

meeting on Feb 10

Tue, 3/9 11:42PM 1:08:26

SUMMARY KEYWORDS

hemp, tribe, cigarette, questions, produce, product, people, crop, blend, production, hemp products, market, sales, reservation, nicotine, smoking, developed, grow, stores, cbd



00:00

Let's be respectful of everyone else's time, make sure we have time to answer any kind of questions they have. So my name is Dr. Tam. I'm Mater and I'm moderator for the calls. Today we have a pretty exciting presentation today about half program. And so Jay, what does that mean for the Iowa tribe? So kinda With that said, I will pass it off to Mr. artesyn. net and Mr. net, you can introduce yourself and thanks for presenting presenting today.



00:32

Absolutely, I'm just you know, Tim, I did meet your guys's room. So when you go to talk, okay, so Hi, everyone, my name is artist, Annette, I am the interim director for the Iowa tribes industrial hemp program, as well as has helped steward and lead the industrial hemp projects that the tribe has entered into in this last year, has helped consult on all of the different projects that we've gotten into thus far. I was brought on to the tribe back in 2019. To help out with a little problem that they were they were facing. And I tape push this over to Chairman rod to kind of talk about what happened and where things came from and where things have gone since then.



01:29

You did. How's that? Perfect. All right. Thanks, RPS. Thanks, David. I would like to introduce the the current executive committee members that are on the call tonight. Lance is not able to make it tonight. We do have Tony, you still with us? Yep, I'm here. Okay, go ahead and go ahead and start introductions real quick with the UC. Alright, I'm Tony fee. I'm a secretary of the executive committee.



02:19

I'm Elise Talley.



02:20

I am the treasurer.



02:24

I'm Robbie Craig, and I'm the Executive executive committee member. Thank you. And then I would like to introduce Jimmy Lunsford. And then Brett dole Brett and Jimmy are the two leads that's been out in the field, you know, making sure that we were successful in this crop. So I wanted to, you know, introduce them and acknowledge, you know, them and their hard work for getting us to the point that we're at today. So, thank you guys. So, I'm gonna back up a little bit, and we'll back up about, you know, seven, about seven, eight years ago, the executive committee at the time, you know, we wanted to, to try to grow this crop. You know, but, you know, the feds were would allow us to grow this crop, but then the state would not because they still have concurrent jurisdiction here within the reservation boundaries. So we had to set it off, you know, to the backburner. And then, you know, 2018, came along to where the, you know, we have the Farm Bill, the 2018 farm bill, which we were going to apply to, for a hemp research license for the state of Kansas, we got all the application in, everything was good to go. All the payments were made, the fees were made. And the application was submitted on time, but the state of Kansas did say that, you know, be in town that land was in trust, that they could not allow this for cannot approve our hemp license. So, at that time, you know, I reached back out to the state, and we asked, you know, we could do a resolution, adopt the resolution for a limited waiver of sovereign immunity, just on this project. And just on that tract of land, they would not accept that the state of Kansas came back and they wanted to enter into a compact and, you know, those things, they take a number of years to get done. You know, we we were, you know, advantageous of trying to find a way to to get this crop grown here on our reservation. So that's when, you know, we hired RTS and David to come in and help us with that. And then RTS and David have wrote the the tribes stamp regulatory program, which is a USDA approved. You know, and we were worried a third were we the third try Pork fried pork tried in the nation to get a approved USDA license. So we're very, you know, that's that's huge. And, you know, we wouldn't have been able to do that with, you know, without our Tz David, bringing their knowledge and expertise to, to the reservation here. So with all that being said, that's kind of the history that led us up to this point. And then I'm gonna pass the hat back off to our team to get into the program, and

then the project.



05:33

Awesome. Thank you, Chairman. Yeah, so back then we, you know, we had the position of not be able to go forward with Kansas State, as Tim said, and so we had to, we had to look at developing our own program with the 2018 Farm Bill, that opened up the possibility for tribe, tribal governments to be able to apply to the federal government to create their own regulatory program, much like any state could, at the time. So without the ability to move forward with Kansas, we looked on towards this and saw that even though we had the challenge, and that there was the delay of not be able to move forward in doing production in 2019, there was a much better path and which was a path towards creating our own program and having that now having more more sovereignty and how hemp is produced on the reservation, beginning in 2019, around flitz, like August to September, we began writing that whole entire program. And then in January 2020, we were awarded our certification and were approved by the USDA to begin regulating hemp production on the reservation have production on the reservation currently only has one license holder, that being the tribe itself. And for any other interested parties who want to get into hemp production, or have any interested in that, they can always reach out to myself or and or find more information online on the tribes website underneath the industrial hemp program. For the current rules and regulations, we we try to make it as inclusive cluesive as possible, I worked with the Oregon State Department of Agriculture as well as the North Dakota Department of Agriculture, two states that are leading hemp production in the nation, and really kind of followed a lot of their guidance as we developed our own program so that it really would be easier, you really like quite easy for a producer to get into national hemp, especially due to some of the risks associated with hemp production at that time. hemp production can is a it's a specialty crop, it's a cash crop. And it does require an intensive amount of capital, oftentimes in the first in the beginning, in comparison to something like corn or soy. But the rewards from it can be quite, quite positive. And so we looked at that and said, Alright, then we need to make this possible for any other producers to get in there, especially when it comes to affordability, make it something that it's that there's a low cost of entry. And that was kind of the precipice and why what how we developed everything in our program. come January 2020, we were approved, we were the fourth tribe to be able to be approved in the nation, as the chairman just said. And I would also like to say, I think tribes were some of the most proactive in developing their own hemp regulatory program and getting that entered in underneath the 2014 Farm Bill. Out of all the states, tribes were the fastest and we're had some of the most compliant bills are compliant programs that were sent in. So just I just give a huge round of applause to all tribal nations across the United States who have submitted programs to USDA, it was phenomenal to see that it's phenomenal to see tribal

