



As a licensed cannabis farmer, you can play an important role in promoting and protecting California’s legal cultivation industry. You can help shine a light on licensed farmers like yourself, who are leading the industry, driving quality, demonstrating environmental stewardship, and supporting the state’s cannabis-permissive communities.

The California Department of Food and Agriculture (CDFA) manages “This is California Cannabis,” a statewide public outreach and education effort designed to promote the legal cannabis cultivation industry.

The purpose of the “This is California Cannabis” campaign is to highlight California’s legal cannabis cultivation industry and encourage unlicensed commercial cannabis farmers to get licensed. With this campaign and our comprehensive outreach efforts, we are raising awareness about the benefits of joining the legal industry. We are also providing extensive information about the licensing process and offering assistance to applicants who want to become licensed.

**This farmer toolkit is a resource that will be updated throughout the life of the “This is California Cannabis” campaign, and currently includes the following:**

1. **FAQs** – frequently asked questions and helpful answers about “This is California Cannabis,” including how to get involved and spread the word, and information about the state’s cannabis cultivation licensing process
2. **About “This is California Cannabis”** – samples of some of the campaign’s creative materials
3. **Shareable Content** – sample posts and downloadable graphics you may post on your own social-media channels

4. **Additional Resources** – an overview of other campaign resources, such as the campaign eNewsletter and personal profiles of some of California’s licensed commercial cannabis farmers

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If you have questions about the campaign or this toolkit, please contact Rebecca Forée, Communications Manager for CDFA’s CalCannabis Cultivation Licensing Division, by sending an email to [Rebecca.Foree@cdfa.ca.gov](mailto:Rebecca.Foree@cdfa.ca.gov).

## Frequently Asked Questions

### **Q: What is “This is California Cannabis”?**

**A:** “This is California Cannabis” is a statewide public education and outreach effort designed to promote the state’s legal cannabis cultivation market and raise awareness of the support and guidance offered to licensed cannabis growers. “This is California Cannabis” is managed by CalCannabis Cultivation Licensing, a division of the California Department of Food and Agriculture (CDFA).

### **Q: Why is “This is California Cannabis” important?**

**A:** By celebrating the farmers and communities that have embraced legal cannabis operations and highlighting the benefits of licensure, “This is California Cannabis” showcases the positive impact the legal market can have in our state.

### **Q: Where can I find more information about “This is California Cannabis”?**

**A:** Learn more about “This is California Cannabis” by visiting the campaign webpage [growwithCA.com](http://growwithCA.com). You can also sign up to receive our quarterly eNewsletter, which contains information and updates about the statewide effort.

### **Q: How can I and my fellow cannabis farmers receive updates about “This is California Cannabis”?**

**A:** Follow us on our CalCannabis social media channels—[Instagram](#), [Facebook](#), and [Twitter](#)—and [subscribe](#) to the quarterly CalCannabis eNewsletter.

### **Q: How can I, or a licensed farmer I know, be considered for a farmer profile in the eNewsletter?**

**A:** If you would like to be considered as a featured farmer in an upcoming issue of the CalCannabis eNewsletter, please send an email to [calcannabis@cdfa.ca.gov](mailto:calcannabis@cdfa.ca.gov) and a CalCannabis communications team member will respond.

### **Q: How can I contact CalCannabis Cultivation Licensing?**

**A:** Visit the CalCannabis website at [calcannabis.cdfa.ca.gov](http://calcannabis.cdfa.ca.gov); call 1-833-CALGROW (1-833-225-4769), Monday through Friday, 8am to 5pm; or send an email to [calcannabis@cdfa.ca.gov](mailto:calcannabis@cdfa.ca.gov).

### About “This is California Cannabis”

The “This is California Cannabis” campaign features vibrant and compelling videos, photographs, and other material that helps tell the stories of our community of licensed farmers and the benefits of the legal cannabis industry. These creative materials are targeted to reach farmers and other stakeholder audiences through billboards, online digital ads, social media, and radio.

If you are interested in accessing any of these creative materials, please see the shareable content on the following pages or contact us by sending an email to [calcannabis@cdfa.ca.gov](mailto:calcannabis@cdfa.ca.gov).



