cannabis.



Dr. Stephanie has suffered the disparagement of her peers by being a pioneer in the medical Cannabis business. Like many in the emerging industry, she has been openly criticized by the small minded in her profession. It is inspirational that she and Viktoria carry on, with dedication above and beyond the call, trying to correct years of ignorance through education. Her peers in the fraternity of the medical professionals could take a lesson in compassion from Dr. Stephanie. She questions the inconsistent thinking of Doctors prepared to prescribe trial drugs to patients with little idea of the effects, but they have ethical issues prescribing Cannabis. It makes one wonder how anyone smart enough to become a doctor, can be so narrow-minded when it comes to prescribing cannabis.

Dr. Stephanie crusades for improved patient care and deeply cares about personal patient outcomes. Viktoria is learning and sharing her knowledge about Cannabis and its many positive effects. We applaud these "Women In Weed" for their dedication to making Cannabis use safer for their many patients. They are convinced, as are we, that Cannabis can be part of a healthy lifestyle.





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Growing Cannabis -Getting Started By Kelly Gibson

There are some things you need to consider and understand before growing Cannabis for 'personal use'. In Canada a personal grow permit is required, you can obtain this through the current ACMPR program with a Cannabis prescription. Also, consider having any electrical work done by a professional, for safety and potential legal reasons. The security of the grow-op location and storage of the product etc should also be a priority. Most importantly, be sure you have an insurance policy that will cover damage done by a 'legal' grow operation.

These step's below are basic instructions on getting your Cannabis plants started, through the first phase of growth.

First things first, you have to sex your seeds. Why, because you don't need to waste valuable effort and money on plants that won't produce flowers and could accidentally pollinate your crop. I usually get help with this, but YouTube is a great source to check for more information.

Step 1

Begin by soaking the Cannabis seeds in tap water with a PH

level of 5.8 - 6.2 to germinate and at temperatures of 75-80 F. Germination should take 1 to 3 days, discard any seeds that haven't sprouted. Then store in a dark, warm place above the fridge or on a heating mat. Once seeds have sprouted place them between two layers of wet paper towel.

Step 2

While seeds germinate soak the Rockwool grow cubes in tap water with a PH level of 5.8 - 6.2. Then squeeze excess water, ensuring cubes are not too damp. Place cubes on the heating mat for 24 -72 hours until it reaches temperatures of 75-80 F, then remove mat.

Step 3

Once Cannabis seeds have sprouted, make a small hole in the Rockwool cubes. I use the small end of a chopstick. Then very carefully place the seed root down into the depression and gently pack in the sides to secure it. Place in a dome covered seedling tray, under T5 Florescent lights. On a schedule of 18 hours on

and 6 hours off.

Check each cube frequently so they do not dry out and be careful not to over water either.





By Kelly Gibson

Increase the PH level of 6.2 to improve fertilizer uptake from plants.

Don't fertilize until the fourth set of leaves develop.

Remove any delinquent or mutated plants that develop.

Step 4

Prepare the grow room or greenhouse as required.

If using Hydroponic growing, prepare the lava stones by sterilizing them in boiling water.

I prefer to use deep water culture, less equipment concerns.

Step 5

After the fourth set of leaves have developed, begin giving plants fertilizer. Using tap water, with a PH level of 6.2. First watering use only a quarter strength of manufacturers recommendations, increase gradually until the next phase. Plants are ready to be put into buckets.



The Cannabis plants remain in the vegetative growth stage for two months or until they reach two feet tall, whichever happens first. Running lights 18 hours on 6 hours off. Using tap water, with a PH level of 6.2 fertilize as directed by manufacturers. Check PH levels regularly.

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CANADA MAGAZINE

A Look at

Medigrow

An Interview with Matt Durrant

We are speaking today with Matt Durrant, President of Medigrow. For those who are not aware of Medigrow, they have designed safe, energy efficient grow packages that enable enthusiasts to grow top quality medicinal cannabis. Through training and mentorship their customers enjoy the cultivation process and harvest feeling satisfied, producing high-quality medicine for as little as fifty cents per gram.

In addition to equipment sales, Medigrow Inc. offers many services such as educating clients on techniques to maximize quality and yield, rental equipment such as drying huts,

extraction press, automatic trimmers, certified electrical services, piece of mind inspections and efficiency audits. They currently service customers licensed to cultivate their own medicinal cannabis under Health Canada's A.C.M.P.R program. Due to the influx of grow license applicants, Health Canada has expanded their licensing division to accommodate the volume of applications. Medigrow is focused on the thriving medicinal market for grow equipment; education and ongoing support to medicinal home growers with an eye on the future of recreational home grow customers. Medigrow currently does not sell seeds or clones but intends to offer these products when the laws support this initiative.

Matt you have had a very interesting background, tell us how did you get you start in the cannabis world?

I am originally from the West Coast, and have extensive knowledge of outdoor growing and plant conditions. The cannabis culture is something I've been deeply immersed in my whole life. I am a long time advocate for both medical and recreational cannabis. After moving to Alberta, growing indoors was the only option due to weather. I quickly realized the complexities of playing "mother nature" and I began researching and educating myself on how to optimize the environment requirements of these plants. Over the past decade as the industry has changed and grown, I have absorbed a wealth of knowledge in various indoor growing methods. I began to take a serious interest in the industry when someone close to me was prescribed medicinal cannabis and really had no experience with it. I saw this as a great learning/mentorship opportunity and offered to help. As experts in our field, my business partner and I developed a system based on simplicity, safety, automation with a focus on consistency, reliability and knowledge transferability. I have consulting experience, both with individual ACMPR growers (medicinal home-growers) as well as with Licensed Producers. For me it was my passion on how to educate others in successful grow techniques, how to yield efficiency analysis and trouble-shooting techniques that became the cornerstones of Medigrow's development.