nations leading hemp production for this nation, in terms of how it's produced and how the regulatory framework is has been developed. So we created a program and we thought Alright, so now we have this. Now we can actually have we can produce underneath our own license. What's that going to look like? So we began kind of gathering more information. I brought me on on to further role of helping them out with consulting on the production team. And that's when I was able to start really working more in depth with Jimmy Lunsford, who also has some knowledge and a little bit of experience with this crop and was able to lend a huge, huge hand with production throughout the year. In 2020, we planted oh nine to 10 acres and we were met with some definite challenges. In the 2020 crop year, we had a signal and significant loss due to weed pressure. This was all from primarily Johnson grass. And we were able to get ahold of it during kind of mid summer and really start to kind of keep that all down. But it did have a significant impact on our total yield at the end of the year.



10:24

You know, hemp production on the reservation really hasn't truly been done for, for many, many, many decades, especially this type of hemp production, which is much different than fiber fiber crop puts, to try instead of going towards hemp fiber or hemp grain, reproduced hemp for CBD production. So that'd be CBD oil, or the flower itself, the value of that is much, much higher than grain, and can sometimes be much easier to kind of enter into the market and enter into the market just due to how much more many more buyers there is in the market for that versus us grown hemp grain or us grown hemp fiber. There just isn't facilities for processing that at this point. And so that is why we decided to get into CBD production. Ending you know, and I before I go really further, I also really just want to say a huge thank to everyone that was involved with that. Jimmy, Brett Skye, Eva Collin kisses, jack, each one of these people were so hugely helpful throughout the entire production here. And I think the team on its own stands as a symbol for what the tribe is doing. And agriculture, which is primarily every single person who was a part of the hemp team themselves, were a part of the younger generations. Now, one of the biggest problems that are associated with agriculture, as it stands right now is that we're losing farmers because it's a it's a, it's a dying generation, it's a much older crowd that is in that. And so with hemp, and with new crops like this, we're starting to see more young people come to it. And that's, that's why it was, you know, to me, what's why it's so important to be able to lead with something like him, because of just the cultural interest around cannabis. But as well as the the significant opportunities that hemp allows. So we did our 2020 crop year, we had a pretty good harvest, we set that all up, dried it all in our own facility, and then began bucking it and curing it and preparing it for a product. Now, I'm going to go back a little bit a couple months. In June of 2020, we were talking with a company based out of here in Oregon, where I am, who wanted to do a hemp cigarette.

Actually, I think there's this before this is it was March, sorry. So March, they said they wanted to do a hemp cigarette, they'd be really interested in doing it with us. And so we kind of we kind of worked with that and play that out and kind of saw what that would look like and began getting into some, you know, contract negotiations and things like that. And at one point, I and David, we asked ourselves, if not good, if not this company? Who like could we could we do this ourselves? Could we vertically integrate because with this company we were going to be providing the market and the customer base, as well as providing all of the hemp and all of the materials for this. So if not, if not the market and if not the hemp what was our what was this this spire really going to be providing and that was really just a package. There's a lot more into the package, then you mind my guests. But we decided we get down that and we'd really we started to look at what it would look like for us to go get into to making our own hemp cigarette. Now, come here in February, we have developed the world's first Native American hemp cigarette called show J. And show j is the Iowa name for smoke. And I want to leave a space before I get into the kind of presentation side for show j if David if you had any notes or anything you wanted to speak towards the development of HAMP program development a show Jay.



14:37

Yeah. Yeah, I would like to add that I think that was instrumental that having the guidance and the support of the executive committee because we look at the hemp industry competitors in the field and various products. We wanted to make something that was uniquely for the IoT people. So that was really critically important and the best way to do that was also to vertically integrate So I think there was a lot of good points were the farm team grow team and also Executive Council they pivoted, we're going to look pivoting based on market. If you did watch the industry before, CBD was the main driver, a lot of were in CBD, but the market is very saturated and just only the CBD market. So in order to best utilize the crop, and also best utilize resources, it was best to diversify into various product lines to ensure the best return on the dollar to the tribe.



15:35

Thank you, Evan. Yeah, it's instrumental. And it was the best decision we could have ever made, to vertically integrate and to look at producing our own product. When I said that it is the world's first, it truly is a completely niche product. It is differentiated out of every competitor on the market. And I'm really excited to present to you guys this presentation on show J. This is our brand book that we it's been changed a little bit for this presentation. But this is primarily what we show to our interested customers, or any distributors or retailers that want to start looking at yo J. So give me a moment as I get

this set up. But I want to say thank you to all four here listening to the story to support in the tribe in this venture. And please spread the word as much as possible.



16:40

Hello.



16:53

All right. Can you all hear me?



