

April 8, 2019

The Honorable Mike McGuire
California State Senate
State Capitol, Room 5061
Sacramento, CA 95814

RE: SB 185 (McGuire) Cannabis: Marketing - SUPPORT

Dear Senator McGuire:

On behalf of the County of Monterey, I write in support of SB 185, which would establish a certification program for cannabis and manufactured cannabis products comparable to the National Organic Program and the California Organic Food and Farming Act.

In the 1980's cut flowers producers erected cavernous greenhouses south of the City of Salinas. Then global competition decimated the market. The downturn left tracts of vacant, collapsing structures and played a role in pushing the local unemployment rate to more than 11%. Many of those greenhouses are blooming again, as cannabis production has moved into Monterey County, one of the world's most abundant agricultural areas. The County estimates that it will soon be in the top five counties for cannabis cultivation in the State and strongly supports legitimizing cannabis cultivation as a contribution to the agricultural industry.

SB 185 will provide consumers with more objective facts to make informed decisions to choose products that best fit their economic and brand expectations. This bill also supports the local California cannabis industry and promotes the County of its origin which will result in more positive economic outcomes for both. Additionally, populations that have prospects for better economic outcomes have a higher capacity to access health and safety controls to protect the public health where needed.

The County of Monterey is pleased to support SB 185. Please contact Monterey County's Public Policy advisor, Jennifer Capitolo of Nossaman LLP at jcapitolo@nossaman.com or 916-930-7706, if you have further questions.

Sincerely,

John M. Phillips
Chair, Board or Supervisors

cc: Senator Bill Monning
Senator Anna Caballero
Assemblyman Mark Stone
Assemblyman Robert Rivas
California State Association of Counties