HIGH! CANADA MAGAZINE

How did you start Medigrow and did you encounter any stigmas in your early days?

Starting Medigrow was a challenge in the sense that cannabis use or the production of it can carry a negative stigma, even medicinal cannabis. From our company logo to the nature of our business; promoting the individual production of cannabis, we have had several "roadblocks" if you will. We struggled to find a location to operate and we were denied approval for a merchant account from almost every supplier, until we found one that was "cannabis friendly" at an expo this year. Insurance was another hoop we had to jump through. No major insurance companies would even consider offering us their services. Advertising and marketing has also been an obstacle which came as a surprise. Both my business partner and I thought because Medigrow is a legitimate (not illegal in any way) business, we would have no issues promoting our company and what we do. We were wrong. We received several responses back from major advertising companies that all carried the same message: we cannot promote the production of cannabis as it goes against our company's moral code and the Medigrow logo visually is offensive to some, because it includes one small cannabis leaf. This mentality is unacceptable by our (Medigrow's) standards and is discrimination towards all medicinal cannabis patients in Canada who have the right to access their medicinal cannabis by growing it themselves. Medigrow will continue to advocate, educate, and mentor Canadians on the safe access of medicinal cannabis and the rewarding process of cultivating your own medicine.

You still run into some stigma issues today, how do you deal with it?

Yes, we deal with it on regular basis. For example, we have a rosin press at our Edmonton store and a company in our strip mall saw us advertising it on our Facebook page and protested accusing Medigrow of bringing "druggies" around. We look at these situations as an opportunity to educate and reduce stigma surrounding cannabis in the community.



I guess that's because out West you guys don't have any brick and mortar stores, so the perception is that of a dispensary. What else is going on out West, any new innovations?

The grow scene is always developing new technologies. LED lightning has jumped in leaps and bounds, in the last few years many growers are swapping out conventional HPS lighting for variable spectrum energy efficient LEDs. Systems are becoming automated and available for the home grower with new technologies that ensure success. Imagine being able to view and feed your plants while on vacation in the Caribbean.

The edible and concentrate scene is another rapidly growing sector in the cannabis industry. Many of our clients prefer to make and/or convert their harvest into some form of concentrate. One of the perks of being a "medigrower" is the in-home tutorials and instruction on how to make their preferred concentrate.





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By the way, what is your perception of dispensaries? Do you think they are beneficial in the long run?

That's a tricky question, on one hand cannabis advocates, dispensary owners, and black market growers played a big part in getting the industry where it is today. Dispensaries provide medicine to patients in a quicker more efficient method then through the mail and many medicinal customers prefer to view and smell their cannabis prior to purchase. Unfortunately, grey area dispensaries are not held to the same rigorous testing policies as LP's. Despite many dispensaries on the west coast have their products thoroughly tested, but this can't be said for all. At this point, anyone hoping to open a dispensary in Alberta should prepare themselves by getting their business plan together and awaiting the legal framework expected to be released in the fall. The Alberta government seems open to having storefront dispensaries but at this point it's an illegal undertaking.

One thing LP's in Ontario do not actively promote is the growing aspect, specifically "Growing for Women", how's that going and how did that come about?

When starting this company, we saw an immediate need for female grow instructors consulting with our female clients. The cannabis industry is the first industry that woman are able to get their foot in the door at the ground level and female entrepreneurs are entering the industry at a fast growing rate. We see Medigrow as being a great opportunity for both employment and giving woman the ability to learn to grow cannabis from a female counterpart.

That's awesome! How is the industry out West preparing for July 2018?

Many innovators and entrepreneurs in Alberta are preparing themselves for pending legalization by making their product known to the medicinal market. This enables companies to establish a reputable brand prior to the recreational market being legalized. Extraction companies, edible makers, new and innovative lighting and hydroponic equipment suppliers, industry consultants, LP's etc. are all heavily anticipating the billion-dollar industry on the horizon.

Any plans on expanding out to the East?

Currently we are establishing a foothold in Alberta. We want to gain some brand establishment and expand in the west while developing training programs and hiring procedures. It's critical we maintain our customer service while growing, after all Medigrow is about community education and grower success. These are exciting times and we have many innovations we are bringing to Medigrow in the next year. To keep up to date check out our website at medigrow.ca and follow us on Facebook at Medigrow Inc.

Thanks for speaking with us today Matt! In case you would like to catch up with Medigrow, they will be at the Hempfest Expo in Calgary, Alberta on September 30th and October 1st, 2017.









AMES BONS .. MEDICINE, MAN!



OH YEAH, LED ZEP I ROCKS SO HARD: I CAN'T BELIEVE YOU HAVE AN ORIGINAL ISSUE. NO BAR CODE.







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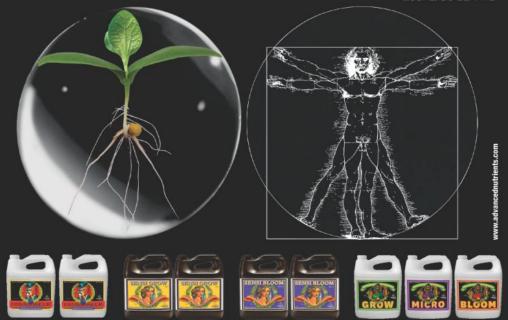
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