16:58

Yes, yes. Perfect.



17:00

Thank you. All right. Well, I want to welcome you guys to show J. Natural native, original, always. Jojo was developed in an executive board meeting, as we looked and started talking about what it would be like for us to develop our own Instagram. What would it mean for us to be able to do that? Well, what would we call it? And as we began tossing around names of what what it would be called, again, talking with Lance foster vice chairman on some different Iowa words that might content or be connected to the act of smoking, or to cigarettes or to hemp or something, something of that sort. And he said the word Shoji, and we said, that's it. That's that's got to be it. It seemed it's a name that is easily pronounced, you see it, you can you can do I understand what it means. And so then we begin discussing about Alright, so we have a name we have show j, we have the first Native American hemp cigarette, what is what is some things that we want are going to stand behind and something that we know will always be a part of who we are. Because as I stated in the beginning, part of the tenants of this company is that we are always these things. So our three core values are to first to support Native American communities, to honor the land through regenerative agricultural practices, and to only use natural materials in everything that we do produce. To go into these a little bit further, what we mean by natural is we mean that everything that we put into the pack, including the pack itself, including the carton, including the our way of packing up everything in two master cases, everything is as natural as we can possibly get. Meaning that what comes from the earth, what we put into our hemp cigarettes can easily go back. So our filters are all biodegradable. Our paper is made of hemp, our packaging is all made from our

degradable materials. All of our ingredients that go into these are all natural and regeneratively produced or organically produced. What do we mean by native is we mean we are the only company that exists in the hemp industry. anywhere in the world that 100% of our revenue goes directly back to supporting Native American communities through projects involving food sovereignty, regenerative agriculture, and economic development. When we say original, we mean that what we have developed is the only this is I always like to think of when you're developing a brand What is your own leanness statement in which like, which means like, what is the what is the what is it that you do that is you are the only person who does that and so Wow, when we came to develop this brand, I began working with Lance foster again, the tribal in the kind of the role of the tribal Historic Preservation officer to learn more about what some of the more significant medicinal herbs that the Iowa and other tribes along the Missouri had used. And through this, we came up with three different blends that are all traditional to Native American tribes along the Missouri as well as some tribes over into the Pacific Northwest and on the east coast. All of our herbs and everything that is in it are organically produce, and our hemp is regeneratively grown. And we always like to say, through all of this, we offer a distinctively different smoking experience. And when we say always, what we mean by that is that the Iowa tribe was here 1000 years ago. It'll be here in 1000 more we mean that guy away are resilient. They are powerful. And together, the Iowa tribe is bringing to the world show j



21:09

you guys don't know about what some more than the back man behind story around the tribes farming operations. One of the big purposes and one of the big journeys the tribe has been in is around regenerative agriculture. regenerative agriculture really focuses on the soil. Meaning that if you focus on the soil, if you build the soil biology, if you build your your organic matter if you build the microbiology of your soil, it will give back and you can build your your soil by integrating livestock into your operations by using multi species cover crops by minimizing the amount of tillage that you do on to your land. And by always rotating your crops. These are practices that have been taken up by the tribe across all their farming farming operation, which covers over 1200 acres. So for our little 10 acre plots for hemp, we tried to integrate this into everything we do as much as possible. Because of this, we did not require any form of fertilizer or chemicals or pesticides. What this allowed us to be able to produce a extremely clean flower that we felt confident in in selling into the market. Our vision with show Jay is to provide a smokeable product that is a better alternative to tobacco and nicotine. If you've ever smoked hemp or if you ever choose to smoke him from produce a smoke show Jay you will find that it does provide a really nice relaxing and relaxing relief to your body that is due to the the CBD that's in it, as well as due to the native smoking herbs which we've

included in the blends including it which is things like white mint, prairie sage, labia and Burberry also known as kinnikinnick. This is our original blend. This brand for we've developed out of three brands, I mean three different blends. This is using just purely our own hemp, also known as Kazakhstan, okra, the Iowa name for hemp flour. Within each of the different packs, there's over 1000 milligrams of CBD. And within each cigarette themselves, there's over 50 milligrams over these are 20 packs. They retail currently for 1299 a pack, or 129 99 per Carton. We have our floral blend. And this was really developed to kind of mimic some of the traditional kinnikinnick blends that have been used by Native American tribes for for millennia. One of the really big goals around our one of one of our blends, which we really hadn't decided initially was a way for people to success off of tobacco, and to have something that they know that they could go to that would help them with that. When we kind of started looking into cessation and looking into native smoking herbs that were there, and looking at the medicinal benefits and properties to them. We found that lobelia was a really prime candidate for helping with smoking cessation, and historian in do and in historical records. It's also been shown to help people with suppressing off of alcohol and addiction that way. In addition, we included herbs like akinesia and oversee or burbury or kinnikinnick however you'd like to call it, which has also been shown to help with nicotine detoxification and help with anti inflammatory and as well Having anti anxiety properties. Now I know I myself been a smoker in my life. And a lot of the reason behind it was, you know, I'd be in a stressful situation, you know, pick up a cigarette and smoke it. That's not really that's not a good choice. Because what it does is it just really continues that that cycle of continuously putting more inflammation into your body, increasing anxiety, and kind of is a double edged sword. So what we had to think about this in as many ways as possible to how we could really provide something that is truly a better alternative to tobacco and nicotine. And we believe the floral blend is And lastly, we have our mint blend. This one is I think, a grow team favorite. It includes our prairie sage, peppermint and originally grown hemp. This is to mimic the kind of traditional



25:58

mint or menthol sorry mental blends or mental cigarettes that you have on the market. Currently, it is really, really nice and cooling. And it has just a touch of sage which kind of hits the back of your nose. And for me growing up in hermiston, or Eastern Oregon, where there's a lot of prairie sage, kind of low Sage grasses. It reminds me the smell of when you'd stand out in the cool night air in the desert. So we're really really excited about that and really believe this can be one of the most popular blends that we have.



