



FOR IMMEDIATE RELEASE
March 29, 2022

CONTACT: Kris Hermes 604.228.9993
kris@wearemovementmedia.com
Lauren Stansbury 402.540.1208
lauren@wearemovementmedia.com

New Public Education Campaign ‘*Weed Like Change*’ to Educate Cannabis Consumers About Benefits of Regenerative Organic Farming

Nonprofit Sun+Earth Certified Convenes Coalition of Farms and Brands, Partner Dispensaries, and Nonprofit Allies in Support of Small-Scale Legacy Farmers

EMERALD TRIANGLE, CA – A coalition of more than 50 regenerative organic cannabis farmers and brands, partner dispensaries, allied businesses, and nonprofit advocacy organizations have joined together to form *Weed Like Change*, a consumer education campaign to advocate for regenerative organic cultivation of cannabis, and shift the industry toward environmentally responsible and ethically produced cannabis products. The campaign will launch throughout California and Oregon on April 11, and continue through July 11, 2022. For more information on the campaign, please view: www.WeedLikeChange.org and the [campaign booklet](#).

Convened by the nonprofit Sun+Earth Certified, the *Weed Like Change* campaign aims to educate cannabis consumers at retail outlets, points of sale, online, and through a series of educational events, about the environmental advantages of regenerative organic farming in the cannabis industry, and the health benefits of cannabis products produced to high-bar organic certification standards. The campaign is designed to increase the financial viability of regenerative organic cannabis brands, improve market access for independent and small-scale legacy farmers, and raise consumer awareness about the role cannabis production plays in either contributing to, or helping to mitigate, the effects of climate change.

“By amplifying farmer and consumer voices, and making the connection between cannabis cultivation and climate change, *Weed Like Change* is educating the public on the most pressing cannabis industry issues of our time,” said Sun+Earth Certified Board President and regenerative organic cannabis farmer Casey O’Neill. “The corporatization and mass production of cannabis in indoor, energy-intensive warehouses is not sustainable and has a disproportionately high carbon footprint, and we’d like to shift the industry toward more regenerative and socially just production models. This effort seeks to help consumers understand how uplifting farmers is a key priority, if we are to protect and revitalize our local cannabis economies,” he continued.

Sun+Earth is launching an Educational Grants Program for qualified farms, brands, and retail outlets to help educate consumers, fellow farmers, and retail workers about regenerative organic farming practices, ethical land stewardship, fair labor practices, and community engagement, among other related topics. Grant awards range from \$1,000-\$5,000 depending on the type of educational programming and whether the grant recipients are farms, brands, or retail outlets, and will be distributed in Spring of 2022 to further expand the depth and reach *Weed Like Change* educational programming.

“Many factors such as climate-driven disasters, wildfires and droughts, along with economic adversity from onerous regulatory burdens, and falling prices due to unbridled cannabis production, together contribute to the extinction crisis faced by many small-scale, legacy, craft, and family-run cannabis farms,” said Chrystal Ortiz, founder of Sun+Earth Certified High Water Farm and Herb & Market Humboldt dispensary, which are both participating partners in the *Weed Like Change* campaign. “In response to these challenges, the *Weed Like Change* campaign seeks to uplift regenerative organic farmers who have endured great hardship in a rapidly expanding and increasingly corporatized industry that seeks to monopolize production and market access.”

Studies show that consumers support and want access to healthy, environmentally friendly cannabis products, but they need to know these products exist and where to find them. According to a recent [consumer survey](#) by the US Cannabis Council, more than 1,000 respondents—the majority of whom are heavy cannabis users—chose “health” and “the environment” as the most relevant factors guiding their cannabis purchases. *Weed Like Change* aims to point consumers to products that meet these consumer values, and thereby strengthen the market for the regenerative organic cannabis farms that have long been the heart of the industry.

The *Weed Like Change* coalition includes 23 cannabis farms and brands, and at least 40 dispensaries and delivery services across California and Oregon. For a full list of participating farms, brands and retail businesses, as well as available products and where to purchase, please visit: www.WeedLikeChange.org.

As part of the *Weed Like Change* campaign, scores of retail workers will be trained to engage with consumers on the benefits of regenerative organic cannabis. Each campaign partner will also be supplied with educational materials including informative point-of-sale displays and vertical wall units, wooden medallions, window decals, and QR Code stickers that enable consumers to learn more about regenerative organic cannabis. Dr. Bronner’s, the top-selling natural brand of soap in North America, is producing limited-edition Pure-Castile 4oz soap bottles with a special campaign label, in support of the *Weed Like Change* campaign, which will be available at campaign education events.

In an effort to move the cannabis industry in a healthier and more environmentally friendly direction, *Weed Like Change* is asking consumers to [sign a pledge](#) in support of regenerative organic cannabis, to urge their local dispensaries to carry Sun+Earth and Biodynamic Certified products.

The *Weed Like Change* campaign comes as Sun+Earth prepares to celebrate its third anniversary on Earth Day, April 22. Founded in 2019 by cannabis industry leaders, experts, and advocates with a common commitment to regenerative organic agriculture, farmworker protections, and community engagement, Sun+Earth aims to move the cannabis industry toward a cleaner, healthier, and more ethical future. Sun+Earth has certified over 60 farms and manufacturers in four states—California, Michigan, Oregon, and Washington. For more on Sun+Earth Certified: www.sunandearth.org.

Weed Like Change events and educational programming include:

Ribbon-Cutting Ceremony Featuring Brother David’s Founder David Bronner
Sespe Creek Collective, 408 Bryant Circle, Ojai, CA
Friday, April 1 at 4:20pm

Sun+Earth Panel Discussion on Environmental Impacts of the Cannabis Industry

Featuring Sun+Earth Certified farmers Daniel Stein and Tina Gordon; and filmmakers Jesse Dodd and Claire Weissbluth, co-producers of the new documentary [*Tending the Garden*](#)

Hopper Compound, 330 Indiana Avenue, Venice, CA

Wednesday, April 20 from 3-10pm

**Media are invited to RSVP for these events to Kris@wearemovementmedia.com*

By April 20, 2022, Earth's atmospheric carbon concentration is expected to reach 420 parts per million for the first time in human history. An event held in Venice, California will draw attention to the large carbon footprint of industrial indoor cannabis production and the solutions that regenerative organic farming practices hold for the planet.

###

***Weed Like Change** is a public education campaign to raise awareness about the importance of buying environmentally sustainable, ethically produced cannabis, and the benefits of regenerative organic cannabis farming. Learn more at: www.WeedLikeChange.org.*

