



**For Immediate Release: Oct 18, 2019**

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## **Cannabis Farmers Work to Engage Community: New Videos Demonstrate Commitment to Santa Barbara County's Agricultural Economy**

*Highlighting the engagement of cannabis farmers in the community, Good Farmer Great Neighbors has launched a public education and community initiative in Santa Barbara County.*

Buellton, CA --- Good Farmers Great Neighbors, a coalition of legal cannabis farmers in North County, has released a series of videos in an effort to help underscore their agriculture roots, commitment to science and pesticide-free farming, community support and economic vitality within the local region.

"We believe it is our responsibility to share our values and passion for sustainable farming, healthy living and community support with the public at large in Santa Barbara County," Sara Rotman, co-chair of Good Farmers Great Neighbors, said. "We embrace our neighbors and community-minded leaders engaged in building a better tomorrow for the people of Northern Santa Barbara County."

The videos encourage dialogue and learning by presenting the experiences of cannabis industry workers, Santa Ynez Valley produce farmers, local business owners and elected officials. Good Farmers Great Neighbors recently hosted the first in a series of community discussions on cannabis, wine, and tourism, and hopes that these videos will further demonstrate their work to collaborate with both local farmers and businesses for the betterment of the county.

"Our families have learned from the best in organic farming and we are now at the pinnacle of innovation producing "Best in Class" cultivation and environmental standards that could help elevate all of agriculture in the County as a leader in the U.S. market, especially when inter-state commerce federal legislation passes next year," - John De Friel, co-chair of Good Farmers Great Neighbors, said.

Agriculture is the economic backbone of Santa Barbara County and the latest series of videos released by Good Farmers Great Neighbors seek to visualize the support the community has for legal cannabis cultivation and the good it has already done for the economy of Santa Barbara County. The videos can be viewed [here](#).

**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.

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