26:37

Now



26:39

I wanted to answer any questions and these are pretty primarily what the questions that we often have around Shoji which is what are our cigarettes rolled with. And that is our own blend our own blend of hemp that we grow ourselves and will always grow ourselves as well as a blend of organic Native American smoking herbs. Your cigarette contains 50 milligrams of CBD. And this is we're able to by smoking hemp versus taking it sublingually with oil, you're able to get it quicker into your bloodstream and to have more immediate and sustained relief and relaxation. No show day does not contain any nicotine, any tobacco or any other additives. Everything about it is as natural as we possibly get it. J is all third party tested and is below point 3% THC and is free of all chemicals, mycotoxins and pesticides. And we are able to easily say these things because they never enter the field. Our rules and regulations that we have to abide to are all j&j meets all federal, state and tribal regulations concerning hemp production. And just you all are aware, there's currently no agency regulating hemp product development, or hemp cigarettes or any any sort of hemp smokeable or tinctures. The FDA is most likely going to be the regulatory body for hemp products. But they have yet to issue any sort of regulatory framework for hemp products. And so currently the market is a little bit of a wild west. Our production capabilities. Right now we are currently able, capable of producing 1000 cartons per week, and can scale up to 10,000 cartons per week within a 60 day notice. Our manufacturing facility is has ISO 9001 certification, meeting many safety standards that are required for an international facility that manufactures products of this type. Now going from this, I'll go into our certifications. So this shows our certificate for our manufacturer, as well as our Certificate of analysis analysis showing that we do meet the below point 3% threshold for him, which was allows us to be able to cross state lines, it allows us to really take this product wherever it needs to go. Here is our hemp production program license. This was one of the most exciting emails I think I've ever gotten. We were We were beyond elated when we finally were issued our license and to be the fourth driver to be to receive this, this certification



29:35

to look at, I know this looks like just a bunch of jumble of numbers. And I'd be more than happy to go into this with anyone in more detail at a later point. But our projections I'm going to lead us down to the bottom left hand corner. Our projections for 2021 is to have

an annual revenue of \$257,312 with a gross profit of over \$180,000 This and I also want to note that all of her projections are as minimal as possible to make sure that we do have any added gains from stores or added sales, that those are just seen as more of a benefit. But we always do plan on the minimal amount of revenue, and a minimal amount of production. So that we can always manage manage our risk as best as possible. This has 80 stores in it for our distributor sales, starting in March, it has us hat starting with five stores and an additional five stores monthly, we'll be able to do that by through the development of our own sales team, which if anyone listening or if you know anyone who might be interested in having contact me, we're looking for sales associates to join show j and help us out with outreach for direct to customer sales, that is show j.co you can go and visit that our website anytime. We are currently accepting sales, and we'll be shipping out products in the next couple of weeks. Our goal with that is to see 25% growth and sales monthly. So this is a small amount of growth. But it means that we're able to really pay attention to what we're doing. To be able to meet our 2021 needs and goals for sales, we are going to have to produce we had to produce 13 139 pounds of hemp. We did. So we can meet this. If we do need to produce more if we do have more sales than this in 2021. It does mean that in the 2021 year or start up here, we may have to produce a by a little bit of hemp. Luckily, there's a number of other different Native American producers of hemp that we already have an array communications with if we do need to buy anymore. And 2022 though or in this year, I guess this will not be the case in 2022. If we continue our goals with sales, if we double the amount of source that we're selling to, which is just 160 stores, which we are very sure that we will meet and we continue to add five stores more monthly. And to continue with 25% growth on our online sales, we will reach \$740,000 in sales with a gross profit of nearly \$600,000. In order to be able to meet this need, we have to have, we have to produce it nearly 4000 pounds of hemp add on tack on another 10% let's say we've need to produce 5000 pounds this year we will be producing we'll be growing on over 10 acres and expect to have 1000 pounds per acre. So we're very confident we'll be able to meet this need. In 2023. If we continue our growth in this trajectory direction, we will have a total sales of \$1,223,560 with a gross profit of a little over a million dollars. I know that seems like may seem like big numbers and they may seem like lofty goals to the hemp industry. It is not 240 stores is is an arm's length away from us at this current moment. We have 80 stores that are ready to start off online and are ready to be in taking more they do see success. And two more two more sores within this chain. In order to meet this goal with for our hemp production, we have to produce a little over probably 6000 pounds of hemp, something we do, again feel very confident that we can meet all together in 2023. This will meet around 400 stores. So in the next two years, that is the amount of growth that we do need to see in order to meet the sales goals that we have shown you here.



33:57

And that is the end of the presentation.