## Shareable Social and Digital Content

This section includes ready-to-use images, graphics, and posts for you to use across your social-media channels. Feel free to publish the following posts directly to your social-media channels and websites and in your newsletters. They can be slightly tailored to fit your voice, but we ask that you please maintain the sentiment and core information.

### Website or Newsletter Content

As a licensed cannabis farmer, I can sleep better knowing my business is secure, and I'm proud to be a part of the new legacy of California cannabis.

To see how California is shining a light on legal farmers like me, visit [growwithCA.com](http://growwithCA.com) to learn about "This Is California Cannabis," a statewide effort to promote and celebrate legal cannabis cultivation.

### Social Media

Please be sure to tag us (that is, include the CalCannabis handles below) on social media so we can engage with your posts.

- Instagram: [@CalCannabis.cdfa](https://www.instagram.com/CalCannabis.cdfa)
- Facebook: [@CACultivationLicensing](https://www.facebook.com/CACultivationLicensing)
- Twitter: [@Cal\\_Cannabis](https://twitter.com/Cal_Cannabis)

#### Post Option 1 - English

I'm proud to be a part of the new legacy of California cannabis as a licensed farmer. You should be, too.

Learn how CDFA's CalCannabis Cultivation Licensing Division [tag] is fulfilling the promise of legalization at [growwithCA.com](http://growwithCA.com).

#ThisIsCaliforniaCannabis

#### Post Option 2 - English

California is committed to the entrepreneurial farmers like us who have invested in the legal cannabis market.

Learn more about how farmers are partnering with CDFA's CalCannabis Cultivation Licensing Division [tag] by getting licensed at [growwithCA.com](http://growwithCA.com).

#ThisIsCaliforniaCannabis

#### Post Option 3 - English

I sleep better knowing my business and livelihood are secure. Getting licensed brings me that peace of mind.

Visit [growwithCA.com](http://growwithCA.com) to see why joining the legal cannabis market is the only way to keep your business growing.

#ThisIsCaliforniaCannabis

### Post Option 1 - Spanish

Me enorgullece ser parte del nuevo legado de California Cannabis como productor autorizado. Tú también deberías estarlo.

Aprende cómo la División de Concesión de Licencias para el Cultivo de CalCannabis de CDFA está cumpliendo la promesa de la legalización en [growwithCA.com](http://growwithCA.com).

#ThisisCaliforniaCannabis

### Post Option 1 - Hmong

Kuv zoo siab koom nrog caj ceg tshiab uas yog California cov tshuaj maj ua ib tug muaj daim ntawv tso cai ua liaj ua teb. Tsim nyog uas nej xav ib yam li ntawd thiab.

Cia li kawm tias California lub Rooj Tsav Xwm Saib Xyuas Khoom Noj thiab Qoob Loo (California Department of Food and Agriculture, CDFA) qhov Chaw Tso Cai Cog Qoob Loo Tshuaj Maj CalCannabis (CalCannabis Cultivation Licensing Division) [tag] ua li cas kom muaj raws li kev cog lus tias yuav ua raws kev cai nyob ntawm [growwithCA.com](http://growwithCA.com).

#ThisisCaliforniaCannabis

### Post Option 2 - Spanish

California está comprometida con los productores emprendedores, como nosotros, que han invertido en el mercado del cannabis legal.

Aprende más sobre cómo los productores están asociándose con la División de Concesión de Licencias para el Cultivo de CalCannabis de CDFA y obtén su autorización en [growwithCA.com](http://growwithCA.com).

#ThisisCaliforniaCannabis

### Post Option 2 - Hmong

California yeej cog lus rau cov ua lag luam ua liaj ua teb uas tau tso nyiaj rau kev muag tshuaj maj raws kev cai.

Kawm ntxiv saib cov ua liaj ua teb ua li cas koom nrog CDFA CalCannabis Cultivation Licensing Division [tag] thaum koj tau daim ntawv tso cai nyob ntawm [growwithCA.com](http://growwithCA.com).

#ThisisCaliforniaCannabis

### Post Option 3 - Spanish

Duermo mejor al saber que mi negocio y forma de vida están seguros. Estar autorizado me da esa tranquilidad.

Visita [growwithCA.com](http://growwithCA.com) para ver por qué unirse al mercado legal del cannabis es la única forma de mantener el crecimiento de su empresa.

