



For Immediate Release

Press Contact:

Patricia Piper-Bennett

E: info@goodfarmersgreatneighbors.com

M: (415) 914-5511

Cannabis Farmers Release "Informational Toolkit" to the Public

Following up on a series of testimonial videos highlighting the engagement of cannabis farmers in the community, Good Farmers Great Neighbors has released an educational presentation on the merits of the agricultural crop.

Buellton, CA- As an emerging crop, farmers and elected officials alike are navigating the waters of regulated cannabis. Establishing advanced farming, operational and resource management practices, cannabis farmers are identifying best practices to share with other crop farmers, catalyzing growth in the local economy and creating a new source of revenue to fill municipal budget shortfalls. In a new informational presentation, Good Farmers Great Neighbors seeks to promote transparency around how cannabis has impacted Santa Barbara County, from acreage used to jobs created.

Some highlights of the presentation include:

- Cannabis farms acreage capped at 1% of the total acreage permitted for agriculture this year
- 4,889 new jobs in 2018 thanks to the crop, which pay a median annual salary of \$65,000
- \$291.8 million injected into the county's economy in 2018 through the purchase of local goods and services, and other outputs
- \$6.8 million collected in Cannabis revenue taxes, above the \$5.7 million projected

For Sara Rotman and John De Friel, co-chairs of Good Farmers Great Neighbors, the impetus for this initiative is simple. "Our collective purpose is to inform policy makers, community and business leaders with verifiable facts that underscore actual economic trends, community contributions and a forward looking outlook of cannabis cultivation in Santa Barbara County," they stated. "We stand committed to working collaboratively with County leaders and the farming community to utilize this 'informational toolkit' and other related facts to brief interested communities throughout the region."

Good Farmers Great Neighbors continues to fulfill its mission by offering economic and agricultural facts and figures to help policy makers and community leaders better understand the status of cannabis farming as a reliable commodity crop with great potential to produce significant revenues and agricultural distinction for Santa Barbara County. Links to the presentation and videos can be found here: <https://goodfarmersgreatneighbors.com/faqs/> (presentation) <https://www.youtube.com/watch?v=ggmfxro4PXk> (videos)

Good Farmers Great Neighbors is a collective of Santa Barbara County cannabis industry leaders who believe that Cannabis farming is good for County jobs and our local economy. We promote best practices for sustainable growing, a healthy community and environment, and advocate for good neighbor community engagement to dispel the myths surrounding cannabis and cannabis production to help the industry thrive.

#####

goodfarmersgreatneighbors.com

Get to Know Cannabis

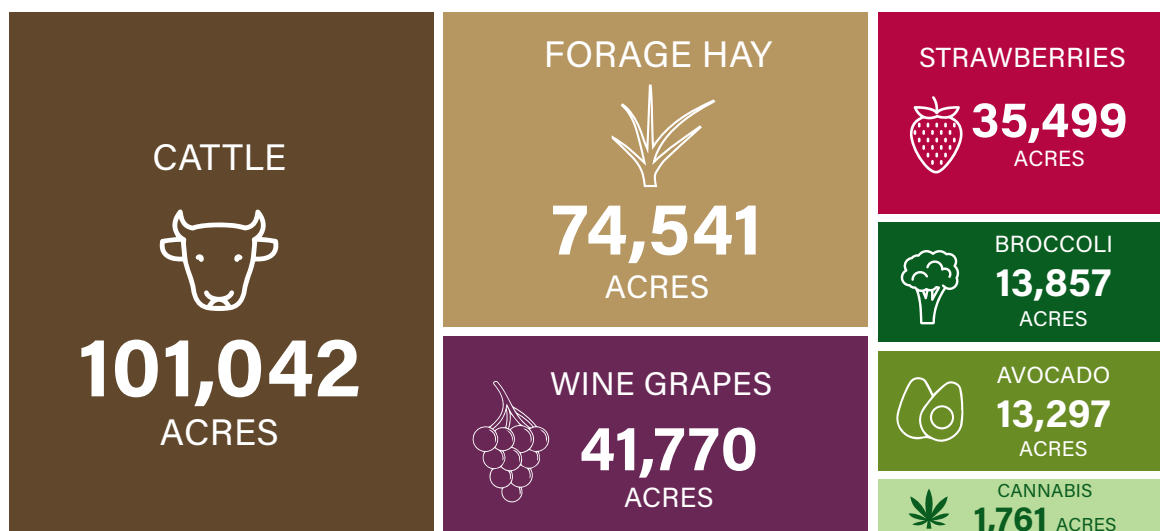


GOOD
FARMERS
GREAT
NEIGHBORS

LAND USE

Total Permitted
Agricultural Acres
in Santa Barbara
County including
total acres allocated
to Cannabis farming:
801,487

Santa Barbara County has restricted Cannabis cultivation to **no more than 1,761 acres**; 186 acres in Carpinteria and 1,575 acres across the remainder of the county.



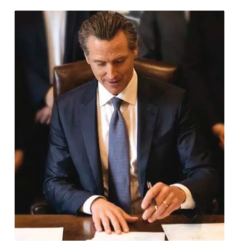
WATER USE

In Santa Barbara County, Cannabis farming is subject to regulation from the California Water Boards and California Department of Fish and Wildlife. **We do not draw water from any rivers, creeks, or springs.** The Cannabis plant has low water content and using advanced drip irrigation systems, Cannabis requires very limited water resources.

Beef (per lb)	1800 GAL.
Wine (per gal)	870 GAL.
Cannabis (per lb)	150 GAL.

AGRICULTURAL COMMODITIES

In September 2019, **California adopted SB 527 and SB 657** adding Cannabis to California's commodity crops and freeing up additional agricultural land across the state for Cannabis cultivation. In 2019, look for the addition of Cannabis Commodity Revenue in Santa Barbara County's Crop Report.



¹ Santa Barbara County 2019 Agricultural Permits: <https://cosantabarbara.app.box.com/s/jdt95fy7gst3g8649l9t3ukrorr5xeh9/file/431631975105>

² Santa Barbara County Cannabis Acreage Allowance: <http://cannabis.countyofsb.org/asset.c/147>

ECONOMIC BENEFITS



In 2018, the **Cannabis industry added 4,889 jobs** to the County's economy; 2,500 directly in Cannabis. On average, Cannabis industry employees earn \$65,000 per year.

Through purchasing local goods and services, and other outputs in 2018, the **Cannabis industry injected \$291.8 million into the county's economy.**

In FY 2018-19, **Santa Barbara County projected \$5.7 million in Cannabis tax revenue. \$6.8 million was collected.** Along with employing 13 FTE through a Cannabis Enforcement Budget of \$2.8 million, this revenue provided funding towards our County libraries and other one-time county initiatives.

Looking for new ways to benefit Santa Barbara County, Cannabis farmers in North County has started discussions with local vintners to identify emerging tourism opportunities.

LOMPOCRECORD.COM

Meeting of wine-grape, cannabis growers upbeat with joint marketing looking possible

Santa Ynez
VALLEY NEWS

Cannabis is Helping Santa Barbara's Economy

Oct 18, 2019 Updated 22 hrs ago 0

Together We Thrive