34:06

Awesome. Thank you guys. Thank you for letting me just just listening and hear me talk for I don't know how long it was. I could talk about show j all day long. Show j is again something I thoroughly believe in I love and I know is going to be so strong and so successful in the market demand we have from just our manufacturers over and over and over again. interest we have from new customers over and over and over again. Just goes to show that show j is going to be one of the strongest hemp smokeable products on the market



34:45

this year good. I also want to add to that too. Yeah, so we are working diligently at stores are ready to go online. We have an East Coast relationship that we're working with The 1500 stores will also have international recognition. And there's an interest in over there as well. So we'll push you to gain a word out. But honestly, this is going to take a community's endeavor. So I'm hoping that all of you will present and push a part of the process being developed. And making sure that the name gets out there, let stores know that they want to be carrying it, let people know that it's been developed within your reservation, it's really going to take the power of the people to help me move this product and benefits and come back to the entire community to try it. So I lost a good job to everybody that helped to grow it and manage it and Archie spray presentation. And thank you, Executive Council for Continuing to support this endeavor reducing very, very viable. Again, it is a product. People are very, very proud of all. With that said, Are there any comments by executive council members? Or if not, well put the questions. The



36:06

only thing I'd add on is in 2021. arc for this crop year, we will be producing over 10 acres, the challenges that we were met with in 2020, which really, were predominantly around weed pressure, we are going to be able to meet that challenge, we're going to be increasing the width between our rows so that we can get in larger mowers that we can ride instead of having to push there's I can tell you pushing up a hill, up through the TELUS Johnson grass you could think is a challenge. It is it is very much a challenge. And the guys spent days and hours and hours in the hot sun doing this Elise actually came out

there, it was a really good effort. And, you know, she even tried to know it was amazing, you know. And again, we saw more and more people from outside of them form really join in last year. And we expect to see that this year as well. As we continue to develop in this year. Again, we'll be increasing the width between our rows, which will also allow us to be able to bring in the chicken trailers so that we can integrate livestock into our hemp production. This will limit the amount of pest pressure that we have as well, which we had a little bit of problems with crickets wasn't that bad. But we did have some challenges there. And this just will go with him to further bringing in regenerative agriculture into our hemp production and differentiate us from the entire market. I can tell you, if we can get cover crops planted between every single row if we can get chickens brought in but a no in between all the rows and doing this integration. If we can do this all through regenerative agricultural practices, we will be the only ones on the market doing this level of work with the soil with the plant and with the people. So I want to just say a huge thank you to everyone that's been involved. There's a lot of people that are here right now. But the entire row crop farm team that helped us out with getting all the fields prepped and planned. They were hugely helpful and they put up with me, and and all that goes into getting everything started because I can tell you getting it all started can be a challenge. It can be frustrating. And it can get hot, like literally just really hot. So thank you to everyone. Your eyes are amazing. This was most people's first time ever entering into the hemp industry ever growing hemp, and they met that challenge with just such with such vigor and such interest. And so again, thank you guys so much. Thank you for bringing me on to the team. And I'll leave it to everyone else here. If you have any questions. We'd love to entertain them.



39:01

Brett real quick before we start questions Did you have anything to add Brad or Jimmy? All no just that thanks for all the help Marty's all this because you guys we can ended this either. So appreciate it all. And the council to those a huge help as well. Anything Brett? No. I thank you Brett too as well. Yeah, Brandy is actually working his second job this evening and he is actually in the kitchen. So thanks, Brett for being able to join



39:43

David. Alright guys open up a question. So make sure that if you have any questions, please raise your hand. Let us know if you have a questions and you can always click on the icon on your screen or unmute yourself. I'll be helpful as well. Don't be shy guys. I'm not getting



40:14

a job answering your questions, good.



40:23

Questions, comments? Anything? Oh,



40:32

that's a distribution. Oh, thanks, guys. We are going to be beginning distribution on the West Coast initially, just due to the interests of the market there are primarily our Salesforce will be located in the Midwest. And we'll be contacting stores in that region. One of our major goals for sho J. And our sales team that is internal is to be reaching out to tribal c stores and tribal casinos and really trying to make as many inter tribal relationships as possible. And again, are on the East Coast opportunity there with a distributor. They are a very, very well known tobacco manufacturer out of New York that I'm sure everyone knows of. And they are another native producer and will be able to help us out with distribution as well. That's a always primary goal with everything that we do and sales is that we do need it first.



41:33

Question?



41:36

Yes.



41:38

Would it be prudent to mention what we are also



41:42

doing with what is leftover from the end



41:46

that we grew, such as our hempcrete that we are working with? and



41:52

everything else we got going in to the hemp as well? Yeah. Yeah, I mean, I'll touch on to it lightly right now, right, you and I will be having a webinar on this in a couple weeks. But all of we really do really try to make everything used as much as possible with production that there's little to no waste. And so what that means is that all the stocks that we have, that we grew this year, we'll be using for hempcrete production, and building houses, along with other hemp that is being brought to us from other producers within Kansas. It's a pretty incredible thing to see more and more people to mainly literally just giving us all of their hampered, so that we can build a Brett's had the awesome chance to be able to begin testing out our hemp and some other hemp that we are given and it does build really good block hempcrete. And again, we'll go into that a little bit more in detail in a couple weeks.