#ThisisCaliforniaCannabis

### Post Option 3 - Hmong

Kuv pw tsaug zog zoo vim kuv paub tias kuv lub lag luam ruaj khov thiab kuv muaj peev xwm tau noj tau haus. Qhov uas kuv tau ib daim ntawv tso cai ua rau kuv nyob kaj siab.

Mus rau [growwithCA.com](http://growwithCA.com) kom pom vim li cas kev koom kev muag tshuaj maj raws txoj cai yog tib txoj kev ua rau koj lub lag luam loj tuaj tas mus li.

#ThisisCaliforniaCannabis

## Graphics

Click [here](#) to view a collection of graphics you can download and share on social media and through your digital channels.



## Additional Resources

### eNewsletter

We've launched a new eNewsletter series as a part of our "This is California Cannabis" campaign to highlight the merits of the legal cannabis farming industry and share helpful tips on how to become a licensed cannabis farmer. In each edition, we also include updates on CalCannabis programs, profiles of licensed cannabis farmers, and tips for licensees, such as how to renew a license or transition from a provisional license to an annual license. Are you working on something you think should be featured in our next newsletter? Tell us about it! Please send an email to [calcannabis@cdfa.ca.gov](mailto:calcannabis@cdfa.ca.gov) and a CalCannabis communications team member will respond.



**To share a sample campaign newsletter with colleagues or friends, please use this link:**  
[mailchi.mp/cdfa/calcannabis-ewsletter-introducing-this-is-california-cannabis](https://mailchi.mp/cdfa/calcannabis-ewsletter-introducing-this-is-california-cannabis)

## Farmer Profiles

At the core of our “This is California Cannabis” campaign is the community of dedicated, innovative farmers like you who are paving the way for generations to come. There are opportunities for you to be featured in “This is California Cannabis” through interviews, social media, and more. If you or anyone you know is interested in being featured, please send an email to [calcannabis@cdfa.ca.gov](mailto:calcannabis@cdfa.ca.gov) and a CalCannabis communications team member will respond.

**Follow this link to see the farmer features we’ve published thus far:**

[cdfa.ca.gov/calcannabis/profiles/](http://cdfa.ca.gov/calcannabis/profiles/)



Spencer Sanborn

CaliGardens

Whitethorn, Humboldt County

Website: [flowkana.com/farmer-network](http://flowkana.com/farmer-network)

▶ [Read About This Licensed Cannabis Farmer](#)

## Fact Sheet

As you interact with licensed commercial cannabis farmers or other cannabis stakeholders in California, it might be helpful to share this one-page fact sheet about CalCannabis Cultivation Licensing, a division of the California Department of Food and Agriculture. You can download the fact sheet [here](#) to print or send via email.

**cdfa** CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE

**CAL** CalCannabis Cultivation Licensing

### What We Do

**CAL**  
CALCANNABIS CULTIVATION LICENSING DIVISION

Housed within the California Department of Food and Agriculture, the CalCannabis division licenses cannabis cultivators, nurseries, and processors, and manages the California Cannabis Track-and-Trace system, which tracks all commercial cannabis and cannabis products.

1-833-CALGROW (1-833-225-4769)  
calcannabis@cdfa.ca.gov  
calcannabis.cdfa.ca.gov

**Coming in 2021:**

- CULTIVATION
- TRACK AND TRACE
- CALCANNABIS APPELLATIONS PROJECT
- OCAL (ORGANIC EQUIVALENT)

In California, all commercial cannabis businesses must be licensed by the state. Three governing bodies—known as the state’s cannabis licensing authorities—oversee the licensing and regulation of the cannabis industry. The licensing authority that regulates cannabis farmers is the California Department of Food and Agriculture’s CalCannabis Cultivation Licensing Division. To operate any commercial cannabis business in California, the business must be in a local jurisdiction that permits the type of cannabis activity you wish to engage in (for example, you can’t get a state license to grow commercial cannabis if your proposed business would be in a city or county that bans commercial cannabis grow sites). For an overview of the state’s cannabis regulations and guidelines for cultivators, nurseries, and processors, please visit the CalCannabis Cultivation Licensing website at [calcannabis.cdfa.ca.gov](http://calcannabis.cdfa.ca.gov). For information about other licensed cannabis activities in the state, including retail, distribution, testing labs, and manufacturing, visit the California Cannabis Portal at [cannabis.ca.gov](http://cannabis.ca.gov)

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