43:02

Question. I'll also just add that red and RTS are actually certified texture contractors, meaning that they've been certified and trained and all hempcrete. So that's a great value add to the I saw a question.



43:30

Connie, if you can unmute yourself.



43:33

Hi, this is Callie elra. Scott wanted me to ask you how much your pack of cigarettes gonna cost?



43:43

Great question. So currently, our price for our hemp cigarettes are 1299 back. As tribal members, we will be given a little bit better deal. So just got to get a hold of us and we'll work that out. But we will be selling them at our gas station Grandview for 999 a pack. So

that is what will we be selling it to on the reservation and to tribal members, anywhere else onto the market is sold at 1299. If that sounds really expensive. It's right on par with every other competitor that's on the market right now. That is producing a similar product. So this is this is very acceptable. And if you you know if you're over here on the West Coast pack of cigarettes is now going for upwards of \$10. So it's not that much more to look at, you know buying a pack of 10 cigarettes. And if you look in further detail at our our pro forma that I shared during the presentation, in 2023, there's a little bit of a decrease in the growth of our sales. And that primarily just has to do with that we were going to be reducing the cost of our hemp cigarettes to 999 a pack MSRP versus 1299 that it is now And we're gonna be able to do that by continuing to scale our production getting and then reducing all our material costs.



45:08

That doesn't sound bad for all the benefits that has. Oh, thank you. Thank you.



45:20

I also want to say if anyone has any questions in regards to anything regarding hemp, hemp production, anything like that. My previous job was, I worked as a researcher for Oregon State University for the global hemp Innovation Center. And then also did lighting research for cannabis. So if you have anything any question regarding growing or anything like that, you always feel free to email me. I love talking about growing cannabis. I've done it probably since I was 12. And taking it into every single part of my life. All Olivia Brienne your question?



45:59

I do. Yeah, I was wondering what the minimum order for retailers is going to be?



46:06

Yeah. So we're a start up right, where we are initially entering into the market market. So for retailers, the mo Q is three cartons, so we want to see you by each of the different cartons. And try that out. For distributors, our mo Q is 60 cartons or one mastercase. And that can be a blend of all the different products that we have. So it could be, you know, 40 of original blend and 20 of them in, and so on and so forth.



46:37

Sorry, great. And what was the um, I couldn't quite see the retail cost?



46:43

No, no, we're sorry. So the retail cost right now is called 99. A pack. And our pricing for wholesalers and retailers. Does obviously changes for the price in there. So we wanted to talk about that further. We can do that outside of here.



46:59

Great. Thank you. You're



47:01

so welcome. Thank you for joining us have a question. Are there other questions? Alright, here's a question. So again, please feel free to reach out to RTC. If you have any more questions as well. So Jay and the Hamp program. Great presentation RTS, thank you for your time and your effort today. Thank you to Executive Council for participating here today as well and your support. And thank you all of you members for attending today's event. So please share the word about this. These events. They're very informative, want to try to help make sure that we have communication to the membership and everyone knows what's going on? Feel free to reach out to us anytime if you have any questions. And we'll see you guys next week. Please note there is an updated schedule that has been released. And and we apologize for the changes in the last second but due to scheduling and whether we had to pivot so just bear with us as the schedule does will change from time to time. Thank you guys very much for your time today. Have a good evening. Say one.



48:30

Thank you all so much.



48:32

So hold on one second is Jeremy want to say something? Yeah, before we go real quick. tribal members, emails, we're doing email blasts. And if they could call the office and

update their their addresses with Kareena Atkins or a towing fee. You know, that's just the missing information that we have to get this information out to the membership. So if each one of you on the call tonight can try and reach you know more members and spread the word about these these evening events and also update their addresses so we can further communicate in the future. So thank you. thank everybody involved. And I think that's it for this evening and look forward to next week as well. Back keep warm. Thank you. Thank you. I have one question. Yeah. Go ahead, Mike. Hello. I was just wondering, you know, I know the price sticker shock of the price is probably more prevalent around here than around like the coast, but is it mainly going to be targeted to the to the coasts, I mean, as far as cigarette sales because around here, I mean, if they can buy something at half price, you know, and I know it's not as Going to staffers is what we're offering. But you know, it's kind of like going to McDonald's get a hamburger or french fries cheap. And, you know, if you get some good with with strawberries and and greens and all the salads and stuff that's that's like twice the price. So is it getting? Are we getting like twice to the bang for our buck on that? Or? What are you guys? I mean, I'm just wondering about the target sales, I guess?



50:35

Yeah, that's a great question. Thank you for asking that. So our target, we put it at this price, so that we can remain competitive with our other competitors in the market. And would and be able to have a sale structure that makes us still have profitability when we're selling to end distributors that are asking for, you know, upwards of 70% off to retailers asking for 30. and everywhere in between that, we needed to have a product that could be able to kind of flex, where needed on the brain now, out of out of the market conditions, there's more buyers in the West Coast and onto the East Coast, and a little bit down into the Southwest. So that's why we've really targeted distributors in these areas initially, and then we'll begin our kind of march through the Midwest. Some, currently, there's not every state allows the sale of smokable hemp products, such as Idaho, or Texas, Nebraska is even sometimes a little bit of a question, they haven't really fully given us an answer on that. And so, you know, just due to some of the ambiguities on the legality of selling smokable, hemp products into certain Midwestern states, we really haven't made that our initial target. And, you know, talking with our different competitors, who are sometimes a partner, you know, they've, they're also doing the kind of the same market trajectory as us as well, we've, I've seen and watched our other competitors go directly into the Midwest and focus all their energy there, and they currently don't exist. And that was, that was a year and a half ago. So and I there is a sticker shock, obviously with it a little bit because there are areas other hemp products out smoke LED products out there that are going are going less. And you and I think your comment between a, you know, a burger from Mickey D's and, you know, a burger for dining. That is the other that's

what's gone into it right. So like, how everything is regeneratively produced, that it's coming from our your tribe, that all the ingredients that are going into it into the blends are all organically produced, and are sustainably produced. Because, you know, just because it's organic doesn't mean that it's been harvested or produced in a sustainable way that doesn't have, you know, negative effects on the ecosystem. You know, yeah, these are all things that we paid attention to and made sure that we're brands instead stayed consistent all throughout.



53:22

I say, and what about like, you know, I know nicotine, you keep coming back? Because you're addicted, what what's going to make this product for you're going to keep coming back what what's been happening since you're not about the addiction properties, what what's going to be so good feeling to keep people to buy again.



53:42

So it's a great question. So CBD has been really, really strong, and a great healing and restorative properties as well as properties that help you feel relieved. Smoking CBD flower has a different effect than you would take it from a tincture. It actually does have a body field has a little bit of a head field. That is is really, really nice. And this is not just coming from myself, but this is coming from many people and that most people who buy a smoking ban product keep buying that product doesn't have to do with necessarily being addictive, but that it is nice. I i pizza on a weekly basis. I'm not addicted to pizza, but I really love it. And that's kind of what I feel around him. I also really love cannabis. You know, and I in here in Oregon, it's you know, it's not necessarily an addictive flower. But I do really enjoy the feeling that I have from it, much like many other things. And so I don't think that we're moving in a different way culturally away from these things that are targeted to people because of their addictive properties to things that are we No are a better alternative.



55:02

I will also add to that to the smoking have people who who are trying to do smoking cessation getting off of smoking nicotine, they're looking for an alternative. So they still want the social aspect, they still want the whole notion of smoking or didn't want to have smoking a cigarette. So one of the competitors out there is actually promoting their products as a health and wellness product to help get off smoking. That's kind of what their main market is, we're not marketing our product in that form. But it is commonly

using that form. So if you want to continue to smoke for social for health reasons, there's a major health benefit here, just for the CBD also for the fact that non smoking nicotine, so I'll get both kind of transition away from that as well. So that's the target market that we're looking at as well. And when we did the market research, and we did the demographic and the age groups, you know, there's a CBD group as the CBD helps to benefit the group who are looking for that pain relief or different type of feel. But then there's also people who are socially conscious about supporting a business that's a Native American business or small business and something that doesn't have. And some of the hemp products look like I would say, I guess word is joints, I guess but this product product is to cigarette so there's not a stigmatism that you would face. If you're a public smoking product with like a joint it actually looks like it's actually a full on cigarette. So you don't have that question of that purpose, either. So there's a there's a lot of different value benefits depending on who your consumer is. Yeah, what about like, liability? I guess there wouldn't be any main silver mortgages being sued all the time for for the nicotine and the addictions and the cancers? Is there any? Is there any side effects? That CBD or that's long term studies have shown that it'd be something to be liable for.



56:56

I can say currently, there's been no long term study to show any answers effects of cannabis. And I also will add that on the side of our packs, you do still put a warning label on there, because you're still still smoking something. And so because you were smoking something, there's still carcinogens involved. And so we put the warning label that the state of California has put on certain it onto to cannabis. They can possibly cause cancer because there are carcinogens, I can say that there's been no long term study worldwide shown cannabis has any negative health effects, such as cancer.



57:43

Supposedly supposed to help with cancer for you guys.



57:48

I had cancer when I was 20. And that, which was what a trip back that was that cannabis was so incredibly helpful in that dream, psychologically, and and physically. Yeah.



58:07

That's great. I'm sorry. But yeah, that's good to hear. Yeah. So this for this, from the business side of it, just let people know, we do have product liability insurance as well that we put out with his product as well. So from an insurance perspective, we have covered our bases and making sure that this product is our consumers.



58:30

Yeah, now sounds like he goes, when your homework, everybody. We need to hear everybody get together and doing what they're doing. Really, really neat to see.



58:43

Thanks for your kind words, we appreciate that. There's been a lot of work, but you know, the executive councils been very supportive and want to make sure that we can do the best that we can do to bring support for the tribe.



58:59

Are there any other questions? Okay, well, I said Good night to you once, and I'll say goodbye to you twice. So less questions will be joining and oh, great question. Oh,



59:19

man, I mean, I'm wondering about like the prairie siege and some of that stuff and where you all are able to source that from? Is that stuff that rip trying to grow on the reservation too, so eventually have access



59:31

to having to that on site as well. And could that be part of part of a long term goal for the reservation?



59:38

Yeah, that's a really great question. And that is our long term goal. Our long term goal is to that every product, or everything that we do, put into our blends is produced on the reservation, kind of its price and we will begin producing some of this at a smaller scale.

On some incubator plots that we But it'll be nearby our hemp farm. So that we can begin looking at that. Currently, we're sourcing almost all of our ingredients from a company called mountain rose herbs, which is one of the best sources for herbs, or tinctures and things like that, that you can find on the market as they do, they do their homework, find a source, and they make sure that everything about it is responsibly cultivated and harvested. So, but things you know, things like prairie sage, Libya, you know, those, those are our akinesia, those are things that we can produce, on on the reservation. Other things like kinnikinnick, you know, that's, that's a that grows wild here in the northwest and up into more western states and up in Canada. So we obviously can't produce that, because we don't have the right environment for it. You know, or things like we will also have damiana. And in there, and that is typically grown down in South America, and over in Europe as well. So won't be reducing that. But we can certainly try, you know, and, and that's that's kind of the goal behind what we're doing this year is let's try let's see what it takes to produce this. And what that will actually look like. And even if we don't meet the capacity to what we need for sales, we can produce some of it, you know, and then if we produce some of it, then we have this, I think you've talked about this in the last one, when we talk about the bee farm and honey products is what if we just had a completely, you know, seasonal lawn or seasonal release of something that everything about this was produced on the reservation, right. And so you had this really nice specialty packs that came out right before the holidays. You know, and I've talked with Lance a lot about this. And you know, you know, a lot some of the kinnikinnick blends that were used by the tribes within the Missouri area, also included dogwood, and that also grows wild on the reservation and would be really interesting to look at how it could be integrated into a blend, because it's a bark, or an inner bark, it's a little bit hard to blend and get it into manufacturing kind of facility. But it's something we really want to look at. And when you talk about, like long term goals, this is these are all like so strongly a part of



1:02:25

it. That's awesome. Good work. I don't I don't really smoke, but I'd be willing to give it a shot. If I can get my hands on a pack. We'll make sure yeah, we'll get your smoke in one hand. Yeah. Thanks, guys.



1:02:48

Thank you. Oh, thank you guys. Other questions? All right. How many? How many total people listening? Do you guys count on that?



1:03:09

Was that I was wondering how many people are actually listening in? Do you guys have 18? all at one time? I notice my neighbor. There's 19 on right now, Mike, but there's been a drop off. So while you guys are taking the time to do this at night. I mean, that's, that's really nice for you guys to take, take your time out of the evening to do this for us. That's nice. That transparency was key and communication was key. I'm sorry, Tim, I just wanted to say you're. So go ahead, David, you're saying is that, you know, we really want to make an effort to make sure that we're communicating about, you know, what development, what's developing within the reservation tribe and the membership ladies understand and know that there's been a lot of a lot of diligent work. And I will say I'm working with the Executive Council, I feel sometimes I feel bad because I feel like we're just, you know, putting too much on the plate because we got a lot of great projects are happening. But the same token, these are great things that we really want to continue to push forward because we see there's a lot of value in in the long run. So this is something that we are honored to do is to be able to share the work that's happening with the executive councils doing so that there is a greater understanding of the workload and their dedication membership.



1:04:39

I actually thought I was having a theater background. I was thinking these would make a fantastic prop cigarette replacement for theatrical purposes.



1:04:52

That's a great idea.



1:04:54

Yeah. Um, I don't know how to get that to be I you know, I was in theater when I was The high school



1:05:03

I think it's my idea. And



1:05:06

I missed that can can can we repeat that question?



1:05:10

Yeah, I was I, my backgrounds in theater, and I was thinking these would make a fantastic cigarette prop. For stage, a lot of the times you'll use, like, an electric cigarette, that's not just water vapor but for for movies and such, you actually want an actual item to smoke. So I think this would be an interesting route to take it in.



1:05:38

I think great. Yeah, that's amazing. We that, just thank, you know, we have 19 people on on these phones, and you know, if we can get more and more members to join in on these meetings, and to participate and give, you know, just such great ideas, as Olivia just done, you know, just think that you know, how much we can get done, if we get to that point. And, you know, that's where I want to, I want to challenge all the membership, you know, let's let's try to get as many addresses in the context that we need. So, you know, just like this, you know, this is a great, great idea, Olivia, and, you know, if we can, if we can round up, you know, there's we've got 5000 tribal members worldwide, just think of the connections that could be made, if we can, if we can tap into that pool. So, you know, that's, I think our ultimate goal is to try to bring more tribal members in, that have the expertise and some of the areas that that we're going down this road, and, you know, some of the expertise that we don't have, and if we just connect that, you know, and put everybody together within districts reach so much higher than where we're reaching now. So I'd like to challenge each one of you to get more addresses.



1:07:02

That's a great idea. I have a couple of connections in the industry as well. So never thought about that. But something to work on.



1:07:09

For sure we should talk is that, um, I'm sorry, I can't tell who's talking.



1:07:14

I'm sorry. This is David.



1:07:15

Okay. Great. Thank you.



1:07:17

Of course. Yeah, feel free to reach out that. We'd love to chat. Are there any other questions?



1:07:31

Or comments like that, so that was great. So those are, those are ways that we can we can continue differentiation, continue down a path and really take, you know, become leaders in this market. So



1:07:44

yeah, thank you. Last call for questions, or comments. All right. Good night for the third time today. Your questions, everyone. I'll see you guys next week. Take care.



1:08:09

Take care.



1:08:10

Good night. Good night.



1:08:12

Thank you.



1:08:12

Thank you. Thank you.